



# City Council

**Date:** October 10, 2019  
**To:** City Council  
**Through:** Scott Butler, Deputy City Manager  
**From:** Jeff Robbins, 2020 Census Administrator  
**Subject:** Reduce number of 2020 Census Taskforce members and appoint one new member to the Taskforce. (Citywide)

## **Purpose and Recommendation**

On October 15<sup>th</sup>, 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. It is proposed that five of the seats be removed and that one seat be replaced.

## **Background**

The 2020 Census Taskforce was created in 2018 for the purpose of developing a strategic outreach and engagement plan for Mesa residents. This outreach is essential to ensuring an accurate count by the U.S. Census Bureau. The Taskforce relies on community influencers to create localized messaging that educates and motivates people to respond to the 2020 U.S. Census.

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

## **Discussion**

It is proposed that the number of seats on the Taskforce be reduced by five.

Bob Nelson, Communications Director, Mesa Chamber of Commerce, has volunteered to serve on the Taskforce.

## **Fiscal Impact**

The City of Mesa receives approximately \$330 per person in state-shared revenue annually for each resident counted. It is estimated that each person counted directs \$3,195 of federal and state funding to education, transportation, healthcare, housing and other needs each year.

The Taskforce will attempt to increase response rates from individuals that would otherwise not be counted, thereby increasing population driven revenues to the City over the next decade.