



CITY COUNCIL AGENDA STATEMENT



October 22, 2019

File ID: 19-0437

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA AUTHORIZING THE ACCEPTANCE OF TWO GRANTS FROM THE SAN DIEGO ASSOCIATION OF GOVERNMENTS AND THE STATE OF CALIFORNIA FOR IMPLEMENTATION OF A CENSUS 2020 OUTREACH PROGRAM; ENTERING INTO AN AGREEMENT WITH THE CHULA VISTA ELEMENTARY SCHOOL DISTRICT/CHULA VISTA COMMUNITY COLLABORATIVE FOR CONSULTING SERVICES; AND APPROPRIATING FUNDS THEREFOR (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The California Legislature appropriated \$26.5 million to conduct outreach for the 2020 Census with the goal of ensuring that every resident is counted. A portion of these funds was allocated to the San Diego Association of Governments (SANDAG) to support the region's local outreach efforts. These funds were made available to San Diego County jurisdictions to apply for and utilize for their own messaging goals, particularly in areas in their cities that were previously identified as "hard to count". Through the application process, the City was awarded \$94,312 in grant funds. To further support and fund the City's outreach efforts, the State of California granted the City \$45,000 for their participation in the Local Update of Census Address (LUCA). This item seeks accept and appropriate funds from both funding sources described above as well as obtain authorization to enter into the necessary agreements to carry out the activities proposed by the City in its request for the aforementioned grant funding.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). The activity is not a "Project" as defined under Section 15378(b)(5) of the State CEQA Guidelines because the proposal consists of a reporting action, is not for a site-specific project(s) and will not result in a direct or indirect physical change in the environmental. Therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. In addition, notwithstanding the foregoing, the Development Services Director has also determined that the activity qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines. Under NEPA, the activity is exempt pursuant to Title 24, Part 58.34(a)(2)&(3) of the Code of Federal Regulations and pursuant to the U.S. Department of Housing & Urban Development Environmental Guidelines. Thus, no further environmental review is necessary at this time.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

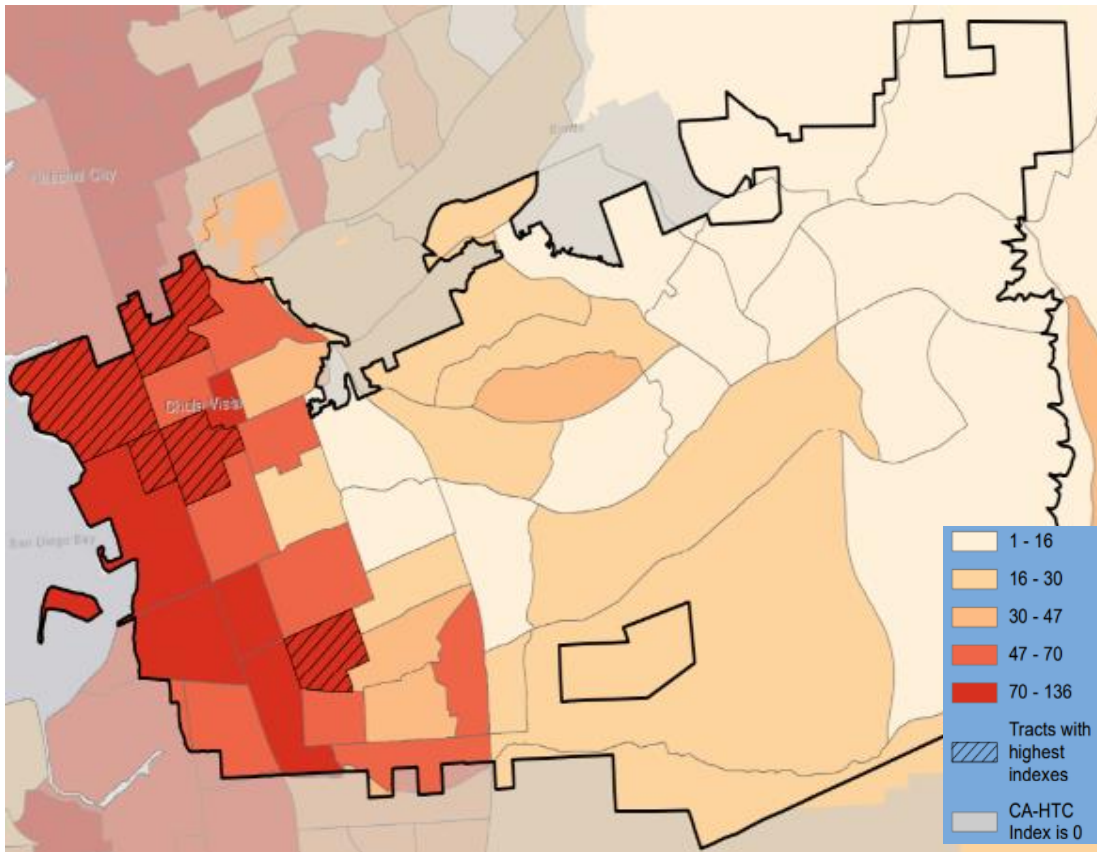
Not applicable.

DISCUSSION

For more than 200 years, the U.S. Census Bureau has endeavored to count every resident in the nation to determine the number of seats each state has in the U.S. House of Representatives and distribute federal funding to local communities (e.g., HUD Block Grants, public transportation, road rehabilitation, and construction).

The California Legislature has appropriated \$26.5 million for California jurisdictions to conduct outreach for the 2020 Census to ensure that every resident is accurately counted. SANDAG is actively supporting the Census Bureau in preparing for the 2020 Census. With a goal to achieve a complete count of all residents in the San Diego region, SANDAG is coordinating local outreach efforts throughout the San Diego region and administering \$1,565,350 in state grant funding to support a grassroots approach to reaching communities with areas that were identified as “Hard to Count” (HTC) based on the results of the 2010 Census.

While the primary goal of the 2020 Census outreach effort is to ensure that a complete count is accomplished throughout the City, the focus of the effort will be to reach out to all Census Block Group Tracts that have an HTC index of 47 or higher (demonstrated below).



Within the Chula Vista boundaries, there are 19 census tracts that meet this threshold. These census tracts are all located on the west side of the city and are all designated low/moderate, as defined by the U.S. Department of Housing Development. It is estimate that approximately 79,045 people live within these tracts. There is a high percentage of multi-family, renter-occupied units, including mobile home parks and senior affordable housing units. Additionally, a high percentage of the population is limited English-speaking. A large population of homeless individual also occupy an area, referred to as “the jungle”, which runs parallel to highway 54. These factors were all considered in determining the methods and location of the outreach efforts to be undertaken. Specifically, outreach will be focused on the following groups:

- Homeless individuals
- Children under five years old;
- Elderly residents
- Individuals with no internet access/digital devices;
- Limited English proficiency residents

There are four primary organizations actively working in the San Diego region to support and encourage a complete count; the U. S. Census Bureau; the State of California Complete Count Census 2020 Office; the United Way which serves as the Community Based Organization Administrator; and the SANDAG Complete Count Committee. The latter committee was formed by SANDAG in April 2019 and includes stakeholders and representatives from the state and local levels. This collaboration focuses on messaging, education, and outreach activities. This is extremely important in our region as the Census response rate in the San Diego region dropped from 78 percent in 2000 to 72 percent in 2010. The goal of this outreach program is to reverse this downward trend.

On July 29, 2019, SANDAG released a Request for Applications for jurisdictions to apply for State funds to coordinate messaging and outreach in their communities. On August 25, 2019, the Housing Division submitted an application for funding. The City’s proposal included a list of activities to be undertaken in our City.

The application activities leverage existing local partnerships with organizations regarded as “trusted messengers” in the community. The United Way has chosen the Chula Vista Community Collaborative (CVCC) as a key partner and local community-based organization with valuable contacts and experience with the population within the HTC census tracts. In the same manner, the City will partner with CVCC to maximize the ongoing efforts while avoiding duplication and identifying gaps in outreach activities. Additionally, staff will rely on existing infrastructure established through our City facility counters and public spaces, providing direct access to the residents.

Summarized below is a sample of activities included in the Response to SANDAG's Request for Applications.

Event	Description	Dates (Tentative)
Stakeholder Relations	Solicit feedback and help raise awareness, ensuring open and effective lines of communication throughout the outreach development and execution phases	October–June 2020
Website Development and Digital Activities	Mobile-first approach to develop web properties that support the outreach efforts. Using dynamic content, the city will tailor the experience for its Hard-to-Count populations, and adjust the approach as data become available	October–Nov 2020
(Targeted) Social Media	Leverage existing Census channels and develop innovative approaches to enhance customer service, support digital and on-the-ground events, raise awareness, drive response, and disseminate data	October–June 2020
Kiosks	Utilize existing and install new kiosks to facilitate Census submittal: <ul style="list-style-type: none"> • South Library • Civic Library • City Clerk Lobby • Housing Office Lobby • Chula Vista Community Collaborative Resource Centers (7) 	March–June 2020
Census Office Hours	Designated office space at City Hall and CVCC Resource Centers to hold scheduled census “office hours” in order to provide technical assistance and guidance	
Outreach Events	<ul style="list-style-type: none"> • Chula Vista City Hall Open House • Various City/Regional Booth Events • School Presentations (Elementary and High School) 	March 2020 October – May 2020 October – May 2020

On September 13, 2019, SANDAG notified the staff that \$94,312 was awarded to the City to support the its Census outreach efforts. To further enhance the efforts, the State of California allocated \$45,000 for its participation in the Local Update of Census Address (LUCA) to the City of Chula Vista. The LUCA program provides state, local and tribal governments with a once-in-a-decade opportunity to update the Census Bureau’s address list to ensure a more accurate population count for their communities.

This item seeks to accept and appropriate funds from both funding sources described above as well as obtain authorization to enter into the necessary agreements to carry out the activities proposed in the response to the Request of Applications to SANDAG.

DECISION-MAKER CONFLICT

Not site specific. Staff is not independently aware and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

There is no fiscal impact to the General Fund as a result of this action. The activities are funded through the San Diego Association of Governments grant from the State of California.

ONGOING FISCAL IMPACT

There is no ongoing fiscal impact to the City's General Fund as all costs associated with the administration of the SANDAG program is covered by the grant funds.

ATTACHMENTS

1. Memorandum of Understanding Between the San Diego Association of Governments and the City of Chula Vista
2. Agreement by and between the City of Chula Vista and the Chula Vista Community Collaborative/Chula Vista Elementary School District

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