



CITY OF POMONA

COUNCIL REPORT

August 3, 2020

To: Honorable Mayor and Members of the City Council

From: James Makshanoff, City Manager

Submitted By: Benita DeFrank, Neighborhood Services Director

SUBJECT: ADOPT RESOLUTION NO. 2020-122 AMENDING THE FY 2020-2021 CITY OPERATING BUDGET BY INCREASING REVENUE ESTIMATES AND APPROPRIATIONS IN STATE CENSUS 2020 EDUCATION AND OUTREACH GRANT FUNDS

RECOMMENDATION:

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2020-122 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, AMENDING THE FY 2020-2021 CITY OPERATING BUDGET BY INCREASING REVENUE ESTIMATES AND APPROPRIATIONS BY \$78,280 IN STATE CENSUS 2020 EDUCATION AND OUTREACH GRANT FUNDS

EXECUTIVE SUMMARY:

In September 2019, the Los Angeles County, Chief Executive Office awarded the City of Pomona \$91,446 in State Census 2020 Education and Outreach Activity. These funds were made available by the State, through Los Angeles County, because the City of Pomona has been determined to have a high number of hard-to-count (HTC) census tracts. A portion of these funds were expended in FY 2019-2020, but a balance of \$78,280 remains. This action will bring the balance of funds into FY 2020-2021 for expenditure on Census related activities.

FISCAL IMPACT: Adoption of Resolution No. 2020-122 (Attachment 1) involves carrying forward unexpended appropriations from FY 2019-2020 for State Census grant funding (215-1791-XXXXX-58710) in the amount of \$78,280 to the FY 2020-2021 City Operating Budget and amending the FY 2020-2021 revenue estimate by an equal amount of \$78,280 to carry out Census 2020 Education and Outreach Activities

PREVIOUS RELATED ACTION: On December 16, 2019 City Council authorized the submission of the Census 2020 Strategic Plan and acceptance of \$91,446 in state Funds to carry out Census 2020 Education and Outreach activities.

DISCUSSION:

Census 2020 grant funds were accepted by the City from the State, through Los Angeles County, to conduct education and outreach activities as outlined in the Census 2020 Strategic Implementation Plan. However, due to closures surrounding the onset of the national Covid-19 pandemic, Census outreach was limited and many of the City's planned activities were not able to be realized. In addition, as a result of the pandemic, the federal government extended the Census outreach timeline from April 2020 to October 2020.

From July 1, 2020 through October 31, 2020 the City plans to continue to work with community partners to engage, educate and outreach to residents regarding the importance of completing the 2020 Census. Some of these activities include: flyer distribution, phone banking, poster placement, Census Car Caravans, and social media promotion. All with a focus on the hard to count areas of Pomona. The national response rate for Census completion is 62.3%. The City of Pomona currently has a response rate of 58.9%, far below the 68.4% response rate of 2010. Being undercounted could lead to underrepresentation at the state and federal level, as well as a decrease in federal funding.

Based on FY 2019-2020 estimated year-end expenditures and corresponding fund balances (unaudited), additional FY 2020-2021 appropriations and revenue adjustments are requested. Unexpended funds will be used for education and outreach activities that promote Census 2020.

The requested amendments to the FY 2020-2021 City Operating Budget are as follows:

	Change to 20-21 Revenue Estimate	Requested 20-21 Appropriation
State Census Grant Funds (215-1791-XXXXX-58710)	+ \$78,280	\$78,280

COUNCIL PRIORITIES & GOALS: This action supports City Council Goal C – Obtain additional grant funding and other revenues to help achieve City goals.

Prepared by:

Benita DeFrank,
Neighborhood Services Director