

County of Santa Clara Office of the County Executive




BH07 061609

Prepared by: Sally Logothetti
Administrative Services Manager

Reviewed by: Emily Harrison
Deputy County Executive

DATE: June 16, 2009

TO: Board of Supervisors

FROM: 
Gary A. Graves
Acting County Executive

SUBJECT: Approve New Classification Specification for Census/Redistricting Program Manager and Add One FTE position in the Office of the County Executive

RECOMMENDED ACTION

Consider recommendations relating to a new Census/Redistricting Program Manager Position.

Possible action:

- a. Approve new job specification for the classification of Census/Redistricting Program Manager.
- b. Add one new Census/Redistricting Program Manager position to the budget salary ordinance amendment.

FISCAL IMPLICATIONS

The FY 2010 Recommended Budget includes a one-time General Fund appropriation of \$500,000 for the Census 2010 project. FY 2010 expenses for the proposed position of \$100,776 are included in the project budget. No additional resources are recommended.

CONTRACT HISTORY

Not applicable.

REASONS FOR RECOMMENDATION

Staff resources are needed to manage the County's involvement in the decennial census, and provide support for redrawing supervisorial district boundaries. These activities are sequential and temporary in that they occur once every ten years.

The decennial census is a count of the national population and is mandated by the U.S. Constitution. The census count will drive population-based formulas for state and federal revenues that amount to over \$1 billion per year for Santa Clara County.

The data from the decennial census is also the basis for redrawing local supervisorial district boundaries. Redistricting is required to ensure compliance with state law requiring that the population be evenly divided between districts and that a number of factors such as geography, demographics and communities of interest be considered.

The proposed Census/Redistricting Program Manager classification has been reviewed by the Employee Services Agency and reflects the concept, duties, employment standards and compensation appropriate for a position within the Office of the County Executive charged with carrying out these County objectives.

BACKGROUND

Currently, no County classification exists that describes the expected responsibilities of the position that will oversee the decennial census and boundary redistricting, making creation of a new classification necessary. The Office of the County Executive requested Employee Services Agency - Human Resources to create a single position classification to coordinate outreach activities related to the decennial census count and to provide staff support for the subsequent supervisorial boundary redistricting.

There is an overlap between the final reporting to the Board for census count and the preliminary activities for the supervisorial redistricting effort. It is expected that both processes will be completed in approximately three years. The proposed position will be term-limited and will expire on June 30, 2012.

As previously approved by the Board, the County is utilizing a Partnership Network model to maximize outreach to the hard-to-count populations in the County rather than the Complete Count Committee model. The proposed Census/Redistricting Program Manager is responsible for County efforts that ensure effective outreach to hard-to-count populations, many of whom are the beneficiaries of the funding to County programs. The Census/Redistricting Program Manager is doing direct outreach with community-based organizations, faith-based organizations, local businesses, schools, colleges and universities. That staff person is also responsible for leading a group of Census liaisons appointed by the cities, as well as working directly with Federal Census Bureau staff, Census staff from jurisdictions across the state, and County departments. A summary of activities to date is attached.

Following the receipt of the census information, the boundaries of the supervisorial districts are redrawn to reflect changes in the population. There are statutory time frames within which these changes must be approved. The process is generally accomplished through the establishment of a Board-appointed Redistricting Committee. The Census/Redistricting Program Manager will also be responsible for providing staff resources that are critical to support the Committee's work, generate statistical and geographical information, analyze proposals for compliance, and assist the Committee in the development and presentation of recommendations to the Board within the mandated time frame.

In recognition of the level of responsibility and visibility of the program, it is appropriate to compensate the proposed Census/Redistricting Program Manager at the same salary level as the Program Manager I classification.

The County Employees Management Association (CEMA) has been notified of the proposed classification.

CONSEQUENCES OF NEGATIVE ACTION

There would not be an appropriate classification to describe the duties and employment standards for the position assigned to manage the County's involvement in the upcoming decennial census and redrawing of supervisorial district boundaries. Without adequate leadership at a local level, Santa Clara County will potentially lose millions of dollars in federal and state funding.

STEPS FOLLOWING APPROVAL

Upon Board approval, the Clerk of the Board's Office is requested to send KeyBoard notification of completed processing to Employee Services Agency, Human Resources.

ATTACHMENTS

- Census/Redistricting Program Manager Job Specification
- SCC Census Activities to Date