



STAFF REPORT
12/11/2019

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Grants Manager

SUBJECT: Adopt Resolution No. 2019-72 Authorizing the City of Coachella to Opt-In and Participate in the County of Riverside 2020 Census City Funding Opportunity and Receive its Allocation in the Amount of \$20,444.54 as Part of the California Complete Count 2020 Census Outreach and Awareness Campaign Efforts

STAFF RECOMMENDATION:

Staff recommends that the City Council consider adopting Resolution No. 2019-72 authorizing the City of Coachella to opt-in and participate in the County of Riverside 2020 Census City Funding Opportunity and receive its allocation in the amount of \$20,444.54 as part of the California Complete Count 2020 Census Outreach and Awareness Campaign efforts.

BACKGROUND:

The U.S. Census Bureau counts each resident of the country, where they live on April 1, every decade. The Constitution mandates the enumeration to determine how to apportion the House of Representatives among the states and to distribute billions of dollars in federal funds to local communities. More than 70 federal programs that benefit California, including education, health, and transportation, use Census numbers as part of their funding formulas.

The California Complete Count – Census 2020 is a statewide outreach and awareness campaign designed to ensure the federal government collects an accurate and complete count of all California residents in the upcoming U.S. Census 2020. California's Census efforts are designed to supplement the U.S. Census Bureau's outreach campaign and, through collaboration, avoid duplication of work. State funds have been strategically allocated to the County of Riverside in the amount of \$1,210,891 to distribute to cities within the County who wish to opt-in to the funding opportunity and thus maximize resources on the ground, which will allow for rapid response and collaboration. This approach allows the State to focus resources in hard-to-count communities, build a base of trusted messengers, break down language access barriers for non-English speakers, and facilitate culturally appropriate engagement within communities to ensure all Californians are counted.

DISCUSSION/ANALYSIS:

The county will provide funding to cities for 2020 Census outreach activities. The allocation for funding was based on the percentage of the Hard-to-Count population in each city as identified by the state. A participating city must:

1. Inform the county of their intent to opt-in;
2. Adopt a resolution or proclamation by their city council supporting the 2020 Census;
3. Develop an outreach plan focused on identified geographic areas and demographic populations least likely to respond;
4. Collaborate with the county and its partners to avoid duplication of marketing efforts;
5. Identify outreach gaps and respond accordingly;
6. Use a state-approved Asset Mapping Tool (SwORD) to identify the HTC population; and
7. Update outreach activities in the state-approved Asset Mapping Tool on a bi-weekly basis.

ALTERNATIVES:

1. Adopt Resolution No. 2019-72 Authorizing the City of Coachella to Opt-In and Participate in the County of Riverside 2020 Census City Funding Opportunity and Receive its Allocation in the Amount of \$20,444.54 as Part of the California Complete Count 2020 Census Outreach and Awareness Campaign Efforts
2. Not Adopt Resolution No. 2019-72 Authorizing the City of Coachella to Opt-In and Participate in the County of Riverside 2020 Census City Funding Opportunity and Receive its Allocation in the Amount of \$20,444.54 as Part of the California Complete Count 2020 Census Outreach and Awareness Campaign Efforts

FISCAL IMPACT:

None.

ATTACHMENT(S):

Resolution No. 2019-72