

MEMORANDUM

TO: City Council

FROM: Daniel J. Mears
Assistant City Manager

DATE: July 2, 2020

SUBJECT: *Status Report*

Status Report

1. Purchase of 2020 Chevrolet Full Size One Ton Cargo Van for Police Department's Evidence Technician

The Adopted Fiscal Year 2020 Budget allocates \$40,100.00 for the purchase and upfitting of a Cargo Van for the Police Department's Evidence Technician. (The upfitting costs have been deferred to FY21.)

Sport Chevrolet Co., Inc. located in Silver Spring, Maryland was awarded the State of Maryland Contract for Chevrolet vehicles. Pricing contained in the State of Maryland Blanket Purchase Order # BPO 001B0600171 will be honored by the vendor. The cost of the van is \$27,278.00

This serves as the seven-day notice to City Council of the intention to make such a purchase.

2. 2020 Census Update

*The 2020 Census began in March when homes across the country received invitations to respond to the Census online, over the phone or by mail. So far, 78.8% of Bowie households have completed the Census. The current National response rate is 61.8%, the Maryland response rate is 65.8%, and the Prince George's County response rate is 63.4%. The City of Bowie is doing comparatively well, but there is still work to be done to obtain a complete count.

The mission now is to secure the participation of the remaining 21.2% of Bowie households. The Communications Division continues to focus on this objective through the use of a variety of communication tools, including:

- Census postcard mailing to targeted Census tracts with lower than average response rates. (This mailing should arrive within the next few days.)

- Regular Census posts to City social media accounts.
- Creation and delivery of Census flyers to local businesses for their distribution.
- Creation and sharing of Census content videos on government channel and social media.
- Census reminders in the City's regular COVID-19 Updates.
- Announcements on message boards throughout the city.
- Census information in the Bowie Spotlight and in the monthly News Flash.
- Targeted outreach to seniors.

We remind City residents that in this time of COVID-19, the safest and easiest way to complete the Census is online or by phone or mail. In August, the Census Bureau will begin to send enumerators to visit homes to complete the count in person.

DJM: lfr