



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 5/21/2019  
Agenda Placement: 9F  
Set Time: 10:45 AM  
Estimated Report Time: 10 Minutes

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**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

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### **RECOMMENDATION**

County Executive Officer to present the Napa County Strategic Outreach Plan for the 2020 Census Project for Board discussion.

### **EXECUTIVE SUMMARY**

The decennial census, which is required by the United States Constitution, is used to determine legislative representation in the United States House of Representatives, as well as redistricting for the State Legislature, County Boards of Supervisors, and City Councils. In addition, the census data is used as the basis funding allocations to distribute federal funds to the states, much of which is passed through to counties. It is estimated that for every person not counted in Census 2020, California will lose \$19,500 of funding over the subsequent 10 years.

In order to ensure the most accurate, complete count possible, the State of California has established the California Complete Count Committee, and the 2018-19 state budget allocates funds to support these efforts. Napa County has accepted \$100,000 in funding, and has established the Napa County Complete Count Committee. The Complete Count Committee includes:

- | County staff, including
  - | Geographic Information Systems staff from Planning, Building, and Environmental Services and/or Information Technology Services.
  - | Workforce Development staff from Health and Human Services.
  - | Community education and outreach staff from the County Executive Office and County Library.
- | Community Based Organization representatives, focusing on populations who have been identified as least likely to respond.

Representatives from the State Complete Count staff and the United States Census Bureau are also active participants in our Complete Count Committee.

### **PROCEDURAL REQUIREMENTS**

1. Staff reports
2. Public comments
3. Board discussion

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **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**

A complete and accurate count in the decennial census is critical to ensure that Napa County and California are appropriately represented in the state and federal legislative bodies, as well as to ensure equitable distribution of program resources, primarily in supporting Health and Human Services programs. As part of the census process, the United States Census Bureau conducts a post-enumeration survey, comparing census data collected, with other available data sources to evaluate the efficacy of the census data. According to this data, Napa County was undercounted by 200 people in Census 2010. Other research indicates that the average undercount rate to be 2.89%, which would be approximately 3,900 people for Napa County.

As part of ongoing evaluation after Census 2010, certain populations were identified as least likely to respond (also referred to as "hard-to-count") including, but not limited to:

- | Latinos
- | African Americans
- | Native Americans and Tribal Communities
- | Asian Americans/Pacific Islanders
- | Immigrants and Refugees
- | Farmworkers
- | People with Disabilities
- | Seniors
- | Homeless Individuals and Families
- | Children Ages 0-5
- | Veterans
- | Areas with low broadband subscription rates and limited or no access
- | Households with limited English proficiency

While experience with Census 2010 supports these hard-to-count populations, the challenges may be even

greater for Census 2020, due to concerns regarding the possibility of a question related to citizenship (pending the outcome of litigation), as well as increased use of technology to contact people and solicit responses.

Napa County has established the Napa County Complete Count Committee, and has worked collaboratively to develop the attached Strategic Outreach Plan. The Strategic Plan has been described by State Complete Count staff as "very dynamic" and will be changing as we learn more. Therefore, while staff is sharing this plan with the Board, and will continue to provide the Board with updates, we are not asking the Board to formally approve this plan, which still may be edited based on additional feedback from the state.

The next step in the process will be the development of an implementation plan, which is due to the State by September 1.

### **SUPPORTING DOCUMENTS**

A . Census 2020 Strategic Plan

CEO Recommendation: Approve

Reviewed By: Helene Franchi