



COMMUNITY DEVELOPMENT AGENCY
PLANNING DIVISION

Brian C. Crawford
DIRECTOR

July 9, 2019

Thomas Lai
ASSISTANT DIRECTOR

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

Marin County Civic Center
3501 Civic Center Drive
Suite 308
San Rafael, CA 94903
415 473 6269 T
415 473 7880 F
415 473 2255 TTY
www.marincounty.org/plan

SUBJECT: Professional Services Agreement with Canal Alliance to conduct outreach for the 2020 census.

Dear Board Members,

RECOMMENDATION:

Authorize the President to execute a Standard Professional Services Agreement with Canal Alliance, in the not to exceed amount of \$120,000, to conduct outreach for the 2020 census.

SUMMARY:

On February 5, 2019, your Board approved an \$100,000 Opt-in Outreach Agreement from the California Complete Count Census 2020 Office to fund outreach and assistance activities to ensure a complete and accurate count for the 2020 census. Major deliverables for the Agreement include a Strategic Plan, consisting of a budget, schedule, and strategies to deliver a successful 2020 Census, and an Implementation Plan. The County is contributing an additional \$50,000 towards this effort, with the Marin Community Foundation providing a \$50,000 funding match. As part of this endeavor, the County has partnered with the Cities of Novato and San Rafael, as well as a broad spectrum of representatives from government and community leaders, community-based organizations, faith-based groups, schools, businesses and other stakeholders that comprise the County's Complete Count Committee. This collaborative approach is aimed at fulfilling the objectives of the State Outreach Agreement and developing a local, grassroots approach with thoughtful attention to the diverse needs of individuals who have historically been undercounted.

In Marin, the geographic areas and demographic populations who are "least likely to respond" or "hard to count" (HTC) include Marin City (census tract 1290), the Canal district (Census Tract 1122), Lincoln Avenue (Census Tract 1090) and Francisco Boulevard (Census Tract 1121) areas in San Rafael. In Novato, areas along Redwood Boulevard and De Long Avenue (Census Tract 1022.03) include many multi-unit structures and renter-occupied units, which tend to be undercounted. In addition, due to its rural nature many households in West Marin (Census Tract 1330) may have low broadband subscription rates or low/no access to broadband. This presents a challenge since this is the "first digital census" whereby emphasis will be placed on

online self-response compared to past census activities that relied solely on mail questionnaires.

Key to fulfilling the objectives of the State Outreach Agreement is to allocate a portion of this funding to an organization well suited to manage the efforts of the CCC and subcommittees to effectively communicate and coordinate a unified and consistent outreach approach countywide while allowing for more tailored outreach efforts for stakeholders and individual communities.

Background

On May 8, 2019, the County issued a request for qualifications (RFQ) for an individual or organization to coordinate census outreach activities, otherwise referred to as the Lead Outreach Agency (LOA). The Marin 2020 Census team, composed of staff from the County of Marin and cities of San Rafael and Novato, have been convening weekly to assist with the overall coordination, reporting, and managing of census efforts. Efforts to date have successfully included the establishment and launch of the Complete Count Committee, formation of the Steering Committee, and organization of various subcommittees. However, additional assistance is needed for the overall coordination and continued management of the CCC and the subcommittees to ensure a fair and accurate census count, provide a consistent voice and census message countywide, address challenges such as language barriers and the new online questionnaire.

At the close of the RFQ submission deadline on May 24, 2019, one response was received by Canal Alliance. Canal Alliance is the leading service provider and community advocate for Marin’s extremely low-income immigrant community and serves over 4,000 people per year with multiple challenges through collaboration with over 60 agencies and support provided by 500 volunteers. Through a partnership with Community Action Marin, support to facilitate the development and delivery of census communication throughout Marin will be provided utilizing Community Action Marin’s network of service sites, outreach teams, and various partners. Their assistance will be instrumental in effectively and strategically reach and motivate all of Marin’s census hard-to-count populations.

On June 12, 2019, Stephanie McNally, Strategic Initiatives Manager from Canal Alliance, and Chandra Alexandre, Chief Executive Officer from Community Action Marin, presented a high-level overview of the scope of work and timeline of the proposal to the Marin Census 2020 Steering Committee. The Steering Committee, composed of two elected officials each from the cities of Novato and San Rafael, your Board, as well as representation from the Marin City Community Services District, indicated support for the overall approach of the proposal. The Steering Committee emphasized the LOA’s role is intended to complement, enhance, and support stakeholder organizations within each of the four HTC areas, as well as leverage established networks to conduct outreach and community engagement activities, mobilize resources in an efficient manner, and coordinate funding opportunities, among other tasks, by working with each of the subcommittees to develop specific

outreach strategies. Therefore, staff recommends your Board consider approving the agreement with Canal Alliance.

Update on Census Activities

Since your Board's approval of the Opt-in Outreach Agreement in February, several milestones and census related activities have occurred. These activities are briefly summarized below:

- Launch of the Complete Count Committee. The first CCC meeting kicked off in March with an overview of the 2020 Census to convey the importance of an accurate count for Marin County, followed with the purpose and structure of the CCC, overall schedule, and explanation of roles and responsibilities.
- Census Solution Workshop. On April 25, 2019 the Older Adult, Latinx, West Marin, and Children 0-5 and K-12 subcommittees convened to develop profiles and begin drafting effective outreach strategies to their target hard-to-count population. Based on participant feedback from this workshop, the subcommittees have been reorganized to represent the four hard-to-count geographic areas: Novato, Marin City, San Rafael and West Marin.
- Complete Count Subcommittees: As mentioned above, four subcommittees have been established for each of the geographic HTC areas. The Marin City, Novato and West Marin subcommittees have already met, while formation of the San Rafael subcommittee is underway. A separate Funding Subcommittee consisting of organizations and foundations has convened to coordinate grant applications and track the various census-related funding streams. These subcommittees will continue to meet through the summer and fall, as needed, to further draft and refine outreach strategies under the guidance of the Lead Outreach Agency.
- Regional Coordination. Staff has been participating in ongoing monthly calls with United Way Bay Area, the Region 3 Administrative Community Based Organization lead, to coordinate census messaging and funding efforts regionally, in addition to sharing activity and status updates for the various county CCCs.
- Strategic Plan. A draft Strategic Plan was submitted to the State on May 22, 2019. Staff is working with David Tucker, the Census 2020 Region 3 Regional Program Manager, to further refine the document as well as initiate development of the Implementation Program, due September 30, 2019.
- Implementation Plan Workshop. On June 19, 2019, staff attended a regional convening of counties and Administrative Community Based Organizations to share details of their respective strategic plans to implementation, including discussion of areas of strength, weaknesses, and opportunities. This information will be utilized to flesh out details in the Implementation Plan.
- Census website. A website of census activities and resources, such as the Strategic Plan, is available at MarinCensus2020.org.
- Other Census Related Activities. Staff recently agreed to participate in the Census New Construction Program, scheduled for September through

November 2019, which allows local governments an opportunity to supplement the census master address list by submitting addresses for residential units under construction on or after March 1, 2018, where completion is expected by Census Day, April 1, 2020. Participation in this program will ensure that new homes and the population residing in them are included in the census.

Next Steps

Strategy development will continue through the summer, while implementation and mobilization planning efforts will occur through the fall and early winter. Other key activities include:

- Develop approach and timeline for allocating community-based outreach grants in the four HTC areas;
- Initiate activity documentation in the Statewide Outreach and Rapid Deployment (SwORD) mapping platform for the sharing of information, data collection, and analysis among partners and for support for real-time outreach activities;
- Convene the CCC in late summer to discuss the Strategic and Implementation Plans.
- Assist in the promotion, recruitment, and training of local census enumerators in HTC areas.

FISCAL/STAFFING IMPACT:

There will be no increase to the General Fund Net County Cost as a result of the recommended actions. Sufficient budget is available in the project (40CENSUS) to cover the cost of the professional services contract.

REVIEWED BY: (These boxes must be checked)

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

SIGNATURE:

Kristin Drumm, AICP
Senior Planner

REQUISITION NUMBERS:

Contract: TBD

Attachments:

1. Professional Services Agreement
2. Canal Alliance Initial Proposal