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:

- 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

189731

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 1 6 2019

Commissioner: Chloe Eudaly Prepared by: Shuk Arifdjanov Date Prepared: September 19, 2019 Mary Hull Caballero Auditor of the City of Portland By

Deputy

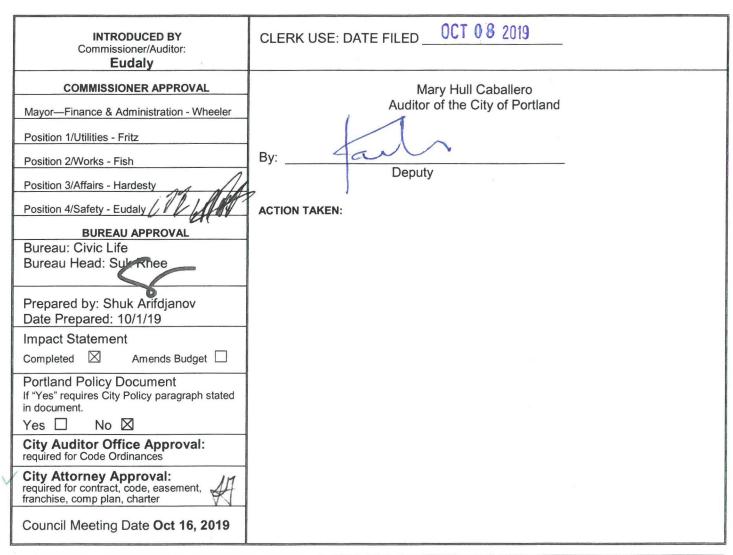
959 Agenda No.

189731

ORDINANCE NO. Title

V140

*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 (HTC) campaign for the 2020 Census (Ordinance)



AGENDA	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
TIME CERTAIN X Start time: 10:15am			YEAS	NAYS
Total amount of time needed: <u>30 minutes</u> (for presentation, testimony and discussion)	1. Fritz	1. Fritz		
	2. Fish	2. Fish	V	
	3. Hardesty	3. Hardesty	\checkmark	
	4. Eudaly	4. Eudaly	\sim	
Total amount of time needed: (for presentation, testimony and discussion)	Wheeler	Wheeler	\checkmark	