



# Agenda Report

DATE: January 27, 2020

**TO:** Honorable Mayor and City Council

**THROUGH:** Finance Committee

**FROM:** City Clerk

**SUBJECT: ADOPTION OF A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA, CALIFORNIA, AUTHORIZING THE CITY MANAGER TO EXECUTE THE COUNTY OF LOS ANGELES' SUB-AWARD AGREEMENT FOR AN AMOUNT NOT-TO-EXCEED \$73,895 FOR CENSUS 2020 EDUCATION AND OUTREACH ACTIVITIES TO ENGAGE PASADENA'S HARD TO COUNT POPULATION**

## **RECOMMENDATION:**

It is recommended that the City Council:

- 1) Find that the recommended action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3), the "General Rule" that CEQA only applies to projects that may have an effect on the environment;
- 2) Adopt a resolution authorizing the City Manager to execute the County's Sub-Award Agreement for an amount not-to-exceed \$73,895 for Census 2020 education and outreach activities to engage Pasadena's Hard-to-Count (HTC) Population; and
- 3) Amend the Fiscal Year 2020 Operating Budget to recognize revenues and appropriate funds in the amount of \$73,895.

## **BACKGROUND:**

The County of Los Angeles was awarded a total of \$9,393,090 in funding to conduct 2020 Census-related education and outreach activities, and to initiate targeted outreach strategies that focus on both geographic areas and demographic populations who are "least likely to respond" or "Hard-to-Count" (HTC). The City of Pasadena's allocation of that funding is \$73,895, which will be used to engage the City's HTC communities that are concentrated within Northwest Pasadena.

On January 16, 2020, the County agreed in principle to award funding to the City to conduct Census 2020 outreach and engagement activities, with expenditure of funds to support the following efforts:

- Attend local community events in hard to count areas, providing information on census and encouraging participation, distributing literature, providing giveaways (amounts spent for giveaways must comply with limits set by the State and County)
- Organize, coordinate, and host City census outreach events in March and April at City facilities such as Pasadena Central Library, Villa Parke, Fire Station 36, community spaces such as Community Arms, Kings Villages, Pilgrim Towers, and local places of worship in the hard to count areas of the City
- Printing and purchasing of outreach materials (flyers, banners, billing inserts, bookmarks, etc.)
- Translating and interpretation services
- Media outreach
- Direct mailings to hard to count areas
- Form filling assistance
- Workforce development in coordination with the U.S. Census Bureau to promote local hiring of Census enumerators
- Non-Response Follow Up (NRFU) activities occurring in May through July directed at community members that have yet to complete the Census questionnaire

Restrictions on expenditures are described in detail in the County's sub-award agreement, and include prohibitions on the purchasing of non-consumable products such as computer hardware or software, copy machines, furniture, etc. In addition, funds cannot be spent on administrative costs, such as City staff salaries, hiring of part-time census workers, or overtime.

The City Council's adoption of the proposed resolution is a required administrative step to facilitate the City's execution of the sub-award agreement and receipt of Census Outreach Funding. The City Clerk's Office, City Manager's Office, and Library Information and Services Department are currently engaged in coordinating Census Outreach activities on behalf of the City, and will develop programming and messaging in compliance with the sub-award agreement to encourage census participation. In addition, the City Clerk's Office will maintain financial accounts, documents and records of expenditures made in support of such activities, adhering to guidelines set forth in the sub-award agreement.

#### **ENVIRONMENTAL ANALYSIS:**


The action proposed herein is exempt from the California Environmental Quality Act (CEQA), pursuant to State CEQA Guidelines Section 15061 (b)(3), the "General Rule" provision of CEQA which applies to projects which may have the potential for causing a

significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. The approval of Census 2020 funding will not have a significant effect on the environment and, hence, is not subject to CEQA.

**FISCAL IMPACT:**

Approval of the recommended action will result in the City recognizing additional revenue of \$73,895 Census 2020 Education and Outreach funding (Acct. No. 10111001-656700-91530) and appropriating (Acct. No. 10111001-811400-91530) the same amount for the provision of contract. Any revenues unexpended as of June 30, 2020 will be recommended to be carried over into the FY 2021 operating budget for expenditures made in July 2020.

Respectfully submitted,

  
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Mark Jomsky, CMC  
City Clerk

Reviewed by:

  
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Matt Hawkesworth  
Finance Director

Approved by:

  
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STEVE MERMELL  
City Manager

Resolution – Funding Award for Census 2020 Outreach