



Board Agenda Item 13

DATE: February 25, 2020

TO: Board of Supervisors

SUBMITTED BY: Jean M. Rousseau, County Administrative Officer
Delfino E. Neira, Director, Department of Social Services

SUBJECT: Opt-In Letter and Amendment No. 1 to the Census 2020 Standard Agreement with the California Complete Count - Census 2020 Office

RECOMMENDED ACTION(S):

- 1. Approve and authorize the Chairman to execute the Opt-In Letter to the California Complete Count - Census 2020 Office for an additional allocation of \$157,350 for county outreach activities to promote participation in the 2020 Census; and**
- 2. Approve and authorize the Chairman to execute Amendment No. 1 to the Census 2020 Standard Agreement No. 19-111 with California Complete Count - Census 2020 Office for county outreach activities to promote participation in the 2020 Census, effective upon execution through December 31, 2020 (\$1,245,793).**

Approval of the recommended actions will allow the County to receive an additional \$157,350 from the California Complete Count - Census 2020 Office (CCC Office) to conduct and support outreach activities to promote participation in the 2020 decennial census. On March 12, 2019, the Board approved the Census 2020 Standard Agreement with the CCC Office, which allowed the County to receive \$1,088,443. This item is countywide.

ALTERNATIVE ACTION(S):

Your Board may choose not to approve the recommended actions, resulting in declining additional funding that would be used to bolster outreach efforts in hardest to count census tracts.

FISCAL IMPACT:

There is no Net County Cost associated with the recommended actions. Upon execution of the Opt-In Letter and Amendment No. 1 by the CCC Office, the total County funding for the 2020 Census will increase by \$157,350 to \$1,245,793. The funds received will be deposited in the Department's California Census 2020 Special Revenue Fund Org 1134.

DISCUSSION:

On November 9, 2018, the County received a letter from the CCC Office regarding the availability of funding for local 2020 U.S. Census related activities and the necessary procedures to "opt-in" and receive the allocation. On January 8, 2019, the Board adopted Resolution No. 19-003 authorizing the County to enter into the 2020 Census County-Optional Outreach Agreement and approved the execution of a County Opt-In letter.

On March 12, 2019, the Board approved the Census 2020 Standard Agreement which was then executed by the CCC Office on March 25, 2019. The Department was subsequently identified to administer the agreement and funds.

Consistent with the CCC Office's requirements, the Department developed a Strategic Plan detailing a multi-faceted campaign to provide outreach to geographic areas and demographic groups identified as Hard to Count (HTC). The Strategic Plan was provided to your Board via a July 16, 2019 Briefing Report. Following CCC Office approval of the Strategic Plan, the Department developed an Implementation Plan that includes funding fifteen (15) community-based organizations (CBOs) to provide outreach activities in HTC areas. In addition, eleven local ethnic media outlets will complement CBO activities and assist with messaging through local radio, television and newspapers. Beginning mid-March, funded CBOs will support the individuals in HTC areas with access and assistance in the completion of the Census questionnaire through a wide infrastructure of Census Questionnaire Assistance Centers and Kiosks.

The CCC Office requires \$57,350 of the additional funding allocation be used for printed materials. Funded CBOs will use these materials in their outreach efforts and to identify locations where residents may self-respond or receive assistance in completing the Census questionnaire. The remaining \$100,000 will be used as contingency to support funded CBOs in targeted areas where additional resources are needed to increase the response rate.

The recommended Amendment was prepared by the CCC Office and differs from the County's standard contract model. The CCC Office has included additional information and clarification in this Amendment to better define requirements for the Department and funded outreach partners.

REFERENCE MATERIAL:

BAI #32, January 8, 2019
BAI #26.1, March 12, 2019
BBR dated July 16, 2019

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Opt-In Letter to the CCC Office
On file with Clerk - Amendment No. 1 to Census 2020 Standard Agreement

CAO ANALYST:

Ronald Alexander