



**Date:** August 1, 2019

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Constance Stancil, Director, Neighborhood Improvement Services  
**Subject:** Durham 150 Grant

### **Executive Summary**

The City of Durham has collaborated with Durham County to strategize methodologies to maximize resident participation in the 2020 Census. Strategies include composing a Complete Count Committee comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices will assist in developing and implementing a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response to the Census survey.

The City was awarded a grant from Durham 150 in the amount of \$1,500 to support an event and activities that promote the 2020 Census. The event will increase residents' awareness of the 2020 Census, and educate the community on the four key functions of the Census that affect public policy and voting in the United States: Reapportionment; Redistricting; Demographic Data; and Government Resource Allocation.

### **Recommendation**

It is recommended that Council adopt the Grant Budget Ordinance to accept grant funding from Durham 150 in the amount of \$1,500.

### **Background**

The U.S. Census population count, which is a determinant of how states are represented in Congress and how federal resources are allocated to states and local municipalities, is taken every 10 years and is required by the U.S. Constitution. The 2020 Census responses will be used to help determine how more than \$675 billion in federal funds are spent across the country. These funds are used for services such as emergency response and fire departments, and clinics and hospitals. According to Dr. Steven Dillingham, director of the U.S. Census Bureau, the goal of the 2020 Census is to count everyone once, only once, and in the right place.

In 2000, the Durham-area Census response rate was 74%. Through the City/County collaboration, this rate increased to 75% in 2010. The North Carolina Governor established a statewide 2020 response rate of 82%. The City/County collaborative, therefore, has set the same ambitious response goal for the Durham area. We plan to achieve this goal through the composition of a Complete Count Committee and aggressive outreach in hard-to-count communities. This will include canvassing and the utilization of City Hall on the Go (CHOTG). For the first time, people will be able to respond to the Census survey online. Therefore, outreach workers will be equipped with mobile devices so that canvassing and CHOTG contacts can submit on-the-spot Census survey responses.

The funding provided by Durham 150 will support a Census kick-off event. This event will include an introduction of the persons and organizations that will serve on the Complete Count Committee, and basic information about the 2020 Census. Fun activities will make this event attractive. After the event, staff will go into various communities and provide information to persons and community leaders about the Census. Census Day is April 1, 2020. However, this multi-month engagement campaign is necessary to educate the hard-to-count community and encourage participation.

### **Issues and Analysis**

The Community Engagement Division of NIS has established trusting relationships with community and organization leaders. Along with the County's community relationships and the contacts through the Complete Count Committee, the 82% response goal will be achievable. The referenced event will generate positive energy around the Census, which will help ensure success.

### **Alternatives**

Council may opt to deny funding from Durham 150. Such denial, however, would adversely affect the Department's budget as it performs outreach and presents engagement opportunities to increase Census awareness and participation.

### **Financial Impact**

The referenced grant is an additional resource for funding engagement around the 2020 Census. Increased Census participation has the potential to increase federal allocations to the City.

### **Equal Business Opportunity Summary**

This is a grant to support an event and activities to be performed by City staff. It is, therefore, not required of review for compliance with the Ordinance to Promote Business Opportunities in the City Contracting.

### **Attachments**

Grant Budget Ordinance  
Notice of Award