

**From:** Do Not Reply / Ne Pas Répondre (statcan/statcan) <[statcan.DoNotReply-NePasRepondre.statcan@canada.ca](mailto:statcan.DoNotReply-NePasRepondre.statcan@canada.ca)>

**Sent:** Wednesday, January 13, 2021 7:11 AM

**To:** Mayor Leonard Krog <[Leonard.Krog@nanaimo.ca](mailto:Leonard.Krog@nanaimo.ca)>

**Subject:** 2021 Census of Population / Recensement de la population de 2021

Dear Mayor,

I am pleased to inform you that the next census will take place in May 2021. I am writing today to seek your support to increase awareness of the census among residents of your community.

For over a century, Canadians have relied on census data to tell them about how their country is changing and what matters to them. We all depend on key socioeconomic trends and census analysis to make important decisions that have a direct impact on our families, neighbourhoods and businesses. In response to the COVID-19 pandemic, Statistics Canada has adapted to ensure that the 2021 Census is conducted throughout the country in the best possible way, using a safe and secure approach.

Statistics Canada will be [hiring approximately 32,000 people](#) across the country to assist with census collection. We would like to work with you and your municipality to ensure that your residents are aware and informed of these job opportunities.

Furthermore, your support in encouraging your residents to complete the census will have a direct impact on gathering the data needed to plan, develop and evaluate programs and services such as schools, daycare, family services, housing, emergency services, roads, public transportation and skills training for employment.

If you would like to express your municipality's support for the census, please share the municipal council resolution text below with your residents:

Be it resolved that:

The Council of the Corporation of (NAME OF CITY/TOWN/MUNICIPALITY) supports the 2021 Census, and encourages all residents to complete their census questionnaire online at [www.census.gc.ca](http://www.census.gc.ca). Accurate and complete census data support programs and services that benefit our community.

In the coming weeks, a member of our communications team may contact you to discuss ways in which we can work together. Should you have any questions, please contact us at [statcan.censusoutreach.west-rayonnementdurec.ouest.statcan@canada.ca](mailto:statcan.censusoutreach.west-rayonnementdurec.ouest.statcan@canada.ca).

Thank you in advance for supporting the 2021 Census.

Yours sincerely,

Geoff Bowlby  
Director General, Census Management Office  
Statistics Canada / Government of Canada

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