



Board Agenda Item 32

DATE: January 8, 2019

TO: Board of Supervisors

SUBMITTED BY: Jean M. Rousseau, County Administrative Officer

SUBJECT: 2020 Census County-Optional Outreach Agreement, Resolution and Opt-In Letter

RECOMMENDED ACTION(S):

- 1. Adopt Resolution authorizing the County to enter into the 2020 Census County-Optional Outreach Agreement for fiscal year 2018-19; and,**
- 2. Approve and authorize the Chairman to execute the County Opt-In letter for submittal with the 2020 Census County-Optional Outreach Agreement for fiscal year 2018-19.**

Approval of the recommended actions will authorize the submittal of the County Optional Outreach Agreement ("Agreement"), to receive a \$1,088,443 funding allocation to fund outreach activities in the county to promote participation in the 2020 decennial census. The County Opt-In Letter (Attachment A) and resolution must be submitted to the California Complete Count - Census 2020 Office (CCC Office) by February 8, 2019 with the Agreement. This item is countywide.

ALTERNATIVE ACTION(S):

Your Board may choose not to approve the recommended actions, resulting in the County declining the funding allocation for 2020 Census outreach activities.

FISCAL IMPACT:

There is no Net County Cost associated with the recommended actions. Once the Agreement, resolution, and letter are submitted to the State, the County will need to formally contract with the State for the \$1,088,443 funding allocation. The State will send to the County the California Department of General Services Standard Agreement (Form STD 213) with Exhibits, which will be attached to the Agreement, and will be brought to your Board for approval and to accept the allocation. The executed Agreement would be effective on the start date noted on the Form STD 213 or the date approved by the CCC Office, whichever is later; no work shall begin before that time.

DISCUSSION:

On December 21, 2009, the California Complete Count Committee informed the County that the County would be allocated \$38,750 for the County's 2010 Census marketing and outreach activities targeting hard-to-count populations. The County partnered with twelve incorporated cities, four unincorporated areas, Univision, and several other partner agencies to promote and increase Census participation among hard-to-count populations. Sixty-two percent (\$24,000) of the allocation was issued to cities and unincorporated areas to provide promotion, outreach, and marketing activities. In-kind funding in the amount of \$107,647 covered printing and mailing costs of County Census flyers and administrative costs to manage

the County's census activities.

On April 13, 2018, Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative and establishing a CCC Office for the 2020 Census, see Attachment B. The purpose of the CCC Office is to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census. The Legislature has appropriated \$90.3 million to fund activities related to the 2020 Census.

On November 9, 2018, the County received a letter from the CCC Office regarding the Agreement with details on the County's funding allocation for local 2020 U.S. Census related activities and the necessary procedures to "opt-in" to receive the award. Funding will be disbursed directly to the County with the expectation that the County will collaborate with the 15 incorporated cities on outreach efforts; to do so, the County may choose to subcontract with the cities.

With your Board's approval, the Agreement will be submitted to the CCC Office with the recommended resolution and County Opt-In Letter. The CCC Office must approve the resolution before the parties (State and the County) can then enter into the Agreement, which will return to your Board with Form STD 213 for signature. Within 60 days of entering into the Agreement, the County must provide a Strategic Plan for approval by the CCC Office; no tasks will be performed prior to Agreement execution. Upon execution, the County will participate in monthly in-person meetings with the area's assigned State Regional Program Manager (RPM) to discuss operations and provide updates of the Strategic Plan and progress. Upon execution, or starting April 1, 2019, whichever comes later, the County will provide written quarterly reports to the RPM. An Implementation Plan is due to the State by September 30, 2019. A Final Report is due to the State by September 30, 2020.

Once made available, the Agreement, including Form STD 213, will be brought to your Board for approval and to accept the allocation.

ATTACHMENTS INCLUDED AND/OR ON FILE:

Attachment A - County Opt-In Letter

Attachment B - Executive Order B-49-18

On file with Clerk - Resolution

On file with Clerk - County-Optional Outreach Agreement

CAO ANALYST:

Sonia M. De La Rosa