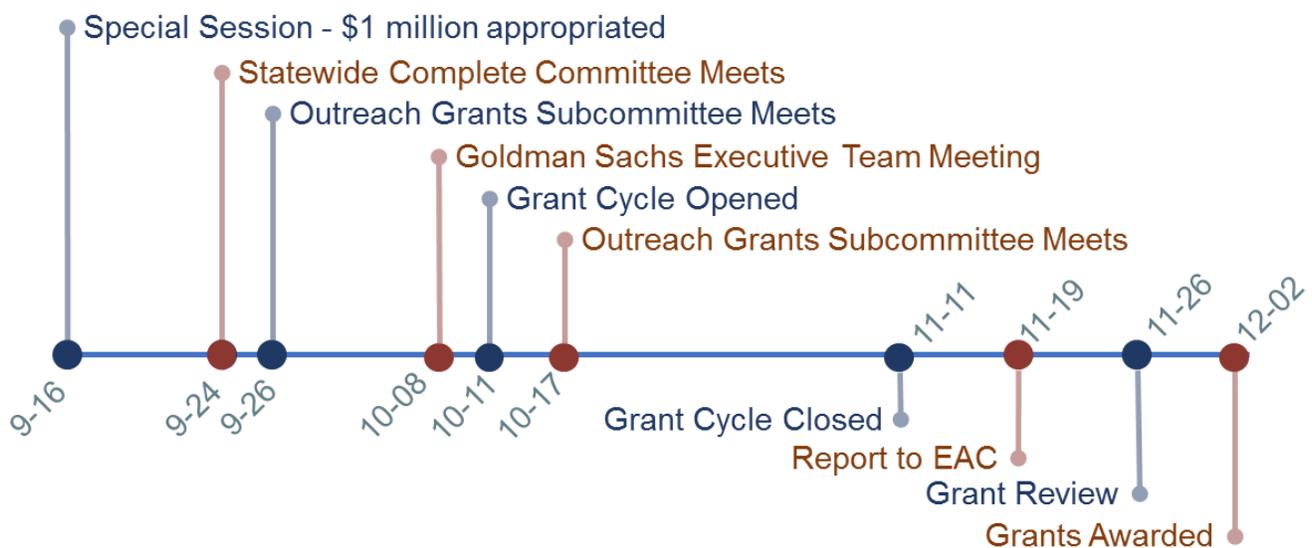


## Census Outreach Grant Report

### Timeline of Events

On September 16<sup>th</sup>, the Legislature appropriated \$1 million to Census marketing and outreach efforts, with half being allocated to statewide media efforts and half allocated to grants targeting hard-to-count populations. To ensure the grants reached the intended audience in a timely manner, the Complete Count Committee developed an accelerated time frame to solicit and award grant applications.



### Committee:

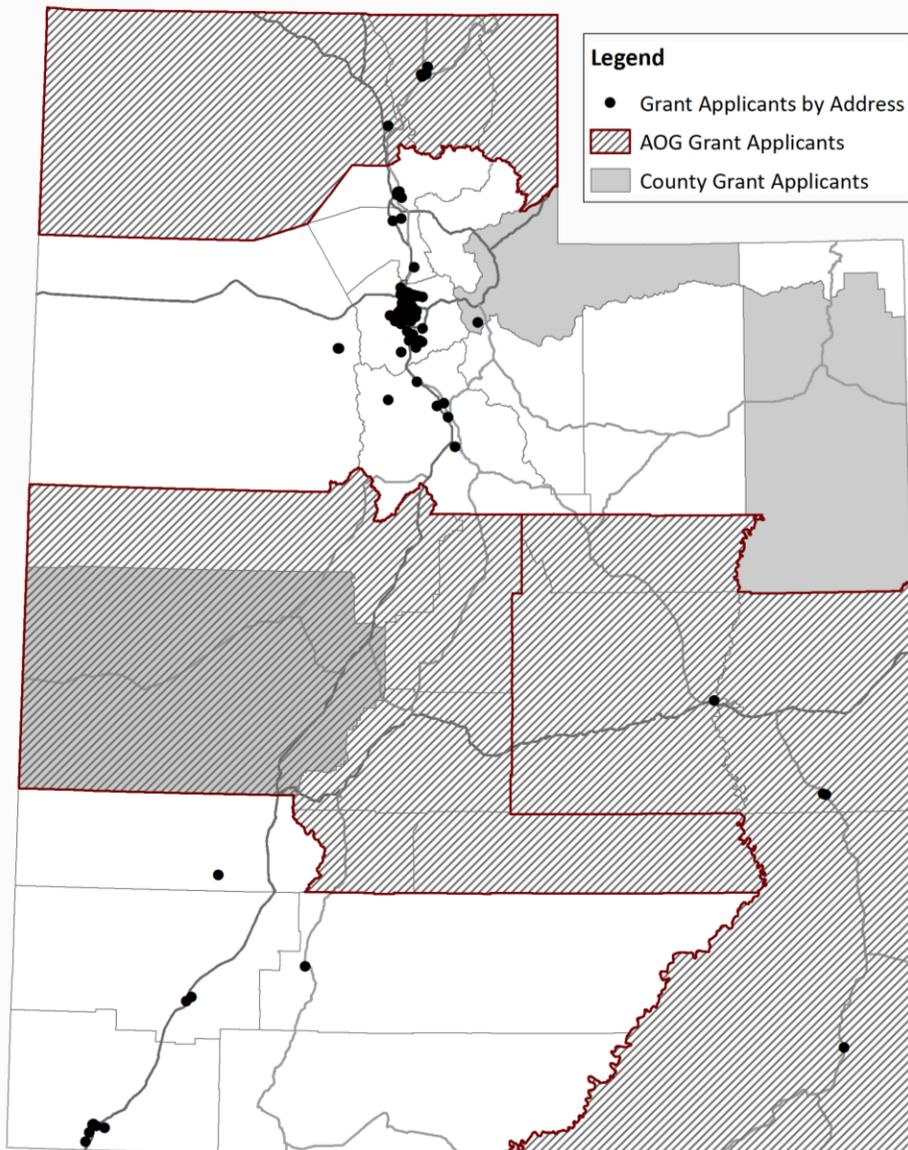
To reduce administrative overhead and leverage private sector expertise, the Complete Count Committee requested that Byron Russell, Co-Chair of the Utah Multi-Cultural Commission, assemble a team of experts to guide the grant process. The following individuals served on the subcommittee:

Byron Russell – Co-Chair Multi-Cultural Commission  
 Wayne Bradshaw – Utah League of Cities and Towns  
 Rob Harter – Christian Center Park City  
 Juan Becerra – The Church of Jesus Christ of Latter Day Saints  
 Nate McDonald – Department of Workforce Services  
 Christina Alter – Goldman Sachs  
 Mikelle Moore, Intermountain Healthcare  
 Emily Niehaus – Mayor of Moab  
 Candice Bear – Native American Community  
 Diego Zegarra – Park City Community Foundation  
 Karen Hale – Salt Lake County Special Projects  
 Zee Min Xiao – Salt Lake County Refugee Services  
 Brandy Strand - Utah Non-Profit Association

Terry Haven – Utah Children Voices  
 Nubia Pena – Utah Multicultural Affairs  
 Rebecca Chavez-Houck – Former UT Representative  
 Jake Fitisemanu, Jr. – West Valley City Councilman  
 Aubrey Robinson – Young Living Essential Oils  
 Korry Kieffer – American Express  
 Rob Brough – Zions Bank

Staff: Evan Curtis, Shannon Simonsen, Mallory Bateman, and Monte Caldwell

### Distribution of 2020 Census Community Grant Applicants



**Review:** Now that the applications have been submitted, the subcommittee and staff will begin reviewing the 78 applications. Due to overwhelming demand - \$2.2 million in requests – the subcommittee will work to identify recipients who bring the most highly leveraged strategies to have the greatest impact on our hardest to count populations – ensuring geographic and demographic diversity.

Care will be taken to reduce redundancy of efforts between applicants, the statewide marketing committee, and Census Bureau efforts.

All applicants will receive access to marketing materials developed by the statewide marketing committee.

**Next Steps:** The subcommittee will meet again to review grant applicants and solidify reporting requirements. Applicants will be notified in early December.

### Census Outreach Grants by the numbers

**78**  
Applicants

**\$2.2M**  
In Requests

41 Community Organizations  
(Over half of all applicants)  
18 Cities/Counties  
3 AOG's

4 Libraries  
4 School Districts  
5 from Universities  
1 Private, Tribal, and Media