



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 19-082

Board Meeting Date: 1/29/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Michael Callagy, County Manager
Iliana Rodriguez, Deputy County Manager

Subject: County-Optional Agreement to Conduct Outreach Related to the California Complete Count (CCC) 2020 Census

RECOMMENDATION:

Adopt a resolution authorizing the execution of the County-Optional Agreement with State of California Complete Count Census Office (CCC Office) to promote awareness about the importance of completing the census questionnaire and conducting outreach services to San Mateo County residents on behalf of the CCC Office.

BACKGROUND:

Every 10 years, the federal government undertakes the U.S. Census to count every resident in the nation. A complete and accurate count of California's population is essential because the data collected by the Census determines the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions of dollars in federal funds to local communities. More than 70 federal programs that benefit California, including in the areas of education, health, and human services, use Census data as part of their funding formulas.

In support of this effort, the California Legislature has appropriated \$90.3 million to fund activities related to the 2020 Census. The CCC, which is spearheading the State's 2020 Census outreach strategy, is making \$26.5 million available to participating California counties to conduct outreach and assistance. Attachment 1 to this report includes a letter transmitting a county-optional agreement to fund outreach activities in each participating county to promote participation in the 2020 decennial census.

California's communication and outreach strategy will focus on both geographic areas and demographic groups in which people are "least likely to respond." These areas and populations are commonly referred to as "hard-to-count (HTC)" areas. These terms, least likely to respond and HTC are often used interchangeably.

Counties and cities play a significant role in ensuring that their residents are aware of the Census

and are ready to be counted. Counties that choose to participate in the optional CCC outreach must opt-in and are subject to requirements, as described below.

Although funding will be dispersed directly to counties from the State, it is fully expected that counties will collaborate with cities within their jurisdiction on outreach efforts.

DISCUSSION:

The State of California Complete Count Census Office (CCC Office) requires California counties receiving funding through the county-optional agreement to do all of the following:

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

The County Manager's Office of Community Affairs will be responsible for coordinating performance of tasks required under the Outreach Agreement, included in Attachment A.

FISCAL IMPACT:

With the significant underfunding of the decennial census at the federal level, the challenges faced, and the effort required, it is estimated that it will cost approximately \$3.2 million over the next two years to ensure the most complete and accurate count possible of San Mateo County residents. This Outreach Agreement allocates \$228,835 from the State of California to San Mateo County in support of our Census 2020 outreach efforts.

ATTACHMENTS:

- A. County-Optional Agreement to Conduct Outreach Related to the California Complete Count (CCC) 2020 Census -State of California Document which includes their Attachments:
 1. Attachment I: County Opt-In Letter
 2. Attachment II: Census Allocation Table