



COUNTY OF SAN DIEGO
BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

AGENDA ITEM

COUNTY OF SAN DIEGO
2019 FEB -4 AM 11:44
CLERK OF THE BOARD
OF SUPERVISORS

DATE: February 12, 2019

05

TO: Board of Supervisors

SUBJECT: COUNTY SUPPORT FOR A COMPLETE 2020 CENSUS COUNT IN CALIFORNIA (DISTRICTS: ALL)

OVERVIEW

The federal government is mandated by the U.S. Constitution to count all persons living in the United States every ten years through the decennial census. This process allows for states and local governments to receive federal resources based on population numbers. Census undercounts result in the potential loss of revenue for public services until the next decennial census occurs.

Counties and cities are not mandated by the state or federal government to perform any task as part of the census. However, given that census data impacts the amount of funds that the state and local governments receive from the federal government, counties and cities have reason to promote an accurate census count.

Today we are asking the Board to adopt a resolution supporting the objectives of the 2020 California Complete Count and direct the Chief Administrative Officer (CAO) to send a letter in support of San Diego Association of Governments (SANDAG) continuing their past role of coordinating regional funds and expressing the County's interest in participating in outreach activities. Lastly, we are asking the CAO to report back to the Board on creative ways that County departments can promote and coordinate with community partners to ensure a complete census count.

RECOMMENDATION(S)

SUPERVISOR KRISTIN GASPAR AND SUPERVISOR NATHAN FLETCHER

1. Adopt a resolution stating the County of San Diego's support for the objectives of the Census 2020 California Complete Count campaign to promote participation in the 2020 Census.
2. Direct the CAO to send a letter to the Census 2020 California Complete Count Office in support of SANDAG's coordination of the regional funds allocated by the State of California for the promotion of the 2020 Census and to inform SANDAG of the County's desire to be an active participant in their regional 2020 Census outreach activities.

SUBJECT: COUNTY SUPPORT FOR A COMPLETE 2020 CENSUS COUNT IN CALIFORNIA (DISTRICTS: ALL)

3. Direct the CAO to develop a plan and report back to the Board with suggestions on how the County of San Diego can promote participation in the 2020 Census including but not limited to, working collaboratively with the U.S. Census Bureau, the Census 2020 California Complete Count Office, regional entities including SANDAG, local cities, and other non-governmental organizations who are working to ensure a complete census count.

FISCAL IMPACT

There is no fiscal impact associated with this item.

BUSINESS IMPACT STATEMENT

N/A

ADVISORY BOARD STATEMENT

N/A

BACKGROUND

Every ten years the federal government is mandated by the U.S. Constitution to count all persons living in the United States through the decennial census. The data collected during the census is used to calculate the number of federal dollars each state receives for programs.

According to the California State Association of Counties (CSAC), the State of California receives over \$76 billion dollars for more than 70 programs based on 2010 Census data. A significant amount of federal funds are directed to counties and cities based on the data collected from the census. As such, a census undercount for a region can result in a debilitating loss of revenue for public services for the next decade.

The United States Census Bureau will conduct the 2020 Census in April 2020. The counts will use several tools including online, phone, mail and in-person visits. Given the challenge of San Diego County's large geographical size, and the concern that some residents may not return forms for a variety of reasons, the State of California established a Census 2020 California Complete Count Office to promote participation with all of the state's municipal governments.

Funds are available through the State of California to assist regions, community-based organizations, and non-profits with marketing and outreach programs related to the census count.

Counties and cities are not mandated by the state or federal government to perform any task as part of the census. However, given that census data impacts the amount of federal funds received by state and local governments, counties and cities should take an active interest in an accurate 2020 Census.

SANDAG has served as a regional body working cooperatively with local governments and community organizations to promote participation in the census for the last three decennial cycles. SANDAG has also served as the fiscal agent to administer state funds earmarked for the region and to support jurisdictions and non-governmental organizations during the census period.

SUBJECT: COUNTY SUPPORT FOR A COMPLETE 2020 CENSUS COUNT IN CALIFORNIA (DISTRICTS: ALL)

SANDAG has expressed the willingness to perform this role again by coordinating a regional working group to promote the 2020 Census and advocate for a unified outreach approach.

Today's action will direct the Chief Administrative Officer to take several steps outlined in this letter to promote and obtain an accurate 2020 Census.

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

N/A

Respectfully submitted,



KRISTIN GASPAR
Supervisor, Third District



NATHAN FLETCHER
Supervisor, Fourth District

ATTACHMENT(S)

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SAN DIEGO RELATING TO REGIONAL SUPPORT AND PARTICIPATION IN THE 2020 CENSUS

SUBJECT: COUNTY SUPPORT FOR A COMPLETE 2020 CENSUS COUNT IN CALIFORNIA (DISTRICTS: ALL)

AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED

Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

N/A

BOARD POLICIES APPLICABLE:

N/A

BOARD POLICY STATEMENTS:

N/A

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT District 3 and 4

OTHER CONCURRENCE(S): N/A

CONTACT PERSON(S):

Dustin Steiner
Name
(619) 531-5533
Phone
Dustin.Steiner@sdcounty.ca.gov
E-mail

Paul Worlie
Name
(619) 531-5544
Phone
Paul.Worlie@sdcounty.ca.gov
E-mail