



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 5/5/2020  
Agenda Placement: 10D

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors  
**FROM:** Samuel Ross for Minh Tran - County Executive Officer  
County Executive Office  
**REPORT BY:** Mary Booher, Assistant County Executive Officer - 707-253-4153  
**SUBJECT:** Census 2020 update and CLC contract

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### **RECOMMENDATION**

County Executive Officer will provide an update on Census 2020 Outreach efforts, and requests approval of and authorization for the Chair to sign an agreement with UpValley Family Centers, as Fiscal Agent for the Community Leaders Coalition for \$170,000 with the term expiring on October 31, 2020 to provide Census outreach support.

### **EXECUTIVE SUMMARY**

Napa County has been awarded \$200,800 of state funds to support local Census 2020 outreach efforts. Napa County has used a portion of these funds to create outreach collateral and videos and secure advertising space for online streaming services. The recommended contract provides the remainder of the funds, up to \$170,000, to the Community Leaders Coalition (CLC). The funds will be used to retain a data consultant and provide stipends to local community based organizations who are involved in census outreach. The contract allows up to 10% of the funds to be used for administration by the CLC or UpValley Family Centers as the Fiscal Agent for CLC.

### **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?	Yes
Where is it budgeted?	Central Services
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	By accepting funding from the State of California, Napa County committed to conducting Census 2020 Outreach.
Is the general fund affected?	No
Future fiscal impact:	None
Consequences if not approved:	The county would have to develop and manage contracts with at least 15 separate community based organizations.
County Strategic Plan pillar addressed:	Collaborative and Engaged Community Effective and Open Government

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**

Since 2019, County staff has been working with our community partners to plan for, develop, and implement an outreach strategy for Census 2020. The Napa County Complete Count Committee includes representatives from the cities and town; schools and transit agencies; representatives of our State and Federal elected representatives; and non-profits throughout the County. In addition to \$200,000 the County received from the State for outreach efforts, the Napa Valley Community Leaders Coalition (CLC) has secured an additional \$100,000 of grant funding to leverage the state funding. The County has used the state funding to print the collateral, develop the videos, and place some of the videos on streaming websites. The remaining funds have been committed to the CLC. The CLC has retained a local data consultant, who is analyzing the ongoing response rate data and providing feedback and guidance to shift outreach activities on a bi-weekly basis. The remaining funds will be distributed by the CLC as stipends to all of the Community Based Organizations who have been partners in the outreach efforts.

The Complete Count Committee has worked through various subcommittees, including Target Populations, Marketing, Employer Outreach, and Workforce Development. The Target Populations subcommittee began in 2019 by training volunteers on human-centered interviewing techniques. These volunteers conducted over 30 interviews of members of Napa County's hard-to-count communities to understand their needs, motivations, interests around census. The information learned in the interviews was then used to develop six different outreach messages in English, Spanish, and Filipino/Tagalog.

The messages were used by the Marketing subcommittee to develop collateral material in all three languages, including brochures, posters, door hangers, and yard signs to be used consistently by all partners. This material has been supplemented with material provided by Napa County First 5 and the Latino Community Foundation among others. Over 30 videos were developed featuring trusted messengers promoting the Census in English, Spanish, Filipino/Tagalog, and Hindi.

Community partners began having tables at community events in summer 2019, including the Bi-National Health Fair, Napa Valley Unified School District Family Festival, and the Suscol Intertribal Powwow. In addition, presentations were made at Congressman Thompson's Student Leaders Council and the Latino/a Leader Round Table and community gatherings were held featuring Censoteria: 2020 Census and Voter Engagement Loteria Game.

In January 2020, the CLC conducted 6 trainings in locations throughout the County, training 188 staff and volunteers on Census 2020 outreach messages. The trainings were all provided in English with Spanish translation. These staff and volunteers began immediately promoting the Census in their daily activities.

In March, CEO staff conducted a training for staff for 16 locations that were ready to open as Questionnaire Assistance Centers (QAC's). A QAC is a staffed location where members of the public can come to use the computer or phone to respond to the Census. The training curriculum is provided by the state, and is required for each location. All of the organizations who were planning on hosting QACs prior to COVID-19 are still prepared to host once shelter-at-home restrictions are relaxed. Each location will be evaluated to ensure that they will still be relevant (ie, school sites might not open until school reopens), and that Census assistance can be provided in a safe manner, respecting physical distancing guidelines, etc.

In January and February, we recorded over 30 videos of community partners and trusted messengers sharing why it is important to respond to the Census. These videos are available on the County's YouTube channel, are being shared on social media by all of our partners, and some of been edited down to 30 seconds to be advertising on streaming video services in the area.

The Employer outreach committee has been reaching out to local employers, encouraging them to provide computers and phones for their employees to respond to the Census, as well as making outreach materials available. The Workforce Development Committee has supported the Census Bureau efforts to recruit local residents to work as enumerators. The County has also provided training locations for the Census Bureau to train local staff, which was interrupted as a result of COVID-19.

Prior to COVID-19, the Complete Count Committee was planning a canvassing day on March 28, and to support this, several people were trained on the PDI phone app to support this event. Napa County was the first county to work with the State Complete Count committee to use the PDI app and shift to virtual canvassing, or phone banking. Staff from several community organizations and other volunteers have been trained on using this app, and have spent extensive hours troubleshooting the phone-banking changes with the State and with the PDI app developers. Calls have started and will continue at least into June.

County staff are meeting with the CLC, the data consultant, and other community volunteers on a weekly basis to review the response rates, and shift outreach activities appropriately. In addition, the data consultant is analyzing the 2010 census data to see what response we should expect when the Census Bureau re-starts field operations on June 1. Specifically, our tract with the lowest response rate right now is the tract that contains Napa State Hospital and Napa Valley College. We want to analyze the data to ensure that the response rate will be positively impacted when the Census Bureau begins the Group Quarters enumeration process. The CLC is currently working to develop city-specific data which will be made available to our partners in the cities and town.

COVID-19 has resulted in numerous challenges and opportunities that we continue to work with our Federal, State, and local partners to address. A few of these are highlighted below:

- | Due to the Shelter-at-Home order, we were unable to open our QACs. Residents reported being unable to get through on the phone lines. We shared this information, and on April 12, the Census Bureau announced the expansion of phone reporting capacity.

- I For residents who get their mail at a post office box, they will not get the census mailers. They are enumerated through the “update leave” enumeration process, which is part of Census Bureau field operations which have been suspended. United Way of the Wine Country has sent out a post card to all post office box holders telling them how they can respond to the Census, and they will be providing a follow-up mailing.
- I As part of their normal process, the Census Bureau was going to make a targeted effort to count the unsheltered homeless population on the weekend of March 28. This, in addition to service-based enumeration are the 2 strategies the Census Bureau uses to count all homeless residents. Since we have more shelter capacity than ever, in order to protect our homeless from COVID-19 infection, we are encouraging the Census Bureau to conduct the count during this time of increased shelter capacity, to ensure a more complete count.

The Napa County Complete Count Committee partners in Napa County continue to adjust and be flexible, and are committed to continuing their efforts until through October 31, 2020 when data collection is completed. The data analysis provided by the CLC is informing the shifts currently, and we will continue to look for creative and strategic ways to adjust post-COVID-19.

On April 13, the Census Bureau announced revised deadlines and schedule for activities, with the changes applicable to Napa County highlighted below:

Self-Response phase is when residents can respond online, by phone, or mail.

Planned Schedule: March 12-July 31

Revised Schedule: March 12-October 31

Group Quarters e-response and paper enumeration.

Planned Schedule: April 2-July 5

Revised Schedule: April 2-September 3

Group Quarters in-person enumeration.

Planned Schedule: April 2-June 5

Revised Schedule: July 1-September 3

Service Based enumeration is used to count homeless residents where they receive services.

Planned Schedule: March 30-April 1

Revised Schedule: Needs further review

Count of unsheltered homeless.

Planned Schedule: April 1

Revised Schedule: Needs further review

Update leave is when Census enumerators leave census questionnaires at homes of residents who receive their mail at a post office box.

Planned Schedule: March 15-April 17

Revised Schedule: June 13-July 9

Nonresponse follow-up is when Census enumerators interview households that have not completed the census.

Planned Schedule: May 13-July 31

Revised Schedule: August 11-October 31

Mobile Questionnaire assistance to assist people at events, grocery stores, etc.

Planned Schedule: March 30-July 1

Revised Schedule: Needs further review

Enumeration of transitory locations, such as campgrounds, RV parks, marinas, and hotels if they do not usually live elsewhere.

Planned Schedule: April 9-May 4

Revised Schedule: Tentatively September 3-September 28, but may need further review

These delays in enumeration will also result in adjusting the schedule for the results. The adjusted dates are:

Census Bureau processes the data.

Planned Schedule: July 31, 2020-December 31, 2020

Revised Schedule: October 31, 2020-April 30, 2021

Census Bureau processes redistricting data.

Planned Schedule: January 1, 2021-March 30, 2021

Revised Schedule: May 1, 2021-July 31, 2021

Census Bureau delivers data to the President.

Planned Schedule: December 31, 2020

Revised Schedule: April 30, 2021

President delivers data to Congress.

Planned Schedule: Within 7 days of start of legislative session (approximately 10-20 days)

Revised Schedule: Within 14 days of receipt

Census Bureau delivers redistricting counts to states

Planned Schedule: April 1, 2021

Revised Schedule: July 31, 2021

## **SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Helene Franchi