

(on BOS letterhead)

Dear Chair.....

Mr./Mrs.

XXX Municipal Advisory Council

On behalf of the Contra Costa County Board of Supervisors, I would like to invite your council to collaborate with the County in the upcoming 2020 Census.

The federally mandated census occurs every 10 years with the goal of counting every person living in the United States. Census data is used to distribute Congressional seats to states, apportion more than \$675 billion in federal funds to tribal, state and local governments, and help inform decisions as to what services to provide in the community (schools, health services, roads, etc.). In addition, local businesses rely on the demographic and economic census data to help with major business planning and expansion. Therefore, it is crucial to collect accurate census data, as it will directly affect the quality of life in our communities. A concerted outreach campaign is essential to get the message out to all of our county residents, especially the hard-to-reach populations. The County plans to launch an intensive outreach campaign leveraging the use of electronic billboards, and social media as well as conventional methods including local TV advertising, radio spots, and face to face canvassing.

As an influential Municipal Advisory Council, we will be relying on the council in helping us get a clear message to all residents within Contra Costa County, of the importance of participating in the 2020 Census. Please help us ensure that all individuals in the community you represent are fully counted. By becoming our partner in this important endeavor, you are sending a strong message to your community about the importance of the census and the benefits of being counted, as well as assure those individuals reluctant to come forward and hard to reach that it is safe to answer the census questionnaire.

We have a webpage at www.cccounty.us/census2020 for current information and resources regarding Census 2020. For additional information, please contact Barbara Riveira (Barbara.Riveira@cao.cccounty.us) and/or Kristine Solseng (Kristine.Solseng@dcd.cccounty.us). Our goal is to convene a regional sub-committee in each area of the County to assist in assembling a specific outreach plan for hard-to-reach individuals within the communities that you service. We encourage and welcome your participation in this critically important project. Please provide contact information of individuals from your council that will be available to collaborate with the County for the preparation of Census 2020.

We look forward to partnering with you to address this extremely important 2020 Census project. We must make every effort to provide each one of our cities the benefits of counting all residents. Obtaining our fair share of federal funding can only be accomplished with a complete

and accurate counting of all individuals living within our boundaries. On behalf of the county and our residents, we hope you will join us in giving this project the priority it deserves. Thank you for your support.

Sincerely,

Karen Mitchoff

Chair, Board of Supervisors