

INTRODUCED: November 9, 2020

AN ORDINANCE No. 2020-234

To authorize the Chief Administrative Officer to accept funds in the amount of \$20,000.00 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 National League of Cities + Civic Engagement special fund; and to appropriate the grant funds received 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 National League of Cities + Civic Engagement special fund by \$20,000.00 for the purpose of supporting local census outreach and civic engagement initiatives.

\_\_\_\_\_  
Patron – Mayor Stoney  
\_\_\_\_\_

Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: DEC 14 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer is authorized to accept funds for the City of Richmond in the amount of \$20,000.00 from the National League of Cities for the purpose of supporting local census outreach and civic engagement initiatives.

§ 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:                    9                    NOES:                    0                    ABSTAIN:                    \_\_\_\_\_

ADOPTED:            DEC 14 2020            REJECTED:            \_\_\_\_\_            STRICKEN:            \_\_\_\_\_

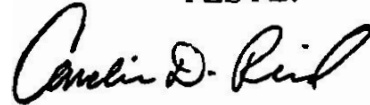
appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Office of Community Wealth Building called the National League of Cities + Civic Engagement special fund for the purpose of supporting local census outreach and civic engagement initiatives.

§ 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 \$20,000.00 and increasing the amount appropriated to the Office of Community Wealth Building's National League of Cities + Civic Engagement special fund by \$20,000.00 for the purpose of supporting local census outreach and civic engagement initiatives.

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

**A TRUE COPY:**

**TESTE:**

A handwritten signature in black ink, appearing to read "Camille D. Reed". The signature is written in a cursive style with a large initial "C".

**City Clerk**



# CITY OF RICHMOND

## INTRACITY CORRESPONDENCE

### O&R REQUEST

**DATE:** October 8, 2020 **EDITION:** 1

**TO:** The Honorable Members of City Council

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

**THROUGH:** Lenora Reid, Acting 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:** Valaryee Mitchell, Director of the Office of Community Wealth Building *VM*

**RE:** Proposed Acceptance of the National League of Cities' U.S. Census and Local Democracy Grant

**ORD. OR RES. No.** \_\_\_\_\_

**PURPOSE:** To amend the FY 20-21 Special Fund budget, Ordinance 2020-050 and to authorize the Acting Chief Administrative Officer to accept funds in the amount of \$20,000 from the National League of Cities; and to appropriate the increase in the grant funds received to the Fiscal Year 2020-2021 Special Fund by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building. The funds will be used to leverage the momentum from the U.S Census activities by creating a curriculum and encouraging historically underrepresented communities to stay civically engaged in their communities.

**REASON:** The OCWB seeks approval for funds in the amount of \$20,000 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 continue to educate and encourage families, particularly in low income communities, to partici-

pate and stay active in their communities as cities begin to work on issues of importance that can ultimately affect them in many ways.

**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:** November 9, 2020

**CITY COUNCIL PUBLIC HEARING DATE:** December 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



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> (cost center #)	<u>Subprogram</u> (service code #)	<u>Transfer</u> <u>Amount/New</u> <u>Amount</u>	<u>New Appropriation</u> <u>Amount</u>
<b><u>Grand Total</u></b>					

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



**2020 OFFICERS**

President  
Joe Butcaino  
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  
Matt Zane  
Councilmember  
Cleveland, Ohio

Chief Executive Officer/  
Executive Director  
Clarence E. Anthony

**Memorandum of Understanding (MOU):  
National League of Cities' Census + Local Democracy 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 and Local Democracy Initiative is pleased to provide a grant of \$20,000 to the City of Richmond, VA to support the following two objectives:

- 1) Extend their get-out-the-count (GOTC) outreach through the end of the 2020 Census count (09/30/2020 as of RFP launch date), and,
- 2) Deepen census education and civic engagement with historically undercounted groups by leveraging the momentum, infrastructure, and network of trusted community partners established in their 2020 Census.

By accepting this grant, you agree to:

- Implement one or more local democracy program ideas from the "[8 Ideas for Census & Local Democracy](#)" document – all are examples of ways to support census education and civic engagement; or, implement your own proposed idea.
- If applicable, spend at least some portion of funds on 2020 Census GOTC in low response areas ([reference CUNY Hard-To-Count Map](#)).
- Ensure that at least one staff person attends every Local Democracy Initiative webinar, scheduled about every other week, with topics ranging from census to civic engagement to elections implementation. Please register for the series [here](#).

- Participate in one (1) progress call with NLC staff to apprise us of implementation progress, including anecdotal successes, setbacks or unexpected challenges, and staffing changes.
- Respond to final report survey after conclusion of the grant performance period, including a "Lessons Learned" assessment of your 2020 census outreach
- Spend all funds or return to NLC any remaining unused funds by the end of the grant performance period.

Please note that the grant performance period is from the date of signing through 12/31/2020.

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.

For any grant related questions, please contact Alejandro Manzanares, Grants Operations Program Manager, at [manzanares@nlc.org](mailto:manzanares@nlc.org).

If you have any questions or would like more information around Local Democracy & Census Programming, please contact Miki Noguchi, Cities Count Program Manager, at [censusrapidresponse@nlc.org](mailto:censusrapidresponse@nlc.org).

Sincerely,

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

**Attachments:**  
MOU Receipt Statement



Memorandum of Understanding (MOU):  
National League of Cities' Census + Local Democracy 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 + Local Democracy Grant

*City of Richmond, VA*

DocuSigned by:  
*Evette Roots*  
5859BA26B13D420

9/28/2020

Signature

Evette Roots

Date

Name – Authorized Signature

Social Enterprise Specialist

Title

Richmond

Municipality

*NLC Agreement*

DocuSigned by:  
*Brooks Rainwater*  
DD9BA04158354E4

9/28/2020

Signature

Date

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

## 8 Ideas for Census & Local Democracy

In addition to continuing GOTC for this year's count, these interventions cost \$10,000-\$20,000 and can have high impact in increasing census engagement, census data impact, and engagement in local democracy for your residents.

1. **Transition and fortify your local Complete Count Committee (CCC)** to conduct an assessment of your local 2020 Census outreach, prepare for the 2030 Census, and identify how the CCC itself can expand and support other civic engagement efforts throughout the decade.
  - a. Work with trusted messengers in your community who may or may not already be represented on your local CCC, including:
    - Non-profit organizations
    - Local and small businesses, and chambers of commerce
    - Neighborhood and parent associations, and other trusted messengers including informal "mayors of the block" and youth leaders
    - Faith leaders and faith-based organizations
    - Local colleges and universities, including fraternities and sororities
    - Local school districts, child wrap-around programs (like after-school and childcare organizations), and public libraries
    - Healthcare providers, including clinics, primary care doctors and pediatricians, mental health and social work providers
    - Organizations that support people with disabilities and vulnerable seniors, particularly for non-English speakers
  - b. Leverage the invaluable learnings, insights, collaboration, and partnership of your 2020 CCC to establish, build, and document city- and community-level institutional knowledge around conducting future censuses and understanding its data impacts in our everyday lives, including in local voting and elections.

2. **Create a Census Engagement Community Fellows program for historically undercounted communities.**
  - a. Create a committee or taskforce of fellows selected from among local trusted messengers and members of local historically undercounted communities to support community response to the unpredictable path forward with the 2020 Census and its following stages with reapportionment and redistricting.
  - b. Provide a \$500 monthly stipend for these fellows to participate in this committee/taskforce and its associated activities.
  - c. Help fellows host (virtual) community events to increase awareness and education around the census as a part of residents' civic lives that is accessible and open to everyone regardless of citizenship status. These community engagement activities may focus on what the census itself, responding to the census, and accurate census data mean to their community.
- \* 3. **Make the census and local democracy everyday knowledge – create a Census and Civic Education curriculum.** Cities play an important role as the closest level of government and one that residents interact with in their everyday lives. Make sure they understand how the census form they filled out (or didn't fill out!) translates into their access to local and national government and services.
  - a. Create and implement a Census and Civic Education program that engages directly with historically undercounted community partner organizations, individuals, or community groups.
  - b. Host two to six virtual events that educate and drive awareness about the how data census impacts programs that are part of and specific to your residents' daily lives. For example:
    - i. How much funding is your state, county, city getting to support programs like SNAP, Medicaid, Medicare based on census data?
    - ii. How is census data used to draw school board district lines? (Here's an example of [local redistricting in California](#).)
    - iii. How does census data impact who represents you in Congress, at the state legislature, etc.?
4. **Your mayors and councilmembers are local celebrities – radio stations, local television, and local influencers will pass them the microphone!**
  - a. Talk to your residents at every opportunity about the importance of civic participation, including the role of census and census data, as well as voting and elections, including encouraging young people who are less vulnerable to COVID-19 to work as a poll worker during the 2020 election.
  - b. Host/participate in a regular radio call-in show, including shows in **non-English languages** partnered with local ethnic radio stations to discuss how responding to the census and census data are critical to the function of our daily lives.

5. **Use your megaphone at community milestone moments to regularly message the imperative of full community civic participation.**
  - a. **Mayors and councilmembers are a critical part of local life—residents are excited to hear directly from their mayor. Talk directly with residents about the importance of census participation, how your town uses and benefits from accurate census data, and how it all ties together with civic function, including voting and elections.**
  - b. **Community groups to speak with include: Chambers of Commerce, Business Improvement Districts, Rotary Clubs, Lions Clubs, Congregations, and Parent and Neighborhood Groups.**
  - c. **Plug into your community's milestone moments: speak at high school graduations about the importance of voting and being a poll worker, use Labor Day as a time to remind residents to get engaged as election judges,**
6. **Be offline and in snail mail.**
  - a. **At home direct mailers like the USPS Every Door Direct Mail service is a great way to get the word out to residents who aren't homeowners or who live in multiunit buildings about the importance of census response and census data in their everyday lives, while also encouraging full civic participation, including things like volunteerism and voting.**
  - b. **In-language (non-English) print media is an important communication channel with many historically undercounted groups.**
  - c. **Include census and voter participation factoids and important date reminders in local newsletters, community bulletins, and school newspapers.**
7. **Be online and live!**
  - a. **While in-person events are on hold or a challenge to organize, use your city's website and social media channels to share regular updates and host live video events to engage residents on responding to the census and to guide residents on civic and voter participation.**
  - b. **Create a website or webpage where neighbors can commit to voting and share stories of first-time census responders and first-time voters.**
  - c. **Build a social media strategy that is fun and inspiring but also functions as a reminder tool for folks on key dates such as the end of the census count, when the redistricting process will begin and how they can be involved, the close of voter registration, and the opening of early voting. Share links to help people know where and how to respond to the census, get involved in their local complete count committee or redistricting process, and find the address of their polling location during early vote or on election day.**

**8. Recognize civic leaders making a difference in your community.**

- a. Whether it's a community member who has called all his family and friends to remind them to respond to the census, a volunteer who is registering all of the people on her block, or a resident who models how to live a fully civic life, honoring these individuals can motivate and inspire others to get involved too.
- b. Consider giving them a shoutout on social media – it could be something as simple as a retweet on Twitter! – or inviting them to an event where they can be celebrated.
- c. Giving appreciation awards to citizens, including plaques, certificates, signed letters, mini-grants, or gift cards.