



City Council

Date: April 11, 2019
To: City Council
Through: Christopher J. Brady, City Manager
Scott Butler, Deputy City Manager
From: Jeff Robbins, 2020 Census Administrator
Subject: Appointment of New Members to the 2020 Census Taskforce

Purpose and Recommendation

The purpose is the appointment of new members to the 2020 Census Taskforce. This taskforce is responsible for developing the strategic outreach and engagement plan to encourage city residents to respond to the census questionnaire. The taskforce relies on community influencers to create localized messaging that educates and motivates people to respond to the 2020 U.S. Census.

Background

On October 15th, 2018 the Mesa City Council Appointed 24 members to the 2020 Census Taskforce. Several of the original appointees are no longer able to serve on the taskforce and staff has identified replacements.

The taskforce will disband in the summer of 2020 after most of the nonresponse follow-up to the census has concluded.

Discussion

The following individuals and organizations have volunteered to serve on the taskforce:

Nancy Cressy, Outreach Coordinator, Trinity Church
Kathy Dickinson, Local Outreach Coordinator, Central Christian Church
Angela Gaetano, Director of Parish Leadership Support, Catholic Diocese of Phoenix

Alternatives

Choose not to add members to the taskforce.

Fiscal Impact

The City of Mesa receives approximately \$330 per person in state-shared revenue annually for each resident counted. According to the George Washington University report, *Counting for Dollars 2020*, it is estimated that each person counted directs \$2,865 of federal funding to education, transportation, healthcare, housing and other needs in Mesa each year.

The purpose and work of the Taskforce is to increase response rates from individuals that would otherwise not be counted, thereby increasing population driven revenues to the City over the next decade.