



Government Relations & Public Affairs Committee

Meeting Date: December 10, 2018

Agenda Item No.: 2018-December-9

Top Five Things Local Governments Should Know About the 2020 Census

Information

Prepared by: Tina Glover

Approved by: Erik Johnson

Attachments: Yes

1. Issue:

What is required for SACOG member agencies to access state funding for 2020 Census outreach?

2. Recommendation:

None, this item is for information only.

3. Background/Analysis:

The 2020 Census is critical for California and the SACOG region. The results could impact California's congressional seats, as well as factor into decisions about redrawing district lines. The federal government also uses census counts to distribute billions of dollars every year. In fiscal year 2015, California received an estimated \$76 billion in federal funding, about \$1,958 per person per year. Federal dollars account for more than one-third of all state spending, including the general fund, special funds, and bonds. Undercounting Californians in the upcoming census could have significant fiscal consequences for the state, but large segments of California's population are historically hard-to-count (HTC). State and local partners are essential in ensuring an accurate count, so planning activities are ramping up in California at the state and local levels. At the state level, the "California Complete Count – Census 2020 Office" (Census 2020 Office) has been allocated \$90.6 million in State funds over two years towards strategies and activities that will help ensure an accurate and successful count in California. The Census 2020 Office has developed an aggressive statewide community-engagement campaign to reach the least likely to respond areas or HTC communities throughout California. This will supplement the U.S. Census Bureau's efforts and, by requiring collaboration and coordination, avoid duplication of work.

4. Discussion/Analysis:

Part of this statewide outreach will provide \$26.6 million in funding to counties that choose to "opt-in" and serve as fiscal agents for funds targeting HTC populations within their boundaries, including those within incorporated cities. The following is key information for SACOG members to consider:

1. How to access California outreach funds. To receive the allocated funding, individual counties must opt in, provide a board resolution by 2/9/19, establish a Local Complete

Count Committee (CCC), and submit a plan for state approval. No counties will be excluded from accessing a Census award contract. In the SACOG region the county contract allocations are:

El Dorado County - \$100,000
Placer County - \$100,000
Sacramento County - \$862,308
Sutter County - \$86,138
Yolo County - \$127,079
Yuba County - \$100,000

Please note that if a county chooses to “opt out” the State will reach out to a government entity with the administrative capacity and experience to conduct outreach in that county. Those entities could include large cities or regional councils of governments. Counties may also partner with cities, community-based-organizations, other counties, and/or regional governments on the census outreach.

2. When outreach starts. Counties are beginning now to organize, plan, and establish county level Complete Count Committees (CCCs). Direct federal, state and local outreach will be focused in the early part of 2020 closer to the April 1, 2020, Census date. However, outreach to community-based organizations and other trusted messengers is encouraged as soon as possible, with implementation plans developed and filed by September 30, 2019. Please see Attachment A for the California 2020 Census Funding Timeline. In the SACOG region, Sacramento County is an early adopter. They have established a Countywide Planning Group that meets regularly, includes individuals from every city within the county, and plan to pass their board resolution in January 2019.
3. When the count starts. April 1, 2020, is the official Census date. In February 2020, the U.S. Census Bureau will begin the Group Quarters count (dorms, military installations, prisons, nursing homes, etc.). In late March 2020, Internet Self-Response begins. It is expected that the vast majority of the population will self-report online (see more information in section below on “what’s different this time”). In late March 2020, Update Leave (UL) begins. UL is designed to occur in areas where the majority of housing units either do not have mail delivered to the physical location of the housing unit, or the mail delivery information for the housing unit cannot be verified. It will enable people to self-respond via multiple modes, including internet, paper, or telephone. An online map will be available in early April 2020, showing neighborhood level return rates as they come in. This will help identify areas in need of more direct outreach during the count period. Please see Attachment B for the 2020 Census Operational timeline.
4. Who the local contacts are. County level Census contacts have been established for each of the six counties in the SACOG region:

El Dorado: Shawne Corley, Assistant Chief Administrative Officer, El Dorado County, shawne.corley@edcgov.us
Placer: Steve Pedretti, Director, Community Development Resource Agency, Placer County, spedrett@placer.ca.gov
Sacramento: Judy Robinson, 2020 Census Manager, Sacramento County, robinsonju@saccounty.net
Sutter: Doug Libby, Principal Planner, Sutter County Development Services, Sutter

County, dglabby@co.sutter.ca.us

Yolo: Mindi Nunes, Assistant County Administrator, Yolo County, Mindi.Nunes@yolocounty.org

Yuba: Jamie Yang and Kevin Mallen, Community Development Director, Yuba County, jcyang@co.yuba.ca.us and kmallen@co.yuba.ca.us

Additional contacts include:

- SACOG: Tina Glover, Demographer, tglover@sacog.org
- California Complete Count – Census 2020 Office: Ditas Katague, Director ditas.katague@census.ca.gov
- U.S. Census Bureau – Los Angeles Regional Office: Lia Bolden, Northern California Partnership Coordinator elaine.lia.bolden@2020census.gov
- Sacramento Partnership Staff: Divino Lopez and Lupe Ferrerya (contact information to come)
- CA State Association of Counties (CSAC): Dorothy Johnson and Tracy Sullivan djohnson@counties.org and tsullivan@counties.org

5. What's different this time. An expected 55% or more of the nation's households are expected to respond online for the first time, with the remainder collected by mail or, as needed, in person. In addition to relying more on online responses, the Census Bureau intends to increase the use of administrative records and other new technologies to offset rising costs. However, plans to fully test these methods have been delayed or cancelled altogether, in part due to federal funding constraints. Notably, the Government Accountability Office (GAO) has designated the 2020 Census at high risk of failure. The Census Bureau's effort to secure its computer networks from cyber-attacks and hacking is behind schedule and billions of dollars over budget. This funding deficit may have negative implications for the overall Census count. State and local outreach efforts will be important.

5. Fiscal Impact/Grant Information:

This item does not have an impact on the agency budget. Staff time is already included in the Overall Work Program.

6. This staff report aligns with the following SACOG Work Plan Goals:

8 - Build out our Council of Governments Functions

Attachments:

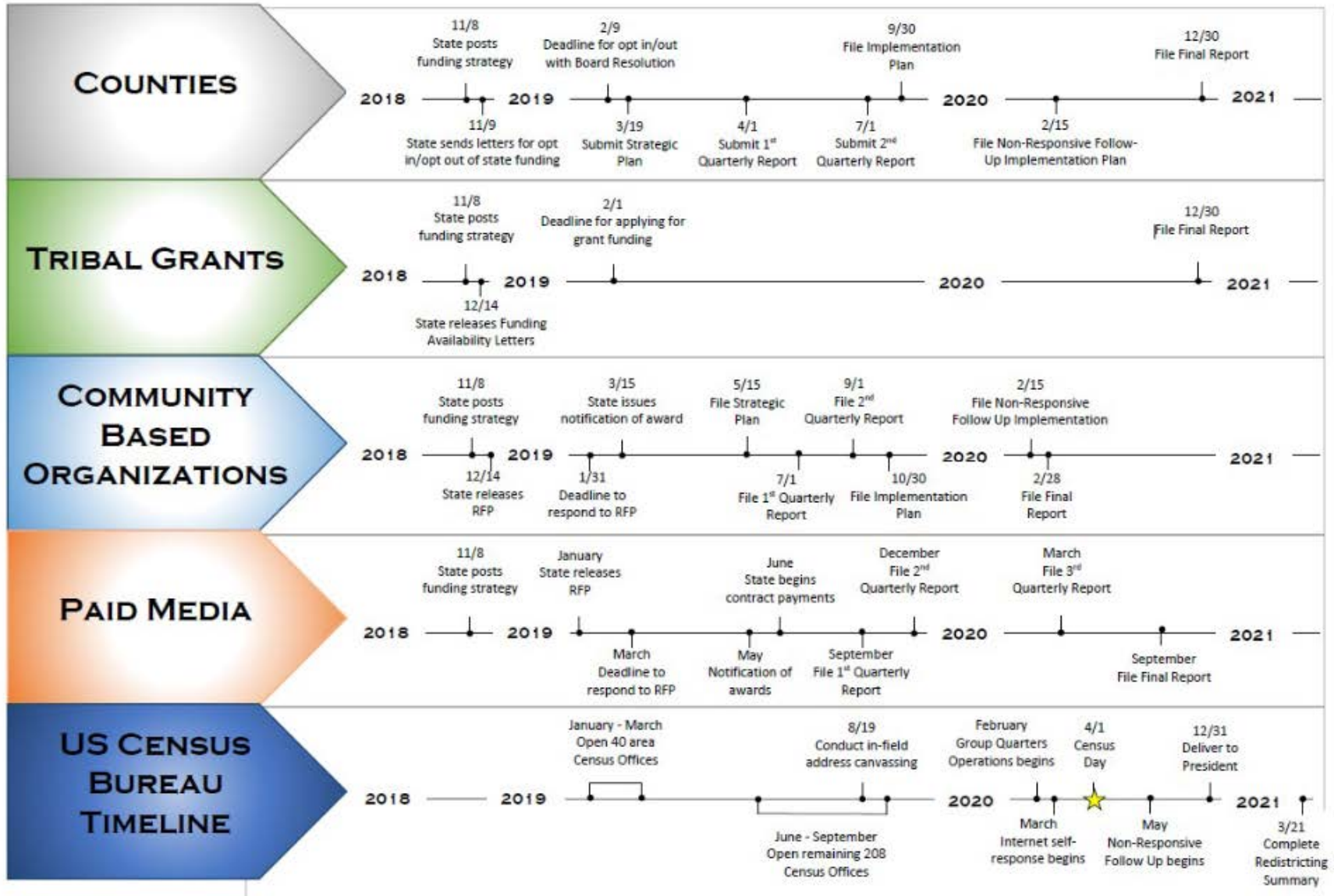
Description

Attachment A: California 2020 Census Timeline

Attachment B: Road to the 2020 Census

Attachment C: Additional Resources for Information

CALIFORNIA 2020 CENSUS FUNDING TIMELINE



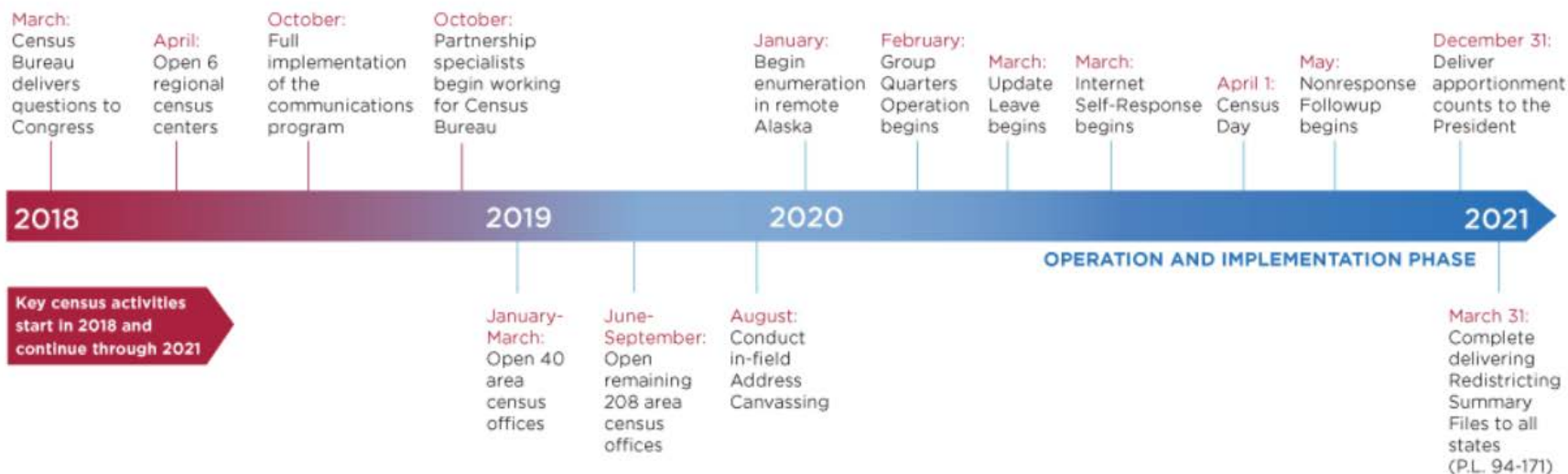
Road to the 2020 Census

2020 Census Operational Timeline



Road to the 2020 Census

2020 Census Operational Timeline



2020 Census - Additional Resources for Information:

California Complete Count – Census 2020 Office: www.census.ca.gov

Information on the State’s funding specifications: www.census.ca.gov/funding-methodology/

Available Resources and summary documents: <https://census.ca.gov/resources/>

California Hard-to-Count census tracts and block groups online map: <https://tinyurl.com/yaogny98>

California State Association of Counties (CSAC): <http://www.counties.org/2020-census>

CSAC’s Webinar Library entitled “Counting on Funding: How to Get Census Dollars” 11/14/18 here: <https://www.counties.org/csac-webinar-library>

George Washington University, Institute of Public Policy, “Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds” 10/12/18
<https://tinyurl.com/yd8ttztt>

League of California Cities: <http://www.cacities.org/2020Census>

National League of Cities (NLC), Municipal Action Guide Preparing for the 2020 Census:
<https://tinyurl.com/y8cbj4bq>

Public Policy Institute of California (PPIC) 2020 Census:

<https://www.ppic.org/topics/trending-2020-census/>

U.S. Census Bureau Main 2020 Census: www.2020census.gov

Uses of Census Bureau Data in Federal Funds Distribution: <https://tinyurl.com/y9bzjfw>