



# Baldwin County Commission

## Legislation Text

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**File #:** 19-2225, **Version:** 1

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**Meeting Type:** BCC Regular Meeting  
**Meeting Date:** 10/15/2019  
**Item Status:** New  
**From:** Sherry-Lea Bloodworth Botop, PIO/CEM  
**Submitted by:** Sherry-Lea Bloodworth, PIO/CEM

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### ITEM TITLE

\*Alabama Department of Economic and Community Affairs (ADECA) - Alabama Counts 2020 Census Grant Application for 2020 Census Outreach for Baldwin County

### STAFF RECOMMENDATION

Confirm, ratify, and approve the submission of the Alabama Counts 2020 Census Grant Program application and the execution of related documents to Alabama Department of Economic and Community Affairs (ADECA), requesting grant funds in the amount of \$20,000 with up to \$20,000 match of either cash or in-kind services. This grant application is in partnership with the Baldwin County Economic Development Alliance (BCEDA) and will be for 2020 Census outreach activities and materials for Baldwin County.

### BACKGROUND INFORMATION

**Previous Commission action/date:** N/A

**Background:** Staff is requesting the Commission to retroactively approve this grant application submission due to the deadline for grant applications being Friday, October 11, 2019.

Baldwin County, along with the Baldwin Community and Economic Development Foundation (BCEDF) plans to execute a comprehensive, county-wide marketing strategy for the 2020 Census, in an effort to increase response rates for hard to count communities and populations throughout Baldwin County.

As Alabama's fastest growing county, Baldwin County provides one of Alabama's greatest chances to show significant population growth. According to the U.S. Census Bureau, Baldwin County added 35,757 net new residents between the 2010 Census and the 2018 population estimates, with that number expected to increase by another 8,000 to 10,000 residents by 2020. Since 2012, Baldwin County has been responsible for 37% of Alabama's total net population growth, and it is important to both Baldwin County and the State of Alabama that each of these new residents is counted.

The marketing plan outlined in this application includes innovative strategies for reaching the hard to

count residents of Baldwin County, including a geo-targeted social media campaign, partnership with the 34,000 student Baldwin County Public School System, partnership with Baldwin County's utility providers, strategic efforts to reach long-term renters who reside around Alabama's most popular tourist destination, and much more. This marketing plan will allow BCEDF to geo-target residents in previously undercounted Census tracts, promote the Census to parents of Baldwin County's 34,000+ students, count long-term visitors to Alabama's number one tourism market, and reach other hard to count groups, such as the aging population, people with disabilities, young children, and more.

### FINANCIAL IMPACT

Total cost of recommendation: Incoming revenue.

Budget line item(s) to be used: N/A

If this is not a budgeted expenditure, does the recommendation create a need for funding? N/A

### LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?  
N/A

Reviewed/approved by: N/A

Additional comments: N/A

### ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

### FOLLOW UP IMPLEMENTATION

**For time-sensitive follow up, select deadline date for follow up:** To be considered for funding, you must return a completed application and required supporting documentation to [icount@census.alabama.gov](mailto:icount@census.alabama.gov) by 5 p.m. Central Time on Friday, Oct. 11, 2019. Any applications received after that date and time will not be considered for funding.

**Individual(s) responsible for follow up:** Sherry-Lea Bloodworth Botop and Administration Staff.

**Action required (list contact persons/addresses if documents are to be mailed or emailed):** Sherry -Lea Bloodworth Botop will submit application and related documents online.

Bay Minette Administration staff, correspondence to:

icount@census.alabama.gov

**Additional instructions/notes:** Sherry-Lea Bloodworth Botoy will follow-up with Accounting. Claire Dorrough with the City of Bay Minette will assist the county with grant reporting and tracking of funds. Sherry-Lea Bloodworth Botoy will keep Finance and Accounting updated.