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November 20, 2019

Dear Commissioners,

**Accept Catholic Council for the Spanish Speaking of the Diocese of Stockton (El Concilio) Funding in the Amount up to \$30,000 and First 5 Association in the Amount up to \$8,000 to Support Census 2020 Outreach and Marketing Activities**

**Recommendation:**

It is recommended that the Commission accept Catholic Council for the Spanish Speaking of the Diocese of Stockton (El Concilio) funding in the amount up to \$30,000 and First 5 Association funding in the amount up to \$8,000 to support Census 2020 outreach and marketing activities.

**Reason for Recommendation:**

An estimated five percent of kids under the age of 5 were not counted in the 2010 Census. That is approximately one million young children, the highest of any age group. In 2020, it is crucial to ensure a complete count of children ages 0 to 5 to secure adequate federal funding to support children and families in California. An undercount in 2020 could cost San Joaquin County up to \$52 million over the next decade across federal programs, including programs that support children: Medi-Cal, Women, Infants and Children (WIC), Head Start, CalFresh (food stamps), housing, public transportation, education, and other programs and services.

Recent research found that people who are least likely to complete the Census or count their children are most reliant on these programs, including younger, low-income, immigrant, and rural families, along with people in complex household situations. For every child missed by the census, about \$2,000 a year in federal program funding is lost.

The goal of First 5 San Joaquin (F5SJ) Census 2020 outreach and marketing efforts is to increase understanding about the Census and the importance of counting young children, and address unfamiliarity with how the Census can help their children and households. To this end, funding accepted from El Concilio, via City of Stockton, and funding accepted from the First 5 Association, will support implementation of the following activities: implementation of a multi-strategy marketing campaign, and the development and distribution of educational print/collateral material.

**Fiscal Impact:**

Once specific amounts are determined, they will be allocated to the Strategic Communications budget in the F5SJ Commission budget. It is expected that the final amounts will be known by mid-December. The Ten-Year



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**COMMISSIONERS**

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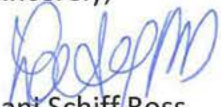


Financial Plan and F5SJ Commission Budget for Fiscal Year 2019-2020 will be adjusted for the period from July 1, 2019 through June 30, 2020.

**Action to be Taken Following Approval:**

F5SJ staff will negotiate Scopes of Work and budget with El Concilio and the First 5 Association.

Sincerely,



Lani Schiff Ross  
Executive Director

LSR/jv

cc: Jose Rodriguez, El Concilio; Kendra Devejian, First 5 Association