

INTRODUCED: September 14, 2020

AN ORDINANCE No. 2020-189

To authorize the Chief Administrative Officer to accept funds in the amount of \$5,000.00 from the National League of Cities; to amend the Fiscal Year 2020-2021 Special Fund Budget by creating a new special fund for the Office of Community Wealth Building called the NLC Census Initiative Response Special Fund; and to appropriate the increase to the Fiscal Year 2020-2021 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building’s NLC Census Initiative Special Fund by \$5,000.00 for the purpose of funding an awareness campaign promoting the importance of participation in the 2020 United States Census.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: SEP 28 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer, for and on behalf of the City of Richmond, is authorized to accept funds in the amount of \$5,000.00 from the National League of Cities for the purpose of funding an awareness campaign promoting the importance of participation in the 2020 United States Census.

§ 2. That Ordinance No. 2020-050, adopted May 11, 2020, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2020, and ending June 30, 2021, and made

AYES: 8 NOES: 0 ABSTAIN: _____

ADOPTED: SEP 28 2020 REJECTED: _____ STRICKEN: _____

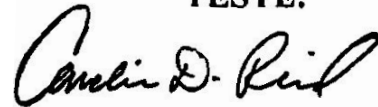
appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Office of Community Wealth Building called the NLC Census Initiative Response Special Fund for the purpose of funding an awareness campaign promoting the importance of participation in the 2020 United States Census.

§ 3. That Ordinance No. 2020-050, adopted May 11, 2020, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2020, and ending June 30, 2021, and made appropriations pursuant thereto, be and is hereby amended by increasing revenues from the funds accepted pursuant to section 1 of this ordinance by \$5,000.00, increasing the amount appropriated to the Office of Community Wealth Building's NLC Census Initiative Response Special Fund by of \$5,000.00 for the purpose of funding an awareness campaign promoting the importance of participation in the United States Census.

§ 4. This ordinance shall be in force and effect upon adoption.

A TRUE COPY:

TESTE:

A handwritten signature in black ink that reads "Amelia D. Reed". The signature is written in a cursive style.

City Clerk



CITY OF RICHMOND

INTRACITY CORRESPONDENCE

O&R REQUEST

DATE: June 25, 2020 **EDITION:** 1

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor *LMS*

THROUGH: Lenora Reid, Interim Chief Administrative Officer *lgr*

THROUGH: John Wack, Director of Finance *JW*

THROUGH: Jay A. Brown, Director of Budget & Strategic Planning *JAB*

THROUGH: Reginald Gordon, Deputy Chief Administrative Officer, Human Services *RG*

FROM: Valaryce Mitchell, Director of the Office of Community Wealth Building *VM*

RE: Proposed Acceptance of the National League of Cities' U.S. Census Rapid Response Grant

ORD. OR RES. No. _____

PURPOSE: To amend the FY 2021 Special Fund budget, Ordinance 2020-050 and to authorize the Acting Chief Administrative Officer to accept funds in the amount of \$5,000 from the National League of Cities; and to appropriate the increase in the grant funds received to the Fiscal Year 2021 Special Fund by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building. The funds will be used to create an awareness campaign around the importance of completing the U.S. Census.

REASON: The OCWB seeks approval for funds in the amount of \$5,000 awarded by the National League of Cities

RECOMMENDATION: The city administration recommends adoption of this ordinance.

BACKGROUND: The Office of Community Wealth Building and the National League of Cities have worked together for over 5 years with a focus on children and families. This grant would help to educate and encourage families particularly in low income communities, to participate in completing the U.S. Census.

SOURCE: (must select all that apply)

New/increased revenue

Existing general

Fund Balance/Reserve/Contingency/Other Funding)

FISCAL IMPACT/COST ():

- If Adopted: The project will commence
- If Not Adopted: The project will not move forward

FISCAL IMPLICATIONS Fiscal implications will be determined as part of the zero-based budgeting approach during the upcoming budget process.

BUDGET AMENDMENT NECESSARY: Yes.

REVENUE TO CITY: Yes.

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: July 27, 2020

CITY COUNCIL PUBLIC HEARING DATE: September 14, 2020

REQUESTED AGENDA: Consent Agenda

RECOMMENDED COUNCIL COMMITTEE: No committee – Rule VI(B)(3)(c)

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: None

AFFECTED AGENCIES: Budget and Strategic Planning, Finance, Office of Community Wealth Building,

RELATIONSHIP TO EXISTING ORD. OR RES.: Supports the work being funded through the general fund.

REQUIRED CHANGES TO WORK PROGRAM(S): None

ATTACHMENTS: Yes

STAFF Valaryee Mitchell (804-646-0393)

Existing Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

OR

New Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

*for a new item you must reference the next corresponding item # with a (.) decimal point, see ordinance #2017-036, FY2018 Program Level Budget)

<u>TO</u>					
<u>Item #</u>	<u>Title</u>	<u>Program</u> <u>(cost center #)</u>	<u>Subprogram</u> <u>(service code #)</u>	<u>Transfer</u> <u>Amount/New</u> <u>Amount</u>	<u>New Appropriation</u> <u>Amount</u>
<u>Grand Total</u>					

*****Grand total for the New Appropriation Amount MUST match the TOTAL AGENCY budget requested as a result of this ordinance*****



2020 OFFICERS

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Councilmember
Los Angeles, California

First Vice President
Kathy Maness
Councilmember
Lexington, South Carolina

Second Vice President
Vince Williams
Mayor
Union City, Georgia

Immediate Past President
Mitt Zone
Councilmember
Cleveland, Ohio

**Chief Executive Officer/
Executive Director**
Clerence E. Anthony

**Memorandum of Understanding (MOU):
National League of Cities' Census Rapid Response Grant
Between National League of Cities and
CITY OF RICHMOND
OFFICE OF COMMUNITY WEALTH BUILDING**

Evette Roots
Social Enterprise Specialist, Office of Community Wealth Building
City of Richmond
900 E. Broad Street, Suite 1502
Richmond, VA 23219

Dear Evette Roots,

Congratulations on your award! The National League of Cities' (NLC) Census Rapid Response Grant program is pleased to provide a grant of \$5000 to City of Richmond, Office of Community Wealth Building to support your proposed plans for 2020 census outreach to historically undercounted and hard-to-count communities.

By accepting this grant, you agree to:

- 1) utilize the funds to directly support 2020 census engagement and outreach activities, including but not limited to proposed activities adjusted to accommodate restrictions due to COVID-19 and the coronavirus pandemic (for the purposes of this MOU, the attached original proposal PDF shall serve as a reference document for originally targeted communities and engagement goals); and,
- 2) by August 14, 2020, or any extended census operations date announced by the U.S. Census Bureau, fulfill the below deliverables of this grant, including but not limited to:
 - o Publish at least three (3) social media posts (with images) of activities funded with this grant, using the hashtag #CensusRapidResponseNLC;
 - o Participate in 1-3 progress calls with NLC staff to apprise us of implementation progress, including anecdotal successes, setbacks or unexpected challenges, and staffing changes;
 - o Respond to a short survey report that NLC will provide about what you did with the grant funds and adjustments made to your proposed activities; and,

- o Spend all funds or return to NLC any remaining unused funds.

Upon receipt of this MOU and any other required documents, NLC will disburse all funds in a single payment via direct deposit. Funds can be expected to arrive within 7-10 business days after we receive all required documents. Note, please confirm receipt of funds.

If you have any questions or would like more information, please contact Miki Noguchi, Cities Count Program Manager, at censusrapidresponse@nlc.org.

Sincerely,

Brooks Rainwater
Director, Center for City Solutions
National League of Cities


Attachments:
MOU Receipt Statement
Original proposal (email submission) – PDF

Memorandum of Understanding (MOU):
National League of Cities' Census Rapid Response Grant,
Between National League of Cities and
CITY OF RICHMOND
OFFICE OF COMMUNITY WEALTH BUILDING

MOU RECEIPT STATEMENT

By signing this document, I acknowledge that I have read and agreed to the grant provisions set forth in this letter for the National League of Cities' Census Rapid Response Grant Program.

City of Richmond, Office of Community Wealth Building

	<small>DocuSigned by:</small>  <small>38598A28813D420</small>	4/16/2020
Signature	Evette Roots	Date

	Name – Authorized Signature Social Enterprise Specialist
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	Title Richmond
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	City
--	------

NLC Agreement

	<small>DocuSigned by:</small>  <small>DD98AD4158354E4</small>	4/16/2020
Signature		Date

Brooks Rainwater
Director, Center for City Solutions
National League of Cities

Alejandro Manzanares

From: burst@emailmeform.com on behalf of EmailMeForm <burst@emailmeform.com>
Sent: Friday, March 13, 2020 4:32 PM
To: Census Rapid Response
Subject: Census Rapid Response Grant Proposal Application: Richmond
Attachments: 18408355

**Name - Primary
Point of Contact*:** Evette Roots

**Title of Primary
Point of Contact*:** Social Enterprise Specialist

**Email - Primary
Point of Contact*:** Evette.Roots@Richmondgov.com

**Phone - Primary
Point of Contact*:** 804-646-1614

**Name of Primary
Applicant
Organization,
including
department, if
applicable.*:** Office of Community Wealth Building

**Organization Web
Site :** <http://www.richmondgov.com/CommunityWealthBuilding/>

**Organization
Address*:** Office of Community Wealth Building
City Hall
900 E. Broad Street, Suite 1502, Virginia 23219
United States

**Type of
Organization*:** City government

**Name - Secondary
Point of Contact:**

**Title of Secondary
Point of Contact:**

**Email - Secondary
Point of Contact:**

**Phone - Secondary
Point of Contact:**

Name of Secondary Applicant Organization :

Organization Web Site :

Organization Address:

United States

Type of Organization :

How did you hear about the Census Rapid Response Grant program?*

Email from National League of Cities

If referred by another grantee, include name of person, organization name, and city/jurisdiction. :

Name of City, Jurisdiction, or Region grant will apply toward*:

Richmond

State or Territory*:

Virginia

Population size of your area*:

Small (1000-10,000)

Tell us about the size and area your activities will cover.

For example: 10 block neighborhood in the South Bronx; a Springfield branch library that serves 1000 people a week; all the kids in a town of 2000 people. *:

Our office would like to target two public housing communities located in Richmond. Gilpin Court, which is located on the North side of Richmond is the largest public housing community with 783 units. On the South side of Richmond is Hill Side Court, which has approximately 402 units.

Tell us about your organization's relationship with this area. *:

The OCWB works to decrease poverty in the city of Richmond. Many of our participants are residents in and around the communities mentioned above. We work closely with them to provide career counseling and workforce training.

The PRIMARY focus of this activity is to reach:" Racial and/or ethnic minorities

The SECONDARY focus of this activity is to reach:" Children under 5

The THIRD focus of this activity is to reach:" Single-parent households

Why have you chosen to focus on this/these groups in your area?" The groups chosen above are hard to count and tend to be less trusting of individuals with "the government." This would give us an opportunity to educate the community above the importance of being counted by the census.

Tell us why - with more resources - your team is well-positioned to rapidly and effectively increase the count among this historically undercounted community." Because of the position of our satellite offices and staff we are visible in the communities that we would like to target. The residents know about our office and would view our information as being "trusted" and credible.

Tell us about the challenge you are facing to reach historically undercounted communities in your Census 2020 GOTC efforts." Typically it can be hard to reach this population because they will not open the door for you. Also, we know that there is an "invisible population" that lives in the housing projects in the Richmond area. That "invisible population" can be family members, which increases the population in that community.

Describe your proposed activity (or activities) and how you will execute it/them. Think impact, think big, think fast!" We propose to host a pizza party in each community and invite the neighborhood out to be eat and be counted. We are also proposing an activity for the kids as well. Before the big event, we need to advertise on social media, in nearby day care facilities and canvas the communities with information about the importance of Census 2020. We would also make sure that our career advisers distributed information about the census to their participants.

What is the current status of your proposed activity?" Idea stage

Describe your timeline for rapidly deploying and using all the grant funds. Plan and get book dates for each community (April)
Canvass the community twice

(NOTE: All funds must be used by July 31, 2020.) *:

Drop off information regarding the event to daycare and community health workers (April)

Have radio do public Service announcements about the events (May-June)

Have event in conjunction with the U.S. Census. (June)

Describe any existing city, regional, or local partners you are working with on this activity. Also mention any future partners for this activity. *:

Existing Partners
Richmond Redevelopment and Housing Authority
Virginia Department of Health

Future Partners
U.S. Census 2020

The first biggest chunk of my spending will be used for:*

Street team - compensation

The second biggest chunk of my spending will be used for::

TV and radio ad buys

The third biggest chunk of my spending will be used for::

Buying food and supplies for community self-response activities

How much funding are you requesting?*

\$10000.00

Describe how rapidly your city or organization will be able to accept and deploy funds. Rapid = in terms of days and weeks. *:

I am thinking 6 weeks should be good. However, considering the current health crisis, this timeline may have to be adjusted.

ALL applicants: Upload your ACH form including banking information (PDF, .doc, or .docx only).*

NLC Census Rapid Response Grant ACH_LH2020.docx

NON-MUNICIPAL applicants: Upload

**your W-9 form (PDF,
.doc, or .docx only):**

To whom it may concern:

**is there anything
else you want to
share that we didn't
ask about?:**

My entire staff is in a mandatory meeting regarding regarding COVID-19. I can not get the ACH completed. I will send it as soon as I am able to do so.

Thanks,
Evette Roots
Social Enterprise Specialist