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BUREAU OF ECONOMIC DEVELOPMENT

Xochitl Flores

BUREAU CHIEF

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TO: Chairman John P. Daley (District 11)
Finance Committee
Cook County Board of Commissioners

CC: Cook County Board of Commissioners

John Roberson
Director of Government and Legislative Affairs
Office of the President

FROM: Xochitl Flores
Bureau Chief
Cook County Bureau of Economic Development

DATE: November 4, 2019

RE: Census Allocation

Q: Please explain how the additional \$2 million will be allocated to the funding for Census outreach. Additionally, please explain why part of the total \$4 million may be lost if the current allocation of \$2 million is not completely used in fiscal year 2019.

A: The County Board has approved the allocation of \$2M in FY 2019 in support of the County's 2020 Census efforts.

The \$2M in FY 2019 provides \$991,200 management fee for the program administrator, The William Everett Group, and \$1M allocated to be distributed to the Local Government Complete Count Commissions (LGCC) and the Local Complete Count Committees (LCCC). The remaining funds are managed by the Bureau of Economic Development to support the County's efforts including the design and printing of census materials. The program administrator works with the Cook County Complete Count Census Commission and the Bureau of Economic Development to manage the County's 2020 Census outreach and communications program. The Bureau of Economic Development is working closely with the William Everett Group to develop a comprehensive outreach strategy that most effectively leverages our resources and maximize the use of the FY 2019 funds. As per County Budget Resolution, all operating funds are appropriated for the current fiscal year only and do not roll over to the next fiscal year. Any unspent, unencumbered funds will be swept and unavailable for use in subsequent funding years.

For FY 2020, the County has recommended the appropriation of \$2M. These funds will be allocated in the same funding structure as the FY 2019 to meet the established obligations and complete our census efforts.