



Recommendation for Action

File #: 20-1432, **Agenda Item #:** 22.

2/20/2020

Posting Language

Authorize negotiation and execution of an agreement with the Austin-Travis County Collaborative for the provision and coordination of Census 2020 outreach and education services in an amount not to exceed \$200,000.

Lead Department

Planning and Zoning.

Fiscal Note

Funding in the amount of \$200,000 is available in the Fiscal Year 2019-20 Planning and Zoning Department's Operating Budget.

Prior Council Action:

FY 2018-19 Budget - Council authorized \$100,000 for 2020 Census efforts.

FY 2019-20 Budget - Council authorized \$200,000 for 2020 Census efforts.

For More Information:

Jerry Rusthoven, Assistant Director/ Interim Lead, Planning and Zoning Department, 512-974-3207; Matt Dugan, Division Manager, Planning and Zoning Department, 512-974-7665.

Additional Backup Information:

As background, the Austin-Travis County Complete Count Committee (CCC) was formed to maximize the success of the 2020 Census by educating and motivating residents to participate in the Census.

The Austin-Travis County Collaborative is a non-profit formed in January 2020 in order to raise funds and support the efforts of the CCC. The initial members of the Collaborative are Mayor Adler, Travis County Judge Eckhardt, and the President of the League of Women Voters Austin Area. Initial funding for the Austin-Travis County Collaborative includes the City's portion and \$200,000 from Travis County.

Based on its knowledge and experience with the CCC, the Collaborative is in a unique position to conduct fundraising and connect with other governmental entities to leverage dollars to maximize outreach and education efforts on the Census. The Collaborative will contract with the Austin Community Foundation to be its fiscal sponsor in order to accept funds and pay invoices. The Foundation will produce monthly reports. Funds will only be used for outreach and education services to achieve an accurate count of residents during the 2020 Census. As receipt of federal dollars is dependent on the census count, it is critical that there is an accurate census count. Providing these funds to an entity like the Collaborative supports the public and municipal purposes of the City.