



## COUNTY OF NEVADA COUNTY EXECUTIVE OFFICE

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### NEVADA COUNTY BOARD OF SUPERVISORS Board Agenda Memo

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**MEETING DATE:** February 11, 2020

**TO:** Board of Supervisors

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

**SUBJECT:** Resolution Authorizing Amendment No. 1 to the Contract with the State of California for the California Complete Count Census 2020 outreach and awareness campaign, Increasing the Maximum Contract Amount to \$153,150 (an increase of \$78,150), and adding Attachment A-1 to Exhibit A, Attachments D-1 through D-3 to Exhibit D, adding Exhibit E, and Authorizing the Chair of the Board of Supervisors to Execute the Contract on Behalf of the County of Nevada.

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**RECOMMENDATION:** Adopt the Resolution.

**FUNDING:** The County of Nevada has been allocated an additional \$78,150 to the \$75,000 the County accepted in January 2019 to ensure outreach and participation in the 2020 United States Census. With this contract amendment, the County will have been allocated a total of \$153,150 from the California Complete Count Census 2020 with no match funding required. This funding and associated expenses impact the County Executive Office; a budget amendment will be included in a forthcoming Consolidated Budget Amendment. There is no impact on the General Fund.

**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." On January 22, 2019, per Resolution 19-039, the Nevada County Board of Supervisors approved the Contract with the State Census for the California Complete Count Census 2020 Outreach and Awareness Program in the amount of \$75,000. Under this proposed Amendment No. 1, the County of Nevada will be allocated an additional \$78,150, for a new maximum contract amount of \$153,150, to conduct the census outreach campaign. In addition, the amendment will add Attachment A-1 to Exhibit A - Additional Responsibilities and Requirements for Certification, Attachments D-1 through D-3 to Exhibit D pertaining to Protection of Confidential and Sensitive Information, Non-Disclosure Certificate, and Volunteer Release of Liability, and Exhibit E - Equipment Purchases.

This additional funding will promote 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