



Office of the Town Manager

Rafael G. Casals, ICMA-CM, CFM
Town Manager

MEMORANDUM

To: Honorable Mayor and Town Council

From: Rafael G. Casals, ICMA-CM, CFM, Town Manager

Date: October 16, 2019

Re: Ratifying Acceptance of Miami-Dade Counts 2020 Grant Award

RESOLUTION

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, RATIFYING ACCEPTANCE OF A \$15,000.00 GRANT FROM THE MIAMI FOUNDATION FOR THE MIAMI-DADE COUNTS 2020 GRANT PROGRAM; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND

The U.S. Census Bureau is the federal government's largest statistical agency, dedicated to providing current facts and figures about America's people, places, and economy. On August 14, 2019, the Town submitted a grant application to The Miami Foundation (the "Foundation") to conduct an outreach campaign and ensure that census data accurately reflects our community. The Foundation reports that "the 2020 Census will determine how an estimated \$800 billion in federal government resources will get distributed each year for the next ten years. These funds will support schools, hospitals, roads, public works, housing, small business development, and other vital programs and services."

The Town reviewed the Census Hard to Count Communities map and identified Census Tracts 106.17 and 106.09 as areas where only 72% or fewer households mailed back their 2010 census questionnaire (*Attachment "A"*). The Town's grant application proposed a grassroots outreach campaign that incorporates; community canvassers, targeted digital and print marketing, engagement with Homeowners Associations and Community Development Districts, outreach to community organizations and businesses, and public information sessions (*Attachment "B"*).





RECOMMENDATION

Staff recommends that the attached Resolution be adopted, accepting the grant from The Miami Foundation for \$15,000.00, approving the subsequent Agreement, and authorizing the Town Manager to execute the Agreement.

ATTACHMENT(S):

- Attachment “A” – Census Hard to Count Communities Map
- Attachment “B” – The Miami Foundation Grant Application

