



**County Administrative  
Office  
COUNTY OF TULARE  
AGENDA ITEM**

**BOARD OF SUPERVISORS**

KUYLER CROCKER  
District One

PETE VANDER POEL  
District Two

AMY SHUKLIAN  
District Three

EDDIE VALERO  
District Four

DENNIS TOWNSEND  
District Five

**AGENDA DATE:** February 25, 2020

Public Hearing Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Published Notice Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Advertised Published Notice	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Meet & Confer Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Personnel Resolution attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
CONTACT PERSON: Alex Cruz    PHONE: 559-636-5005				

**SUBJECT:** Update on 2020 Census Complete Count Outreach

**REQUEST(S):**

That the Board of Supervisors:

Receive an update on the 2020 Census Complete Count Outreach.

**SUMMARY:**

On November 9, 2018, the State of California Complete Count (CCC) distributed letters to all Counties informing of available funding for Census outreach. 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 counties in California. Tulare County was allocated \$582,714 for Census outreach.

On January 29, 2019, the Board adopted Resolution 2019-0072, adopting the resolution to participate in the 2020 Census County-Optional Agreement and Authorized the Chairman to sign the Opt-In letter. On March 26, 2019, the Board approved the State grant agreement number CCC-18-20042.

For both the 2000 and 2010 censuses, the Tulare County Association of Governments (TCAG) was the lead agency in Tulare County for the formation of a Census Complete Count Committee and conducting outreach related to the California Complete Count. In terms of census outreach, California is considered to have one of the largest proportions of "hard to reach" populations in the nation. Tulare County is also considered to have one of the highest proportions in the state. Tulare County has approached TCAG to again take the lead in these tasks for the 2020 Census. The agreement between TCAG and the County was executed on

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April 9, 2019.

The Tulare County Regional Complete Count Committee is comprised of representatives from a wide range of government, education, business, healthcare, media, and community-based organizations. The Committee has met ten times, with about 50 people in attendance at each meeting. At the meetings, the committee discussed the outreach plan, partnership coordination, budgeting, and drafting of the Census Implementation Plan.

The Census Implementation Plan was submitted to the State on November 1, 2019, and approved December 6, 2019. The Implementation Plan serves to address broad census goals, objectives, and specific outreach strategies. The Plan identifies over 20 partner organizations to participate in outreach activities to promote the Census to our hard to reach population. The Plan identifies over 50 proposed locations to hold Questionnaire Assistance Centers and Kiosk (QAC/K).

At the most recent meeting held on January 14, the committee discussed a draft Census questionnaire guide developed by the Central Valley Equal Voice Network, a partner member. The guide would include all the questions the official Census questionnaire would include in English and Spanish. Our understanding is the guide will be shared with all other partner organizations for distribution at outreach events and to clients to simplify the process of completing the questionnaire form. The committee also discussed the draft of the “We support the Census / The Census supports us” poster designed to increase community awareness that the ability of local organizations to provide services is affected by Census counts. More than 30 local organizations have asked to include their logo as part of the poster.

The committee also reported information about recently completed and upcoming outreach opportunities. A description of outreach activities from November 16 through January 10 is provided in the following table.

<b>Date</b>	<b>Event / Meeting</b>	<b>Type of Participation</b>
Ongoing	FoodLink Tulare County, countywide	Provided FoodLink with Census grocery tote bags on to hand out during food distributions throughout the county
Ongoing	Sierra View Medical Center, Porterville	Including a “Sierra View Medical Center supports the Census” sticker with Census logo and message on the front cover of Patient Guide
11/21/19	Dolores Huerta Foundation, Tulare	Held Census 2020 Town Hall event in Tulare with Univision media coverage and an interview segment with Lupita Lomeli. Distributed Census information and Know Your Rights (KYR) cards
11/24/19	Proteus, London	Incorporated Census focus into Thanksgiving event in London. Distributed Census tote bags, pencils & KYR cards

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12/4/19	The Leadership Conference on Civil and Human Rights, Washington D. C.	Contacted by Beth Lynk, Census Counts Campaign Director, to ask permission to use the KYR card format for their Census outreach
12/7/19	Proteus, London	Incorporated Census focus into Christmas event in London. Distributed Census tote bags, pencils & KYR cards
12/10/19	Alpaugh Unified School District, Alpaugh	Provided 100 Census tote bags and 150 pencils to distribute to families in monthly food give away
12/10/19	City of Visalia, Visalia	City of Visalia CCC member announced that they would be putting Census information into the Recreation Guide for early Spring
12/10/19	Self-Help Enterprises	Self-Help Enterprises CCC member reported that they would be partnering with Migrant Education to distribute Census "Know Your Rights" (KYR) to clients
12/10/19	Tulare County Office of Education, countywide	CCC member reported that TCOE has been awarded additional State Census funds and plans to provide additional Questionnaire Assistance Centers at school sites. They also are working on expanding the use of the Census curriculum through the Pulse, Pro Youth and Heart programs. They have launched a Census art contest, with winning art to be put on Visalia buses
12/11/19	HHSA Aging Services	Provided 200 Census totes for Senior Stockings
12/11/19	Woodlake Family Resource Center, Woodlake	Provided Census totes for Dolores Huerta Posada
12/12/19	HHSA Public Health, Terra Bella	Provided Census totes for distribution at La Virgen de Guadalupe Celebration event
12/14/19	Cutler-Orosi Joint Unified School District, Orosi	Provided 300 Census totes, pencils, and KYR cards for Mother/Daughter Conference
12/14/19	Woodlake Family Resource Center, Woodlake	Provided KYR cards, 150 Census tote bags and 200 pencils for distribution at Toys for Joy event in Woodlake

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<b>Date</b>	<b>Event / Meeting</b>	<b>Type of Participation</b>
12/18/19	Porterville Kiwanis, Woodville	Provided Census pencils for distribution at Woodville mini parade
12/19/19	Woodlake Family Resource Center, Woodlake	Provided 200 Census tote bags, 200 pencils, and 300 KYR cards for upcoming events through Woodlake Family Resource Center
1/9/20	City of Porterville CCC	Provided KYR cards, Census totes, and pencils for the following organizations to use in outreach: Porterville College (200 cards/100 pencils); Family Crisis Center (100 pencils /50 bags); Sierra View Medical Center (100 cards/100 pencils); EDD Vet Program (100 cards, 100 pencils, 50 bags)
1/9/20	Porterville Area Coordinating Council	Provided 200 Census totes for distribution at Project Homeless Connect on 1/24/20
1/9/20	Tule River Tribe	CCC member announced they are including Census information in their election booklet for 1/18/20 Election Day
1/10/20	City of Tulare, Tulare	Provided 200 Census tote bags, 200 pencils, and 400 KYR cards for upcoming Census outreach. The city of Tulare will be handing out KYR cards at their utility billing window

#### **Key Dates for the upcoming Census**

- March 12 - 20: Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.
- March 30 - April 1: The Census Bureau will count people who are experiencing homelessness over these three days. As part of this process, the Census Bureau counts people in shelters, at soup kitchens and mobile food vans, on the streets, and at non-sheltered, outdoor locations such as tent encampments.
- April 1: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the Census, you'll tell the Census Bureau where you live as of April 1, 2020.
- April: Census takers will begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- May – July: Census takers will begin visiting homes that haven't responded to the 2020 Census to help make sure everyone is counted.

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**How To Complete the Census**

- By Mail: The paper Census form will be available in English and Spanish languages and can be mailed back to the U.S. Census Bureau.
- By Phone: The Census can be completed by phone in 13 languages including Telecommunication Device for the Deaf.
- Online: For the first time, the Census form will be available to complete in 13 languages.

**FISCAL IMPACT/FINANCING:**

There will be no Net County Cost to the General Fund.

**LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:**

The County's five-year Strategic Plan includes the Economic Well-Being Initiative to promote economic growth management and a quality standard of living. An accurate count ensures that every possible person is accounted for in the 2020 Census for federal program funding considerations.

**ADMINISTRATIVE SIGN-OFF:**



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Jason T. Britt  
County Administrative Officer