



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: February 5, 2019
Placement: Administrative
Estimated Time: NA
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: Resolution and Agreement to Accept State Funding for Census 2020 Complete Count Outreach

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: Select_Concurrence

Recommended Actions:

That the Board of Supervisors (Board):

- A. Adopt a Resolution accepting an allocation of \$354,319.00 from the State of California to fund local Census 2020 Complete Count outreach activities;
- B. Authorize the signing by the County Executive Officer or the County Executive Officer's designee of the County Opt-In Agreement with the State of California; and
- C. 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 California Legislature has appropriated \$90.3 million to fund activities related to 2020 Census. Just over \$26 million of that appropriation is being offered to counties and local governments based on total population and the number of Hard to Count (HTC) residents. Approval by the Board of the Resolution

and signing of the Opt-In Agreement provides the County of Santa Barbara \$354,319.00 to fund local 2020 Census Complete Count outreach.

Background:

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.

In preparation for the 2020 census, Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative. The Executive Order established a California Complete Count Committee to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census. The California Complete Count outreach strategy is funded by a Budget Bill, which allocated \$90.3 million in the state budget for efforts related to the upcoming 2020 Census. The State has authorized \$26.5 million of those funds to be directed towards county-based outreach efforts.

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.

This program aims to address the following goals:

- Increase awareness and knowledge about the 2020 Census in HTC communities and populations;
- Deliver focused messages via trusted messengers in trusted environments about the 2020 Census process to HTC areas and populations concentrated in Census tracts that are least likely to respond;
- Ensure that all outreach, messaging and publicity is culturally relevant and linguistically appropriate;
- Support the California Complete Count statewide community outreach and media relations efforts through a strategy that is focused, timely, cost-effective and tailored to addressing barriers that prevent HTC communities and populations from completing and returning their forms;
- Complement as well as add value to the outreach, messaging and advertising provided by the U.S. Census Bureau;
- Work collaboratively with a network of community-based organizations, other local governments and others across sectors; and
- The ultimate goal is to ensure that HTC/least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for California.

For the County to receive its share of the \$26.5 million, the Board must adopt a resolution supporting participation in the 2020 Census and return the signed Opt-In Agreement. The Agreement does establish rather specific goals including the development of a local Complete Count Strategic Plan, monthly

meetings with Census 2020 regional managers, quarterly written reports, an implementation plan as well as a final report due in September 2020. The implementation plan will identify who will conduct the outreach efforts. These Census 2020 Complete Count outreach efforts are likely to involve cities and community based organizations.

Performance Measure:

NA

Contract Renewals and Performance Outcomes:

NA

Fiscal and Facilities Impacts:

Budgeted: No

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			(\$354,319)
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ (354,319.00)

Narrative:

Key Contract Risks:

The largest risk associated with this revenue contract includes the failure to complete the terms of the contract identified by the State of California. Failure would likely result in the payments being less than anticipated.

Staffing Impacts:

Special Instructions:

Please return signed Resolution and Agreement to the County Executive Office for submission to the State to be received by February 8, 2019.

Attachments:

A – Resolution Accepting an Allocation from the State of California to Fund Local Census 2020 Complete Count Outreach Activities

B – County Opt-In Agreement with the State of California

C – Exhibit C-General Terms and Conditions and CCC 04/2017 Certification, which are incorporated into the agreement by reference

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