



OFFICE OF EQUITY AND SOCIAL JUSTICE

Strategic Communications Campaign



Topics

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- Eligibility
- Allowable Usage of Funds
- Grant Details
- Selection Criteria
- How to Apply
- Grant Timeline
- Contacts & Resources

Housekeeping

- This webinar is being recorded and will be uploaded to the kingcounty.gov website.
- All participants are muted and cameras are turned off.
- Please hold all your questions until the end of the presentation.
- Once we reach the Q&A portion, to ask a question, please click on Q&A icon and type your question in the chat.

Purpose

The purpose of this \$1.75 million available in funding is to contract services with community-based media and organizations to:

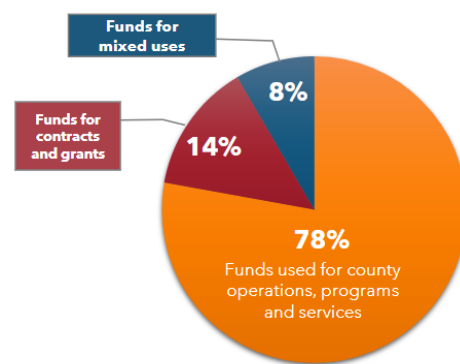
- Create more accessible and effective communications strategies within communities and sectors experiencing the most negative economic impacts combined from systemic racism and COVID-19, including:
 - Black, Indigenous, and other People of Color (BIPOC) communities
 - Immigrants and refugees
 - People with language access needs
 - Cultural communities
 - Low-income people
 - Sectors such as creative economy and essential workforce (i.e., social, health and other services sectors).

Purpose

The purpose of this \$1.75 million available in funding is to contract services with community-based media and organizations to:

- Equitably increase awareness of, access to, and accountability of information about King County Revive & Thrive programs, grants, contracts, and support services available to individuals, communities, and sectors.

As of September 17, 2021, King County has allocated a little over \$1 billion in 2021 federal funding for the pandemic response.



County operations, programs & services - Top 5 Spending Areas*

- Eviction Prevention & Rental Assistance Program (EPRAP)
- COVID Vaccination Program &
- Public Health COVID Response
- Homeless Response & De-densifying Shelters
- Housing & Employment Program

**Some of the county programs include contracting, such as EPRAP*

County Grants & Contracts - Top 5 Spending Areas

- Equitable Economic Recovery Fund
- Arts & Culture Support Funds
- Homeless & Shelter Targeted Supports
- Childcare Services
- Grants & Contracts through Office of Equity & Social Justice

Purpose

The purpose of this \$1.75 million available in funding is to contract services with community-based media and organizations to:

- Create a feedback loop between King County and residents so King County better understands how its Revive & Thrive efforts are impacting the lives of communities, families, and individuals

Program Map



King County

Strategic Communications Campaign Program Map

Baseline of Information

King County provides a "baseline of information" to its partners. This could include a more complete picture of its federal fund spending thus far, specific data/numbers on existing programs funded through federal dollars, information on upcoming grant opportunities for the community, etc.

Organizations who are interested in a particular topic can request more information from the County to better tell those stories in community.

Reporting in Community

Organizations, using the baseline of information, would create a strategic communications campaign to ensure the communities and specific audiences they serve are receiving the best information about the County's allocation of federal dollars. This increases transparency and accountability in the community, and provides community members information on upcoming opportunities to receive funding/ services through various County programs funded by federal dollars.

Feedback Loop

Organization publishes or pushes out communication materials. In order to increase transparency and accountability, organization reports back to King County what they heard from residents on the ground, including information that could help the County better administer its federal dollars, programs, services. Organization also reports back engagement numbers of communication.



King County

Program Map



Strategic Communications Campaign Program Map Example 1

Baseline of Information

King County provides its partners a preview about new grant programs opening in 2022, including a new program to keep school-aged children and their families in their homes. County also provides new data/ numbers of its 2021 rental assistance program.

Reporting in Community

Media organization produces a series about rental assistance during the pandemic. One article is a data journalism story about which types of housing units were awarded rental assistance. A second article features on-the-ground reporting of families who received rental assistance in 2021, and where they're at 6 months into 2022. A third article looks at how the new program would impact school-aged children in BIPOC communities and their families, including a video featuring interviews with children themselves about what it means to lose their home during the school year.

Feedback Loop

Media organization publishes series. Organization reports back to King County what they heard from residents on the ground that may not have been captured by all the stories. For example, residents in a particular community with language access needs may not have known about rental assistance, and that information could help King County more equitably administer its future rental assistance program. Organization also provides engagement of series, including number of views of articles and video.

Program Map



Strategic Communications Campaign Program Map Example 2

Baseline of Information

King County provides its partners new data/numbers about \$8 million in federal grants allocated by its Office of Equity and Social Justice in 2021. Community-based organization is interested in learning more about its \$2 million Digital Equity Grants and its impact on the ground.

Reporting in Community

Community-based organization reaches out to other CBOs who were funded by Digital Equity Grants, including those who opened computer labs in communities of color. CBO partners with those CBOs to produce a social media campaign to make communities of color more aware of public computer labs in South King County.

Feedback Loop

Organization provides engagement of social media campaign. Organization supplies King County any community comments/feedback that may help King County better deliver its services, for example: Community members raised issue of a gap in advertising computer labs in Burien in Spanish.

Eligibility

Applicants may include but are not limited to following:

- Community-based news outlets
 - Newspapers
 - News website
 - Radio stations (traditional broadcast or digital)
 - Digital media
 - Podcast
- Communications firms with demonstrated ability and experience to reach communities most impacted by both systemic racism and COVID-19
- Community-based organizations (for-profit or non-profit) providing communication services within normal business operations and with demonstrated relationships with communities most impacted by both systemic racism and COVID-19
- Artists and creators with proven community reach and communication channels

Eligibility (Cont.)

Important:

You must have the proper organizational legal status, such as an Employer Identification Number or 501c status. If you do not, you must have a fiscal sponsor.

If you are a recipient of federal funds for a similar communications campaign from, you will **not** be eligible to receive funds.

Your organization must demonstrate the capacity to administer and manage funding, such as compiling invoices, tracking and reporting on expenditures, and maintaining receipts.

Funds can be used for:

Eligible expenses and activities include but are not limited to:

- Production of articles or storytelling series aligned with the program
- Materials to broadcast grant opportunities and support services through King County and other funding sources
- Media buys
- Design and production of materials
- Recurrent event series
- Landscape analysis/research of COVID-19 resources and spending
- Translation of communication materials in tandem with other activities on this list
- Development of culturally relevant messaging for a social media and newsletter campaign
- Additional communication materials/channels that would be effective in reaching communities served by an organization or media outlet

Grant details

Grant sizes will be awarded up to \$150,000 and may be adjusted to achieve equitable allocation and opportunities for community capacity-building where needs are greatest.

IMPORTANT:

**OESJ envisions this as a multi-year contract, however;
Council appropriated funds through December 31, 2022**

- Initial program period is from signing through December 31, 2022.
- Applicants who are interested in a longer program period (extending into 2023) should clearly differentiate a **two-part plan**: one for spending all funds through December 31, 2022, and the second for spending the funds over a longer period of time extending into 2023.

Selection Criteria (100 pts)

Organizational history, values alignment (25)

- Can you reach the intended audiences, those most harmed by racism and the pandemic and its intersectionalities?
- Do you have the capacity to carry out the proposed scope of work and fulfill the contract?
- Are equity, racial and social justice values reflected in your organization?

Audience and Communications Strategy (30 points)

- Are you a trusted messenger in community?
- Do you have unique and nuanced communication strategies for each audience, and can you explain why they work?

Timeline and Deliverables (30 points)

- You have capacity to deliver services in intended timeframe of the contract.
- You can meet federal reporting requirements.

Budget and Operations Elements (15 points)

- You filled out the budget form.
- You demonstrate an ability to do grant or fiscal administration, including hiring and payroll, subcontracting, or provides fiscal sponsor information

How to Apply

The grant will be launched using a new grant management tool:



All applicants must first register an eCivis account -
https://gn.ecivis.com/GO/gn_redir/T/q52gzciyz53c

Application Deadline: Monday, March 7th, 2022 @ 5:00 PM PST

Language Assistance: Application is currently available in English and Spanish.
If you would like to request another language, please email
oesjgrants@kingcounty.gov

Grant Timeline

Open Application:	February 8, 2022
Application Deadline:	March 7, 2022
Award Notification:	Late March – early April 2022
Contracting:	April 2022
Implementation:	April 2022 - December 31st, 2022

Important:

- Funds will be disbursed to through a reimbursement process based on a monthly or quarterly invoices and supporting documentation.
- Recipients are responsible for meeting administrative, financial record keeping, and programmatic reporting requirements (2 CFR 200).
- Advance payments can be made available but must be negotiated on a case-by-case basis and permitted in the signed agreement.

Question and Answer



Contact our team

All inquiries should be directed to OESJgrants@kingcounty.gov.
Technical assistance may be available -- Questions and assistance with application completion will be provided as requested. You can request support via email or by phone.



Magan Do
ESJ Grants
Manager



**Stephanie Guzman-
Barrera**
OESJ Senior
Communications
Manager



Arun Sambataro
Senior Policy Advisor,
OESJ

Resources

- Current COVID-19 Relief Grant Programs - King County | [Website](#)
- King County Equity and Social Justice Strategic Plan | [Website](#)
- Language and Communications Access – King County | [Website](#)
- Coronavirus State and Local Fiscal Recovery Funds | [Website](#)
- SLFRP Fact Sheet - Treasury.gov | [PDF](#)



OFFICE OF EQUITY AND SOCIAL JUSTICE

Thank you!

