

**COUNTY OF SONOMA
AGENDA ITEM
SUMMARY REPORT**

Clerk of the Board Use Only
Meeting Date **Held Until**
 ___/___/___ ___/___/___
Agenda Item No: **Agenda Item No:**

Department: County Administrator's Office

() **4/5 Vote Required**

Contact:
Jim Leddy

Phone:
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Board Date:
11/03/2009

Deadline for Board Action:
12/31/2009

AGENDA SHORT TITLE: United States 2010 Census

REQUESTED BOARD ACTION:

- 1) Receive update on U.S. Census efforts
- 2) Direct Staff to implement outreach efforts to promote community participation in the 2010 U.S. Census

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES

ADD'L FUNDS REQUIRING BOARD APPROVAL

Estimated Cost

\$0

Contingencies
(Fund Name:)

Amount Budgeted

\$0

Unanticipated Revenue
(Source :)

Other Avail Approp
(Explain below)

Other Transfer(s)
(Source:)

Additional Requested:

Add'l Funds Requested:

Explanation (if required):

Prior Board Action(s): None

Alternatives - Results of Non-Approval: Lack of County participation in Census outreach efforts could impact final population count. The results of a census undercount include loss of formula funding and undercounting for re-districting purposes.

Background:

The United States Constitution requires that every ten years the United States Census Bureau performs a nationwide count of everyone living in the United States. This information is used to direct the distribution of political representation as well as nearly \$400 billion in federal funding each year.

For the 2010 Census, the census forms will be sent out starting in March 2010 and the actual process of having census workers go door to door will begin April 1st, 2010 and conclude on July 1st, 2010. The final Census Apportionment Report will be sent to the President by December 31st, 2010.

Census data is used for various functions. These include:

- 1) Distribution of more than \$400 billion annually in federal funds
- 2) Redistricting of political districts
- 3) Developing forecasts for future transportation system needs
- 4) Assisting federal, tribal and local governments in planning and implementing health, education, transportation, emergency response and social services.

Unlike previous Census efforts, the 2010 will not have a long form and will only be sending out a ten question short form. More detailed socio-economic data will be gathered through use of the American Community Survey, a questionnaire that will be sent to a much smaller sampling of the population. Data collected from the Census is confidential.

The Census Bureau has initiated efforts to advertise the importance of participation and has contacted the County of Sonoma to request the County's participation in outreach and communication efforts. This request is in addition to support that the County has already provided in 2007-2008 when the Permit and Resource Management Department (PRMD) participated in the Local Update of Census Addresses (LUCA) program which will ensure accurate listing of physical addresses.

The accuracy of a census count can impact County funding streams. An initial review of the top 50 federal funding formulas based on population finds that the County receives funding directly from 28 of those sources. These funding sources impact health and human services, education, transportation, public safety and housing and community development efforts. In addition to federal funding impacts, a 2006 State Department of Finance estimate of per capita formula transportation and public safety funds the County receives put the amount per person at approximately \$153.11 per person. A census population undercount of 1% could translate to the County not receiving its fair share of funding in the amount of approximately \$735,000/year in state funds alone. There is not an equivalent per person calculation for federal funding formulas due to the numerous additional factors that are used in federal fund distribution. Further, the American Recovery and Reinvestment Act had per capita calculation as the basis for distribution of formula allocations.

The Census Bureau will be hiring and training the actual census takers. This process is underway and according to local census staff, there are approximately 400 workers who are being trained. The Census has provided a local Partnership Specialist to provide technical support any community outreach efforts. Unfortunately, there is not any significant federal financial support available to support outreach efforts.

Other local governments are making efforts to ensure accurate counts. Marin County has tasked a local community based organization to handle the outreach efforts and Napa County is in the process of attempting to pull together a census Complete Count Committee, a body that would lead count publicity efforts. In addition, the City of Santa Rosa is working to create a Complete Count Committee.

Recommendation:

The Census Bureau provided a broad list of potential outreach activities. That list has been reviewed and the attached scope of work reflects staff recommendation for County census activities. Staff is requesting the Board approve the scope of work and direct staff to provide regular reports back to the Board on outreach efforts.

Attachments: Census Activities Proposed Scope of work

On File With Clerk:

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote: