



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: County Executive
Office
Department No.: 012
For Agenda Of: October 8, 2019
Placement: Departmental
Estimated Time: 30 minutes
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department: Mona Miyasato, County Executive Officer
Director(s)
Contact Info: Dennis Bozanich, Deputy County Executive Officer
SUBJECT: **Census 2020 Complete Count Outreach Update – Strategic and Implementation Planning**

County Counsel Concurrence

As to form: NA

Auditor-Controller Concurrence

As to form: NA

Recommended Actions:

That the Board of Supervisors (Board):

- A. Receive and file an update on the status of Census 2020 Complete Count planning in Santa Barbara County; and
- B. Determine that these actions do not constitute a project under the California Environmental Quality Act (CEQA) based on CEQA Guideline 15378 (b)(4) since the actions are a government funding mechanism which does not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment.

Summary Text:

Every ten years, the United States Census counts every resident in the nation. A complete and accurate count of California's population is essential to the State because it determines the number of seats in the House of Representatives and the allocation of billions of dollars in federal funding to local governments. Accurate Census 2020 data will also be needed for redistricting in 2021.

The State is providing over \$354,000 to the County of Santa Barbara to develop comprehensive plans to reach out and to encourage the hardest to count portions of the community to participate in the 2020 Census. Staff will return to the Board with an update in January 2020 or sooner if circumstances warrant.

Background:

The County is required to participate in five tasks as a condition of receiving the State funding:

- Task 1 – Develop and receive approval of a County Census 2020 Complete Count Strategic Plan;
- Task 2 – Provide quarterly reports to the State on all Complete Count activities through July 2020;
- Task 3 – Develop and receive approval of a County Census 2020 Complete Count Implementation Plan;
- Task 4 – Develop and receive approval of a County Census 2020 Complete Count Follow-up Plan; and
- Task 5 - Provide a final report on all Complete Count Activities.

County staff and staff from the Santa Barbara Foundation have formed a Santa Barbara County Complete Count Steering Committee with representatives from across the county including participation by eighty-seven leaders from the public, private and non-profit sectors. The steering Committee is split into six sub-committees: Local & Government Partners, Philanthropic, Messaging to Undocumented and Immigrant Communities, Public Health & Education, Family Resources & Housing and Marketing.

In August 2019, the County received State approval of its Census 2020 Complete Count Strategic Plan. (Attachment 1) The County's Complete Count Strategic Plan identifies four Strategic Goals:

- Strategic Goal 1: Community resources, such as cities and community-based organizations, are engaged and coordinated in developing and executing the Census 2020 Complete Count outreach efforts ensuring broad regional participation;
- Strategic Goal 2: Increase community member awareness about the importance of the census and build trust about the Census 2020 through a comprehensive, multi-lingual, multi-modal communication campaign
- Strategic Goal 3: Actively outreach to the hard-to-count populations through education and engagement; and
- Strategic Goal 4: Support every community member participation in the Census 2020 by eliminating barriers to access.

The County's Complete Count Implementation Plan is due to the State on October 31st. Each Complete Count sub-committee has prepared specific implementation plans for each of their areas of focus. These will be combined, synthesized and submitted to the State at the end of the month. The Implementation Plan will describe:

- Specific activities, locations of those activities, time and date, census tract targets, frequency of the activity and the Hard to Count categories being reached by the activity;
- Location and operational locations for Questionnaires Assistance Centers and Kiosks (QAC-K) during the enumeration efforts in March through June 2020; and
- Additional local or regional funding sources being pursued or already committed.

The County's Census Complete Count Committee is also presenting regular updates to each of the two Sub-Regional Planning Committees of the Santa Barbara County Association of Governments (SBCAG).

The California Complete Count Census 2020 effort is a statewide outreach and awareness campaign designed to ensure an accurate and complete count of all Californians in the upcoming 2020 United States Census. The 2020 Census is the decennial census, mandated by Article 1, Section 2 of the United States Constitution. The results are used to allocate Congressional seats, electoral votes, and government program funding to state and local governments. Just based on the funding component, a census that undercounts Californians could cost the state billions of dollars. For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal program funding.

The State’s 2020 Complete Count Census outreach campaign will focus on both the geographic areas and demographic populations who are “least likely to respond.” These areas and populations are commonly referred to as “hard-to-count (HTC).” The terms “least likely to respond” and “HTC” are often used interchangeably.

Performance Measure:

NA

Contract Renewals and Performance Outcomes:

NA

Fiscal and Facilities Impacts:

Budgeted: Yes **Fiscal Analysis:**

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ -

Narrative: All Census 2020 Complete Count coordination activities are included in the adopted FY2019-20 Budget.

Key Contract Risks:

Staffing Impacts:

Special Instructions:

Attachments:

A – Santa Barbara County Census 2020 Complete Count Strategic Plan

Authored by: Dennis Bozanich, Deputy County Executive Officer, 805-568-3400