



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: RES 19-175, **Version:** 1

a. Authorize the County Executive Officer enter into agreement with the State of California Complete Count Committee Census 2020 as a grantee of Monterey County's allocation in the amount of \$401,996 (Full board); and

b. Adopt a Resolution to affirm the County of Monterey's support of and partnership with the 2020 Census. (Full board). (MOVED VIA SUPPLEMENTAL)

RECOMMENDATION:

It is recommended that the Board of Supervisors:

a. Authorize the County Executive Officer enter into agreement with the State of California Complete Count Committee Census 2020 as a grantee of Monterey County's allocation in the amount of \$401,996 (full board); and

b. Adopt a Resolution to affirm the County of Monterey's support of and partnership with the 2020 Census. (full board)

BACKGROUND/DISCUSSION:

The California Complete Committee 2020 Census is a statewide outreach and awareness initiative designed to ensure a complete and accurate count in the 2020 United States Census. The 2020 Census is the decennial census, mandated by Article 1, Section 2 of the United States Constitution. The results of the census are used to allocate Congressional seats, electoral votes, and government program funding to states, cities and counties. Simply based on the funding component, an inaccurate and undercounted census could cost California billions of dollars. For every Californian that goes uncounted the State is expected to lose approximately \$1,950 per person, per year for the next 10 years, in federal program funding.

In preparation for the 2020 Census, Governor Brown issued an Executive Order (B-49-18), launching the California's Census 2020 initiative. The initiative included the establishment of the California Complete Count Committee which is funded by a Budget Bill which allocated \$90.3 million of the state budget to develop, recommend, and assist in the administration of census outreach strategies to encourage full participation in the 2020 Census. Of this amount, \$26.5 million has been directed towards county-based efforts, and Monterey County's allocation is \$401,996.

According to the U.S. Census Bureau, Monterey County has one of the highest rates of predicted non-response by tracts at 27%, trailing behind Los Angeles County who is at 33% and in comparison, to neighboring counties such as Santa Clara 7.5% and San Luis Obispo 5.8%. The 2020 Complete Committee for Monterey County has been established and in the process of developing strategies that are proven to be most effective, culturally and linguistically relevant for our community-identified hard-to-count populations.

Concern and opposition to the Citizenship question as proposed by the U.S. Department of Commerce and U.S. Census Bureau is shared by the Monterey County Board of Supervisors, the State of California Complete Count Committee 2020 and most counties across California. Monterey County is working collaboratively with the California Complete Count Committee 2020 to determine effective strategies for community outreach to specifically address how to best encourage census participation despite the deep fear and resistance caused by the Citizenship question.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel has reviewed the General Terms and Conditions of the Standard Agreement as to form.

FINANCING:

The funding allocation will support the local efforts of the 2020 Census Complete Count Committee for Monterey County and is a one-time award which does not require a County match.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Acceptance of the agreement and contract execution to receive funding from the State of California Complete Count Committee 2020 Census will support Monterey County in the development and implementation of a strategic plan to reach the hard-to-count populations, utilizing effective, culturally and linguistically relevant strategies for outreach and communication.

X Economic Development

X Administration

X Health and Human Services

X Infrastructure

X Public Safety

Prepared by: Rosemary Soto, Management Analyst III

Approved by: Nick Chiulos, Assistant County Administrative Officer

Attachments:

Attachment A - Board Resolution

Attachment B - County Opt-In Letter

Attachment C - County Funding Allocation Table

Nicholas E. Chiulos, Assistant County Administrative Officer

Date

Attachments are on file with the Clerk of the Board