

ITEM 14

MEMORANDUM

DATE: July 3, 2019

TO: Technical Review Board

FROM: Mary-Michal Rawling, Public Affairs Manager

RE: 2020 Census – Local Resolutions

SUMMARY

Consider adopting local resolutions in support of the 2020 Census.

BACKGROUND

As a member of the County's Complete Count Committee, which is preparing for the national 2020 Census, MCAG was approached about disseminating information to local jurisdictions about the importance of the Census and ensuring that all residents are counted. There are efforts underway to outreach to "hard to reach" populations about the Census in many creative ways. In order to demonstrate the support of local leaders in Census work, it was suggested at a Complete Count Committee meeting that all local jurisdictions take action on resolutions to help publicize the importance of residents responding to the Census next year.

PAST ACTION TAKEN

None.

NEXT STEPS

Cities may choose to use the attached County resolution as a template to present to their City Councils for adoption. A copy of the County's resolution to opt-in to statewide Census efforts passed in January 2019 is also attached for your reference.

FISCAL IMPACT

None.

REQUESTED ACTION

For information only.

ATTACHMENTS

County Opt-In resolution from January 2019
County Resolution in support of census efforts from March 2019 (template)

ATTACHMENT 1

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF MERCED, STATE OF CALIFORNIA**

In the Matter of

AUTHORIZATION TO SUBMIT AN OPT-IN	)	
LETTER TO THE STATE OF CALIFORNIA	)	
IN ORDER TO RECEIVE MERCED	)	RESOLUTION NO.
COUNTY'S ALLOCATION OF FUNDS FOR	)	
CENSUS 2020 OUTREACH ACTIVITIES	)	

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the nation's population every ten years; and

WHEREAS, Census data is used to determine federal funding levels and congressional representation, both of which are critical to state and local governments; and,

WHEREAS, a significant amount of work is required in order to achieve full participation in the 2020 U.S. Census, especially in California which has one of the highest hard to count populations in the nation; and,

WHEREAS, recognizing these challenges, leaders in our state have made a significant commitment to Census 2020 outreach and communication efforts by investing \$90.3 million toward strategies and activities that will help ensure an accurate and successful count in California; and,

WHEREAS, the County of Merced is eligible to receive \$289,390 from the California Complete Count Census 2020 Office, based on population and the California Hard-to-Count Index created by the California Department of Finance, Demographic Research Unit and modeled on the U.S. Census Bureau's Hard-to-Count Score of past censuses; and,

WHEREAS, the County of Merced, in partnership with the State of California, other local governments, businesses, and community organizations, is committed to ensuring every resident in the County is counted; and,

WHEREAS, the County of Merced, in accepting the allocation amount will be obligated to ensure timely and comprehensive reports as set forth in the terms of California Complete Count 2020 Office Outreach Agreement including: preparing a Strategic Plan; participating in a monthly in-person meeting or call with the assigned State Regional Program Manager; preparing quarterly written reports; preparing an Implementation Plan, and preparing a Final Report.

NOW, THEREFORE, BE IT RESOLVED that

- 1) The Merced County Board of Supervisors supports participation in the 2020 U.S. Census
- 2) The Merced County Board of Supervisors authorizes the Chairman to sign and submit the required Opt-In letter with the intent to move forward with an Outreach Agreement as set forth by the California Complete Count Census 2020 Office for the use of State funds to conduct outreach activities to promote participation in the 2020 U.S. Census.

I, James L. Brown, Clerk of the Board of Supervisors of the County of Merced, do hereby certify that the foregoing resolution was regularly introduced, passed, and adopted by said Board at a regular meeting thereof held on the 29th day of January, 2019 by the following vote:

SUPERVISORS:

AYES:

NOES:

ABSENT:

WITNESS my hand and the Seal of this Board this _____ day of _____, _____.

JAMES L. BROWN, Clerk

By: _____
Deputy

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF MERCED, STATE OF CALIFORNIA**

In the Matter of

)

**RECOGNIZING THE IMPORTANCE OF THE)
2020 CENSUS AND SUPPORTING THE EFFORTS)
TO HELP ENSURE A COMPLETE, FAIR, AND)
ACCURATE COUNT OF ALL CALIFORNIANS)**

RESOLUTION NO.

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, California is kicking-off its outreach and engagement efforts in April 2019 for the 2020 Census; and

WHEREAS, the County of Merced in partnership with other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals;

NOW, THEREFORE, BE IT RESOLVED, that the Merced County Board of Supervisors recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

I, **JAMES L. BROWN**, Clerk of the Board of Supervisors of the County of Merced, do hereby certify that the foregoing Resolution was regularly introduced, passed, and adopted by said Board at a regular meeting thereof held on this day of March 26, 2019, by the following vote:

SUPERVISORS

AYES:

NOES:

ABSENT:

WITNESS my hand and the Seal of this Board this ____ day of _____, 2019.

JAMES L. BROWN, Clerk

Deputy By _____