

Date: April 22, 2021 at 1:04:50 PM PDT

To: Margo Wagner <mwagner@cariboord.ca>

Subject: The 2021 Census is almost here, and we need your support

Reply-To: statcan.census-recensement.statcan@canada.ca

Dear Mayor:

The 2021 Census is almost here! As you know, census data are critical to decision makers and Canadians from coast to coast to coast. In addition to informing public policy, census data are vital for planning schools, hospitals, daycare centres, family services, public transportation, and skills training for employment. In addition, census data support numerous municipal programs related to infrastructure and public transportation and are used to measure Canada's sustainable development and environmental goals. Information from the 2021 Census will be even more crucial because it will help your community evaluate the impact of the COVID-19 pandemic and to better plan for the future.

Census collection will begin on May 3, 2021. Statistics Canada has adapted the collection process to ensure that all Canadians and our employees remain safe while participating in this vital national exercise. Data collected in the 2021 Census will inform many of the economic and health-related policy decisions that must be made by all levels of government in the coming months and years, as the aftermath of the COVID-19 pandemic continues to affect the lives of Canadians.

Statistics Canada will do everything it can to get Canadians to respond to the census without an in-person visit from a census employee. Completing the census questionnaire online is the best and fastest way to fulfill the census obligation. We anticipate that the great majority of Canadians will complete the questionnaire through our efficient, secure and user-friendly online application. Respondents without reliable access to the Internet can also call the Census Help Line to complete their census questionnaire over the phone or request a paper questionnaire.

In cases where a Statistics Canada census employee is sent to a dwelling for non-response follow-up, a new no-contact protocol will be followed. Under this protocol, no interviews will be conducted inside the respondent's dwelling. These interviews will instead be physically-distanced and the census employee will be required to wear a mask, and follow all public health guidelines.

I would appreciate your active support in helping us make the 2021 Census a success. We have developed the [Community Supporter Toolkit](#) and brought together products and resources to help you spread the word about the benefits and positive impact of the census for your community.

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:

The "Council 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.
Accurate and complete census data support programs and services that benefit our community.

I would like to thank you and your municipality for your input to the census to date, and for your continued support and collaboration. I invite you to learn more about the 2021 Census on our [census website](#) and to follow our official [social media accounts](#).

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.

Sincerely,

Anil Arora
Chief Statistician of Canada
Statistics Canada / Government of Canada
anil.arora@canada.ca