



COUNTY OF HUMBOLDT

For the meeting of: 6/25/2019

File #: 19-946

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

SUBJECT:

Professional Services Agreement with Humboldt State University Sponsored Programs Foundation Regarding the Provision of Public Outreach Services Designed to Assist the County of Humboldt in meeting the Goals, Objectives and Requirements of the California Complete Count Census 2020 Outreach Effort

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve, and authorize the Chair of the Board to execute, the attached professional services agreement with Humboldt State University Sponsored Programs Foundation regarding the provision of public outreach services designed to assist the County of Humboldt in meeting the goals, objectives and requirements of the California Complete Count Census 2020 outreach effort for the period of June 25, 2019 through December 31, 2020;
2. Authorize the County Administrative Officer, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with Humboldt State University Sponsored Programs Foundation after review and approval by County Counsel and Risk Management; and
3. Direct the Clerk of the Board to return a fully executed original copy of the attached professional services agreement with Humboldt State University Sponsored Programs Foundation to the County Administrative Office for further processing.

SOURCE OF FUNDING:

California Complete Count Census 2020 funding

DISCUSSION:

As mandated by Article 1 of the Federal Constitution, the United States Census Bureau conducts a national census which counts all persons currently living in the United States every ten (10) years. The information collected as part of the national census is used to determine the number of representatives each state will have in Congress and how \$675 billion of federal funding will be distributed to tribal, state and local governments. Census data is also used to make decisions at every level of government that will impact our community's 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.

Complete Count Effort

In order to count every person in the country, the United States Census Bureau partners with individual states, local governments, tribal governments, local businesses, community-based organizations, nongovernmental organizations and faith-based organizations to publicize and support the national census. These efforts are referred to as Complete Count and are organized by various committees. Given the importance of the national census and the various challenges in collecting the required information, the State of California has committed \$90 million to undertake an extensive outreach effort that is intended to encourage full participation among the residents of California.

In support of the state's census outreach effort, the Governor of California has created an advisory committee called the California Complete Count Committee. The Complete Count Committee is a volunteer panel of 25 community leaders representing diverse populations from across the state. The Complete Count Committee is charged with raising awareness of the national census, collaborating to support the state's census outreach efforts and offering its expertise and insights on outreach strategies. California's communication and outreach effort 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" areas. A significant part of California's outreach effort to reach hard-to-count areas involves partnership 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.

County Role in the Complete Count Effort

The State of California has estimated that the annual federal allocation of funding based on census data is \$1,958 per resident per year. Thus, it is imperative that the County of Humboldt achieve a full count of its residents. If 1% of the Humboldt County population were undercounted, it would result in a loss of \$2.6 million in federal revenues per year for a total of \$26 million over the next 10 years.

On Jan. 15, 2019 (Item C-7), the Humboldt County Board of Supervisors adopted Resolution No. 19-03 which authorized the County Administrative Officer to accept one \$100,000 in grant funding from the California Department of General Services for the purpose of conducting public outreach designed to meet the goals, objectives and requirements of the California Complete Count Census 2020 outreach effort. The County of Humboldt is currently not in a position to dedicate the necessary resources in terms of time or human capital to this effort and has reached out to the California Center for Rural Policy at Humboldt State University to act as the county's liaison with the California Complete Count Committee. The attached professional services agreement with Humboldt State University Sponsored Programs Foundation will allow California Center for Rural Policy to provide public outreach services that are designed to assist the County of Humboldt in meeting the goals, objectives and requirements of the California Complete Count Census 2020 outreach effort for the period of June 25, 2019 through Dec. 31, 2020.

Accordingly, staff recommends that the Board approve, and authorize the Chair of the Board to

execute, the attached professional services agreement with Humboldt State University Sponsored Programs Foundation regarding the provision of public outreach services that are designed to assist the County of Humboldt in meeting the goals, objectives and requirements of the California Complete Count Census 2020 outreach effort for the period of June 25, 2019 through December 31, 2020. It is also recommended that the Board authorize the County Administrative Officer, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with Humboldt State University Sponsored Programs Foundation, after review and approval by County Counsel and Risk Management, in order to avoid any potential delays in the provision of necessary public outreach services.

FINANCIAL IMPACT:

The attached professional services agreement with Humboldt State University Sponsored Programs Foundation has a maximum amount payable of \$100,000 for the period of June 25, 2019 through Dec. 31, 2020. However, if local, state, or federal funding is reduced or eliminated, the County of Humboldt may reduce the above-referenced maximum amount payable or terminate the professional services agreement with Humboldt State University Sponsored Programs Foundation in its entirety.

Expenditure appropriations related to the attached professional services agreement with Humboldt State University Sponsored Programs Foundation have been included in the proposed fiscal year 2019 -20 budget for fund 1100, budget unit 103 - County Administrative Office, and will be covered by grant funding received from the California Department of General Services. As a result, approval of the attached professional services agreement with Humboldt State University Sponsored Programs Foundation will not impact the Humboldt County General Fund.

STRATEGIC FRAMEWORK:

The recommended actions support the Board of Supervisors' Strategic Framework by managing resources to ensure sustainability of services and protecting vulnerable populations.

OTHER AGENCY INVOLVEMENT:

California Department of General Services

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board could choose not to approve the attached professional services agreement with Humboldt State University Sponsored Programs Foundation regarding the provision of public outreach services that are designed to assist the County of Humboldt in meeting the goals, objectives and requirements of the California Complete Count Census 2020 outreach effort. However, this alternative is not recommended since it will restrict the county's ability to meet the goals, objectives and requirements of the California Complete Count Census 2020, which could result in the loss of future federal funds.

ATTACHMENTS:

1. Professional Services Agreement with Humboldt State University Sponsored Programs Foundation Regarding the Provision of Public Outreach Services Designed to Assist the County of Humboldt in meeting the Goals, Objectives and Requirements of the California Complete Count Census 2020 Outreach Effort

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2. Exhibit A - Humboldt County Statement of Work (CCC-18-20008)
3. State Standard Agreement No. CCC-18-20008

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-7

Meeting of: 01-15-2019

File No.: 19-03