



DATE: June 16, 2020

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Adopt a Resolution Authorizing the City Manager to Accept and Appropriate \$20,000 in Grant Funding to Support Census 2020 Outreach Activities

RECOMMENDATION

That Council adopts a resolution (Attachment II) authorizing the City Manager to accept and appropriate \$20,000 in grant funding to support Census 2020 outreach activities.

SUMMARY

In 2018, the Alameda County Board of Supervisors established a Complete Count Committee and allocated \$1.5 million for Census Outreach Grants to local partners. The City of Hayward applied for grant funding and was awarded \$20,000. Staff is requesting that Council authorizes the acceptance and appropriation of this funding in the City's Local Grants Fund (Fund 240).

BACKGROUND AND DISCUSSION

In 2018, the Alameda County Board of Supervisors established a Complete Count Committee and allocated \$1.5 million for Census Outreach Grants to local partners. The County took this action in part due to the significant reduction in federal resources for the U.S. Census Bureau to conduct the 2020 decennial count.

The City of Hayward applied for grant funding to pay for community-wide communications and special census programming at the Hayward library. The County granted funding to 115 agencies, including community-based organizations, health clinics, educational institutions, and houses of worship. The City was awarded \$20,000.

Staff is requesting that Council authorizes the acceptance and appropriation of this funding. If the Council authorizes this action, staff will work with Alameda County to transfer the funds this month. Due to Covid-19 and the shelter in place orders, staff has amended the form of the community outreach. Part of the \$20,000 will pay for the printing of hundreds of lawn signs throughout the Hayward, which will display the winners of the [census art contest](#).

FISCAL IMPACT

This grant does not require a match and will have no impact on the City's funds.

STRATEGIC ROADMAP

This agenda item is a routine operational item and does not directly relate to any of the projects outlined in the Council's Strategic Roadmap.

Prepared by: Mary Thomas, Management Analyst

Approved by:

A handwritten signature in black ink, appearing to read 'Kelly McAdoo', written in a cursive style.

Kelly McAdoo, City Manager