

**A RESOLUTION OF THE PAJARO VALLEY CHAMBER OF COMMERCE AND
AGRICULTURE IN SUPPORT AND PARTICIPATION IN THE 2020 CENSUS OUTREACH
EFFORTS**

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, Census Day will be April 1, 2020 and will be the first to provide the opportunity to and rely heavily on online responses; and

WHEREAS, the largest ongoing challenge facing the U.S. Census Bureau in the state of California is the undercount of certain population groups; and

WHEREAS, these diverse communities include traditionally hard to count populations which are at risk of being missed in the 2020 Census; and

WHEREAS, Nearly \$77 billion in federal funding is received in California and relies strongly on census data; and

WHEREAS, it is critical to have a complete and accurate count of California's population; and

WHEREAS, the data collected by the decennial Census directly affects the number of seats each state has in the U.S. House of Representatives and determines the distribution of billions of dollars in federal funds to state and local governments, as well as the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a large-scale undertaking that requires multifaceted collaboration and partnership in order to obtain a complete and accurate count; and

WHEREAS, California's leaders have dedicated a massive amount of resources and funding to make sure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, support from stakeholders is of utmost importance as the U.S. Census Bureau is facing several challenges with Census 2020, including continual changes in technology, a decline in response rates, increasingly diverse and mobile population; and

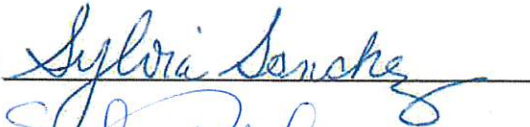
WHEREAS, California is kicking-off its outreach and engagement efforts in April 2019 for the 2020 Census; and

WHEREAS, The Pajaro Valley Chamber of Commerce and Agriculture, in partnership with local governments, the State, businesses, schools, and other community organizations, is committed to active outreach and communication strategies, focusing on reaching all individuals; now, therefore, be it

RESOLVED by the Pajaro Valley Chamber of Commerce and Agriculture recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

This resolution was introduced at a regular Pajaro Valley Chamber of Commerce and Agriculture Board of Directors meeting, held on August 15, 2019, and approved by unanimous vote.

PASSED, APPROVED, AND ADOPTED this day 22 of August, 2019.

Sylvia Sanchez, Chair of the Board 

Shaz Roth, President/CEO 