



COMMUNITY DEVELOPMENT AGENCY

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February 5, 2019

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Agreement to accept \$100,000 grant to conduct Census 2020 outreach activities.

Dear Members of the Board:

RECOMMENDATION:

1. Approve Resolution to Opt-in to Outreach Agreement with the California Complete Count Census 2020
2. Approve the adjustments detailed in the Fiscal Impact section

BACKGROUND

The U.S. Census Bureau states the purpose of the 2020 Census is to “count everyone once, only once, and in the right place.” The U.S. Constitution mandates a count of every person regardless of age, race, ethnicity and citizenship residing in the 50 states every ten years. The first census was conducted in 1790 and the next will occur in 2020. A complete count ensures accurate census data that is critical for government programs, policies, and decision-making.

In preparation for the Census 2020, the California Complete Count Office has made funding available to participating counties to conduct outreach and assistance. Marin County has been allocated \$100,000 to fund outreach activities to promote participation in the 2020 decennial census. Key to this approach is allocating a portion of this funding to contract with a person(s) well suited to manage the efforts of a Complete Count Committee and subcommittees to effectively communicate and coordinate a unified and consistent outreach approach countywide. To receive funding, the County must opt-in to the County-Optional Outreach Agreement (Attachment 2) and endorse the County Opt-in Letter (Attachment 3).

As part of this effort, the County will take the lead in establishing a Complete Count Committee (CCC) comprised of a broad spectrum of representatives from government and community leaders, community-based organizations, faith-based groups, schools, businesses and other stakeholders to fulfill the objective of the agreement. Forming the CCC organizes community influencers and leaders to create localized messaging that resonates with a broad spectrum of residents, and in particular those who are difficult to reach. These leaders are best suited to mobilize community resources in an efficient manner. A launch of the CCC is anticipated for March 2019.

Complete Count Committee

The purpose of the CCC is to increase awareness and motivate residents to respond to the 2020 Census through grassroots outreach efforts that promote the importance

and benefits of the census. While CCC activities are intended for all Marin residents, the primary emphasis will focus on both the geographic areas and demographic populations who are “least likely to respond” or “hard-to-count” (HTC). Based on response rates from the 2010 decennial census, the HTC areas in Marin County include Marin City (census tract 1290) and the Canal district (Census Tract 1122), Lincoln Avenue (Census Tract 1090) and Francisco Boulevard (Census Tract 1121) areas in San Rafael. In addition, areas of West Marin include populations considered least likely to respond, for example, farmworkers. Also, due to its rural nature some areas may have low broadband subscription rates or low/no access to broadband. This may present challenges since this is considered the “first digital census” whereby emphasis will be placed on online self-response compared to past census activities that relied solely on mail questionnaires.

In compliance with the Outreach Agreement, staff is preparing a strategic outreach plan for a local, grassroots approach to engage and educate residents and integrate with other outreach efforts. This strategic plan will identify HTC populations and areas, provide detail actions for a coordinated, grassroots approach to reach these HTC areas; and describe efforts to form partnerships to collaborate and leverage resources. Preliminary discussions are already underway with key partners regarding development of the CCC and strategic plan, including staff from the City of San Rafael, Canal Alliance, Marin City Community Services District, Marin Community Foundation, and the U.S. Census Bureau.

The attached Outreach Agreement provides more information regarding the tasks involved for the strategic plan, including a series of quarterly reports on the status of the required language access plan (Task 1.6), budget (Task 1.9), local census events, and deliverables.

KEY DATES AND MILESTONES

The following timeline provides an overview of important dates and milestones related to Census 2020 and beyond:

2019

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|------------|--|
| January: | Participate in monthly meetings with the State Complete Count Regional Program (ongoing) |
| March: | Launch CCC and subcommittees; conduct quarterly meetings or as needed |
| April: | Complete Strategic Plan |
| June: | Complete quarterly report |
| September: | Complete Implementation Plan Complete quarterly report |
| December: | Complete quarterly report |

2020

| | |
|----------|--|
| January: | Initiate community organization mobilization and census advertising campaign |
| March: | Complete quarterly report Public response (online, phone, or mail) to census begins |
| April 1: | Census Day |
| May: | Begin Nonresponse Follow up (in-person visits to households that have not responded) |
| June: | Complete quarterly report |

September: Complete Final Report
 December: Apportionment counts sent to President of the United States

April 2021: Release of Redistricting Data to states
 April 2023 Complete release of 2020 Census data products

FISCAL/STAFFING IMPACT:

There will be no increase to the General Fund Net County Cost as a result of the recommended actions. Board authorization of this request will increase the operating budget in the Advance Planning program's (10125033) Miscellaneous Projects Fund (1010, Project 40CENSUS) by \$100,000, fully offset by a commensurate increase in revenue appropriations.

REVIEWED BY: (These boxes must be checked)

| | |
|---|---|
| <input checked="" type="checkbox"/> Department of Finance | <input type="checkbox"/> N/A |
| <input checked="" type="checkbox"/> County Counsel | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Human Resources | <input checked="" type="checkbox"/> N/A |
| <input checked="" type="checkbox"/> CAO | <input type="checkbox"/> N/A |

SIGNATURE:



Kristin Drumm, AICP
Senior Planner

Attachments:

1. Resolution to Opt-in to Outreach Agreement with the California Complete Count Census 2020
2. County-Optional Outreach Agreement
3. County Opt-in Letter
4. 2020 Census At A Glance
5. Road to the 2020 Census: 2020 Census Operational Timeline
6. 2016 Map of Planning Database Low Response Score by Census Tract for Marin County

Project: 40CENSUS
BUA #: 2359