



**Contra
Costa
County**

To: Board of Supervisors
From: David Twa, County Administrator
Date: February 11, 2020

Subject: Contract Amendment with State Government Operations Agency - California Complete Count - Census 2020

RECOMMENDATION(S):

ADOPT Resolution No. 2020/40 approving and authorizing the County Administrator, or designee, to execute a contract amendment with the California Government Operations Agency - California Complete Count - Census 2020, to increase the maximum amount payable to the County by \$63,400 to a new payment limit of \$426,005, to provide additional printing collateral and in-language support, execute census outreach activities in hard to count tracts, and establish a contingency fund for rapid deployment to resources during the self-response period, with no change in the term of March 1, 2019 through December 31, 2020.

FISCAL IMPACT:

The State allocated \$26.7 million of its \$90 million budget to help California counties fund complete count efforts. Allocations for most counties are based on the number of residents who live in California's hardest-to-count census tracts within their jurisdictions. By adopting the Resolution and entering into a County-Optional Outreach Agreement with the State, Contra Costa County will become eligible to receive an additional \$63,400 increasing the payment limit to \$426,005 to fund additional local outreach efforts with no additional local match requirement.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **02/11/2020** ☒ APPROVED AS RECOMMENDED ☒ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II
Supervisor
Diane Burgis, District III Supervisor
Federal D. Glover, District V Supervisor

ABSENT: Karen Mitchoff, District IV Supervisor

Contact: Kristine Solseng 925-674-7809 or
Barbara Riveira 925-335-1018

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: February 11, 2020

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Laura Cassell, Deputy

cc:

BACKGROUND:

As mandated in Article 1, Section 2 of the Constitution, every 10 years, the federal government counts all persons living in the United States. The U.S. Census Bureau collects this information, which is then used to determine the number of representatives in Congress each state will have and how \$675 billion dollars of federal funds flow to tribal, state and local governments.

Census data is also used to make decisions at every level of government that will affect our communities, e.g. siting of schools, hospitals, libraries, and public services. Businesses rely on Census data for planning future locations for retail stores, new housing developments and other business decisions.

It is of utmost importance that Contra Costa County achieve a full count. An undercount could deprive Contra Costa County of millions of dollars in federal funds per year. It is estimated that in California, the annual federal allocation of funding based on census data is \$1,958 per resident per year, according to a study by the George Washington University. Therefore, an undercount of just 5,000 residents in Contra Costa County represents \$9.7 million, and over a ten year period this equates to \$97.9 million dollars in investment in the County that could be lost.

• State of California Role in the Complete Count Effort

- With its highly diverse population and large size, the State of California faces the greatest barriers in the nation to ensure that it achieves an accurate count and, thus, receives an equitable share of funding and representation.
- Given the importance of the Census and the various challenges in this Census, the State has committed \$90 million to undertake an extensive outreach strategy to encourage full participation among State residents. In support of the strategy, the Governor has created an advisory committee called the California Complete Count Committee (Committee). The Committee is a volunteer panel of 25 community leaders representing diverse populations from across the State. It is charged with raising awareness of the Census, collaborating to support outreach efforts, and offering its expertise and insights on outreach strategies. California's communication and outreach strategy will focus on both geographic areas and demographic populations who are "least likely to respond". These areas and populations are commonly referred to as "hard-to-count (HTC)" areas.
- A significant part of California's outreach strategy to reach HTC populations involves partnerships with local governments. Local counties and cities can play a significant role to ensure their populations are aware of the Census and are ready to be counted. The State sent County Administrators an invitation letter via email on November 13, 2018 with funding allocations for each county based on their HTC population. The email also offered the opportunity for counties to "opt-in" to State funding for Census outreach. Counties that receive funding from the state will be required to:

1. Prepare a board resolution, order, motion, ordinance or similar document from the local governing body authorizing execution of the agreement;
2. Prepare a Strategic Plan;
3. Participate in a monthly in-person meeting/or call with assigned Regional Program Manager;
4. Prepare Quarterly Written Reports;
5. Prepare an Implementation Plan; and
6. Prepare a Final Report

• **County Role in the Complete Count Effort**

- Establishing a Complete Count Steering Committee composed of 16 members representing various trusted voices in the County. The Complete Count Steering Committee developed and is implementing a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response, with particular emphasis on the HTC communities.
- Encouraging and increasing the self-response rate for households responding via internet, by phone, or mailing through a focused, structured, neighbor-to-neighbor program.
- Collaborating with existing organizations that work with HTC populations in the county to create a countywide 2020 Census awareness campaign strategy. The HTC population in Contra Costa County consists of immigrants, minorities, low-income households, non-English speaking households, youths, transients, and unemployed, homeless persons living in unconventional housing, including those who do not trust government. The County has contracted with over 50 organizations serving Contra Costa County and has over 100 committed partners signed up to ensure Contra Costa County has a complete and accurate count.

California has invested \$187.2 million toward strategies and activities to help ensure an accurate and successful count in California for Census 2020, and is made \$26.7 million available to participating California counties. On November 9, 2018, the State announced its funding allocation to counties based on each county's HTC populations, and on December 18, 2018, the Board of Supervisors approved the Opt-in Resolution to secure \$362,605 in State funds to support the County-Optional Outreach Agreement.

On January 21, 2020 the County was notified that they would be receiving an additional \$63,400 and received the contract amendment documents on January 28, 2020 for the additional funding to be allocated from the California Complete Count Office-Census 2020. The additional funding of \$63,400 is provided to support the following funding priorities:

1. Printing of census collateral materials in languages that support the hardest to count demographics and local outreach strategies approved in the Implementation Plan.
2. Providing in-language support at Questionnaire Assistance Centers and other outreach

activities focused on motivating hardest to count communities to complete the census questionnaire. The focus should take into consideration Language and Communication Access Plan requirements.

3. Executing census outreach activities in tracts (HTC 57+) where there are currently no activities planned.

4. Bolstering existing efforts in hardest to count census tracts to amplify the campaign's call to action of completing the census questionnaire online.

5. 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 tracts that are below expected response rates.

CONSEQUENCE OF NEGATIVE ACTION:

Without the additional support for Census 2020, the County risks not having a complete and accurate count, thus risking loss of both State and federal funding and Congressional representation.

CHILDREN'S IMPACT STATEMENT:

The requested actions will support outcomes established by the Children's Report Card: (5) Communities that are Safe and Provide a High Quality of Life for Children and Families. The requested actions will better support all five outcomes.

ATTACHMENTS

Resolution 2020/40