



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: APRIL 16, 2019
DEPARTMENT: COMMUNITY DEVELOPMENT DEPARTMENT
FROM: MEGAN HUNTER, DIRECTOR
BY: ADAM GARRETT, ASSISTANT PLANNER
THROUGH: TARA HULLINGER, PLANNING MANAGER
TITLE: 2020 CENSUS EFFORTS

RECOMMENDED MOTION:

A motion to approve a resolution supporting the City’s participation in the 2020 Census efforts to ensure a complete and accurate count of Salinas residents.

RECOMMENDATION:

Staff recommends approving a Resolution supporting the City’s participation in Monterey County’s 2020 Census Complete Count Committee; and the 2020 Census Salinas Action Team (a subcommittee of the County’s Complete Count Committee).

EXECUTIVE SUMMARY:

This resolution acknowledges the importance of the upcoming 2020 Census to ensuring the future fiscal health of the City (including funding for important programs and services), and as such, affirms the desire of the City to participate in Census-related efforts to ensure a complete and accurate count of all Salinas residents.

BACKGROUND:

The 2020 United States Census will take place on April 1st, 2020. This Census (decennial) is undertaken every 10 years for the purpose of counting the people living in the United States and to record basic demographic information such as age, race, economic characteristics, etc. The Census is also used to determine the number of seats each State is allotted in the United States House of Representatives as well as a means to determine how to distribute billions in federal funding to States and local communities.

To ensure coordinated efforts, increased funding for these efforts and an accurate and complete count of California residents, the State of California has initiated a statewide effort entitled “CA Census 2020.” As part of this statewide effort, ten regions were created across California to

coordinate the 2020 CA Census efforts and to disperse resources to counties to ensure a complete count of the residents living in those jurisdictions. The City of Salinas is located in Region 5 (Central Coast), which includes Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, and Ventura Counties.

City staff and the Mayor have been participating in Monterey County's 2020 Census Complete Count Committee, which was initiated last year to ensure an accurate count of all County residents. Additionally, the City of Salinas formed the 2020 Census Salinas Action Team (a subcommittee of the County's Complete Committee) earlier this year, to further focus on developing specific outreach strategies and efforts to effectively reach the City's residents (especially hard-to-count populations).

The City's 2020 Census Salinas Action Team is composed of City staff and representatives from the County of Monterey, community-based organizations, school districts, and other interested parties. The Team has met two times this year (February 19th and March 26th, 2019) and will continue to meet once a month (at a minimum) over the course of the next year and half, with additional meetings scheduled, as needed to ensure a complete and accurate count of the City's residents.

DISCUSSION:

The City's and County's 2020 Census outreach and media strategies will focus on educating, motivating, and informing residents as to why participation in the Census benefits them and the communities where they live directly. It will also focus on assuring residents that the information that they provide to the Census is confidential and protected under Title 13 of the U.S. Constitutional Code. Countywide outreach strategies discussed as part of Monterey County's 2020 Census Complete Count Committee and the City's 2020 Census Salinas Action Team include but are not limited to regionally and culturally relevant media strategies, Census Ambassador centers, hosting events, and working with trusted voices/organizations located throughout Monterey County. Additionally, the City's 2020 Salinas Action Team will be utilizing City GIS data to identify areas with hard-to-count populations, partnering with community organizations, and implementing other outreach and media strategies specifically focused on reaching City residents (especially the hard-to-count populations).

Reaching the City's hard-to-count populations will be critically important component of the outreach efforts given the City of Salinas has the largest percentage (38.5% or 59,392 persons) of the County's hard-to-count populations. The U.S. Census Bureau estimates that for every five uncounted residents, \$100,000 in local funding is lost over ten years. Hard-to-count populations includes individuals who have been excluded or "undercounted" in the prior Census for various reasons such as fear of government, highly mobile populations, languages issues, etc. These individuals typically include children, immigrants, homeless, renters, and others.

CEQA CONSIDERATION:

The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition,

CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project.

STRATEGIC PLAN INITIATIVE:

This resolution most directly aligns with the City Council goals of “Effective, Sustainable Government” and “Quality of Life.” The funding received from the 2020 Census (based on an accurate and complete count) will support the ability to adequately provide many important City Services, program and infrastructure.

DEPARTMENTAL COORDINATION:-

The Community Development Department’s Advanced Planning Division and Public Work’s Department GIS Division are collaboratively leading the City’s 2020 Census efforts. The City Manager’s Office has also been consulted and representatives from each City Department have been invited to attend the 2020 Census Salinas Action Team meetings.

FISCAL AND SUSTAINABILITY IMPACT:

As part of the mid-year budget, the City Council approved \$15,000 to provide a part-time administrative aide to assist with coordinating the City’s 2020 Census outreach efforts and activities. There is no additional impact to the General Fund at this time.

It is anticipated that the County of Monterey will receive approximately \$400,000 and is seeking other funding (from the State of California) to jumpstart public outreach efforts to facilitate a complete count of the residents who live in the County (including the City of Salinas). At this time, it is unknown how much of funding that is ultimately received from the State will be actually be allotted to and available to fund outreach efforts and activities specifically in the City of Salinas.

ATTACHMENTS

Resolution