



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 2/4/2020
Agenda Placement: 10C

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Minh Tran - County Executive Officer
County Executive Office
REPORT BY: Mary Booher, Assistant County Executive Officer - 707-253-4153
SUBJECT: Census 2020 update

RECOMMENDATION

County Executive Officer requests the following actions regarding the Census 2020 Outreach Efforts:

1. Receive an update on efforts; and
2. Approve receipt of and authorize the County Executive Officer to sign documents accepting an additional \$100,800 of State funding to support Census Outreach activities.

EXECUTIVE SUMMARY

Staff will provide updated information on outreach activities to encourage a complete count in Napa County for the 2020 Census. In addition, staff is requesting authorization to sign documentation required to receive an additional \$100,800 of state general fund dollars to be spent on such outreach efforts.

PROCEDURAL REQUIREMENTS

1. Staff reports.
2. Public comments.
3. Motion, second, discussion and vote on the item.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? Yes

Is it currently budgeted?	No
What is the revenue source?	The State is providing additional funding for Census Outreach.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	This funding will support our community partners in ensuring a complete count in Napa County for the 2020 Census.
Is the general fund affected?	Yes
Future fiscal impact:	None.
Consequences if not approved:	The available funding will be channeled through an Administrative Community Based Organization, which may result in increased administrative burden to our community partners.
County Strategic Plan pillar addressed:	Effective and Open Government - Advocate for, support, and promote a comprehensive and accurate Census count within Napa County.
Additional Information:	

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

April 1, 2020 is Census day, and there are efforts by many partners to ensure a complete count in Napa County. In January 2019, Napa County opted-in to receive \$100,000 from the State to support Census outreach efforts. Additional funding was made available as part of the 2019-20 state budget, and on January 10, 2020, Napa County was informed that we are eligible for an additional \$100,800 of state funding to support local outreach efforts. The Napa County Complete Count Committee (Committee) is made up of representatives from the cities and town, the schools, and numerous community-based organizations committed to serving Napa County residents. Working through subcommittees, the Committee conducted extensive research with the hard-to-count populations, through empathic interviews, to determine not only the best messages, but also to identify trusted messengers for Census outreach efforts. Based on this information, the Committee has developed several collateral items, including yard signs, brochures, and door hangers in English, Spanish, and Tagalog.

The Committee is in the process of developing short video messages from trusted messengers that can be shared on the County website and social media, and a couple of these will be shown at the Board meeting.

Several locations have been identified to serve as response sites, including Questionnaire Assistance Centers (QAC-staffed) and Questionnaire Assistance Kiosks (QAK-unstaffed) to provide safe locations for residents to respond to the census. The sites will have both computers and phones for completing the survey. Residents who wish to complete the paper survey, available only in Spanish and English, will need to request the forms from the US Census Bureau.

The additional funding will be used to provide more response sites, as well as to provide Tagalog-speaking staff at the response site in American Canyon. Since residents can respond to the census electronically, we will have real-time data regarding where responses are coming from, and where additional outreach may be needed. The

Complete Count Committee is developing a plan to adjust outreach efforts based on this feedback, and the additional funding can be used to support activities such as phone-banking or canvassing to encourage participation.

Census Process:

On or about March 12, 2020, the US Census Bureau will send a postcard to all residences. This postcard is not sent to post office boxes. In order to close this gap, United Way of the Wine Country, who has received state funding as the Administrative Community Based Organization (ACBO) for our region, will be sending a post card out to all residents, including post office box holders. They will receive \$5,000 of state funding to support this effort in Napa County. This postcard will have a unique identifier that the household will use to respond to the census online. If someone does not wish to respond online, they can respond via phone in several different languages, or call to request a paper form, available in English or Spanish. The response should represent the entire household, regardless of how many families live in the household. A household can also respond without the unique identifier, simply by entering their residence address. The Census Bureau will send 2 additional reminders through the end of April.

At the end of April, the Census Bureau starts the Non-Response Follow-Up period. Census enumerators will contact households that did not respond, as well as households that did not answer all questions on the survey. However, it is important to note that the survey will still be counted, even if the household did not answer all questions.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Leigh Sharp