



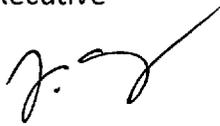
## County of Sacramento

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### MEMORANDUM

DATE: April 24, 2018

TO: Nancy Newton, Assistant County Executive

FROM: Florence Evans, Clerk of the Board 

SUBJECT: Item No. 57 – Meeting of April 24, 2018

***Agenda Title:***  
***2020 Census Update And Authorization Of Participation***

The Board of Supervisors, meeting in open session, approved staff recommendations by Resolution No. 2018-00283. Staff was further requested to report back regarding the Census process and any potential effects it could have on the County.

COUNTY OF SACRAMENTO  
CALIFORNIA

57

**APPROVED**  
BOARD OF SUPERVISORS  
by Res. No. 2018-0283  
APR 24 2018  
BY Arlene Evans  
Clerk of the Board

For the Agenda of:  
April 24, 2018  
10:00 a.m.

To: Board of Supervisors

From: County Executive Office

Subject: 2020 Census Update and Authorization of Participation

Supervisory  
District(s): All

Contact: Judy Robinson, Sustainability and Census Manager, 916-874-4551

**Overview**

Sacramento County is participating with other jurisdictions across the state and country in preparing for the 2020 Census. This report summarizes activities that have and will be undertaken to facilitate a complete and accurate count in Sacramento County.

**Recommendation**

Approve the attached resolution reflecting Sacramento County's participation in the 2020 Census.

**Measures/Evaluation**

N/A

**Fiscal Impact**

Ensuring a complete and accurate count will provide Sacramento County with the most funding possible from various sources reliant on census data. At this time, the County will rely on existing staff and leverage existing programs and services in a number of areas to facilitate the census process. Staff is researching potential grants or incentive funds that could be obtained for census purposes. No increase in Net County Cost for this effort is proposed.

**BACKGROUND**

As mandated by the United States Constitution (Article 1, Section 2), the U.S. Census counts every resident in the United States every ten years. The data collected by the decennial census determine the number of seats each state has in the U.S. House of Representatives. Additionally, the information the census collects helps determine how more than \$675 billion of federal funding is distributed to states and communities each year.

According to the U.S. Census Bureau, the 2020 census will increase use of technology to reduce manual efforts and improve efficiency. This includes using geographic information systems

(GIS) and aerial imagery to check census blocks; encouraging the population to respond to the 2020 Census using the Internet; using data currently provided to the government and by deploying Census Bureau employees to follow up with nonresponding housing units.

Conducting a thorough census process is important because the data collected is used for a wide variety of purposes, including:

- Planning and forecasting for capital projects such as siting schools, developing housing and building roads and other infrastructure.
- Assisting businesses in selecting where to locate and what populations to target for their goods and services.
- Conducting academic and scientific research.

Data collected during the census helps estimate population size and characteristics. Population projections are based on future demographic trends – including births, life expectancy and migration patterns. Complete information about the 2020 census can be found at <https://www.census.gov>.

## **DISCUSSION**

Unlike previous Censuses, the 2020 Census will largely be completed online. The U.S. Census staff estimates that 58% of the public will self-respond, leaving 42% (15 million Californians) that will require some type of follow up. The U.S. Census Bureau and the State of California recognize that achieving a complete count will be extremely challenging and have initiated and are moving forward on a number of activities.

Census related activities began in 2017 when cities and counties were invited to participate in the federal Local Update of Census Addressing (LUCA). LUCA provides cities and counties the opportunity to review and update the residential addresses the federal government has in their database for each jurisdiction. Sacramento County is participating in LUCA, has received the addresses from the U.S. Census and has until June 30, 2018 to review, update and return the updated addresses. County staff has already identified thousands of new addresses to be added to the federal database. The State is providing some incentive funding to participating cities and counties. The amount the county will receive has yet to be determined and will be utilized to benefit community outreach and/or complete count committee efforts. Staff is requesting authorization to pursue and apply for incentive and other census supportive funding in the attached resolution.

Efforts by the State of California began on January 31, 2018 with a California Stakeholder Roundtable in Sacramento to outline planning and preparing for the 2020 Census. The U.S. Census Bureau participated in this Roundtable, and has since begun meeting with local jurisdictions. U.S. Census Bureau staff met with Sacramento County and all the Cities within the County on March 16, 2018. The County has taken on the role of convener for this countywide effort and has support from the cities. Since January, the State Census Coordinator has been meeting with cities and counties across the state and is coordinating 24 regional convenings across the state. There will be two regional convenings in Sacramento, the first was held April 19, 2018 the second is yet to be scheduled.

The Governor's proposed FY2018-19 budget includes \$40.3 million in 2020 Census funding. Approximately \$17.5 million will be going to a media campaign, \$12.5 million to Community based organizations to do on the ground community engagement and outreach, and up to \$3 million for Complete Count Committees (CCC), which could help local governments with community outreach and CCC work. Staff is requesting Board approval to authorize the County Executive to apply for grant or other funds as available, apply and receive State LUCA incentive funds pursue other funding as appropriate and participate in supporting other census-related efforts.

Critical aspects of the 2020 Census will be communicating to the public the importance of participating in the census, and then completing the census when residents receive it. More information will be provided as the census process continues, with the official Census Day commencing on April 1, 2020.

**MEASURES/EVALUATION**

N/A

**FINANCIAL ANALYSIS**

At this time, the County will rely on existing staff and leverage existing programs and services in a number of areas to facilitate community outreach. No increase in Net County Cost for this effort is proposed.

Respectfully submitted,

APPROVAL RECOMMENDED:

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NANCY NEWTON  
Assistant County Executive

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NAVDEEP S. GILL  
County Executive

**RESOLUTION NO. 2018-0283**

**RESOLUTION OF THE SACRAMENTO COUNTY BOARD OF SUPERVISORS  
AFFIRMING THE COUNTY OF SACRAMENTO'S SUPPORT OF AND  
PARTNERSHIP WITH THE 2020 CENSUS**

**WHEREAS**, the U.S. Census Bureau is required by Article 1, Section 2 of the U. S. Constitution to conduct an accurate count of the population every ten years; and

**WHEREAS**, Sacramento County received over \$495 million in federal funding in 2017 and part of the basis for receiving these and state funds relies, in part, on census data; and

**WHEREAS**, census data helps determine how many seats each state will have in the U. S. House of representatives and often is used for the redistricting of state legislatures, county and city councils and voting districts; and

**WHEREAS**, the County of Sacramento, in partnership with other local governments, businesses and community organizations; and along with the region and the state is committed to ensuring every resident is counted;

**NOW, THEREFORE, BE IT RESOLVED** that the Sacramento County Board of Supervisors supports participation in the 2020 Census by: working with the State Legislature, State Census Office and across the state designated census region; actively pursuing funding from the state and elsewhere to support outreach efforts; working with the cities within the county, other local governments, community organizations and regional foundations, businesses, education, labor and others; implementing an Outreach Plan that leverages county funding and builds on the efforts of others in order to achieve an accurate and complete census count.

**BE IT FURTHER RESOLVED**, that the County Executive is authorized to apply for in the name of the County any grant or pursue other funds as available, apply and receive State LUCA incentive funds and participate in supporting other census-related efforts.

**RESOLUTION OF THE SACRAMENTO COUNTY BOARD OF SUPERVISORS  
AFFIRMING THE COUNTY OF SACRAMENTO'S SUPPORT OF AND PARTNERSHIP  
WITH THE 2020 CENSUS**

Page 2

On a motion by Supervisor Kennedy seconded by Supervisor Serna, the foregoing Resolution was passed and adopted by the Board of Supervisors of the County of Sacramento this 24<sup>th</sup> day of April, 2018, by the following vote, to wit:

AYES: Supervisors Frost, Kennedy, Nottoli, Serna, Peters

NOES: None

ABSENT: None

ABSTAIN: None

RECUSAL: None

(PER POLITICAL REFORM ACT (§ 18702.5))



*Suzann Peters*

Chair of the Board of Supervisors  
of Sacramento County, California

ATTEST:

*Florence Evans*

Clerk, Board of Supervisors

In accordance with Section 25101 of the Government Code of the State of California a copy of the document has been delivered to the Chair of the Board of Supervisors, County of Sacramento on

4.24.18

By:

*J. Shatt*  
Deputy Clerk, Board of Supervisors

**FILED**

BOARD OF SUPERVISORS

APR 24 2018

BY

*Florence Evans*  
CLERK OF THE BOARD