



Recommendation for Action

File #: 20-3111, **Agenda Item #:** 14.

10/1/2020

Posting Language

Authorize negotiation and execution of an agreement with the Austin-Travis County Collaborative for the provision and coordination of Census 2020 outreach services in an amount not to exceed \$75,000, for a total agreement amount not to exceed \$275,000.00.

Lead Department

Housing and Planning

Fiscal Note

Funding in the amount of \$100,000 is available in the Fiscal Year 2020-21 Housing and Planning 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.

Council authorized negotiation and execution of the initial agreement with Austin-Travis County Collaborative on February 20, 2020, Item 22.

FY 2020-21 Budget - Council authorized \$100,000 for 2020 Census efforts.

For More Information:

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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. The City and Travis County are both contributing an additional \$75,000. Funds will only be used for outreach services to achieve an accurate count of residents during the 2020 Census.

At the time of the original agreement, the Census had a completion date of July 31, 2020. The Collaborative created an outreach strategy and budget that would accommodate this timeline. However, shortly after this Agreement was finalized, COVID-19 disaster declarations were issued both nationally and locally. In the wake of the COVID-19 global pandemic, many of the strategies and efforts that had been planned by the U.S. Census Bureau and the CCC were paused or outright cancelled. The hard-to-count community-based coalitions (CCCs) that had developed over the past three months also had to readjust their strategies, which until that point were primarily focused on door-to-door and location-based outreach. In response to the limitations of in-person interactions, the CCC shifted to a primarily digital and relational outreach approach. The CCC has also found creative strategies to take advantage of the limited opportunities that still provided

direct outreach, such as placing materials at COVID-19 test sites and food pick-up locations.

This agreement would cover the new U.S. Census Bureau completion date of September 30, 2020, and increase funding for services to be performed by the Collaborative in the amount of \$75,000.00.

Strategic Outcome(s):

Government that Works for All.