AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Census Outreach Grant

Action Requested: County Manager Signature

Parties to the Agreement: Department of Local Affairs

Term Begins: 01/01/2020 **Term Ends:** 7/31/2020 **Grant Contract #:**

Summary:

Census Outreach Specialist Grant

Fiscal Impact: $27054.40

Submitted by: elizabeth holena **Submitter's Email Address:** elizabeth.holena@state.co.us

Finance Review: (●) Required ( ) Not Required

Comments:

No concerns, if approved will be added to budget. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 8/30/2019

County Attorney Review: (●) Required ( ) Not Required

Comments:

Reveiwed by: GUNCOUNTY1\mhoyt Discharge Date: 8/30/2019 Certificate of Insurance Required

Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 8/30/2019

( ) Consent Agenda (●) Regular Agenda ( ) Worksession Time Allotted: 5 minutes

Agenda Date: 9/3/2019

Revised April 2015

Census Outreach Specialist

1. Select Your Organization:

Gunnison County Department of Health and Human Services

2. Principal Representative

Joni Reynolds
220 North Spruce Street
Gunnison CO 81230
970-641-3244
Joni.reynolds@state.co.us

3. Responsible Administrator (will receive all mailings) for the Application

Elizabeth Holena
220 North Spruce Street
Gunnison CO 8120
970-641-3244
Elizabeth.holena@state.co.us

Applicant Detail

Local Government

PROJECT DESCRIPTION

Provide a narrative of how you will accomplish the work:

Gunnison County understands that community-based organizations, government agencies, faith-based communities, schools, businesses, and the media play key roles in working towards a complete count of community members through educating and motivating residents to participate in the 2020 Census.[1] The County also recognizes that "a fully inclusive, balanced, and well-executed population count is critical to upholding the civil rights" of its citizens.[2]

[1] (United States Census Bureau, 2019)
[2] (The Leadership Conference Fund and Georgetown Center on Poverty and Inequality, 2017)

According to the U.S Census Bureau, almost half of Gunnison County is in a hard to count (HTC) census tract.[3] However, it is important to overcome the rural nature of the county to get the most accurate count possible. Through impacting congressional apportionment and proportional representation, as well as the allocation of federal, state, and private grants, undercounting can further marginalize vulnerable populations in our community. It is important to reach "hard to count" populations like "young adults of color, very young children, African Americans, Latinos, American Indians on reservations, people in low-income households, and renters, among others," to make the Gunnison Valley a more equitable community.[4]

The County proposes a program to create awareness around Census 2020 in all areas of the community, especially those with hard to count groups. In partnership with the League of Women Voters, the County will work together with the following organizations:

- Gunnison County Public Library District
- Western Colorado University's Politics and Government Club
- Hispanic Affairs Project of Western Colorado
- Community Foundation of the Gunnison Valley
- Crested Butte Mountain Resort
- Inmigrantes Unidos de Gunnison
- Gunnison Country Food Pantry
- Boomers and Beyond
- American Association of University Women
- City of Gunnison
- Gunnison Country Chamber of Commerce
- Town of Crested Butte
- Faith communities from around the Gunnison Valley
- Mt. Crested Butte
- Other Community Organizations

Gunnison County proposes to advertise, hire, and train a centralized Census Outreach Specialist, who will work with a Census Bureau contact and the listed agencies to promote and encourage response to the 2020 Census. The Census Outreach Specialist will raise awareness of census efforts by holding kickoff meetings, media briefings, participating in census rallies or parades, PSA articles and display ads, Radio PSA's, Town Hall information meetings, various meetings with groups which serve marginalized populations, Bus-window ads, Coordinating Census unity youth forums, hosting interfaith breakfast and weekend events, encouraging the use of statistics in schools classrooms, incorporating census information in newsletters, social media posts,

[3] (United States Census Bureau , n.d.)
[4] (The Leadership Conference Fund and Georgetown Center on Poverty and Inequality, 2017)

podcasts, mailings and websites. The Census Outreach Specialist will also coordinate volunteers from a variety of community entities to assure there is a community-wide effort.

Applicant Capacity

Describe your organizations' 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 county communities, including outreach, education and promotion efforts.

Gunnison County Department of Health and Human Services (DHHS) integrates programs from Health Care Policy and Finance, Colorado Department of Public Health and Environment and Colorado Department of Health and Human Services. Gunnison DHHS service as a critical access point for low income and marginalized individuals and families, coming in contact in some form with approximately 3,500 low-income individuals on public benefits and approximately 7000 contacts each year with low-income seniors. Programs administered include SNAP, Health First Colorado, Aid to the Needy and Disabled, Aging and Disability Resources of Colorado, Low income Child Care, Emergency Cash Assistance, Temporary Aid to Needy Family, Family Planning, Women Infant and Children, Immunizations, Old Age Pension, Healthy Communities, West Central Public Health Partnership, Multicultural programming, the Health Coalition of the Gunnison Valley, and the Coalition's Basic Needs Subcommittee. The Basic Needs Subcommittee has a focus on working to improve the well-being of marginalized populations, specifically the immigrant community. Each program requires contact with DHHS either by phone, person to person, mail, or email. As such, Gunnison DHHS has the unique ability and capacity to reach hard to count communities, providing education and promotion efforts.

Use of Funds

Describe the ways 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

Gunnison County will utilize grant funding to advertise, hire, and employ a Census Outreach Specialist. Once hired, funds will be used to support initial training around hard to reach and marginalized populations, along with introductions to collaborating partners and contacts from the Complete Count Committee and Census Bureau. The Census Outreach Specialist will be responsible for not only providing education and outreach in the community, but also assuring that all staff at Gunnison DHHS are equipped to assist in promoting the 2020 Census.

The Census Outreach Specialist will also coordinate with volunteers from the League of Women Voters, and other community volunteers, to develop a strategic plan to educate and promote the

census in hard to reach, or less likely to complete, communities. Funds will also be used to purchase material specific to the census to be distributed community-wide, including but not limited to PSAs, advertising with Gunnison Valley RTA, and pamphlets that can be distributed through contacts made at DHHS.

Use of Funds Continued

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?

Gunnison County will hire one Census Outreach Specialist to work approximately 15-20 hours per week. The hourly wage will be $25.14/hr with a fringe benefit budgeted in of $11.47/hr. The Census Outreach Specialist will cover remote locations of our community, including Marble, Pitkin County, Ohio City, Crested Butte, Almont and identified rural roads. They will be responsible for the management of volunteer activities as well as the appropriate spread of resources and information to project collaborators.

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

This project will cover the entire County of Gunnison, half of which is in the HTC census tract 9639 and the other half being in census tract 9636.[5]

Gunnison County's geographical area is composed of 3,260 square miles. It is the fifth large county in Colorado, extending vast areas of the Rocky Mountains and isolated rural towns such as Marble, Ohio City, Pitkin, and Crested Butte. According to the US census, the population of Gunnison County is comprised of 54% female, 46% male, 9.4% Hispanic or Latino, 13% over 65 (2,080), 5.4% with a disability, and 14.7% living in poverty. Approximately 3,500 low-income individuals are relying on public benefits to meet their basic needs, and over 115 households required emergency assistance of some sort the past State fiscal year. There are approximately 2,612 undergraduate students at Western State University, and 427 graduate students. The school district has 2,084 students, including both Gunnison and Crested Butte Schools.

[5] (United States Census Bureau , n.d.)

Some marginalized groups in the valley often lack internet access and English proficiency (9% speak a language other than English in the home). Gunnison County also has multiple mobile home parks and a transient work force attached to Crested Butte Mountain Resort, two groups that are often undercounted. These efforts around outreach, education, and promotion of the 2020 census will largely be aimed towards communities in low-income households.

Census Outreach Specialist Gunnison County

Agency Name	Gunnison Department of Health and Human Services		**Program Contact Name, Title, Phone and Email**		Elizabeth Holena Senior Resource Office Mnager PH: 970-642-4665 elizabeth.holena@state.co.us
Budget Period	7.1.2019-6.31.2020		**Fiscal Contact Name, Title, Phone and Email**		Jody Wise Finance Officer PH: 970-641-3244 jwise@gunnison county.org

Expenditure Categories				**Match or In-Kind**	**Total Amount Requested**
Personal Services	**Hourly wage**	**Fringe**	**Percent of Actual Time per week**		
Census Outreach Specialist	$25.14	$11.64	50.00%		$17,654.40
			Total Personal Services (including fringe benefits)		**$17,654.40**
Supplies & Operating Expenses					
Outreach flyers					$1,200.00
Posters					$150.00
RTA adverstising					$800.00
Outreach material					$1,500.00
Venue rental					$400.00
Paper Ads					$2,400.00
Phone			$0		$250.00
Computer/office space			0	2000	$2,400.00

Census Outreach Specialist Gunnison County

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Budget Period	7.1.2019-6.31.2020	**Fiscal Contact Name, Title, Phone and Email**		Jody Wise Finance Officer PH: 970-641-3244 jwise@gunnison county.org

			Total Supplies & Operating Expenses		**$9,100.00**
Travel					
Item	**Description of Item**	**Rate**	**Quantity**		
Gas	Travel to Marble,Crested Butte,Ohio City, Pitkin				$300.00
			Total Supplies & Operating Expenses		**$300.00**
			SUB-TOTAL BEFORE INDIRECT		**$27,054.40**
Indirect					
TOTAL MATCH OR IN-KIND				$2,000.00	
			Total Indirect		**$0.00**
			TOTAL	**$0.00**	**$27,054.40**