

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SAN BERNARDINO  
AND RECORD OF ACTION**

February 11, 2020

**FROM**

**GARY McBRIDE, Chief Executive Officer, County Administrative Office**

**SUBJECT**

Amendment No. 1 to Outreach Agreement with the California Complete Count Census 2020 for Marketing and Outreach Services

**RECOMMENDATION(S)**

1. Approve **Amendment No. 1** to Outreach **Revenue Agreement No. 19-0194** (State Agreement No. CCC-18-20029) with the California Complete Count Census 2020, where the County shall continue to provide marketing and outreach services on behalf of the State of California for the 2020 United States Census, with significant additional contractor responsibilities and requirements, and increase the total agreement amount payable to the County by \$383,495, from \$1,482,128 to \$1,865,623, effective upon execution by both parties through December 31, 2020.
2. Authorize the Auditor-Controller/Treasurer/Tax Collector to post the necessary budget adjustments for 2019-20, as detailed in the Financial Impact section. (Four votes required).  
(Presenter: Gary McBride, Chief Executive Officer, 387-5418)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Promote the Countywide Vision.**

**Create, Maintain and Grow Jobs and Economic Value in the County.**

**Improve County Government Operations.**

**Operate in a Fiscally-Responsible and Business-Like Manner.**

**Ensure Development of a Well-Planned, Balanced, and Sustainable County.**

**Provide for the Safety, Health and Social Service Needs of County Residents.**

**Pursue County Goals and Objectives by Working with Other Agencies.**

**FINANCIAL IMPACT**

This item will not result in the use of Discretionary General Funding (Net County Cost). The increase of \$383,495 payable to the County under this Outreach Revenue Agreement is 100% funded by the State's California Complete Count Census 2020 (California Census 2020) for marketing and outreach services. The California Census 2020 will reimburse the County for completion of milestones, including submittal of a Strategic Plan, Implementation Plan, completion of outreach activities, and Quarterly Reports. Reimbursements received from the California Census 2020 will be allocated to County departments or other agencies from the U.S. Complete Count Census Fund (1100002661). The following budget adjustments are requested:

**Amendment No. 1 to Outreach Agreement with the California Complete Count Census 2020 for Marketing and Outreach Services  
February 11, 2020**

<b>Funds/ Cost Center</b>	<b>Commitment Item/GL Account</b>	<b>Description</b>	<b>Action</b>	<b>Amount</b>
1100002661	40408840	State Other	Increase	\$1,067,132
1100002661	52002135	Special Department Expense	Increase	\$733,654
1100002661	37008880	Available Reserves	Increase	\$333,478

**BACKGROUND INFORMATION**

Approval of this amendment increases the total amount payable to the County pursuant to the Outreach Revenue Agreement by \$383,495, which will allow the County to increase marketing and outreach services to participate in the California Census 2020. This additional effort is intended to ensure that HTC communities and populations are accurately counted in the 2020 U.S. Census, thereby achieving the highest self-response rate possible. This amendment also modifies Outreach Revenue Agreement language and adds significant additional contractor responsibilities and requirements, such as protection of confidential and sensitive information obtained during census activities, and imposing new restrictions regarding reimbursement for equipment purchases made in furtherance of the census activities.

Every 10 years, the U.S. Census Bureau (Bureau) conducts a decennial census to determine the number of people living in the United States. The Bureau aims to count the entire population of the country and the location where each person usually lives. The goal is to count everyone once, only once, and in the right place. The U.S. Census is mandated by Article 1, Section 2 of the United States Constitution.

A complete and accurate count of California’s population is essential to the State because the data collected by the Bureau determines the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions of dollars in federal funds to local communities. More than 70 federal programs that benefit California, including education, health, human services and transportation use the Bureau’s census numbers as part of their funding formula. Based solely on the funding component, a census that undercounts Californians could cost the state billions of dollars. For every Californian missed during the 2020 U.S. Census count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal funding.

State leaders have made a significant commitment to California Census 2020 outreach and communication efforts in support of the U.S. Census by investing \$90.3 million toward strategies and activities that will help ensure an accurate and successful count in California. The State has developed an aggressive statewide community-engagement campaign to reach the least likely to respond areas and “hard-to-count (HTC)” communities throughout California. It supplements the Bureau’s efforts and, by requiring collaboration and coordination, avoids duplication of work.

On November 9, 2018, the County received notice of a funding allocation opportunity in the amount of \$1,482,128 to provide marketing and outreach activities in order to promote participation in the 2020 U.S. Census. The marketing and outreach strategies will focus on both

**Amendment No. 1 to Outreach Agreement with the California Complete Count Census 2020 for Marketing and Outreach Services  
February 11, 2020**

geographic areas and demographic populations who are least likely to respond, commonly referred to as HTC areas. Counties will play a significant role in increasing awareness and knowledge about the 2020 U.S. Census in HTC communities and populations by delivering focused messages via trusted messengers in trusted environments and ensuring all outreach, messaging and publicity is culturally relevant and linguistically appropriate. The County will work collaboratively with a network of community-based organizations, local governments, and others across sectors on outreach efforts to inform the general public of the importance of completing the census questionnaire. The goal is to avoid duplication, identify outreach gaps, and fill them accordingly.

On January 8, 2019 (Item No. 16), the Board adopted a resolution to participate in the Census 2020 Inland Empire Complete Count Committee that will further assist in efforts to promote education, awareness, and participation in the 2020 U.S. Census. On January 29, 2019 (Item No. 19), the Board adopted a resolution for the County to “opt-in” to an outreach agreement to participate in the California Census 2020 outreach and communication efforts. On April 2, 2019 (Item No. 11), the Board approved the Outreach Revenue Agreement with the California Census 2020 to provide marketing and outreach services in the amount of \$1,482,128. On January 28, 2020 (Item No. 17), the Board approved an agreement with Inland Empire Community Foundation to provide census project activities in collaboration with local governments and community based organizations to promote education, awareness, and participation in the 2020 United States Census in the amount of \$517,979.

Revisions to Amendment No. 1 include compliance of additional requirements for contractors, or those performing duties under a Contract for the 2020 U.S. Census related to: non-disclosure of confidential or sensitive information to include signing of a non-disclosure form; background checks of all persons involved in outreach activities; compliance with accessibility requirements of Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. Sec. 794d) to require electronic and information technology be accessible to people with disabilities; anti-discrimination under California Government Section 11135, that prevents discrimination on the basis of “race, national origin, ethnic group identification, religion, age, sex, sexual orientation, color, or disability” under any program that is funded by the state; and the California Census 2020’s Language and Communication Access Plan (LACAP), where the LACAP aims to ensure that language and communication access is linguistically and culturally appropriate; These requirements are being presented to the Board so that it may identify and approve these additional requirements. Many of these additional requirements will also be imposed on the County’s subcontractors, such as cities, through modifications of those subcontracts.

**PROCUREMENT**

Not applicable.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Penny Alexander-Kelley, Chief Assistant County Counsel, 387-5455) on February 6, 2020; Auditor-Controller/Treasurer/Tax Collector (Lisa Lazzar, General Accounting, 382-3196) on February 6, 2020; Finance (Stephenie Shea, Administrative Analyst, 387-4919) on January 31, 2020; and County Finance and Administration (Matthew Erickson, County Chief Financial Officer, 387-5423) on January 31, 2020.

**Amendment No. 1 to Outreach Agreement with the California Complete  
Count Census 2020 for Marketing and Outreach Services  
February 11, 2020**

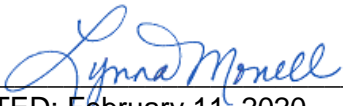
Record of Action of the Board of Supervisors  
County of San Bernardino

**APPROVED (CONSENT CALENDAR)**

Moved: Robert A. Lovingood Seconded: Josie Gonzales

Ayes: Robert A. Lovingood, Janice Rutherford, Dawn Rowe, Curt Hagman, Josie Gonzales

Lynna Monell, CLERK OF THE BOARD

BY  \_\_\_\_\_  
DATED: February 11, 2020



cc: CAO- Tealer w/agree w/letter for sign  
Contractor- C/O CAO w/agree  
File- w/agree w/letter  
la 02/19/2020