



**ERIC GARCETTI**  
**MAYOR**

February 4, 2020

Honorable Members of the City Council  
C/o City Clerk  
Room 395, City Hall

Re: Notification of reimbursement to the City of Los Angeles for 2019-2020 expenses related to Census 2020 Outreach.

Honorable Members:

The Mayor's Office of Budget and Innovation (MOBI) requests authority to accept and appropriate funds from the City Administrative Office and the General City Purpose Fund for outreach services related to the Census.

### **SUMMARY**

On May 1, 2019, the City Council with the concurrence from the Mayor authorized the CAO with the assistance of the City Attorney and the Mayor to execute an agreement with the County of Los Angeles to accept funds for the City to engage in Census 2020 outreach and education efforts (CF 19-0360). On May 3, 2019, the County of Los Angeles notified the City of Los Angeles of its intent to allocate \$2,950,115 to the City of Los Angeles to support on the ground outreach efforts for the upcoming 2020 Census. Additionally, as part of FY 19-20 budget process, the City of Los Angeles allocated \$950,000 of City general funds to Census outreach. Combined with the County of Los Angeles allocation, a total of \$3.9 million is available to conduct Census 2020 outreach in the City of Los Angeles.

On July 31, 2019, the Mayor's Office provided a communication to the City Council laying out the City's Census 2020 Strategic Outreach Plan, which included a budget for expending the \$3.9 million. The budget allocates \$1.5 million in LA County funds and \$500,000 in City GCP funds to the California Community Foundation to issue grants to community based organizations for on the ground outreach efforts in the City of Los Angeles for a total investment of \$2 million. The Mayor's Office as the lead in the City's Census 2020 efforts will be using the remaining funds to conduct the City's outreach efforts including purchasing ads to display on the City's fleet of sanitation trucks, street poles, public transit and other locations, print and disseminate posters and flyers to city departments and community partners, conduct direct outreach at community events,

recruit/train volunteers and implement the State’s Questionnaire Assistance Kiosk program in city facilities that have public computers with internet access. **Attachment 1** shows the FY 19-20 budget allocation for Census 2020 outreach efforts.

Additionally, the agreement executed on October 4, 2019 with the County of Los Angeles, requires the City of Los Angeles to submit deliverables to the County of Los Angeles Chief Executive Office in order to receive payment, see **Attachment 2**.

CF 19-0360-S2 authorizes the Chief Administrative Office (CAO) to be the City’s fiscal agent and the CAO and Chief Legislative Analyst Office to administer the agreement with the California Community Foundation.

**RECOMMENDATIONS**

It is therefore requested that the Council:

1. **AUTHORIZE** the Controller to establish a new interest-bearing fund, entitled Census Fund No XXX, Department 46, recognize a receivable in the amount of \$2,950,115 in County Census Funds, disburse the funds upon presentation of documentation or proper demand from the Mayor’s Office, and create new appropriation accounts within the new Fund XXX/46 as follows:

Account No.	Account Name	Amount
46S304	Contractual Service	\$2,644,615.00
46S146	Mayor Salaries	\$525,000.00
46S212	Printing & Binding	\$400,000.00
46S601	Supplies	\$300,000.00
46S299	Related Costs	\$30,500.00
	Total	\$3,900,115

- a) Upon receipt of Census Grant funds, transfer and appropriate up to \$1,450,115 as follows:

From:			
100/46	46S304	Contractual Services	\$644,615.00
100/46	46S212	Printing & Binding	\$400,000.00
100/46	46S601	Supplies	\$300,000.00
100/46	46S146	Mayor Salaries	\$75,000.00
100/46	46S299	Related Costs	\$30,500.00

To:

100/46	003040	Contractual Services	\$644,615.00
100/46	002120	Printing & Binding	\$400,000.00
100/46	006010	Office and Admin	\$300,000.00
100/46	001020	Salaries, Grant Reimbursed	\$75,000.00
100/46	005346	Related Costs	\$30,500.00

2. **INSTRUCT** the Controller to transfer and appropriate \$450,000 from the General City Purpose Census Operations and Outreach, Department 56, Account 00920 to the Mayor's General Fund No. 100 /46, as follows:

Account	Title	Amount
001070	Salaries	\$412,500
003040	Contractual Services	<u>25,000</u>
006010	Office and Admin	<u>12,500</u>
	<b>Total</b>	<b><u>\$450,000</u></b>

3. **AUTHORIZE** the Mayor, or designee to expend the grant funds in accordance with the approved budget;

4. **AUTHORIZE** the Mayor, or designee, to prepare any Controller instructions and/or make technical adjustments that may be required to implement the actions approved by the Mayor and Council on this matter, subject to the approval of the City Administrative Officer and authorize the Controller to implement these instructions;

**FISCAL IMPACT STATEMENT**

The Mayor's Office does not anticipate any fiscal impacts for the City.

Sincerely,



ERIC GARCETTI  
Mayor

EG:mg

Attachments:

- 1) Census 2020 FY 19-20 Budget Allocation
- 2) Deliverables Due to the County of Los Angeles