

ORDINANCE No. 189731

*Authorize a grant agreement with United Way of the Columbia-Willamette, in an amount not to exceed \$600,000 for Portland-directed activities within a coordinated statewide Hard to Count campaign for the 2020 Census (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. Census Equity Project is a grant to United Way of the Columbia-Willamette, serving as the fiscal agent for the coordinated Hard to Count (HTC) campaign of the Census Equity Funders Committee of Oregon (CEFCO). CEFCO is a collaborative of philanthropic organizations working with local and state government partners to reduce the undercount in the 2020 census by raising \$10 million of public and private funding to support community capacity for census engagement.
2. United Way of the Columbia-Willamette, on behalf of CEFCO, has contracted with Dancing Hearts Consulting, LLC as the statewide coordinator for the HTC Campaign.
3. A focus on HTC communities is critical to a more complete count for the City of Portland in the 2020 Census effort. The HTC campaign will target education and training support to community-based organizations, develop and distribute multilingual campaign materials, and coordinate and implement a field operations campaign to overcome barriers to counting hard-to-count communities.
4. City funds will be allocated to the HTC campaign as follows:

Field outreach and Partners for implementation in Portland	\$284,700
Census Assistance Centers (CAC) in Portland (approx. 6 community partners with support up to \$60,000 but expected to range from \$20,000-40,000)	\$250,000
DHC Phase 1/Statewide Census Equity Consultant:	\$20,000
Campaign Infrastructure (6% of \$380,000. 6% represents City of Portland's contribution/share of the \$10mil total proposed budget)	\$22,800

Administrative/program fee for United Way of the Columbia Willamette to administer grantmaking processes, contracting, reporting, and convening activities (0% of \$225,000 + 6% of \$375,000)	\$22,500
Total	\$600,000


NOW THEREFORE, The Council directs:

- a. The Director of Office of Community & Civic Life or their designee is hereby authorized to execute a grant agreement, with the United Way of the Columbia-Willamette as outlined in a form substantially in accordance with the agreement attached as Exhibit A in an amount not to exceed \$600,000.
- b. Amendments to the grant agreements, including Scope of Work, Budget, and grant dollar amount, may be agreed to and executed by the Director of the Office of Community & Civic Life or their designee provided those amendments do not increase the fiscal risk to the City.

Section 2. The Council declares that an emergency exists because a delay in funding could result in a delay in services; therefore, this ordinance shall be in full force and effect from and after its passage by Council.

Passed by the Council: OCT 16 2019

Commissioner: Chloe Eudaly
 Prepared by: Shuk Arifdjanov
 Date Prepared: September 19, 2019

Mary Hull Caballero
 Auditor of the City of Portland
 By 

Deputy

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INTRODUCED BY Commissioner/Auditor: Eudaly	CLERK USE: DATE FILED <u>OCT 08 2019</u>
COMMISSIONER APPROVAL Mayor—Finance & Administration - Wheeler Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Hardesty Position 4/Safety - Eudaly <i>[Signature]</i>	Mary Hull Caballero Auditor of the City of Portland By: <i>[Signature]</i> Deputy ACTION TAKEN:
BUREAU APPROVAL Bureau: Civic Life Bureau Head: Suk Rhee <i>[Signature]</i> Prepared by: Shuk Arifdjanov Date Prepared: 10/1/19 Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> City Auditor Office Approval: required for Code Ordinances City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter <i>[Signature]</i> Council Meeting Date Oct 16, 2019	

AGENDA		FOUR-FIFTHS AGENDA			COMMISSIONERS VOTED AS FOLLOWS:	
TIME CERTAIN <input checked="" type="checkbox"/> Start time: 10:15am Total amount of time needed: 30 minutes (for presentation, testimony and discussion)						
CONSENT <input type="checkbox"/> REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)		1. Fritz	1. Fritz	<input checked="" type="checkbox"/>	YEAS	NAYS
		2. Fish	2. Fish	<input checked="" type="checkbox"/>		
		3. Hardesty	3. Hardesty	<input checked="" type="checkbox"/>		
		4. Eudaly	4. Eudaly	<input checked="" type="checkbox"/>		
		Wheeler	Wheeler	<input checked="" type="checkbox"/>		