



CITY OF SAN MATEO

City Hall
330 W. 20th Avenue
San Mateo CA 94403
www.cityofsantamateo.org

Agenda Report

Agenda Number: 11

Section Name: {{section.name}}

File ID: {{item.tracking_number}}

TO: City Council
FROM: Drew Corbett, City Manager
PREPARED BY: Community Development Department
MEETING DATE: September 16, 2019
SUBJECT:
Census 2020

RECOMMENDATION:

Adopt a Resolution to affirm the City of San Mateo's commitment to ensuring a fair and accurate count of all residents during the 2020 Census.

BACKGROUND:

In April 2020, the U.S. Census Bureau will conduct its decennial census, a comprehensive count of residents in the United States. As in previous surveys, the counts made during the 2020 Census will influence funding allocations for a number of federal programs for years to come and necessitate the redrawing of the boundaries of our political districts.

However, changes to the 2020 Census present some particular challenges that could threaten the accuracy of the count in our community. The Census Bureau has fewer per-household resources to conduct the count than in recent years, and many of the responses will now be collected online, which introduces new challenges for those with inadequate access to reliable internet.

For its part, San Mateo County has been working hard to overcome these and other obstacles presented by next year's census. In 2018, the County submitted a Local Update of Census Addresses to ensure the Census Bureau's Master Address File contains a comprehensive list of addresses before next year's count begins. This submission contained more than 30,000 addresses that were not previously accounted for in the Master Address File and will be important in avoiding an undercount of populations that have been historically hard to count.

The County has also assembled a Complete Count Committee, comprised of a number of public sector and nonprofit organizations, to coordinate and manage outreach and strategic communications across the County. This Committee will work with Strategic Work Groups to address several strategic challenges, including language access and youth engagement, and Community Action Teams will be deployed to hard-to-count communities to build trust and encourage participation.

To make the counts as comprehensive as possible, the County will also be working with each of its 20 cities, including San Mateo. In addition, the City is participating in the 2020 Census New Construction Program to ensure any new residential construction scheduled to be completed by April 1, 2020 is included in the Census Bureau's address list. The City will continue to work with the Census Bureau and the County in advance of next April's census to promote participation and engagement and is committed to ensuring Census 2020 results in a comprehensive count of residents.

BUDGET IMPACT:

There is no budget impact to this action.

ENVIRONMENTAL DETERMINATION:

The affirmation of this commitment is not a project under section 15378(b)(5) of the CEQA guidelines, because it is an administrative activity that will not impact the physical environment.

NOTICE PROVIDED

All meeting noticing requirements were met.

ATTACHMENTS

Att 1 – Proposed Resolution

STAFF CONTACT

Kohar Kojayan, Director Community Development

kkojayan@cityofsanmateo.org

(650) 522-7207

Brian Alexander, Management Fellow

balexander@cityofsanmateo.org

(650) 522-7209