



# City Council

**Date:** March 16th, 2020  
**To:** City Council  
**Through:** Scott J. Butler, Deputy City Manager  
**From:** Jeff Robbins, 2020 Census Administrator  
**Subject:** Consider Accepting a Grant Award of \$30,000 from the National League of Cities for 2020 Census Outreach (Citywide)

## Purpose and Recommendation

The purpose is to consider accepting a grant award from the National League of Cities for rapid response and outreach for the 2020 U.S. Census. The grant funding will support event management costs for a mobile census outreach van. The van will provide wi-fi, Ipads, and language specific questionnaire assistance to historically low-response areas of Mesa. The funding will support hiring language specific workers and other direct event expenses such as food, materials, and technology. The ultimate objective of the grant funding is to improve Mesa's voluntary response rate and ensure an accurate count in Mesa.

## Background

Creating an outreach van was an idea supported by Mesa's Census Taskforce. Other cities nationwide have recognized and adopted the taking of information and assistance to historically low-response areas as an effective tool to increase response rates.

Per policy 103, The City Council must authorize the acceptance of grants in excess of \$25,000.

The National League of Cities published the grant on February 24<sup>th</sup>, 2020. The City applied on Wednesday, February 26<sup>th</sup>, 2020 and the City was awarded the grant on February 27<sup>th</sup>, 2020.

## Discussion

It is proposed that the City Council approve the grant award.

The city commits to publish social media posts with the census van recognizing NLC, refer other cities and communities to the grant, participate in progress calls, respond to a survey, hire additional Spanish speaking temporary help for the outreach van, and conduct 30-40 census activities in historically undercounted communities in Mesa.

## **Alternatives**

Choose to not accept the grant

## **Fiscal Impact**

The City of Mesa receives approximately \$330 per person in state-shared revenue annually for each resident counted in the 2020 U.S. Census. It is estimated that each person counted directs \$3,195 of federal and state funding to education, transportation, healthcare, housing and other needs each year.

The total fiscal impact is a grant award of \$30,000. Any remaining unspent funding will be remitted back to NLC no later than July 31<sup>st</sup>, 2020.

All costs are one-time in nature and will require no ongoing costs beyond the term of the grant.