

Item Title: Accept and Appropriate Grant Funding from the National League of Cities Local Democracy Initiative

Specific Action Requested:

That the Board of Commissioners accepts and appropriates into the Grants and Donations Fund a \$10,000 one-time grant award from the National League of Cities Local Democracy Initiative.

Item Summary:

Purpose: In accordance with the North Carolina Local Government Budget and Fiscal Control Act, the Board of Commissioners must approve all amendments that increase the budget for a fund.

Background: In September, Wake County applied for grant funding from the National League of Cities Local Democracy Initiative to further efforts on community engagement stemming from the 2020 Census. Although the census ended on September 30th, the grant will support continued community engagement activities in two historically undercounted and hard-to-count communities in rural eastern Wake County with the infrastructure already built for the 2020 census. Staff will use tools, like newsletters, social media, and virtual community meetings to engage and inform residents on community initiatives that impact their area.

Board Goal: This action supports routine County operations.

Fiscal Impact: National League of Cities Local Democracy Initiative is awarding \$10,000 in one-time funding. There is no matching funds requirement. The funds will be appropriated in the Grants and Donations Fund.

Additional Information:

The National League of Cities' Local Democracy Initiative awarded Wake County a one-time \$10,000 grant to increase the census count among historically undercounted and hard-to-count (HTC) communities, and support the human and financial investments already made with the infrastructure built for the 2020 Census by a prior \$5,000 grant award

Generally, this initiative's objective is to support continued 2020 Census get-out-the-count (GOTC) outreach work, and commitment to permanent, year-round civic engagement activities.

More specifically the grant will be used to:

1. Extend the relevance and role of the census in communities beyond the count.

2. Support work on civic engagement like voter participation and volunteerism by repurposing your census partnerships, lessons learned, best practices, and even additional headcount or hardware like tablets and kiosks.

Wake County's project proposal primarily focuses on eastern Wake County residents and community partners servicing two census tracts that are part municipal and part unincorporated. The current 2020 census response rates for the tracts of interest are 50-56%. These tracts' 2020 rates lag those of 2010 by 15 percentage points.

The funds will be used to inform and engage each household, business, educational and civic organization in the Riley Hill and Hopkins community, both in rural eastern Wake County. Staff will use tools like newsletters, social media, and virtual community meetings to engage and inform residents of upcoming opportunities to participate in community initiatives that impact this area. Examples of initiatives include GoWake Access micro-transit pilot service; PLANWake; and municipal and regional comprehensive plans for Wendell, Zebulon and CAMPO.

Attachments:

1. Grant Agreement
2. Budget Memo: Grants and Donations Fund