

RESOLUTION NO. 93-19

A RESOLUTION APPROVING SUBMISSION OF A GRANT APPLICATION TO THE COLORADO DEPARTMENT OF LOCAL AFFAIRS FOR CENSUS 2020 OUTREACH AND EXECUTION OF A GRANT AGREEMENT AWARDDING FUNDS FOR OUTREACH

WHEREAS, the City Council of the City of Colorado Springs ("City Council") has an interest in supporting the accurate counting of the population of the City and the state of Colorado for the 2020 Census; and

WHEREAS, the State of Colorado through the Colorado Department of Local Affairs ("DOLA") is providing grant opportunities for outreach and education to increase census response rates among the state's hard-to-count populations, defined as communities and populations that have been historically under-counted by previous decennial censuses; and

WHEREAS, DOLA administers a Census 2020 Outreach Grant Program, under which local governments may seek grant funding to conduct census outreach and education among hard-to-count populations within their community; and

WHEREAS, the City of Colorado Springs ("City") intends to implement a census outreach and education project, in which the City will partner with local community organizations providing services to hard-to-count populations, to deliver census education and messaging via trusted organizational representatives and community members; and

WHEREAS, City Council has determined it is in the best interests of the City of Colorado Springs that the City pursue grant funding opportunities under DOLA's Census 2020 Outreach Grant Program.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLORADO SPRINGS:

Section 1. City Council hereby approves the submission of a grant application for funding in the amount of \$210,000 to the Colorado Department of Local Affairs by the City of Colorado Springs, for the purpose of conducting census outreach and education to hard-to-count populations within the city.

Section 2. In the event that the Colorado Department of Local Affairs approves an award of grant funds to the City of Colorado Springs, for the purposes stated in Section 1 of this Resolution, City Council hereby authorizes the execution of a grant agreement in a form approved by the City Attorney's Office with terms agreed to by the Chief Executive Officer, or his designee.

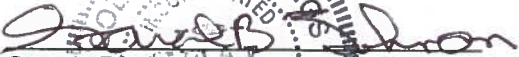
Section 3. This Resolution shall be in full force and effect immediately upon its adoption.

DATED at Colorado Springs, Colorado, this 8th day of October, 2019.

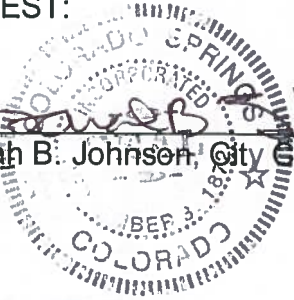


Council President

ATTEST:



Sarah B. Johnson, City Clerk



DOLA CENSUS 2020 OUTREACH GRANT APPLICATION

DETAILED PROJECT DESCRIPTION

Provide a narrative of how you will accomplish the work. (maximum 4,000 characters)

The City of Colorado Springs ("City") proposes to increase census response rates among hard-to-count populations through a multifaceted outreach campaign centered on the development and delivery of tailored messaging via trusted community ambassadors.

The City proposes to:

- 1) Distribute and manage subawards to identified community partner organizations that have committed to census outreach and education to hard-to-count ("HTC") populations
- 2) Provide training, support, and resources to community partners throughout the life of the grant through the position of a temporary Outreach and Grant Coordinator
- 3) 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

During the development of its Census 2020 outreach plan, the City recognized that the most effective approach would utilize the expertise of trusted organizational representatives who work with HTC populations. The City's Community Development and Economic Development divisions maintain strong partnerships with community organizations that work with those experiencing homelessness, racial and ethnic minorities, communities of color, children under five years of age, seniors aged 65+, people with low incomes, immigrants, individuals with disabilities, college students, highly mobile millennials, active duty/off base military, and people who speak and understand limited amounts of English. The deep relationships between these organizations and HTC populations allows for the effective deployment of an outreach campaign aimed at increasing the self-response rate and accurate counting.

The City engaged with more than 20 of these 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. In total, partner activities and City direct outreach will reach approximately 74,000 individuals from HTC populations in Colorado Springs.

In order to support these community partners and ensure compliance with the US Census Bureau's recommended best practices for outreach and education, the City will establish and support the temporary position of an Outreach and Grant Coordinator. The Coordinator will serve as a liaison with the Pikes Peak Area Complete Count Committee, develop and deliver trainings to partners using US Census Bureau-provided resources, provide follow up support, collaborate with partners to develop customized messaging to HTC populations, and track and report on outreach activities and grant spending. The City intends to engage a Fellow from the Quad Innovation Partnership, a local academic institution incubator, in this role, which will ensure capacity for success in both training and support of community partners and grant management.

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Lastly, the City will implement a targeted advertising campaign, including digital and print media, and manage the distribution of promotional materials to complement the outreach efforts of its partners. Partners will work with the Coordinator and City Communications Department to develop tailored messaging for their constituents and may utilize graphic design and translation services as needed. The City will additionally purchase print and digital advertising spots targeted to HTC populations.

APPLICANT CAPACITY

Describe your organization's current capacity for outreach and community engagement enabling you to increase the self-response rate and accuracy of the 2020 Census in the state, specifically in hard-to-count communities, including outreach, education, and promotion efforts. (maximum 4,000 characters)

The City of Colorado Springs is a strong and effective lead partner for census outreach efforts extending throughout the community. The City maintains partnerships with dozens of community organizations that provide services to and have trusted relationships with local HTC populations. The City's organizational capacity enables it to serve as the centralized resource for information, support, and materials, thus enabling more effective outreach. Additionally, the City's extensive networks and communication channels will amplify census messaging to local organizations and residents. This platform will increase the self-response rate and accuracy of the 2020 Census within the HTC communities identified in Colorado Springs.

The City has the knowledge and capacity to conduct trainings and manage the requirements of this grant. Sarah B. Johnson, Colorado Springs City Clerk, serves as co-chair of the Pikes Peak Area Complete Count Committee Government Subcommittee and is ideally positioned to coordinate census education and outreach throughout the city. She will oversee implementation of the grant and manage the training and support of the Outreach and Grant Coordinator. She will support an open dialogue between the Pikes Peak Area Complete Count Committee, the City, and partner organizations, enabling sharing of outreach tactics and lessons learned, and ensuring all local HTC populations receive census outreach. Additionally, through civic and community meetings, events, and publications, the City Clerk's office will share census information and encourage further sharing through networks of HTC populations.

As the lead partner, the City will encourage collaboration of efforts and resource sharing between partners, such as coordination of efforts between partners serving overlapping HTC populations and providing graphic design and translation services that can be utilized by numerous organizations. In addition, the City's robust Communications Department has the capacity to reach our community of more than 465,000 residents through advertising. It has established mechanisms in place for print and social media advertising, and will contract out targeted digital advertising. It will serve as a resource to help partner organizations develop targeted messaging, and can aid in consolidating resources for partner-requested graphic design and translation services, as well as printing and ordering of supplemental materials.

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USE OF FUNDS

Describe the way in which your organization will use grant money to improve self-response rates in the 2020 census in hard-to-count communities in the state. Will your organization hire people to complete this project? If so, how many and what locations are served by those people? What is the average wage planned, per person to be hired, to complete this project?

(maximum 12,000 characters)

The City intends to support census outreach and education to HTC populations by providing subawards to community partner organizations; supporting the position of a temporary Outreach and Grant Coordinator; and providing media/communications resources, promotional materials, and advertising.

The City intends to manage subawards to nine partner organizations. The City will hire a temporary Outreach and Grant Coordinator to oversee training and coordination for community partners, grant management, and subaward management. We anticipate that the person in this role will:

- Use US Census Bureau resources and information to create and deliver in-person training session(s) for community partners on outreach tactics, messaging, and best practices
- Serve on and liaise with the Pikes Peak Area Complete Count Committee
- Develop a Census Outreach Resource Guide for distribution to partners
- Provide follow-up support to partners throughout the life of the grant
- Work with the City Communications Department to develop targeted messaging to hard-to-count populations, as requested by and in collaboration with partners (including contracting graphic design and translation services, requesting print ads, etc.)
- Distribute census support materials (flyers, posters, etc.)
- Oversee grant spending and process invoices from partner subawardees
- Collect data from subawardees on outreach activities conducted
- Track and report to DOLA on grant spending, activities conducted, and results

The City proposes to partner with the Quad Innovation Partnership to fill this position, leveraging the unique capacities and skills of a Fellow in the Quad's Research and Execution Fellowship to administer and coordinate work related to this grant. The Quad Fellowship supports recent graduates in advancing tactical and strategic work responsibilities for external partners. The Coordinator will work within the City Clerk's Office, in coordination with the Finance Department, to successfully administer the grant award, contributing approximately 32 hours/week at a rate of \$36.50/hour (includes Fellow pay and benefits), for a total cost of approximately \$32,700. The Fellow will be supported by Quad management staff, who will provide work product review, work process support, general supervision, and growth coaching, as well as standard office equipment.

The City will complement community partner outreach efforts in several ways. Firstly, the City will provide census promotional/informational materials such as flyers, posters, and mailing inserts. Several community partners have detailed funding needs for promotional materials; the City has built costs for the remaining needed materials into its grant request budget. In addition, the City Communications Department will support the development of targeted messaging by working with the Outreach and Grant Coordinator and community partners, providing design services for printed and digital media, and coordinating professional services including language and ASL translation.

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Secondly, as described in the Applicant Capacity section, the City will leverage the resources of its numerous networks through the City Clerk's Office, Pikes Peak Area Complete Count Committee, and other City departments to amplify census messaging and outreach. City representatives will share census educational information to those with contacts in HTC populations and offer promotional materials at community and civic meetings and events.

Thirdly, the City will administer print and digital advertising to HTC populations. Traditional media advertising will include ads in the Southeast Express, a newspaper serving the majority low-income communities and communities of color in southeast Colorado Springs, and advertising to public transit riders through the City's Mountain Metro Transit bus system. The Southeast Express has a readership of 80,000 individuals in 30,000 households. Mountain Metro Transit and its associated Mountain Metro Mobility paratransit service provide more than three million rides yearly, primarily to individuals from HTC populations such as low-income individuals, the elderly, disabled individuals, and students.

The City will also contract a comprehensive digital advertising and marketing campaign targeted to HTC populations. This will include targeted advertising and boosted posts through social media channels; two 15-second and two 30-second Public Service Announcements; and targeted ads on Google, YouTube, and three podcast networks. These platforms were selected due to their potential to reach HTC populations: several groups, such as immigrants, people with limited English, and the elderly, rely on the younger generation to deliver and translate civic information. Image, video, and audio ads on these platforms will be customized to appeal to younger members of HTC groups and encourage census information sharing with parents, grandparents, and other community members. Messaging will be customized and tactics will be responsive and adjustable as census response data begins to be made available.

Lastly, the City will coordinate additional outreach to HTC populations not covered by existing community partners. While partner organizations will reach many HTC groups, others such as disabled individuals, active duty/off base military personnel and families, and American Indians and Alaskan Natives require additional outreach. The City is in discussions to finalize partnerships with the Pikes Peak Diversity Council (PPDC) and other organizations serving these groups, and requests funding for educational and promotional materials that will reach approximately 2,000 American Indians/Alaskan Natives and 2,000 individuals in communities of color through the PPDC, and 2,000 individuals with disabilities and 2,000 military families through partnerships yet-to-be-finalized.

The background and capacity of the City's committed partner subawardees are described here. Details on partners' scope of work and budgets are described in the following Subrecipients section.

Community Partnership for Child Development (CPCD Head Start)- \$10,200

CPCD prepares children for success in school and in life by providing comprehensive early childhood services in partnership with diverse families and the community. CPCD serves more than 1,700 children in 60 classrooms throughout six school districts. The majority of families served are living in poverty or very low income. CPCD has an extensive outreach program that includes trained Parent Ambassadors who conduct recruitment and outreach.

The Springs Echo- \$1,000

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The Springs Echo, sponsored by the Pikes Peak Justice and Peace Commission, is the only street paper in Colorado Springs created and published for the sole purpose of reaching those experiencing homelessness in the area. Many people in this very hard-to-count population will be difficult to reach and harder to convince that they should make themselves available to be counted. To reach these individuals, The Springs Echo will carry ads and information about the census stressing the virtues of being counted along with the specific information on how each individual may do so.

Westside Community Center- \$12,000

The Westside Community Center (WCC) represents a unique collaboration of organizations and entities that provide access to education, health, vitality, and community-building for neighbors of all ages and abilities on Colorado Springs' historic west side. Last year WCC served nearly 75,000 people through more than 120 monthly programs and held hundreds of events in partnership with dozens of community organizations. WCC serves individuals from several hard-to-count populations including the elderly, those facing homelessness, racial and ethnic minorities, those with disabilities, and the impoverished.

Solid Rock Community Development Corporation (SRCDC)- \$11,640

SRCDC aims to bring an end to decades of concentrated poverty in southeast Colorado Springs through strategic and cooperative community transformation investments, focused on increasing access to well-paid employment and affordable housing.

Pikes Peak Community Health Partnership (CHP)- \$4,170

CHP exists to improve the health of the Pikes Peak region. As part of its programming, each year CHP coordinates the annual Point-in-Time (PIT) count for people experiencing homelessness in El Paso County. In January 2020, CHP will work with more than 150 volunteers and 20 partner organizations to coordinate a count with emergency shelters and transitional housing programs, as well as surveying unsheltered individuals at approximately 120 locations.

Colorado Springs Korean American School (CSKAS)- \$8,900

The nonprofit Colorado Springs Korean American School serves the estimated 3,500 people of Korean heritage in the Colorado Springs area and is dedicated to teaching the Korean language and culture to people of all ages.

Educating Children of Color, Inc.- \$21,000

Educating Children of Color, Inc. (ECOC) aims to dismantle the cradle-to-prison pipeline for children of color and children in poverty through education. ECOC hosts a yearly summit for approximately 1,000 youth of color, parents, and educators and manages the Leadership Academy to enhance students' leadership capabilities, confidence, and ability to pursue college.

Quad Partnership- \$19,500

The Quad Innovation Partnership (the Quad) is a joint initiative between Colorado College, Pikes Peak Community College, and the University of Colorado Colorado Springs, and is supported by the US Air Force Academy insofar as authorized by federal law. With a combined network of almost 40,000 students, it represents the majority of all college students in Colorado Springs. Due to their unique housing situations, generational attitudes, and other social factors, college students require targeted outreach to ensure increased and more accurate counting in the 2020 census. The Quad has dedicated capacity to support census outreach to

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college students; strong, preexisting relationships with faculty, student advocates, and administrative offices that facilitate access to otherwise hard to reach student communities; and strong on-campus trust that will help ensure a complete count.

Colorado Springs Rising Professionals (CSRP)- \$3,000

CSRP is an all-volunteer nonprofit organization dedicated to helping area young people build the skills, connections, and leadership experience required for successful careers in the region. According to Pew Trusts, highly mobile urban millennials are among the nation's hardest to count populations. Colorado Springs leads the nation for growth in its millennial population. More than 26% of the city's population (approximately 125,000 individuals) are urban millennials. CSRP will engage with this HTC population through cultural, civic, and community oriented events geared toward their unique needs, values, and attitudes.

SUBRECIPIENTS

Will your organization utilize grant funds to further grant awards to other entities? If applicable, will the nature of the work those entities and the amount of money your organization intends to retain to cover administrative costs? Will grants awarded to other entities by your organization allow those entities to hire people to complete projects? If so, how many and what locations are served by those people? What is the average wage planned, per person to be hired, to complete this project? (maximum 8,000 characters)

Administrative costs are incorporated into the budget for the Outreach and Grant Coordinator, media/communications efforts, and materials/printing costs. As such, the City is not requesting additional funding for administrative costs.

The City has identified nine community partner organizations that have requested subawards through this grant. These include:

Community Partnership for Child Development (CPCD Head Start)- \$10,200

For this grant, CPCD will build on its Parent Ambassador program to hire two parents to conduct census outreach and education via classroom visits, home visits, and phone calls, as well as via distribution of supplemental materials. CPCD will focus its outreach efforts on districts representing HTC populations within Colorado Springs, including families with children under five years of age, those experiencing homelessness, racial and ethnic minorities, active duty/off base military, communities of color, low-income individuals, immigrants, and those with limited English.

CPCD will reach up to 1,700 HTC individuals from the above groups and has estimated outreach costs at \$10,200, including staffing costs. Two Parent Ambassadors would be hired at \$12/hr, supervised by CPCD's Outreach Coordinator at \$20.62/hr.

The Springs Echo- \$1,000

A subaward will allow the printing of at least two expanded issues of The Springs Echo (December 2019 and March 2020), highlighting the census and including extensive graphic and text-based information. Additionally, census information flyers will be available at The Springs Echo distribution points, reaching both those who stop

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to buy a paper and the large number of hard-to-count individuals who will stop and talk to people working at the distribution points.

The Springs Echo would reach up to 2,000 HTC individuals experiencing homelessness and has estimated its outreach costs at \$1,000.

Westside Community Center- \$12,000

For this grant, WCC staff and volunteers will provide census educational materials at no less than three seasonal events targeted to seniors and families with young children, work collaboratively with partners to increase awareness of census outreach efforts, distribute supplemental materials through programs, and collaborate with the census committee to establish WCC as a collection site on April 1, 2020.

WCC would reach up to 1,750 HTC individuals (800 seniors, 600 low-income individuals, 150 individuals experiencing homelessness, and 200 families with young children) and estimates costs at \$12,000. Costs include part-time staff support at \$14/hr, materials and supplies, space rental costs, and operating costs.

Solid Rock Community Development Corporation (SRCDC)- \$11,640

In partnership with the RISE Coalition, a citizen-led group dedicated to enhancing the quality of life in southeast Colorado Springs, SRCDC will target census outreach and education efforts in southeast Colorado Springs by holding three informational community meetings, creating a video delivering targeted messaging through the voices of trusted community leaders and members, canvassing the community with door hangers, and staffing computer areas at its location to assist HTC individuals in accessing the census.

SRCDC estimates the reach of these efforts at 7,840 HTC individuals including those with low incomes, communities of color, racial and ethnic minorities, and those with limited English. A subaward of \$11,640 would include costs for meetings, video production, canvassing at \$22/hr, and staffing of computer areas at \$20/hr.

Pikes Peak Community Health Partnership (CHP)- \$4,170

CHP will incorporate census education into its January 2020 Point-in-Time Count of those experiencing homelessness and work with permanent supportive housing providers to ensure their clients receive census information. CHP will also distribute approximately 3,000 LED flashlight keychains printed with a targeted census slogan. From experience, CHP knows that these items will be useful for homeless individuals and provide a daily reminder about the importance of the upcoming census.

CHP has estimated costs at \$4,170, including staff coordination at \$24/hr and funds for LED flashlight keychains. At least 2,500 individuals experiencing homelessness will be reached through these efforts.

Colorado Springs Korean American School (CSKAS)- \$8,900

For purposes of census education and outreach, CSKAS will staff speakers to groups and classrooms to deliver targeted census messaging; provide a kiosk on the CSKAS campus to offer bilingual support and answer questions; offer access to computers, iPads, and mobile devices to enable census completion by those without internet access and guide those with language barriers; and distribute supplemental materials to Korean supermarkets, churches, and restaurants and via US mail.

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CSKAS estimates costs for outreach at \$8,900, including staff to speak to classes and groups at \$15/hr; staff to distribute supplemental materials at \$12/hr; translation services; and advertising, printing, and operating costs. While some funding for translation services is built into the City Communications Department budget, additional funds are included here due to the need to translate census messaging into multiple dialects of Korean.

Educating Children of Color, Inc.- \$21,000

ECOC would conduct marketing efforts to the 1,000 attendees from HTC populations at the ECOC Summit on January 18, 2020, as well as to 140 youth of color at the Leadership Academy and 40 children of color through free SAT prep classes in spring 2020.

With a subaward of \$21,000, ECOC intends to reach 2,000 people from communities of color, including individuals with low incomes and those with limited English. Funds would support marketing efforts and targeted, census promoting t-shirts for ECOC Summit participants, presenters, and volunteers.

Quad Partnership- \$19,500

The Quad proposes to increase census response rates to the region's historically undercounted college students. Outreach work will be conducted by a Quad Fellow participating in the Quad's Research and Execution Fellowship, in collaboration with numerous college offices and partners. The Fellow will establish target geographic areas, research successful engagement strategies for HTC college-aged populations, research college student perceptions and understanding of the census, and develop and execute a collaborative action plan to increase student participation in the 2020 census.

An estimated 40,000 college students will be reached through the Quad's efforts. A subaward of \$19,500 will support a Quad Fellow at \$36.50/hr including benefits and strategic and management support, as well as literature and materials. Depending on research findings, literature and materials may include targeted social media buys, campus mailings, posters, video work, or other materials.

Colorado Springs Rising Professionals (CSRP)- \$3,000

CSRP will conduct targeted outreach to the Colorado Springs highly mobile millennial population by conducting five speaking events to groups, holding one large downtown event promoting the census and civic engagement opportunities, manning a booth at a community event, conducting a social media campaign that includes providing incentives in partnership with local businesses, and distributing flyers and posters.

An estimated 5,000 urban millennials will be reached through these activities. Additionally, many CSRP members work for nonprofit or public service organizations serving people in HTC populations, and will share census information through their networks. A subaward of \$3,000 will allow for event space rental, wearable incentives with census messaging, and the purchase of incentives such as gift cards from local businesses, which will be distributed as winnable prizes for census completion.

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COVERAGE

Describe the size, geographical area and demographic diversity of the hard-to-count communities in which this grant project outreach, education, and promotion of the 2020 census will occur. What is the county, municipality or census tracts that will be covered by this application? (maximum of 4,000 characters)

The City of Colorado Springs and its partners will conduct census outreach and education to HTC populations throughout the city. Significant efforts will target southeast Colorado Springs. The 74,000 residents of the southeast make up 16% of the city's population. This approximately 12 square mile area has a significantly lower median income and higher unemployment rate than the rest of the city and is home to 39% of the city's Latino population, 49% of the city's black population, 40% of the city's foreign born population who are not US citizens, and 35% of residents who speak a language other than English. Numerous census tracts in the area have been classified as hard to count, including tract 21.02, 61, 52.01, 63.02, 54, 64, and 40.09.

Several organizations, including the City, Solid Rock Community Development Corporation/RISE Coalition, and the Colorado Springs Korean American School will conduct outreach to the low income population, communities of color, immigrants, and those with limited English in southeast Colorado Springs. Other partners, including the Springs Echo and Community Health Partnership, will focus efforts on homeless and transient individuals in the downtown area, which includes HTC census tract 16, as well as other locations. Partners including the Westside Community Center, Community Partnership for Child Development, Quad Partnership, Educating Children of Color, and Colorado Springs Rising Professionals, will target HTC populations from geographic areas throughout the city.

Demographics for specifically targeted census tracts are provided here:

21.02: 4,700 people, 37% self report as Hispanic, 12% self report as black, 18% report having no internet access or a cellular data plan only, 19% live in poverty.

61: 4,200 people, 44% self report as Hispanic, 14% self report as black, 11% report having no internet access or a cellular data plan only, 33% live in poverty.

52.01: 4,400 people, 44% self report as Hispanic, 18% self report as black, 22% report having no internet access or a cellular data plan only, 33% live in poverty.

63.02: 5,600 people, 41% self report as Hispanic, 16% self report as black, 11% self report as Asian, 14% report having no internet access or a cellular data plan only, 28% live in poverty.

64: 7,400 people, 31% self report as Hispanic, 20% self report as black, 6% self report as Asian, 15% report having no internet access or a cellular data plan only, 21% live in poverty.

54: 6,000 people, 42% self report as Hispanic, 21% self report as black, 9% report having no internet access or a cellular data plan only, 35% live in poverty.

40.09: 1,900 people, 34% self report as Hispanic, 26% self report as black, 6% self report as Asian, 11% report having no internet access or a cellular data plan only, 24% live in poverty.

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16: 1,700 people, 11% self report as Hispanic, 7% self report as Asian, 10% report having no internet access or a cellular data plan only, 29% live in poverty.

11.04: 3,100 people, 23% self report as Hispanic, 7% self report as black, 16% report having no internet access or a cellular data plan only.

**City of Colorado Springs
DOLA Census 2020 Outreach Grant Budget Overview**

Short Description of Activity	Grant Amount Request	Dollar Leveraged	Timeline of Activity
Temporary Outreach and Grant Coordinator: Position will develop and deliver trainings for partners, leverage resources of City Clerk and City Communications departments, develop partner resource guide, manage subawards, order promotional materials, and track grant spending and activities.	\$ 32,700		December 2019-June 2020
Partner Subawardee Outreach: Nine community partner organizations will provide census outreach and education to 66,000 individuals from HTC populations. Subaward details provided below.	\$ 91,410		December 2019-June 2020
City Clerk's Office Coordination/Outreach: City Clerk's office to coordinate census education throughout city-wide networks via messaging, distribution of supplemental materials and information, and civic and community meetings.	\$ 5,000		December 2019-June 2020
Partner Communications and Messaging Support: Will include design services for partner messaging, graphic design services, and translation services.	\$ 3,390		January 2020-April 2020
City Print and Digital Advertising: Includes ads in the Southeast Express newspaper and on Mountain Metro Transit, two Public Service Announcements.	\$ 42,500		January 2020-May 2020
Targeted digital media campaign: The City will contract a digital marketing and advertising campaign to HTC populations, which will include social media, Google, YouTube, and three podcast networks. Messaging will be customized and tactics will be responsive to incoming census response data.	\$ 15,000		January 2020-June 2020
Additional Outreach to HTC populations: The City will provide targeted educational and promotional materials to the Pikes Peak Diversity Council to reach 4,000 American Indians/Alaskan Natives and individuals from communities of color, as well as provide materials to other community organizations to reach 2,000 individuals with disabilities and 2,000 military families.	\$ 20,000		December 2019-June 2020
TOTAL GRANT REQUEST	\$ 210,000		

Subaward Detail

Organization	Subaward Request	#s HTC Reached	HTC Populations Reached	Summary of Outreach Activities
CPCD	\$ 10,200	1,700	Children under five from HTC populations including military, low income, those with limited English, immigrants, communities of color, racial/ethnic minorities, homeless individuals	Parent Ambassadors visit classrooms and homes, make phone calls, distribute flyers and posters
Westside Community Center	\$ 12,000	800	Seniors 65+	Hold 3+ events for seniors and families with young children, distribute materials through programs
		600	low income	
		150	homeless	
		200	families with children under 5	
The Springs Echo	\$ 1,000	2,000	homeless	Print two expanded issues of The Echo and offer materials at distribution points
Solid Rock CDC/ RISE	\$ 11,640	300		Community Meetings
		2,500		Video posted on social media
		3,600	Low income, communities of color, limited English, racial/ethnic minorities	Door hangers
		1,440		Staffed computer access points
Community Health Partnership	\$ 4,170	2,500	homeless	Outreach and materials distribution through 2020 Point in Time Count
Korean American School	\$ 8,900	3,500	Limited English, immigrants, racial/ethnic minorities	Speaking to classes, manning a kiosk (bilingual), computer access, materials distribution at community locations
Educating Children of Color (ECOC)	\$ 21,000	2,000	Communities of color, low income, limited English	Shirts for 2020 ECOC Summit participants, presenters, and attendees, outreach at Leadership Academy for Youth and in SAT prep classes
Quad Partnership	\$ 19,500	40,000	College students	Research student perceptions to develop outreach tactics, coordinate and engage outreach to college students
Colorado Springs Rising Professionals	\$ 3,000	5,000	Highly mobile millennials	Speak to groups, distribute flyers, man a booth at community event, social media marketing, provide incentives, hold large event downtown Colorado Springs
SUBTOTAL: SUBAWARDS	\$ 91,410	66,290	HTC individuals reached	