

2020 Census Outreach Grant

Sarah B. Johnson, City Clerk

September 23, 2019

City Council Work Session





DOLA Census Outreach Grant

- The Department of Local Affairs' (DOLA) Census 2020 Outreach Grant program will provide \$6 million in grants to support the accurate counting of the population of the state for the 2020 census. Funds are from the state of Colorado and creation of the program is outlined in §§ C.R.S. 24-32-125-126.
 - Hard-to-count (HTC), for the purposes of this grant program, means communities and populations that have been historically under-counted by previous decennial censuses including, but not limited to, children under five years of age, racial and ethnic minorities, communities of color, American Indians and Alaskan Natives, people with disabilities, people with low incomes, immigrants, people who speak and understand limited amounts of English, people living in rural areas of the state, people in the state without sufficient Internet access, adults 60 years or over and people who are transient or homeless.
- Grant applications were made available at the end of July 2019 with an application deadline of September 15, 2019.
- The grant period runs November 2019 through June 30, 2020.

City Census Outreach Grant Application Committee

- City staff who have expertise in working with the HTC populations:
 - Carla Smith, City Grant Writer
 - Chelsea Gaylord, Economic Development Project Manager
 - Catherine Duarte, Community Development Senior Analyst
 - Tilah Larson, Parks Department Senior Volunteer Coordinator
 - Andy Phelps, Homelessness Prevention and Response Coordinator
 - Jay Anderson, City Communications Citizen Engagement Specialist
 - Sarah B. Johnson, City Clerk



Census Outreach Grant Project Summary

The City proposes to increase census response rates among HTC populations through a multifaceted outreach campaign centered on the development and delivery of tailored messaging via trusted community ambassadors.

- The committee engaged with more than 20 organizations to gauge interest in providing census education and outreach and received letters of interest from nine partners, including eight nonprofit organizations and one university student partnership.
- In support of this application, each developed a scope of work and budget for census outreach and education to HTC populations.
- The City has also developed an outreach plan for HTC groups not covered by partners and will implement an advertising/marketing campaign.
- In total, partner activities and City direct outreach will reach approximately 74,000 individuals from HTC populations in Colorado Springs.



Subawards for Community Partner HTC Outreach Efforts

The City proposes to distribute and manage subawards to identified community partner organizations that have committed to census outreach and education to HTC populations. Partners include:

- Community Partnership for Child Development
- The Springs Echo
- Westside Community Center
- Solid Rock Community Development Corporation/RISE Coalition
- Pikes Peak Community Health Partnership
- Colorado Springs Korean American School
- Educating Children of Color, Inc.
- Colorado Springs Rising Professionals
- Quad Innovation Partnership



Temporary Outreach and Grant Coordinator

The City will provide training, support, and resources to community partners throughout the life of the grant through the position of a temporary Outreach and Grant Coordinator.

- The City intends to utilize a Fellow in the Quad Partnership’s Research and Execution Fellowship to administer and coordinate work related to this grant.
- The Coordinator will work within the City Clerk’s Office, in coordination with the Finance Department, to successfully administer the grant award and subawards.
- The Coordinator will create and deliver in-person training sessions for community partners, serve on the Pikes Peak Area Complete Count Committee, and work with the City Communications Department to develop targeted messaging to HTC populations.



Census Education and Promotion

The City will leverage the resources of the City Communications Department, the City Clerk's Office, and community partners to develop and disseminate tailored census education promotional materials and advertising to targeted HTC populations.

- The City Communications Department will manage print and digital communications to increase awareness throughout the City as well as to HTC areas within the City.
- The City Clerk will coordinate with the Pikes Peak Area Complete Count Committee, other City Departments, and El Paso County to amplify census messaging and outreach.
- City representatives will share census information to those with contacts in HTC populations and offer promotional materials at community and civic meetings and events.
- The City will administer a comprehensive digital, print, and social media advertising campaign targeted to HTC populations.
- Additional funds have been allocated for outreach to HTC groups not covered by existing community partners.



Census Grant Budget Overview

Temporary Outreach and Grant Coordinator	\$32,700
Subawards to Community Partners	\$91,410
City Clerk's Office Coordination and Outreach	\$5,000
Partner Communications and Messaging Support	\$3,390
City Communications Dept. Print and Digital Advertising	\$42,500
Targeted Digital Media Campaign	\$15,000
Additional Outreach to HTC Populations	\$20,000
TOTAL PROJECT BUDGET & GRANT REQUEST	\$210,000



HTC Individuals Reached

Community Partnership for Child Development	1,700	Families with children under five, low-income individuals, immigrants, communities of color, racial/ethnic minorities
The Springs Echo	2,000	Homeless individuals
Westside Community Center	1,750	Seniors, low-income individuals, homeless individuals, families with children under five, racial/ethnic minorities
Solid Rock CDC/RISE Coalition	7,840	Low-income individuals, communities of color, limited English, immigrants, racial/ethnic minorities
Pikes Peak Community Health Partnership	2,500	Homeless individuals
Colorado Springs Korean American School	3,500	Immigrants, racial/ethnic minorities, limited English
Educating Children of Color, Inc.	2,000	Communities of color, low-income individuals, racial/ethnic minorities
Colorado Springs Rising Professionals	5,000	Highly mobile urban millennials
Quad Innovation Partnership	40,000	College students
Additional Outreach	8,000	American Indians, military families, those with disabilities
TOTAL INDIVIDUALS REACHED	74,290	



Colorado Springs Census 2020 Outreach Grant Timeline

- The City is requesting a grant of \$210,000 to cover all costs for census outreach to HTC populations within the City limits.
- The application was filed with DOLA on September 13, 2019.
- DOLA will announce grant awards by November 1, 2019.
- DOLA grant funding will be transferred to recipients December 29, 2019.
- By June 30, 2020 all grant funds must be spent.