

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



ITEM
2.5
(ID # 8505)

MEETING DATE:

Tuesday, December 11, 2018

FROM : EXECUTIVE OFFICE:

SUBJECT: EXECUTIVE OFFICE: Riverside County 2020 Census Status Report. All Districts.
[\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and file the Riverside County 2020 Census status report.

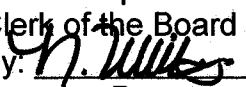
ACTION: Policy


Alex Gann 12/5/2018

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Ashley, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Jeffries, Tavaglione, Washington, Perez and Ashley
Nays: None
Absent: None
Date: December 11, 2018
xc: E.O.

Kecia Harper-Ihem
Clerk of the Board
By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
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| FINANCIAL DATA | Current Fiscal Year: | Next Fiscal Year: | Total Cost: | Ongoing Cost |
|-----------------------------|-----------------------------|--------------------------|-------------------------------|---------------------|
| COST | \$ 0 | \$ 0 | \$ 0 | \$ 0 |
| NET COUNTY COST | \$ 0 | \$ 0 | \$ 0 | \$ 0 |
| SOURCE OF FUNDS: N/A | | | Budget Adjustment: No | |
| | | | For Fiscal Year: 18/19 | |

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

Once each decade, the United States Census Bureau (Bureau) attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and for the first time in United States history, as part of modernization and cost-cutting efforts, the Bureau is expecting that most households will complete the Census questionnaire online.

A complete and accurate count is essential as the data collected by the Bureau determines the number of seats each state has in the United States House of Representatives and provides the basis for the redistricting of county supervisorial districts as well as the distribution of \$76 billion in federal funds to California's local communities for vital programs. More than 70 federal programs that benefit California, including education and health and human services programs, use Census data as part of their funding formulas. It is estimated that each person counted represents approximately \$19,500 in federal funds over a period of 10 years.

The primary and perpetual challenge facing the Bureau, the state, and Riverside County is the undercount and low response rate of certain population groups. According to 2010 Census data, the average mail-return rate for those living in Riverside County was 68%, which is 3% lower than the state average. Foreign-born residents, undocumented residents, non-white residents, renters, and children under five years old, especially those younger than one year old, comprise the most undercounted populations, which contributes to what the Bureau defines as Hard-to-Count (HTC) communities. California has more residents in each of these categories than any other state and several regions throughout Riverside County are comprised of HTC communities. Other challenges for the 2020 Census include language barriers, the question of citizenship, and the reliance of online responses, especially as it relates to limited digital access, cybersecurity concerns, and/or the lack of digital literacy.

State and federal outreach has begun and a variety of activities will occur in the next year and half at the local level to maximize resources and community engagement, understanding, and participation in the 2020 Census. Census preparation has included a number of activities involving various County departments including the Executive Office, the Economic Development Agency (EDA), and Riverside County Information Technology – Geographic Information Systems (RCIT GIS).

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The Executive Office is the lead organizer for the Riverside County 2020 Census efforts. In the 2000 and 2010 Census, the Executive Office worked closely with the Western Riverside Council of Governments (WRCOG) and the Coachella Valley Association of Governments (CVAG) to develop a collaborative and comprehensive approach to Census outreach. The Executive Office intends to partner with WRCOG and CVAG in a similar capacity from previous Census efforts and discussions have already begun regarding their involvement. Additionally, the Executive Office has been working and meeting with several stakeholders on defining roles and establishing a Complete Count Committee (CCC) structure that seeks to address the identified barriers for the 2020 Census.

Other 2020 Census activities to date include a recruitment kickoff event hosted by EDA's Workforce Development Center in Riverside on October 4, 2018. During the event, officials from the Bureau's Los Angeles Regional Census Center along with County staff shared information on how to apply for the various Census job opportunities that will be available at the beginning of January 2019. The available positions the Bureau is seeking to fill include staff for address canvassing, recruiting assistants, office staff, and supervisory staff.

RCIT GIS has been involved in several 2020 Census activities which include efforts to update County addresses, serving as a liaison to a Census web application that will assist with outreach, and participating in a number of the Bureau's programs and surveys to assist in refining boundaries. The following are brief descriptions of the various activities RCIT GIS has been working on in support of Riverside County's efforts for the 2020 Census.

COUNTY ADDRESS UPDATE

- **Local Update of Census Addresses Operation (LUCA):** An accurate population count starts with an up-to-date and complete address list. The LUCA program provides state, local, and tribal governments with a once-in-a-decade opportunity to update the Bureau's Master Address File (MAF) that is used to conduct the decennial census. State, local, and tribal government participation in the 2020 Census LUCA program can contribute to a more accurate population count for their communities.

In October of 2017, RCIT GIS began the process of reviewing the Bureau's MAF. In addition to reviewing the unincorporated areas of the County, RCIT GIS completed LUCA work for the cities of Beaumont, Calimesa, Canyon Lake, Desert Hot Springs, and Rancho Mirage per their requests. After reviewing over 174,000 addresses, RCIT GIS made corrections and added 5,601 addresses to the Bureau's MAF. RCIT GIS also reviewed the road layers and made over 500 road edge corrections. The California State Department of Finance provided \$175,000 to RCIT GIS in support of the LUCA work performed.

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WEB APPLICATION

- **Response Outreach Area Mapper (ROAM):** The ROAM application was developed to ease the identification of HTC communities and to provide a socioeconomic and demographic characteristic profile of these areas. Learning about each HTC community allows the Bureau and the County to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with expanded communication skills. In May of 2018, RCIT GIS provided a demonstration to the Executive Office of ROAM's capabilities and how the application can assist in the efforts to improve response rates.

REFINING BOUNDARIES

- **Participant Statistical Areas Program (PSAP):** The 2020 Census PSAP allows invited participants to review and update selected statistical area boundaries for 2020 Census data tabulation following Bureau guidelines and criteria. The Bureau will also use the statistical areas defined for the 2020 Census to tabulate data for the annual American Community Survey (ACS) estimates and the economic census. The County's registration for participation was completed in October of 2018, by RCIT GIS. They will receive the data from the Bureau in January of 2019, with the deadline to complete this program set for July of 2019.
- **Boundary and Annexation Survey (BAS):** The Bureau conducts the BAS annually to collect information about selected legally defined geographic areas. The BAS is used to update information about the legal boundaries and names of all governmental units in the United States. The Bureau uses the boundary information collected in the BAS to tabulate data for the decennial and economic censuses, and for annual estimates and surveys such as the ACS and the Population Estimates Program. BAS is an annual opportunity for tribal, state, and local governments to submit changes to legal boundaries, names, and governmental status of their jurisdictions. The BAS program begins in January of each year and RCIT GIS has been participating in this program for several years.
- **Block Boundary Suggestion Program (BBSP):** Census Blocks are the basic units upon which Census data are tabulated. BBSP is Phase 1 of the 2020 Census Redistricting Data Program and is a critical part of the geographic preparations for the 2020 Census. California has designed the BBSP to allow its counties, regions, and local jurisdictions the opportunity to provide input about the features that will be designated as boundaries for census tabulation blocks in the 2020 Census. RCIT GIS completed this program in 2016.

The California Government Operations Agency (CalGovOps) released a funding allocation opportunity to support counties in the 2020 Census on November 9, 2018. Riverside County received a letter indicating the potential award in the amount of \$1.2 million for the entire County, in which the amount awarded is based on meeting several state established criteria.

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The Executive Office will pursue this opportunity and will submit a package to opt-in to this funding in January of 2019. The amount the Executive Office will reserve in the FY 19/20 budget will be contingent on the amount that will be made available through CalGovOps and additional philanthropic funding opportunities.

A timeline of activities and anticipated events for the 2020 Census is attached.

Impact on Residents and Businesses

The 2020 Census will have a direct impact on the residents and businesses of Riverside County, as the results provide the basis for the reapportioning of congressional seats, redistricting of the County's supervisorial boundaries, and distributing more than \$76 billion in federal funds to support California's vital programs which include housing, education, transportation, employment, health care, and public policy.

ATTACHMENTS:

Attachment A – 2020 Census Timeline of Activities/Anticipated Events

Attachment B – CalGovOps Funding Opportunity Notice



Gregory V. Priamos, Director County Counsel 12/4/2018

ATTACHMENT A

2020 Census - Timeline of Activities/Anticipated Events

2018

Throughout 2018

- The Executive Office to initiate discussions regarding:
 - A Complete Count Committee (CCC) structure, which can include tribal leaders, local and regional elected officials, and community leaders.
 - Involvement of County departments and regional organizations.

1st Quarter 2018

- The U.S. Census Bureau's Regional Census Center (RCC) that covers Riverside County opened in Los Angeles. RCCs are temporary Census Bureau offices established to manage the Census field office and local Census office activities, and to conduct geographic programs and support operations.

2nd Quarter 2018

- **April 16** – 2020 Census Introduction Meeting hosted by the U.S. Census Bureau.
- **May 2** – State Convening Meeting hosted by the California Complete Count Committee.

3rd Quarter 2018

- **September 20** – Riverside County, San Bernardino County, and the University of California, Riverside (UCR) held a meeting to discuss regional efforts. Attendees included staff from both counties, several cities, council of governments, the Riverside County Board of Supervisors, UCR, and other organizations.

4th Quarter 2018

- **October 4** – EDA's Workforce Development Center hosted a Census Recruitment Kickoff event in Riverside.
- **November**
 - **November 7** – The Executive Office met with the Riverside County Board of Supervisors' incoming chairman to provide an update on 2020 Census efforts and activities.
 - **November 9** – State funding opportunity for counties released by the California Government Operations Agency (CalGovOps). Riverside County has 90-days to accept funding and must provide the following by 2/9/19:
 - Opt-in Letter.
 - Board resolution authorizing execution of the agreement. **The resolution would have to be approved by the 1/29/19 Board of Supervisors meeting.**
 - **November 14** – A webinar hosted by CalGovOps and the California State Association of Counties (CSAC) was held regarding details of the CalGovOps funding.
- **December**
 - **December 4** – The Executive Office met with Supervisor Perez, the Bureau, the state, and UCR to discuss 2020 Census efforts, activities, and potential CCC structure.
 - **December 11** – The Executive Office to bring an agenda item for consideration by the Board of Supervisors outlining Riverside County's 2020 Census efforts and general timeline.
 - **December 14** – State funding opportunity for Administrative Community Based Organizations (ACBO) and Community Based Organizations (CBO) will be released through a Request for Proposal (RFP). The RFP deadline is 1/31/19.

2019

Throughout 2019

- Stakeholder meetings.
- Various agenda items to the Board of Supervisors for consideration/approval throughout 2019.

ATTACHMENT A

2020 Census - Timeline of Activities/Anticipated Events

1st - 2nd Quarters 2019

- Riverside County activities include:
 - The Bureau's Participant Statistical Areas Program (PSAP) delineation phase begins. RCIT GIS has 120 calendar days to submit updates. RCIT GIS will be participating in PSAP webinar trainings as well.
 - RCIT GIS will participate with the Bureau's Boundary and Annexation Survey (BAS).
 - Executive Office to present at a Riverside County Department Head Meeting.
 - Establish a CCC. The Bureau will provide CCC training once established.
 - Riverside County to prepare a Strategic Plan within 60 days of entering into contract with the state (CalGovOps Funding Opportunity).
- Bureau activities include:
 - Recruitment for Census job opportunities.
 - Provide CCC training.
 - Area Census Offices (ACO) is scheduled to open in the winter of 2019. Riverside County's ACO will be located in the City of Riverside. ACOs are temporary Census Bureau offices established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting households to conduct the 2020 Census.
- **January – February 2019**
 - **January 29, 2019 – CalGovOps Funding Opportunity (COUNTY):** Board resolution authorizing execution of the agreement goes to the Board of Supervisors for consideration/approval.
 - **January 31, 2019 – CalGovOps Funding Opportunity (ACBO/CBO):** RFP due to the state.
 - **February 9, 2019 – CalGovOps Funding Opportunity (COUNTY):** Opt-in package due to the state.

3rd - 4th Quarters 2019

- Riverside County activities include:
 - RCIT GIS to submit PSAP updates to the Bureau.
 - Begin placing messages on water bills, property tax bills, and other correspondence generated by the County.
- CCC activities include:
 - Develop and implement activities to involve local government employees in a 2020 Census Awareness Campaign.
 - Provide Census information during voter registration drives.
 - Sponsor a Census booth at fairs, carnivals, and festivals (especially cultural or ethnic celebrations).

2020

Throughout 2020

- Stakeholder meetings.
- Various agenda items to the Board of Supervisors for consideration/approval throughout 2020.

1st Quarter 2020

- Riverside County activities include:
 - The Bureau's PSAP verification phase begins. RCIT GIS has 90 calendar days to review updates.
- CCC activities include:
 - Continue to sponsor a Census booth at fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
 - Begin community organization mobilization.
 - 2020 Census advertising begins in early 2020. Request to add a Census message during public meetings, events, and correspondence. Include Information on federally funded programs that have benefitted the community.
 - Request elected officials to encourage households to complete the Census online, by phone, or return the questionnaire by mail.
 - Request to place a Census message on all municipal marquees urging households to complete the

ATTACHMENT A

2020 Census - Timeline of Activities/Anticipated Events

questionnaire online or complete and return the questionnaire by mail.

- **March 2020**

Bureau activities include:

- Update/Leave (UL): Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
- Service Base Enumeration (SBE): Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, etc.).
- Group Quarters Enumeration (GQE): Enumerates people living or staying in group quarters (correctional facilities, skilled nursing facilities, college residential halls, group homes, and worker's dormitories).
- **March 23, 2020 – Self Response:** Internet Self-Response starts. This provides an option for respondents to complete the Census questionnaire online.

- **2nd Quarter 2020**

- **April 2020**

- **April 1, 2020 – Census Day**
- Riverside County activities include:
 - RCIT GIS to provide PSAP Verification updates to the Bureau.
- CCC activities include:
 - Urge households who do not respond to cooperate with Census Takers.
- Bureau activities include:
 - Conduct Early Non-Response Follow-up (NRFU): Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.

- **2nd - 3rd Quarter 2020**

- **May to late July** – Bureau to conduct Non-Response Follow-up (NRFU): Reach out to households who did not respond to the 2020 Census questionnaire.

- **4th Quarter 2020**

- **December 31, 2020** – Bureau provides apportionment counts to the President of the United States.

2021

- **Throughout 2021**

- Riverside County departments to assist in redistricting efforts.

- **1st Quarter 2021**

- **March 31, 2021** – Federal Government to provide redistricting counts to the states.

ATTACHMENT B

CalGovOps Funding Opportunity Notice

MT# 8505

12/11/18

**CALIFORNIA COMPLETE COUNT**

400 "R" Street, Suite 350
Sacramento, CA 95811
(916) 852-2020

Ditas Katague

Director

November 9, 2018

TO: CALIFORNIA COUNTY BOARD OF SUPERVISORS

SUBJECT: County-Optional Agreement to Conduct Outreach Related to the California Complete Count (CCC) 2020 Census

Every 10 years, the U.S. Census counts every resident in the nation. A complete and accurate count of California's population is essential to the state because the data collected by the Census 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 and human services, use Census numbers as part of their funding formulas.

In support of this effort, the California Legislature has appropriated \$90.3 million to fund activities related to the 2020 Census. The CCC, which is spearheading the state 2020 Census outreach strategy, is making \$26.5 million available to participating California counties to conduct outreach and assistance. This letter provides a county-optional agreement to fund outreach activities in each county to promote participation in the 2020 decennial census.

California's communication and outreach strategy will focus on both geographic areas and demographic populations who are "least likely to respond". These areas and populations are commonly referred to as "hard-to-count (HTC)" areas. These terms, least likely to respond and HTC are often used interchangeably.

Counties and cities play a significant role to ensure their populations are aware of the Census and are ready to be counted. Counties that choose to participate must opt-in and are subject to requirements, as described below.

Although funding will be dispersed directly to counties, it is fully expected that counties will collaborate with cities within their jurisdiction on outreach efforts. If a county chooses to subcontract with its cities, the State recommends using the "California Hard-to-Count Index interactive map" available at www.census.ca.gov.

COUNTY-OPTIONAL OUTREACH AGREEMENT

As defined in the Statement of Work (SOW), Exhibit A, the Census Office requires California counties to agree to do all of the following:

1. Prepare a board resolution, order, motion, ordinance or similar document from the local governing body authorizing execution of the agreement;
2. Prepare a Strategic Plan;
3. Participate in a monthly in-person meeting/or call with assigned Regional Program Manager;
4. Prepare Quarterly Written Reports;
5. Prepare an Implementation Plan; and
6. Prepare a Final Report

Counties choosing to opt-in, must submit the following attached documents to the California Complete Count - Census 2020 office by Feb. 8, 2019:

1. County Opt-In Letter (Attachment I)
2. County board resolution, order, motion, ordinance or similar document

Documents must be sent to:

California Complete Count - Census 2020
Attention: Contracts Unit
400 "R" Street, Suite 359
Sacramento, CA 95811

Attachment II displays a planning allocation for all counties.

Questions regarding this letter should be directed to the California Complete Count - Census 2020, at (916) 852-2020 or by email at Contracts@census.ca.gov.

Sincerely,

Original Document Signed By:

DITAS KATAGUE
Director
California Complete Count - Census 2020

EXHIBIT A
(Standard Agreement)

STATEMENT OF WORK (SOW)

County of _____, herein called (Contractor) is entering into this agreement with the California Complete Count Census 2020 (CCC Office), hereinafter referred to as "State or CCC Office" to provide marketing and outreach services on behalf of the State as described herein.

1. BACKGROUND

The California Complete Count Census 2020 effort is a statewide outreach and awareness campaign designed to ensure an accurate and complete count of all Californians in the upcoming 2020 United States Census. The 2020 Census is the decennial census, mandated by Article 1, Section 2 of the United States Constitution. The results are used to allocate Congressional seats, electoral votes, and government program funding to state and local governments. Just based on the funding component, a census that undercounts Californians could cost the state billions of dollars. For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,950 per person, per year, for 10 years, in federal program funding.

In preparation for the 2020 census, Governor Brown issued an Executive Order (B-49-18) describing California's Census 2020 initiative. The Executive Order established a California Complete Count Committee to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 Census. The California Complete Count outreach strategy is funded by a Budget Bill, which allocated \$90.3 million in the state budget for efforts related to the upcoming 2020 Census. The State has authorized \$26.5 million of those funds to be directed towards county-based outreach efforts.

2. PURPOSE

The State's 2020 Complete Count Census outreach campaign will focus on both the geographic areas and demographic populations who are "least likely to respond". These areas and populations are commonly referred to as "hard-to-count (HTC)." The terms "least likely to respond" and "HTC" are often used interchangeably.

This program aims to address the following goals:

Increase awareness and knowledge about the 2020 Census in HTC communities and populations;

Deliver focused messages via trusted messengers in trusted environments about the 2020 Census process to HTC areas and populations concentrated in Census tracts that are least likely to respond.

Ensure that all outreach, messaging and publicity is culturally relevant and linguistically appropriate;

Support the California Complete Count statewide community outreach and media relations efforts through a strategy that is focused, timely, cost-effective and tailored to addressing barriers that prevent HTC communities and populations from completing and returning their forms;

Complement as well as add value to the outreach, messaging and advertising provided by the U.S. Census Bureau;

Work collaboratively with a network of community-based organizations, other local governments and others across sectors; and

The ultimate goal is to ensure that HTC/least likely to respond communities and populations in California are accurately counted in the 2020 Census, thereby achieving the highest self-response rate possible for California.

3. OBJECTIVES

The local county office (herein called Contractor) will collaborate and work with other contracted community-based-organizations (CBOs) and State media contractor(s) 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. Contractor will implement outreach to encourage full participation and avoid an undercount as stated in the Governor's Executive Order B-49-18.

A. THE STATE'S OUTREACH OBJECTIVES ARE:

1. To further promote awareness about the census, the process, its pre-notice advisory, the questionnaire and the key deadlines.
2. To publicize locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire. Locations may include neighborhood Questionnaire Assistance Centers (QACs), Questionnaire Action Kiosks (QAKs), and other venues. A QAC can be established at a public venue such as a library, school, or post office staffed with knowledgeable personnel that can assist the public with completing the census questionnaire, and answer questions related to the Census 2020.

3. To motivate all Californians to complete and return their questionnaires by explaining in ways that are relevant to them what the census means to California, and when possible, to their counties and cities.
4. To focus funding and efforts in geographic areas and demographic populations who are least likely to respond including, but not limited to:
 - Latinos
 - African-Americans
 - Native Americans and Tribal Communities
 - Asian-Americans/Pacific Islanders
 - Middle-Eastern North Africans
 - Immigrants and Refugees
 - Farm-workers
 - 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

B. THE CONTRACTOR SHALL ACHIEVE THE FOLLOWING OBJECTIVES:

EDUCATE

1. Inform the public about the census process, purpose and timeline.
2. Inform the public of the importance of the census. The State will receive billions of dollars of federal funds for education, health care, job training, transportation and other vital services based on the census numbers. The federal government also uses census data to determine how to apportion the House of Representatives seats among states.
3. Inform the public that the census data is confidential. No one except sworn U.S. Census Bureau ("Census Bureau") employees can see the complete census questionnaire forms or link names to responses. The Census Bureau requires that any individuals with access to census materials adhere to strict confidentiality and security guidelines. The law, Section 214 of Title 13, "Wrongful Disclosure of Information," sets forth severe penalties applicable to federal government officials and local government census liaisons if they misuse information they receive from the census responses. These penalties include fines up to \$5,000, 5 years in prison, or both. The Census Bureau's dedication to confidentiality plays an important role in everything it does. All employees must pass a security and employment reference check, swear they are not employed as tax collectors or assessors or law enforcement officials and establish they have no felony convictions as adults. The

Census Bureau employs a host of safeguards, such as electronic barriers and secure telephone lines, to block outside access to any confidential information in Census Bureau computers.

4. Identify areas and populations within Contractor's local jurisdiction that are least likely to respond, as identified in Task 1.2.
5. To establish, manage, and announce locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire. Locations may include neighborhood QAC's and QAK's

MOTIVATE

6. Eliminate the fear of completing the census questionnaire. Instill trust that the government will not use this data in a negative way. No one outside the Census Bureau can ever be given any information to link names to addresses on the census questionnaire. Not even the President of the United States is permitted to look at individual census records.
7. Utilize trusted messengers and sources to encourage members of the public to participate in the census by completing their census questionnaire.
8. Establish comfortable environment(s) and settings early on and leading to the Census 2020 to encourage the public to participate in the census, following the education phase. Continue to educate and inform on the importance of the census as a motivator.
9. Where possible, Contractor should assess messaging efforts, outreach and tools.

ACTIVATE

10. Engage trusted messengers in trusted environments to help the public participate in the census.
11. Conduct and participate in community gatherings and other forums to rally the public to participate in the census.
12. Collaborate with other stakeholders and across sectors to activate the public to participate in the census process by filling out the census questionnaire.

4. STRATEGIC OUTREACH DEVELOPMENT AND IMPLEMENTATION

Contractor shall design and implement a multi-faceted, multi-channel, multi-lingual cohesive strategic outreach plan to reach all census audiences in California. The overarching strategic plan should address broad census goals and objectives and specific

outreach strategies, as well as integrate with other outreach efforts. The plan shall be submitted to the CCC Office as described in Task 1.

5. RESPONSIBILITIES & REQUIREMENTS

The board resolution, order, motion, ordinance or similar document shall be approved by the State before the parties can enter into a valid contract. The Contractor shall not perform any tasks prior to contract execution. A list of all tasks and deliverables are set forth below.

| Administrative Requirement - Board Resolution | |
|---|---|
| Each county is required to have a Board legally binding resolution, order, motions or ordinance or similar document from the local governing body authorizing execution of the agreement. | |
| Task 1 -- Strategic Plan | |
| Within sixty (60) days of entering into contract, the Contractor must provide the State with the Contractor's Strategic Plan, which shall address subtasks 1.1 through 1.11. The CCC Office must approve (in writing) the Strategic Plan. | |
| 1.1 | Outreach Plan – Contractor shall provide a plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timeline(s), as well as description of specific collaboration(s), partnership(s), and leveraging of resources to achieve the highest self-response rate on the census 2020 questionnaire. Further components are listed below: |
| 1.2 | Approach -- Contractor shall describe its approach to outreach, including: <ul style="list-style-type: none"> • Identification of least likely to respond areas and populations vis-a-vis census tracts within the local jurisdiction. • Describe research methodology used to identify HTC/least likely to respond populations, barriers, challenges and opportunities for outreach |
| 1.3 | Partnership Coordination -- Contractor shall provide a plan showing its integrated and coordinated approach working with the US Census Bureau, the CCC Office, cities, schools, CBOs, and other civil society organizations to avoid duplication and to identify methodology to address gaps. |
| 1.4 | Resources and Infrastructure -- Contractor shall provide a primary designee who has geographic information systems (GIS) knowledge that will interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. Contractor shall also provide a plan for establishing, managing, and announcing QACs and/or QAKs which should include locations and resources. Contractor shall work with their assigned State RPM to activate a reasonable number of QACs/QAKs within their local jurisdiction. |

| | |
|---|---|
| 1.5 | <p>Contractor shall provide geospatial data or mapping of the following:</p> <ul style="list-style-type: none"> • County HTC/least likely to respond areas • County resources/office to be leveraged in outreach to the HTC/least likely to respond • Potential partners including CBOs and any other partners across various sectors |
| 1.6 | <p>Language Access Plan – California has over 200 non-English languages spoken across the state. Contractor shall provide a plan that includes strategies, tactics and resources, including partnerships, to address language access in the local jurisdiction.</p> |
| 1.7 | <p>Local Complete Count Committee (LCCC) -- Structure of the county's LCCC and organization chart, if available.</p> |
| 1.8 | <p>Workforce Development -- Plan describing how the county may assist the U.S. Census Bureau with local hiring of census enumerators and other personnel. Based on previous census efforts, it is known that hiring locally for these critical jobs is an important factor in establishing trusted messengers that may impact the enumeration positively.</p> |
| 1.9 | <p>Budget — Contractor shall provide a budget proposal of the County's allocated funding provided by the State including, but not limited to:</p> <ul style="list-style-type: none"> • Administrative costs (not to exceed 10% of total allocation) • Outreach (e.g. events, meetings, materials, etc.) • Media |
| 1.10 | <p>Timeline of activities during the term of this contract.</p> |
| 1.11 | <p>Contractor to describe its plan to measure results throughout the contract such as:</p> <ul style="list-style-type: none"> • Accountability Measures • Data to be collected – Type and Quantity • Evaluation Methodology/Approach |
| Task 2 - Monthly Meetings | |
| 2.0 | <p>Immediately upon contract execution, the Contractor shall participate in monthly in-person meetings or phone calls with the area's assigned State Regional Program Manager (RPM) to discuss operations and provide updates of the strategic plan and progress. The monthly meetings shall continue through September 30, 2020. The Contractor shall be responsible for scheduling monthly meetings with the RPM.</p> |
| Task 3 - Quarterly Written Reports | |

| | |
|-------------------------------------|--|
| 3.0 | <p>Immediately upon contract execution or starting April 1, 2019, whichever comes later, the Contractor shall provide written quarterly reports to the assigned RPM. The quarterly written reports must include:</p> <ul style="list-style-type: none">• Information for SwORD data uploads, upon request by the RPM• Language access plan updates• Calendar and event updates• Budget Update• Other criteria to be determined by the RPM (e.g. Activity Summary, Deliverable Status, Concerns/Issues) |
| Task 4 - Implementation Plan | |
| 4.0 | <p>An Implementation Plan is due by September 30, 2019. The Implementation Plan shall include:</p> <ul style="list-style-type: none">• Overview of outreach and marketing/communications• List of subcontractors, including address, audience reached• Non-Response Follow-Up (NRFU) Period Plans and Activities, specifically during the May- August, 2020 timeframe• Update on Task 1.11 |
| Task 5 - Final Report | |
| 5.0 | <p>A final report is due on September 30, 2020. At a minimum, the final report shall include:</p> <ul style="list-style-type: none">• Local response outcome including specific self-response rate• Overview of NRFU activities• Detailed report on strategies, tactics and timeline(s) used throughout the outreach campaign• Lessons learned and best practices that may inform subsequent census outreach efforts in the local jurisdiction and, if appropriate, across California• Evaluations, criteria used and further recommendations for 2030 |

6. PROJECT REPRESENTATIVES DURING THE TERM OF THIS AGREEMENT

| State (Regional Program Manager): | | Contractor: | |
|-----------------------------------|----------------|-------------------|----------------|
| Name: | | Name: | |
| Telephone Number: | (xxx) xxx-xxxx | Telephone Number: | (xxx) xxx-xxxx |
| Address | | Address | |
| E-mail address | @census.ca.gov | E-mail address | @county.gov |

Direct all financial and administrative inquiries to:

| State: | | Contractor: | |
|-------------------|----------------|-------------------|----------------|
| Name: | | Name: | |
| Telephone Number: | (xxx) xxx-xxxx | Telephone Number: | (xxx) xxx-xxxx |
| Address | | Address | |
| E-mail address | @census.ca.gov | E-mail address | @county.gov |

7. DELIVERABLE SCHEDULE

| | Milestone | Payment Amount | Timeline |
|---|---|---|---------------------------|
| 1 | Board Resolution (Upon contract execution) | 10% of Total Contract Amount, less 10% withhold | Upon Receipt by the State |
| 2 | Strategic Plan | 35% of Total Contract Amount, less 10% withhold | Upon State Approval |
| 3 | First Quarterly Report | 10% of Total Contract Amount, less 10% withhold | April 1, 2019 |
| 4 | Second Quarterly Report | 10% of Total Contract Amount, less 10% withhold | July 1, 2019 |
| 5 | Third Quarterly Report / Implementation Plan (January 2020- July 2020) | 25% of Total Contract Amount, less 10% withhold | September 30, 2019 |

| | | | |
|---|---|--------------------------------|--------------------|
| 6 | Completion / Results of Outreach (Final plans for Census week of outreach events) | Release of Withhold | February 15, 2020 |
| 7 | NRFU Plan | 5% NRFU Plan | April 15, 2020 |
| 8 | Final Report | 5% of Total Contract Amount | September 30, 2020 |

8. DOCUMENTS AND DELIVERY

1. Document Format

- a. All documents shall be provided in a format compatible with the State Census Office standard applications (currently, Microsoft Office and Adobe). In all cases, the Contractor shall verify application compatibility with the State Contract Manager prior to creation or delivery of any document. Any deviations to these standards shall be approved by the State's Contract Manager.
- b. The delivery media shall be compatible with the State storage devices. (currently, USB Flash Drives or CD/DVD ROM)
- c. Contractor shall have the capability to collect and store data in formats such as Excel, .csv or others used in geographic information systems.
- d. Internet access is required.

2. Electronic and hard copy submissions:

- a. One (1) electronic copy and two (2) hard copies of all documents are to be submitted to:

California Complete Count – Census 2020
Attn: Contracts Unit
Agreement #XXXXXXXX
400 R Street Suite 359
Sacramento, CA. 95811
Contracts@census.ca.gov

9. SUBSTITUTE PERSONNEL

1. If the Contractor's assigned representative is unable to perform their duties due to illness, resignation, other factors beyond the Contractor's control, or upon mutual agreement of the Parties, the Contractor shall make every reasonable effort to provide suitable substitute personnel. If the Contractor is unable to provide a substitute, or if the State does not approve of the substitute, either the Contractor or the State may terminate this Agreement with a 30-day advance written notice.

2. If the addition or substitution of Contractor personnel does not increase the total cost of the Agreement, no amendment shall be required to make this change(s) to the Agreement.

10. TERM OF AGREEMENT

This Agreement will commence on the start date as noted on the Standard Agreement, STD 213, or the date approved by the State Census Office, whichever is later, and no work shall begin before that time. The Contractor shall not receive payment for work performed prior to approval of the Agreement and before receipt of notice to proceed by the State Contract Manager. This Agreement shall expire on the date noted on the STD 213.

EXHIBIT B

BUDGET DETAIL AND PAYMENT PROVISIONS

1. INVOICING AND PAYMENT

For services satisfactorily rendered, and upon receipt and approval of the invoices, the State agrees to compensate Contractor for actual expenditures in accordance with the rates/costs specified herein.

EXAMPLE BREAKDOWN OF PAYMENT

Total Allocation: \$250,000

| | Milestone | Payment Percentage | Invoice Amount | Actual Payment (Less Withhold) | Payment Date |
|---|---|---------------------------|------------------------|---|---------------------|
| 1 | Board Resolution** | 10% | \$25,000 | \$22,500 | Upon Receipt |
| 2 | Strategic Plan** | 35% | \$87,500 | \$78,750 | Upon State Approval |
| 3 | Quarterly Report** | 10% | \$25,000 | \$22,500 | April 1, 2019 |
| 4 | Quarterly Report** | 10% | \$25,000 | \$22,500 | July 1, 2019 |
| 5 | Implementation Plan (January 2020- July 2020) ** | 25% | \$62,500 | \$56,250 | September 30, 2019 |
| 6 | Implementation Outreach | Release of Withhold | | \$22,500 | |
| 7 | NRFU Plan | 5% | \$12,500 | \$11,250 | |
| 8 | Final Report | 5% | \$12,500 | \$13,750 | September 30, 2020 |
| | | | Total Contract: | \$250,000.00 | |

** Payments shall include a 10% withhold pursuant to Public Contract Code section 10346.

Contractor will be paid for satisfactorily completing each task through a series of progress payments. Pursuant to California Public Contract Code section 10346 and State Contract Manual Vol. I, Section 7.33, each progress payment will contain a 10% withhold to be paid according to the dates set forth in the table below.

- A. In no event shall the Contractor request or be entitled to reimbursement from the State for obligations entered into or for cost(s) incurred prior to the effective date or after this Agreement terminates.
- B. The Contractor shall submit invoices, in accordance with the payment schedule above. Invoices must include the following:
 - 1) State Agreement number;
 - 2) Invoice number;
 - 3) Invoice date;
 - 4) Invoice total;
 - 5) Contractor's remittal address;
 - 6) Billing and/or performance period covered by invoice;

C. Invoices shall be submitted physically to the address listed below:

**California Complete Count – Census 2020
Administration Office
Agreement #XXXXXXXX
400 R Street Suite 359
Sacramento, CA. 95811**

2. BUDGET CONTINGENCY

- A. It is mutually agreed that if the Budget Act of the current year and/or any subsequent years covered under this Agreement does not appropriate sufficient funds for the program, this Agreement shall be of no further force and effect. In this event, the State shall have no liability to pay any funds whatsoever to the Contractor or to furnish any other consideration under this Agreement, and the Contractor shall not be obligated to perform any provisions of this Agreement.
- B. If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the State shall have the option to either cancel this Agreement with no liability occurring to the State, or offer an agreement to the Contractor to reflect a reduction in the amount.

3. PROMPT PAYMENT CLAUSE

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with section 927.

4. TIMELY SUBMISSION OF FINAL INVOICE

- A. A final undisputed invoice that is clearly marked "Final Invoice" shall be submitted for payment no more than thirty (30) calendar days following the expiration or termination date of this Agreement.
- B. If the State disputes the Final Invoice or any item in the Final Invoice, the State shall provide written notice to the Contractor describing the reason or reasons the State disputes the Final Invoice, and the Contractor shall be required to submit a corrected Final Invoice to the State no later than ten (10) calendar days after the date the Contractor received the State's written notice.
- C. If the Contractor fails to submit a corrected Final Invoice within the time required, or if the Contractor's corrected Final Invoice fails to correct the disputed item, the State shall have the right to elect to deny payment of the disputed item and pay only the undisputed amounts under the Final Invoice.
- D. The State may, at its discretion, choose not to honor any final invoice submitted after the deadline specified in Exhibit B, Budget Detail and Payment Provisions Section 5.A above if the Contractor fails to obtain prior written State approval of an alternate Final Invoice submission deadline.

EXHIBIT C

GENERAL TERMS AND CONDITIONS (GTC-04/2017)

The General Terms and Conditions are herein incorporated by reference and are available at the Internet site:

<http://www.dgs.ca.gov/LinkClick.aspx?fileticket=x6TrRwzYLxs%3d&tabid=6133&portalid=32&mid=10104>

EXHIBIT D

SPECIAL TERMS AND CONDITIONS

1. PERFORMANCE COMMENCEMENT

This Agreement is of no force and effect until signed by both Parties.

2. RIGHT TO TERMINATE

The State reserves the right to terminate this Agreement without cause upon thirty (30) days advance written notice to the Contractor. Contractor may submit a written request to terminate this agreement only if the State should substantially fail to perform its responsibilities as provided herein.

However, the State may terminate the Agreement for cause. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of the Agreement. In this instance, the termination of the Agreement shall be effective as of the date indicated on the State's notification to the Contractor. In the event of such termination, the State may proceed with the work in any manner deemed proper by State and all costs to the State shall be deducted from any sum due to the Contractor under this agreement.

This parties may agree to suspend or cancel the agreement if the Contractor or State's premises or equipment are destroyed by fire or other catastrophe, or so substantially damaged that it is impractical to continue service, or in the event the Contractor is unable to render service as a result of any action by any governmental authority.

3. AMENDMENTS

Upon mutual consent, CCC Office and the Contractor may execute amendments to this Agreement. No amendment or variation of the terms of this Agreement shall be valid unless made in writing, and agreed upon by both parties and approved, as required. No verbal understanding or agreement not incorporated into the Agreement is binding on any of the parties.

4. POTENTIAL SUBCONTRACTORS

Nothing contained in this Agreement or otherwise, shall create any contractual relation between the State and any subcontractors, and no subcontract shall relieve the Contractor of his responsibilities and obligations hereunder. The Contractor agrees to be as fully responsible to the State for the acts and omissions of its subcontractors and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by the Contractor. The Contractor's obligation to pay its subcontractors is an independent obligation from the State's obligation to make payments to the Contractor. As a result, the State shall have no obligation to pay or to enforce the payment of any moneys to any subcontractor.

5. CONTRACTOR STAFF EXPENSES

The Contractor represents that it has or shall secure at its own expense, all staff required to perform the services described in this Agreement. Such personnel shall not be employees of or have any contractual relationship with the California Complete Count – Census 2020 or the State of California.

6. COPYRIGHT

All rights in copyright works created by the Contractor in the performance of work under this contract are the property of the State.

7. INSURANCE REQUIREMENTS

A. General Provisions Applying to All Policies

- 1) Coverage Term – Coverage needs to be in force for the complete term of the contract. If insurance expires during the term of the contract, a new certificate must be received by the State at least ten (10) days prior to the expiration of this insurance. Any new insurance must still comply with the original terms of the contract.
- 2) Policy Cancellation or Termination & Notice of Non-Renewal – Contractor and/or Permittee is responsible to notify the State within five business days before the effective date of any cancellation, non-renewal, or material change that affects required insurance coverage. In the event Contractor and/or Permittee fails to keep in effect at all times the specified insurance coverage, the State may, in addition to any other remedies it may have, terminate this Contract upon the occurrence of such event, subject to the provisions of this Contract.
- 3) Deductible – Contractor and/or Permittee is responsible for any deductible or self-insured retention contained within their insurance program.
- 4) Primary Clause – Any required insurance contained in this contract shall be primary, and not excess or contributory, to any other insurance carried by the State.
- 5) Insurance Carrier Required Rating – All insurance companies must carry a rating acceptable to the Office of Risk and Insurance Management. If the Contractor and/or Permittee is self-insured for a portion or all of its insurance, review of financial information including a letter of credit may be required.
- 6) Endorsements – Any required endorsements requested by the State must be physically attached to all requested certificates of insurance and not substituted by referring to such coverage on the certificate of insurance.
- 7) Inadequate Insurance – Inadequate or lack of insurance does not negate the Contractor and/or Permittee's obligations under the contract.

- 8) Satisfying a SIR – All insurance policies required by this contract/permit must allow the State to pay and/or act as the Contractor's agent in satisfying any self-insured retention (SIR). The choice to pay and/or act as the contractor's agent in satisfying any SIR is at the State's discretion.
- 9) Available Coverages/Limits – All coverage and limits available to the Contractor shall also be available and applicable to the State.
- 10) Subcontractors – In the case of Contractor and/or Permittee's utilization of subcontractors to complete the contracted scope of work, Contractor and/or Permittee shall include all subcontractors as insureds under Contractor and/or Permittee's insurance or supply evidence of insurance to The State equal to policies, coverages and limits required of Contractor and/or Permittee.

B. Insurance Requirements: The Contractor shall furnish to the State evidence of the following required insurance:

- 1) Commercial General Liability – Contractor shall maintain general liability on an occurrence form with limits not less than one-million dollars (\$ 1,000,000.00) per occurrence and two-million dollars (\$ 2,000,000.00) aggregate for bodily injury and property damage liability. The policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal and advertising injury, and liability assumed under an insured Contract. This insurance shall apply separately to each insured against which claim is made, or suit is brought subject to the Contractor's limit of liability. The policy must name The State of California, its officers, agents, and employees as additional insured, but only with respect to work performed under the contract.

The policy must include the following additional ensured designation and endorsement:

“California Complete Count – Census 2020, State of California, its officers, agents, and employees are included as additional insureds, but only with respect to work performed under this contract.”

The endorsement must be supplied under form acceptable to the Office of Risk and Insurance Management.

- 2) Automobile Liability – By signing this Agreement, the Contractor certifies that the Contractor and any employees, subcontractors or servants possess valid automobile coverage in accordance with California Vehicle Code Sections 16450 to 16457, inclusive. The State reserves the right to request proof at any time)
- 3) Workers Compensation and Employers Liability – Contractor shall maintain statutory worker's compensation and employer's liability coverage for all its employees who shall be engaged in the performance of the Contract. Employer's liability limits of \$1,000,000 are required. When work is performed on State owned or controlled property the

workers' compensation policy shall contain a waiver of subrogation in favor of the State (Census). A waiver of subrogation in favor of the State of California shall be provided.

- 4) Professional Liability Contractors shall maintain errors and omissions/professional liability insurance with limits no less than \$1,000,000 each occurrence and \$3,000,000 annual aggregate covering any damages caused by negligent error, act, or omission. The policy's retroactive date shall be shown on the certificate of insurance and shall be no later than the date of this contract or the date work under this contract begins. Contractor is responsible for maintaining continuous coverage for up to three (3) years after the notice of completion of the contract.

Subsequent renewals of the insurance certificate shall be sent to CCC Office , c/o Census, Attn: Sara Murillo, 400 R Street, Suite 359, Sacramento, California 95811. This name and address shall appear on the certificate as the certificate holder.

8. PERMITS AND LICENSES

The Contractor shall procure all permits and licenses, pay all charges and fees and give all notices necessary and incidental to the due and lawful prosecution of the work.

9. POLITICAL REFORM ACT

The Contractor shall comply with the language stated in the Standard Contract Provisions Concerning the Political Reform Act, Exhibit D, Attachment 2. Contractor shall file a Statement of Economic Interests (Fair Political Practices Commission Form 700) upon assuming office, annually, and within 30 days after leaving office.

10. SETTLEMENT OF DISPUTES

In the event of a dispute, the Contractor shall file a written dispute notice with the State Contract Manager within ten (10) State business days after discovery of the problem. Pending resolution of any dispute, the Parties shall continue to perform under this Agreement, and Contractor shall diligently continue all work and comply with all of the State Contract Manager's orders and directions.

A. The written dispute notice shall contain the following information:

- 1) The decision under dispute;
- 2) The reason(s) the Contractor believes the decision in dispute to have been in error (if applicable, reference pertinent Agreement provisions);
- 3) Identification of all documents and substance of all oral communications that support the Contractor's position; and
- 4) The dollar amount in dispute, if applicable.

B. Upon receipt of the written dispute notice, the State Contract Manager will examine the matter and issue a written decision to the Contractor within ten (10) State business days. The decision shall contain the following information:

- 1) A description of the dispute;

- 2) A reference to pertinent Agreement provisions, if applicable;
 - 3) A statement of the factual areas of the agreement or disagreement; and
 - 4) A statement of the representative's decision with supporting rationale.
- C. The decision of the State Contract Manager shall be final unless, within thirty (30) calendar days from the date of the receipt of the State Project Director's decision, the Contractor files with the State a notice of appeal addressed to:

California Complete Count Census 2020
Attn: Director
400 "R" Street, Suite 350,
Sacramento, CA 95811

The decision of the Director or the Director's designee shall be final.

11. ENTIRE AGREEMENT

This Agreement (including the Exhibits and documents incorporated into this Agreement by reference) is the complete and exclusive statement of the Agreement between the Parties relating to the subject matter of this Agreement and supersedes all prior contracts or prior representations, oral or written, between the Parties relating to the subject matter of this Agreement.

12. INCOMPATIBLE ACTIVITIES & STATEMENT OF ECONOMIC INTEREST FORM 700

- A. The County Employee is subject to the following incompatible activities provision of Government Code section 1126 during the term of this Agreement:
- "(a) Except as provided in Section 1128 and 1129, a local agency officer or employee shall not engage in any employment activity or enterprise for compensation which is inconsistent, incompatible, in conflict with, or inimical to his or her duties as a local agency officer or employee or with the duties, functions, or responsibilities of his or her appointing power or the agency to which he or she is employed. The officer or employee shall not perform any work, service or counsel for compensation outside his or her local agency employment where any part of his or her efforts will be subject to approval by any other officer, employee, board or commission of his or her employing body, unless otherwise approved in the manner prescribed by subdivision (b)."
- B. Any employment or other arrangement for compensated services by a county employee performing services pursuant to this agreement with a community-based organization or media service during the performance of this contract, shall be deemed an incompatible activity within the meaning of Government Code section 1126, subdivision (a), and is prohibited during the term of this Agreement.
- C. The Contractor staff is subject to the State's conflict of interest laws, and as such will be required to complete the Statement of Economic Interests, Form 700, prior to performing any work under this Agreement, on an annual basis thereafter, and

within 30 days of leaving office: <http://www.fppc.ca.gov/Form700.html>. In addition, upon Agreement award and every two (2) years thereafter, Contractor staff shall complete the State's online Ethics Training Course, as maintained by the California Office of the Attorney General, and submit the certificate of completion to the State Project Director or designee.

13. DATA SECURITY

Contractor will be required to sign a data security policy prior to uploading any data and/or documents into SwORD. Contractor shall provide the signed policy to the CCC Office within ten days (10) of receiving the document and request for signature.

14. PROTECTION OF STATE FINANCIAL, STATISTICAL, PERSONAL, TECHNICAL AND OTHER DATA

All financial, statistical, personal, technical, and other data and information relating to the State's operation that are designated confidential by the State and made available to County employee(s) in order to perform under this Agreement, or which become available to County employee(s) in performing under this Agreement, shall be protected by the Contractor and the County employee(s) from unauthorized use and disclosure through the observance of the same or more effective procedural requirements as are applicable to the State. The identification of all such confidential data and information as well as the State's procedural requirements for protection of such data and information from unauthorized use and disclosure shall be provided by the State in writing to the Contractor and the County employee(s). If the methods and procedures employed by the Contractor and the County employee(s) for the protection of the Contractor's and County employee(s)' data and information are deemed by the State to be adequate for the protection of the State's confidential information, such methods and procedures may be used with the written consent of the State to carry out the intent of this paragraph. The Contractor and the County employee(s) shall not be required under the provisions of this paragraph to keep confidential any data or information that is or becomes publicly available, is already rightfully in the Contractor or County employee(s)' possession, is independently developed by the Contractor or the County employees outside the scope of this Agreement, or is rightfully obtained from third parties

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Attachment I



California Complete Count - Census 2020
400 "R" Street, Suite 359
Sacramento, CA 95811

Dear Director Katague,

The purpose of this letter is to inform the California Complete Count Census 2020 (CCC Office) that _____ County elects to opt-in to the County-Optional Outreach Agreement (herein referred to as the Outreach Agreement) for fiscal year (FY) _____. By choosing to participate in the Outreach Agreement, _____ County agrees to perform all of the following requirements, as defined in EXHIBIT A, Statement of Work:

- Prepare a board resolution, order, motion, ordinance or similar document authorizing the County to enter into this Agreement.
- Prepare a Strategic Plan.
- Participate in a monthly in-person meeting or call with the assigned State Regional Program Manager
- Prepare quarterly written reports.
- Prepare an Implementation Plan.
- Prepare a Final Report.

_____ County agrees that by choosing to opt-in and participate in the Outreach Agreement, the county will contract with the Census Office in good faith to use State funding to conduct outreach activities to promote the 2020 Census. In addition, _____ County agrees to conduct post enumeration outreach activities after April 1, 2020, if the Census Office determines that post-enumeration outreach is needed.

The County Opt-In Letter must be received by the Census Office on or before **February 8, 2019**.

Signature of Authorized County Representative

Date

Print Name

Title

Attachment II



CENSUS 2020 COUNTY FUNDING ALLOCATION TABLE

| County | Allocation |
|--------------|-------------|
| Alameda | \$843,249 |
| Alpine | \$25,000 |
| Amador | \$50,000 |
| Butte | \$133,958 |
| Calaveras | \$50,000 |
| Colusa | \$25,000 |
| Contra Costa | \$362,605 |
| Del Norte | \$50,000 |
| El Dorado | \$100,000 |
| Fresno | \$1,088,443 |
| Glenn | \$50,000 |
| Humboldt | \$100,000 |
| Imperial | \$284,435 |
| Inyo | \$25,000 |
| Kern | \$852,723 |
| Kings | \$121,055 |
| Lake | \$75,000 |
| Lassen | \$50,000 |
| Los Angeles | \$9,393,090 |
| Madera | \$133,610 |
| Marin | \$100,000 |
| Mariposa | \$25,000 |
| Mendocino | \$75,000 |
| Merced | \$289,390 |
| Modoc | \$25,000 |
| Mono | \$25,000 |
| Monterey | \$401,996 |
| Napa | \$100,000 |
| Nevada | \$75,000 |

| County | Allocation |
|-----------------|-------------|
| Orange | \$1,555,519 |
| Placer | \$100,000 |
| Plumas | \$25,000 |
| Riverside | \$1,210,891 |
| Sacramento | \$862,308 |
| San Benito | \$75,000 |
| San Bernardino | \$1,482,128 |
| San Diego | \$1,565,350 |
| San Francisco | \$546,212 |
| San Joaquin | \$474,168 |
| San Luis Obispo | \$100,000 |
| San Mateo | \$228,835 |
| Santa Barbara | \$354,319 |
| Santa Clara | \$963,854 |
| Santa Cruz | \$111,586 |
| Shasta | \$100,000 |
| Sierra | \$25,000 |
| Siskiyou | \$50,000 |
| Solano | \$145,572 |
| Sonoma | \$100,000 |
| Stanislaus | \$318,521 |
| Sutter | \$86,138 |
| Tehama | \$75,000 |
| Trinity | \$25,000 |
| Tulare | \$582,714 |
| Tuolumne | \$75,000 |
| Ventura | \$288,754 |
| Yolo | \$127,079 |
| Yuba | \$100,000 |

| | |
|-----------------------------|---------------------|
| Total County Funding | \$26,683,500 |
|-----------------------------|---------------------|