



MARIPOSA COUNTY

Administration · 966-3222



RESOLUTION - ACTION REQUESTED 2019-77

MEETING: February 5, 2019

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Approve Agreement to Opt-In Mariposa County to the California Complete Count Census Outreach

2 Budget

RECOMMENDATION AND JUSTIFICATION:

Approve Letter of Agreement Informing the California Complete Count Census 2020 that Mariposa County Elects to Opt-In to the County-Optional Outreach: Mariposa County Will Receive \$25,000 to Support Census Outreach Efforts in the County; and Authorize the Board of Supervisors Chair to Sign the Letter of Agreement; Approve Budget Action Transferring Funds Within the Human Services Budget to Support Communication Outreach (\$25,000).

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 (HTC)." This program aims to address the following goals:

- Increase awareness and knowledge about the 2020 Census in HTC communities and populations;
- Deliver focused messages via trusted messengers in trusted environments about the 2020 Census process to HTC areas and populations concentrated in Census tracts that are least likely to respond.
- Ensure that all outreach, messaging and publicity is culturally relevant and linguistically appropriate;
- Support the California Complete Count statewide community outreach and media relations efforts through a strategy that is focused, timely, cost-effective and tailored to

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addressing barriers that prevent HTC communities and populations from completing and returning their forms;

- Complement as well as add value to the outreach, messaging and advertising provided by the U.S. Census Bureau;
- Work collaboratively with a network of community-based organizations, other local governments and others across sectors; and
- The ultimate goal is to ensure that HTC/least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for California.

By signing the attached letter, Mariposa County agrees to strategic communication and outreach to ensure Mariposans are accurately counted in the 2020 Census. Accurate counts will ensure that Mariposa is accurately represented in State and Federal government, and that government funding is accurately appropriated to Mariposa County.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

None.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not sign the letter and do not receive funding to support Mariposa County in the 2020 Census effort to an accurate and complete count.

FINANCIAL IMPACT:

Receive \$25,000 to fund communication expenses in Social Services and Employment and Community Services

ATTACHMENTS:

Census 2020 Letter of Agreement and Exhibits (PDF)

Census Funding Budget Action #8942 (PDF)

RESULT: ADOPTED [UNANIMOUS]

MOVER: Kevin Cann, District IV Supervisor

SECONDER: Marshall Long, District III Supervisor

AYES: Rosemarie Smallcombe, Marshall Long, Kevin Cann, Miles Menetrey

EXCUSED: Merlin Jones

#8942

BUDGET ACTION FORM

FUND	DEP/DIV	ACCOUNT	DESCRIPTION	PROJECT	INCREASE	DECREASE
001	0507	308.11-00	HS Admin-Miscellaneous Revenue		(25,000)	
001	0507	672.07-87	HS Admin-Transfer Out		25,000	
001	0501	309.16-00	SS-Transfer In		(12,500)	
001	0501	661.04-06	SS Communications		12,500	
001	0528	309.16-00	ECS-Transfer In		(12,500)	
001	0528	677.04-06	ECS-Communications		12,500	
TOTALS					0	0

TRANSFER BETWEEN FUNDS					DEBIT	CREDIT
TOTALS					0	0

ACTION REQUESTED: (Check all that apply)

Budget appropriation by Board of Supervisors (4/5ths Vote Required): Amending the total amount available in the county budget, or in any one fund of the budget , or transferring appropriation from Contingencies

Transfer by Board of Supervisors (3/5ths Vote Required): Moving existing appropriations from one budget to another, or between categories within a budget unit;

JUSTIFICATION To accept Census funding for outreach to citizens

DEPT HEAD SIGNATURE Cheron Kote DATE _____

APPROVED BY RES NO. 19-77 CLERK Jenny Smith Deputy DATE 2-6-19

DEPARTMENT <u>Health and Human Services</u>	AUDITOR'S USE ONLY BA # _____
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