



Legislation Text

File #: 19-571, **Version:** 1

A resolution approving submission of a grant application to the Colorado Department of Local Affairs for the City of Colorado Springs Census 2020 outreach and execution of a grant agreement awarding funds for outreach

Presenter:

Sarah B. Johnson, City Clerk
Carla Smith, City Grant Writer

Summary:

The Colorado Department of Local Affairs (DOLA) intends to award grants to local governments and other entities to conduct census outreach and education among hard-to-count populations in advance of the 2020 Census. The City is seeking grant funding from DOLA in the amount of \$210,000 to increase census response rates among hard-to-count populations through a multifaceted outreach project centered on the development and delivery of tailored messaging by trusted representatives from partnering community organizations.

Background:

The City proposes to support the accurate counting of the population of the state for the 2020 Census through a grant from the Colorado Department of Local Affairs to conduct census outreach and education among hard-to-count populations.

During the development of its Census 2020 outreach plan, the City recognized that the most effective approach would utilize the expertise of trusted organizational representatives who work with hard-to-count populations. The City maintains strong partnerships with community organizations that work with these populations, which include racial and ethnic minorities, communities of color, children under five years of age, seniors aged 65+, those experiencing homelessness, people with low incomes, immigrants, individuals with disabilities, college students, highly mobile millennials, active duty/off base military personnel and families, and people who speak and understand limited amounts of English.

The City has received letters of interest from nine community partner organizations serving these populations. In support of this application, each developed a scope of work and budget for census outreach and education. The City is requesting grant funding to distribute a total of \$91,410 in sub-awards to these partners. The City is also requesting \$118,590 in grant funding to conduct additional outreach, advertising, and support and training of its community partners. In total, the City requests a grant of \$210,000, which would cover costs for the City to implement its Census 2020 outreach project. Outreach efforts will reach approximately 70,000 individuals from hard-to-count populations in Colorado Springs and increase the self-response rate and accuracy of the 2020 Census within the city.

The City seeks approval of a resolution that approves both the submission of the grant application and execution of a grant agreement, if awarded funding. An accurate census count is needed for determining proper allocation of federal grant and assistance dollars, congressional representation, state grant and assistance dollars, community planning, and other purposes.

Previous Council Action:

An update on the activities of the Pikes Peak Area Complete Count Committee activities was provided to City Council members at their September 9, 2019 Work Session.

Financial Implications:

The grant request to DOLA covers costs for implementing the City's Census 2020 outreach project. No city matching funds are provided by the City. Revenue received from DOLA is included in the TABOR calculation.

City Council Appointed Board/Commission/Committee Recommendation:

N/A

Stakeholder Process:

The City Clerk worked with staff from other city departments to draft and connect with community outreach partners to develop the grant.

Alternatives:

If City Council does not approve the submission of the grant application, the City would be unable to implement its Census 2020 outreach project and would risk an undercount of its population in the 2020 Census.

Proposed Motion:

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N/A