

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



ITEM: 3.6  
(ID # 12022)

**MEETING DATE:**  
Tuesday, March 10, 2020

**FROM :** EXECUTIVE OFFICE:

**SUBJECT:** EXECUTIVE OFFICE: Ratify and authorize the Purchasing Agent to issue a Purchase Order to Safeguard Business Systems for the purchase of Census 2020 Marketing Supplies for FY19/20 in the amount of \$72,997; All Districts. [Total Cost \$72,997 - 100% State of California]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Ratify and authorize the Purchasing Agent to issue a Purchase Order to Safeguard Business Systems for the purchase of Census 2020 Marketing Supplies for FY19/20 in the amount of \$72,997.

**ACTION:**Policy


  
Lisa D Brandl 3/4/2020

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**MINUTES OF THE BOARD OF SUPERVISORS**

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

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: March 10, 2020  
xc: EO

Kecia R. Harper  
Clerk of the Board  
By:   
Deputy

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

<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$72,997	\$0	\$72,997	\$0
<b>NET COUNTY COST</b>	\$0	\$0	\$0	\$0
<b>SOURCE OF FUNDS: 100% funded by the State of California for 2020 Census activities</b>			<b>Budget Adjustment:</b>	No
			<b>For Fiscal Year:</b>	19/20

**C.E.O. RECOMMENDATION:** Approved

**BACKGROUND:**

**Summary**

The United States Census is April 1, 2020, which occurs every 10 years. The census marks when every person in the United States is counted once. Federal and state funding for several programs within the County of Riverside, as well as partner agencies, are based on population formulas derived from the U.S. Census. In addition, representation from federal and state delegations are based on census counts, as well as the boundaries for the county's supervisorial jurisdictions. Ensuring an accurate census count is critical to all of Riverside County, including all local governments, school districts and residents. The State of California provides funding to all California counties to perform marketing and outreach activities for the hard to count communities, which are population groups that historically have low participation in the census.

The Executive Office is seeking approval for the purchase of promotional items used to inform Riverside County residents on the importance of participating in the 2020 Census. The county has partnered with several organizations to reach residents during the pre-response, response and post-response periods. The promotional items are provided to Riverside County residents during community expos, fairs, town hall meetings and public education booths. In addition, the promotional items will be provided to residents at high-traffic county facilities throughout the response period.

Competitive informal bids were sought during an initial order. Once additional funding became available from the state, the quantity of the items increased to allow more coverage at community events and points of service in county departments. The total amount is above the purchasing authority used during an informal bid process. These items were purchased to ensure they were available in time for large community events, with significant attendees from hard to count populations. The funding for the promotional items is 100 percent from the State of California for census outreach activities.

**Impact on Residents and Businesses**

Participation in the 2020 Census is important for all Riverside County residents. Many of the services provided by local governments, including transportation, social services, and public

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

education, are derived from census population formulas. For the first time this year, the census may be completed online or by phone during the early response and standard response periods. Residents who do not complete the census online or by phone during the early response period, will receive a paper questionnaire in the mail. These promotional items are handed out to residents during these time periods to explain the importance and urge participation in the census. The promotional items increase awareness, raise trust and support, as well as anchor key messages highlighted during the public education booths and explained in accompanying educational fliers.

**Additional Fiscal Information**

The full cost for this order of promotional items is \$72,997. There are no on-going costs related to this purchase and the Executive Office will not require more promotional items during this census. The entire funding for this item is from the State of California for 2020 Census outreach activities. A breakdown of cost are as follows:

Item	Amount
Stadium cups	\$13,000
Grocery tote bags	\$18,400
Hand sanitizers	\$19,000
Pens	\$14,000
Freight	\$2,962
Tax	\$5,635
Total	\$72,997

**Contract History and Price Reasonableness**

The department reviewed other vendors that provide similar products and services through a competitive informal bid process and found this vendor to provide a lower cost than other vendors that were reviewed.

**Previous Agenda Reference**

Agenda Item 3.8 of 4/2/19 (MT 9418)

**Attachments**

1. Invoice – Stadium Cups
2. Invoice – Tote Bags
3. Invoice – Hand Sanitizers
4. Invoice – Pens

SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
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Tina Grande, Assistant Purchasing Director 2/28/2020

  
Gregory F. Priarios, Director County Counsel 3/2/2020