



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Carlson, Mital, Helgeson, Schlossberg and Brown
FROM: Rene Gonzalez, Customer Solutions Manager
DATE: May 21, 2019
SUBJECT: Proposed US Census Bureau Promotional Bill Stuffer
OBJECTIVE: Board Action

Issue

EWEB would like to support its community partners by raising awareness about the importance of participating in the 2020 US Census. Board Policy GP11, Use of Bill Stuffers, states that bill stuffer content must reflect material directly related to EWEB business. Exceptions to the policy must be approved by the Board of Commissioners.

Background

Responding to the census helps communities receive the funding they need and informs data-driven business decisions for many things which impact our community such as services, infrastructure, health care, senior centers, jobs, political representation, roads, schools and businesses. According to the US Census Bureau, more than \$675 billion in federal funding flows back to states and local communities each year based on census data.

The Lane Council of Governments requested that EWEB consider potential commitments the Utility can make to promote participation in the census.

Discussion

One effective way that EWEB can help is through the use of bill stuffers to provide information to its customers. There would be no additional cost for postage providing the standard bill stuffer process is used.

Separate from this requested Board action, Customer Solutions staff will evaluate other prospective opportunities for EWEB to raise awareness.

Requested Board Action

Approval to use a bill stuffer(s) during the 2019-2020 timeframe to raise awareness and promote the importance of participation in 2020 US Census.