



COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

Eric Rood Administrative Center

950 Maidu Avenue, Suite 220

Nevada City, CA 95959

(530) 265-7040

Fax 265-9839

E-mail: ceo@co.nevada.ca.us

Website: <http://www.mynevadacounty.com/nc/ceo/Pages/Home.aspx>

NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

MEETING DATE: January 22, 2019

TO: Board of Supervisors

FROM: Mali Dyck, Assistant County Executive Officer

SUBJECT: Resolution to accept funding in the amount of \$75,000 and an agreement with the State of California for the California Complete Count Census 2020 Outreach and Awareness Campaign.

RECOMMENDATION: Adopt the Resolution.

FUNDING: The County of Nevada has been allocated \$75,000 with no match required to ensure outreach participation in the 2020 United States Census. There is no impact on the General Fund and funds will be provided by the State of California.

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 \$1,950 per person, per year, for 10 years, in federal program funding.

In preparation for the 2020 census, Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative. The Executive Order established a California Complete Count Committee to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census. The California Complete Count outreach strategy is funded by a Budget Bill, which allocated \$90.3 million in the state

budget for efforts related to the upcoming 2020 Census. The State has authorized \$26.5 million of those funds to be directed towards county-based outreach efforts.

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." Under this metric the County of Nevada has been allocated \$75,000 to conduct a census outreach campaign.

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.

Item Initiated by: Taylor Wolfe

Approved by: Mali Dyck