



## Legislation Text

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**File #:** 20-123, **Version:** 1

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Report regarding a resolution authorizing the acceptance of \$25,000 in grant funding from the County of San Mateo to support the City of South San Francisco's Census 2020 outreach and education campaign and approving Budget Amendment 20.035. (*Kathy Blandón Escobar, Census 2020 Program Manager*)

### **RECOMMENDATION**

**It is recommended that the City Council adopt a resolution authorizing the acceptance of \$25,000 in grant funding from the County of San Mateo to support the City of South San Francisco's Census 2020 outreach and education campaign to ensure a fair, accurate, and complete count of the South San Francisco population and approving Budget Amendment 20.035.**

### **BACKGROUND/DISCUSSION**

On December 19, 2019, South San Francisco Public Library's Community Learning Center submitted a grant application to the County of San Mateo (SMCo) in the amount of \$25,000 to support City of South San Francisco programs and outreach campaigns to bring awareness of the importance of an accurate Census 2020 count. On February 5, 2020, Library staff received notice of the grant award. The City's Census 2020 team will coordinate and conduct outreach campaigns and provide educational opportunities and census form assistance to populations identified by the U.S. Census Bureau as Hard To Count/Least Likely To Respond (HTC/LLTR), which includes individuals who are foreign-born, limited English-speaking, those who reside in renter-occupied and multi-unit structures, and non-family households, in order to gain valuable and accurate statistics for Census 2020. As part of census programming, Questionnaire Assistance Centers and Questionnaire Assistance Kiosks will be implemented at both libraries and the Community Learning Center.

This funding allows staff to leverage the previous two grants from Silicon Valley Community Foundation (\$10,000) and United Way Bay Area (\$25,000) to add outreach community ambassadors and schedule additional presentations and events. The goal of these grant opportunities is to ensure that HTC/LLTR populations understand the importance of the census and encourage the completion of the Census 2020 form. A successful census relies on everyone's participation and will help benefit the community by providing the basis for reapportioning congressional seats, redistricting, and distributing federal funds annually to support states, counties, and communities' vital programs - housing, education, transportation, employment, health care and public policy.

### **FISCAL IMPACT**

Grant funds will be used to amend the Library Department's current Fiscal Year (FY) 2019-2020 Operating Budget via Budget Amendment 20.035. Receipt of these funds does not commit the City to ongoing funding.

### **RELATIONSHIP TO STRATEGIC PLAN**

Acceptance of this grant will contribute to the City's Strategic Plan under Priority #6: Community Connections,

by developing an outreach plan for Census 2020.

CONCLUSION

Receipt of these funds will enable the City to engage Hard to Count/Least Likely to Respond populations through the Census 2020 project. It is recommended that the City Council accept \$25,000 in grant funding to support the City of South San Francisco's Census 2020 outreach and education campaign and approve Budget Amendment 20.035.