

1 [Census 2020 - Participation in the United States Census - State of California Outreach
2 Agreement]

3 **Resolution supporting the City and County of San Francisco’s participation in the**
4 **United States Census; authorizing the City Administrator to enter into the State of**
5 **California Outreach Agreement as set forth by the California Complete Count Census**
6 **2020 Office; and authorizing the City Administrator to designate the Office of Civic**
7 **Engagement and Immigrant Affairs to conduct the activities required by the agreement.**

8
9 WHEREAS, The U.S. Census Bureau is required by Article I, Section 2 of the U.S.
10 Constitution to conduct an accurate county of the nation’s population every ten years; and

11 WHEREAS, Census data is used to determine federal funding levels and congressional
12 representation, both of which are critical to state and local governments; and

13 WHEREAS, A significant amount of work is required in order to achieve full
14 participation in the 2020 U.S. Census, especially in California which has one of the highest
15 hard-to-count populations in the nation; and

16 WHEREAS, Recognizing these challenges, leaders in our state have made a
17 significant commitment to Census 2020 outreach and communications efforts by investing
18 \$90.3 million toward strategies and activities that will help ensure an accurate and successful
19 count in California; and

20 WHEREAS, The City and County of San Francisco is eligible to receive \$546,212 from
21 the California Complete Count Census Office, based on population and the California Hard-to-
22 Count Index created by the California Department of Finance, Demographic Research Unit
23 and modeled on the U.S. Census Bureau’s Hard-to-County Score of past censuses; and

1 WHEREAS, The City and County of San Francisco, in partnership with the State of
2 California, other local governments, businesses, and community organizations, is committed
3 to ensuring every resident is counted; and

4 WHEREAS, The City and County of San Francisco, in accepting the allocation amount
5 will be obligated to ensure timely and comprehensive reports as set forth in the terms of
6 California Complete Count 2020 Outreach Agreement including: preparing a Strategic Plan;
7 participating in a monthly in-person meeting or call with the assigned State Regional Program
8 Manager; preparing quarterly written reports; preparing an Implementation Plan, and
9 preparing a Final Report; and

10 WHEREAS, The City and County of San Francisco has previously participated in
11 Census outreach activities through its Office of Civic Engagement and Immigrant Affairs and
12 is a leader in conducting statewide census activities; now, therefore, be it

13 RESOLVED, That the San Francisco Board of Supervisors supports participation in the
14 2020 U.S. Census; and, be it

15 FURTHER RESOLVED, That the Board of Supervisors authorizes the City
16 Administrator to enter into the Outreach Agreement as set forth by the California Complete
17 Count Census 2020 Office and use state funds to conduct outreach activities to promote
18 participation in the 2020 U.S. Census; and, be it

19 FURTHER RESOLVED, That the Board of Supervisors authorizes the City
20 Administrator to designate the Office of Civic Engagement and Immigrant Affairs to conduct
21 the activities required by the agreement; and, be it

22 FURTHER RESOLVED, That the Clerk of the Board shall send a certified copy of this
23 resolution to:

24 California Complete Count – Census 2020, Attention: Contracts Unit, 400 “R” Street,
25 Suite 359, Sacramento, CA 95811; and, be it

1 FURTHER RESOLVED, That within thirty (30) days of the Outreach Agreement being
2 fully executed by all parties, the City Administrator shall provide copies of the Outreach
3 Agreement to the Clerk of the Board for inclusion into the official file.

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5 RECOMMENDED:

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7 _____
8 NAOMI M. KELLY
9 City Administrator