

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Ordinance 2019-761

Introducer/Sponsor(s): Council President at the request of the Mayor

Date of Introduction: October 22, 2019

Committee(s) of Reference: F

Date of Analysis: October 21, 2019

Type of Action: Appropriation

Bill Summary: The bill appropriates \$150,000.00 from the General Fund – Fund Balance to the Public Affairs Office to support a media campaign for the 2020 Census, as initiated by B.T. 20-016.

Background Information: Per Article I, Section 2 of the Constitution, the United States must count every resident every ten years. The data collected by the census determine the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions in federal funds to local communities.

The appropriation is requested to fund the paid advertisement of the marketing plan to promote Census 2020. Additional contributions from private and non-profit entities will assist with boosting the impact of the media campaign.

Policy Impact Area: Census 2020

Fiscal Impact: The appropriation of \$150,000.00, as initiated by B.T. 20-016.

Analyst: Mitchell