



Agenda Item Summary

File #: RES 20-005, **Version:** 1

Submitted By

Tammie Grossman, Director, Development Customer Services

Reviewed By

LKS

Agenda Item Title

A Resolution Approving a Grant Award from the Metropolitan Mayors Caucus in the Amount of \$15,000 for 2020 United States Census Support and Authorizing Execution of the Census 2020 Participation Grant Acceptance Form

Overview

The Illinois Department of Human Services (IDHS) has asked the Metropolitan Mayors Caucus (MMC) to serve as one of the Regional Intermediaries to sub-allocate \$1.3M in State of Illinois grants to municipalities working to reach hard-to-count populations during the upcoming U.S. Census. The Village of Oak Park, as a participant in the MMC Census Work Group, has been awarded \$15,000 in grant funding.

Recommendation

Approve the Resolution

Fiscal Impact

The Village of Oak Park will use all of the \$15,000 in grant funding for promotional and other efforts in order to reach hard-to-count populations living within the municipality. A spreadsheet, detailing the intended use of the grant funds, is attached.

Background

In 2019, the Village Board approved a motion authorizing the establishment of a U.S. Census Complete Count Committee (CCC). A Complete Count Committee is a volunteer group established to increase awareness of the upcoming 2020 Census. The Census Bureau reports that CCC's are most effective when they include a cross-section of a municipality, including individuals from government, education, business, religious organizations, the media and community groups. The Village's CCC is staffed by the Development Customer Services Department with significant assistance from the Communications Department. To date, the CCC group has been very active.

On October 2, 2019, the Village convened its first Complete Count Committee meeting. Since that time, the group has met on several occasions, strategizing on how to best promote the census, especially to hard-to-count populations. Additionally, Village staff has been meeting with the Communications Directors of Oak Park taxing bodies in order to coordinate our census communication efforts.

Intergovernmentally, the Village has been busy participating in the Metropolitan Mayors Caucus's efforts involving communities sharing strategies on how to increase respondents from hard-to-count populations. The Village of Oak Park has been identified to receive \$15,000 in grant funding to assist our efforts in reaching hard-to-count populations. This \$15,000 in grant funds will be used to produce posters, banners, table-tops, etc. to help inform Oak Park residents of the upcoming census. Specifically, grant resources are to be utilized to help reach hard-to-count populations. The Village will also be using the grant funds to purchase informational advertisements in local newspapers and online.

Alternatives

Not accept the grant award or delay action and seek additional information.

Previous Board Action

On May 20, 2019, the Village Board approved a motion authorizing the establishment of a Complete Count Committee (CCC).

Citizen Advisory Commission Action

NA

Anticipated Future Actions/Commitments

NA

Intergovernmental Cooperation Opportunities

The Village is partnering with the other taxing bodies and will share materials developed by this grant.