



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 11, 2020  
**Placement:** Administrative  
**Estimated Time:** NA  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** 3/5

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**TO:** Board of Supervisors  
**FROM:** Department: Mona Miyasato, County Executive Officer  
Director(s)  
Contact Info: Joni Maiden, Director of Child Support Services  
**SUBJECT:** Resolution and Agreement to Accept Additional State Funding for Census 2020  
Complete Count Outreach

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**County Counsel Concurrence**

As to form: Yes

**Auditor-Controller Concurrence**

N/A

**Recommended Actions:**

That the Board of Supervisors (Board):

- A. Adopt a Resolution accepting an additional allocation of \$139,695.00 from the State of California to fund local Census 2020 Complete Count outreach activities;
- B. Authorize the County Executive Officer or the County Executive Officer's designee to sign the County Opt-In Letter with the State of California-Government Operations Agency California Complete Count – Census 2020;
- C. Authorize the County Executive Officer or the County Executive Officer's designee to sign Amendment 1 to the Government Operations Agency California Complete Count – Census 2020 Agreement determining the new total allocation as \$494,014.00;
- D. 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:**

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. Recently, the State has allocated more funding to the County. Approval by the Board of the Resolution and signing of the Opt-In Letter and

Amendment 1 to the Agreement provide the County of Santa Barbara an additional \$139,695.00 to fund local 2020 Census Complete Count outreach, for a total funding allocation of \$494,014.00.

For over a year, the County has been working in partnership with the Santa Barbara Foundation, community organizations and local jurisdictions to prepare for the 2020 Census and outreach to Hard to Count residents. Funds provided by the State have been allocated for identified priorities, including advertising, and allocated to local jurisdictions and non-profit organizations for their efforts.

For the County to receive an additional award of \$139,695, the Board must adopt a resolution and the County must return the signed Opt-In Letter and Agreement. The additional funding will support the following funding priorities:

- Printing of census materials in languages that support the hardest to count demographics and local outreach strategies approved in the County's Implementation Plan.
- Providing in-language support at Questionnaire Assistance Centers and other outreach activities focused on motivating the hardest to count communities to complete the census questionnaire. This focus should take into consideration Language and Communication Access Plan requirements (LACAP).
- Executing Census outreach activities in tracks (HTC 57+) where there are currently no activities planned.
- Bolstering existing efforts in hardest to count census tracks to amplify the campaign's call to action of completing the census questionnaire online.
- Establishing a contingency fund for rapid deployment of resources during the self-response period, including but not limited to establishing Questionnaire Assistance Centers and expanded hours, canvassing, phone banking, and other census outreach activities that may be easily adjusted to focus on tracks that are below expected response rates.

### **Background:**

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 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 focuses 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 addresses 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.

**Performance Measure:**

NA

**Contract Renewals and Performance Outcomes:**

NA

**Fiscal and Facilities Impacts:**

A Budget Revision in the amount of \$139,695.00 is needed to add appropriations to the appropriate budget object level for grant expenses, which will be brought to the Board at a future date.

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY:</u></b>	<b><u>Annualized On-going:</u></b>	<b><u>Total One-Time Project</u></b>
General Fund			
State	\$ 139,695.00		\$ 494,014.00
Federal			
Fees			
Other:			
Total	\$ 139,695.00	\$ -	\$ 494,014.00

Narrative: Census 2020 Complete Count funding includes the current award of \$139,695 in addition to the previous award of \$354,319, for a total award of \$494,014.

**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 to the County Executive Office for submission to the State to be received by February 12, 2020.

**Attachments:**

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

B – County Opt-In Letter and Amendment 1 to the 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:** Joni Maiden, Director of Child Support Services, 805-568-2343