



COUNTY OF HUMBOLDT

For the meeting of: 1/15/2019

File #: 19-11

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

SUBJECT:

Resolution for the County of Humboldt to Opt-in to Outreach Agreement with the California Complete Count Census 2020

RECOMMENDATION(S):

That the Board of Supervisors:

1. Adopt Resolution ____ proclaiming the Board of Supervisors' support of, and participation in, the 2020 Census, and authorizing the County Administrative Officer to execute the County-Optional Agreement with the State of California, which will make the county eligible to receive up to \$100,000 during fiscal years 2018-19 and 2019-20.

SOURCE OF FUNDING:

California Complete Count Census 2020 funding

DISCUSSION:

As mandated in Article 1, Section 2 of the Constitution, every 10 years the federal government counts all person living in the United States. The US 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 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 impact our communities schools, hospitals, libraries and public services. Businesses rely on Census data for planning future locations for retails stores, new housing developments and other business decisions.

It is imperative that the County of Humboldt achieve a full count of its residents as an undercount could deprive the county of federal funds for the next 10 years. In California, it is estimated that the annual federal allocation of funding based on Census data is \$1,958 per resident per year. If 1 percent of the Humboldt County population were undercounted, it would results in a loss of \$2.6 million in federal revenues, or \$26 million over the next 10 years.

What is new for Census 2020

There are two significant changes in the 2020 Census. First, in addition to the phone and mail response option, the Census will be offered online for the first time. This will allow for easier response with the intent of reducing door to door canvassing. Online response does pose challenges, in particular inequitable access to the internet and concerns over cyber security.

The second significant change is the addition of the citizenship status question and the potential for the question to reduce participation among immigrant communities, especially given the change in social and political climate. If immigrants shun the Census, it would cause a significant undercount that would affect the number of Congressional Seats for California and the amount of federal funding in states and communities with a large number of immigrants. The citizenship questions is currently being challenged in court by the California Attorney General on the grounds it could cause many immigrants to skip the 2020 Census out of fear their information could be used against them, even though it is illegal to share a person's Census response with law enforcement or immigration agencies.

Complete Count Effort

In order to count every person in the country, the US Census Bureau partners with individual states, local governments, tribal governments, local businesses, community-based organizations, non-government organizations and faith-based organizations to publicize and support the Census. These efforts are referred to as Complete Count and are organized by various Complete Count Committees. 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 County Committee (Committee). The Committee is a volunteer panel of 25 community leaders representing diverse populations from across the state. The Committee 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 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. The state sent County Administrators an invitation via email on November 13, 2018 with funding allocations for each county based on their HTC population. This email also offered the opportunity for counties to "opt-in" to state funding for Census outreach. A copy of the funding package from the state is attached (Attachment I). Counties that receive funding from the state will be required to:

1. Prepare a Board resolution (Attachment II), 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

The county is currently not in a position to dedicate the necessary resources to this effort and has reached out to the California Center for Rural Policy (CCRP) at Humboldt State University to ascertain their interest in acting as the county liaison with the California Complete County Committee. Connie Stewart, Executive Director of CCRP, has agreed to take on this task.

Before your Board today is the resolution proclaiming the Board of Supervisors' support of, and participation in, the 2020 Census. In addition, staff request approval for the County Administrative Officer to execute an agreement with the State of California in order to receive up to \$100,000 in funding to conduct Census outreach activities to promote participate in the 2020 Census. In turn, the county will subcontract with CCRP to act as the county's liaison and to fulfill the responsibilities outlined in the agreement with the state. The county will assist the CCRP in any way possible to ensure the success of the Census, however the outreach activities and required reporting will be conducted by the CCRP in exchange for the state funding.

FINANCIAL IMPACT:

California has allocated \$90 million to prepare for Census 2020, and is making \$26.7 million available to participating California Counties. The state has allocated funding to counties based on each county's HTC populations, and Humboldt County has been allocated \$100,000 if the Opt-In Resolution is passed and the County-Optional Outreach Agreement is executed. The county will utilize these funds to subcontract the outreach services and reporting requirements to the California Center for Rural Policy.

OTHER AGENCY INVOLVEMENT:

California Center for Rural Policy

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board could chose not to approve the Opt-in and execution of the Outreach Agreement; this is not recommended as the state funding will enable the county to increase outreach in hard-to-count populations in order to secure future federal funds to be received by the county.

ATTACHMENTS:

- I. State of California Funding Package
- II. Board Resolution

PREVIOUS ACTION/REFERRAL:

Board Order No.: N/A

Meeting of: N/A