



## COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

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### NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

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**MEETING DATE:** June 25, 2019

**TO:** Board of Supervisors

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

**SUBJECT:** Resolution authorizing execution of a contract with Connecting Point for California Complete Count Census 2020 Outreach and Awareness Campaign in the maximum amount of \$57,500.

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**RECOMMENDATION:** Adopt the Resolution.

**FUNDING:** The County of Nevada has been allocated \$75,000 from the State of California with no match required to ensure outreach participation in the 2020 United States Census. This contract would be funded with these state funds. There is no impact on the General Fund.

**BACKGROUND:**

On January 22, 2019, per Resolution 19-0074, the Nevada County Board of Supervisors accepted \$75,000 in funding from the State of California for an outreach and awareness campaign pertaining to the California Complete Count Census 2020. In March, the County issued a Request for Proposals for a community based organization to partner with the County to conduct the outreach activities expected by the State as part of the California Complete Count effort. The County received no responses to that RFP and it was officially closed in May 2019. Subsequently, staff contacted Connecting Point to discuss the option of a sole source contract for these services. Connecting Point agreed to partner with the County and the contract before you today will solidify that partnership.

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.

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."

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, Administrative Analyst

**Approved by:** Mali Dyck, Assistant County Executive Officer