

County of Santa Clara
Office of the County Executive

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November 19, 2018

TO: Honorable Board of Supervisors

CC: Jeffrey V. Smith, County Executive
Miguel Marquez, Chief Operating Officer
James Williams, County Counsel
Megan Doyle, Clerk of the Board of Supervisors

FROM: David Campos, Deputy County Executive 
Nicholas Kuwada, Census Program Manager 

RE: Updates on the 2020 Census Project

INTRODUCTION

In 2018, the Santa Clara County Board of Supervisors (Board) voted to allocate \$1,727,532 in support of the 2020 Census and associated activities. This memorandum provides an overview of the progress made since the end of the Local Update of Census Addresses (LUCA) effort as well as important information on Census support funding from the State of California.

PROGRESS SINCE LUCA

On March 6, 2018, the Board voted to allocate \$1,008,989 to support LUCA in preparation for the 2020 Census. As a result, seven community-based organizations contributed over 440 hours of staff time to add 77,306 addresses to the Census Bureau that were previously missing or invalid in its file.

Since that time, the Office of the County Executive has focused on the creation and convening of the Santa Clara County Complete Count Committee (CCC). We launched in September 2018 and have 120 participants representing 85 different agencies around the county. During our second convening, participants created eight subcommittees of the CCC each focusing on a particular hard-to count community or important process with regards to the Census. The eight subcommittees formed so far focus on immigrants, cities and neighborhoods, technology, the elderly and persons with disabilities, the unstably housed/homeless, the education sector, the health sector, and LGBTQ persons. These subcommittees are meeting once a month to discuss relevant issues important to that group; including but not limited to, an outreach budget proposal and the nomination of a subcommittee member to the County of Santa Clara Complete Count Steering Committee (CCC Steering Committee).

Board of Supervisors: Mike Wasserman, Cindy Chavez, Dave Cortese, Ken Yeager, S. Joseph Simitian
County Executive: Jeffrey V. Smith

CCC STEERING COMMITTEE

To more effectively lead and report findings from the various subcommittees, the County Executive's Office will establish an advisory body consisting of several members from the CCC. This advisory body or the CCC Steering Committee will help offer insight and expertise on how to engage and encourage hard-to-count communities to participate in the 2020 Census. County Counsel has already drafted bylaws and a sample membership application for the CCC Steering Committee that we will be reviewing in the coming weeks. After approval, we will seek nominations from the subcommittees as soon as possible, so we can convene the CCC Steering Committee before the end of 2018.

STATE FUNDING

The state's 2017-18 budget allocated \$90 million for the 2020 Census. Of the allocation, Santa Clara county will receive \$963,854. The state determined the amount based on the county's residents who live in California's hard-to-count census tracts. On November 9, 2018, the county will receive a letter with information about a potential award amount, steps for accepting the allocation, timelines, and other contracting parameters. After receipt, we will have 90-days to review and "opt-in" to the funding award. In order to participate in state funding, the Board must pass a resolution to "opt-in," the county must establish a local Complete Count Committee, submit a strategic plan for State approval, hold regular monthly and quarterly meetings with the State Regional Program Manager assigned to each county, comply with quarterly reporting, create an implementation plan and file a final report. Our team is currently investigating the award amount to determine our next actions.

CONCLUSION

The Census team will be scheduling meetings with individual Supervisors in the coming weeks to review these updates on the CCC Steering Committee and State Funding.