



## COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

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### NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

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**MEETING DATE:** March 24, 2020

**TO:** Board of Supervisors

**FROM:** Mali Dyck, Assistant County Executive Officer

**SUBJECT:** Resolution proclaiming April 1, 2020 as Census Day in Nevada County.

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**RECOMMENDATION:** Adopt the Resolution.

**FUNDING:** N/A

**BACKGROUND:** The California Complete Count Census 2020 effort is a statewide outreach and awareness campaign designed to ensure an accurate and complete count of all Californians in the upcoming 2020 United States Census. The 2020 Census is the decennial census, mandated by Article 1, Section 2 of the United States Constitution. The results are used to allocate Congressional seats, electoral votes, and government program funding to state and local governments. Just based on the funding component, a census that undercounts Californians could cost the state billions of dollars. For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,000 per person, per year, for 10 years, in federal program funding.

The State's 2020 Complete Count Census outreach campaign will focus on both the geographic areas and demographic populations who are "least likely to respond." These areas and populations are commonly referred to as "hard-to-count." Essential services throughout Nevada County rely on federal funding that is based on the information collected during the Census. Having an accurate and complete count in Nevada County for the 2020 Census is important because it impacts vital services like food assistance, housing assistance, childcare, education, employment, veterans' services, roads, public transportation, fire prevention, and more to benefit our community.

The ultimate goal is to ensure that hard to count/least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible.

As a part of Census Day on April 1, 2020, community partners from Connecting Point, First 5 Nevada County, Grass Valley Downtown Association, Hospitality House, Interfaith Food Ministry, PARTNERS Family Resource Centers, San Juan Ridge Community Library, Sierra Center for Spiritual Living, Sierra Nevada Children's Services, Sierra Nevada Memorial Hospital, all Nevada County library branches, and all Nevada County HHSA offices will be holding their own Census Day events throughout Nevada County to encourage a complete count in Nevada County. Gold Country Stage will also hold a Free Fare Day to encourage participation in census Day events.

**Item Initiated by:** Taylor Wolfe

**Approved by:** Mali Dyck