

We Count Oregon Tribal Grant Application

#WeCountOregon Tribal Outreach and Engagement



Applicant:

Coquille Indian Housing Authority

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Narrative

Overview

Nationally, the U.S. Census Bureau estimates that American Indians and Alaska Natives living on reservations or in Native villages were undercounted by approximately 4.9% in the 2010 Census, resulting in lost financial support and opportunity, political representation, and other resources apportioned using census data. A comparison of the Coquille Tribe's 2010 enrollment records to 2010 U.S. Census data reveals an even greater undercount of its membership. Approximately 25% of enrolled Coquille Tribal members were not identified in the 2010 Census, significantly impacting the availability of resources to the Coquille Tribe. This plan is designed to guide the Tribal organization in improving its response rate for the 2020 Census.

Mission

To ensure a more accurate count, the Coquille Indian Tribe will promote response to the 2020 Census by informing Tribal members of the benefits of response, educating Tribal members on the manner of response that will yield the greatest value to the Tribe and their family, offering incentives to Tribal members to encourage response, and providing support to assist Tribal members with response.

Strategies

The Tribe will engage its membership through promotion at Tribal events, on its members-only website, in its monthly newsletter and other print publications, and via its social media presence. Tribal staff will participate in educational opportunities, communicate the benefits of accurate response in multiple formats and venues, be available to assist Tribal members with response, and address cultural and individual barriers to response with sensitivity and compassion.

Timeline

Activity	2019			2020								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Assemble and educate staff	x	x	x	x								
Engage stakeholder groups		x	x	x								
Promote at Tribal events				x					x			
Communicate with membership				x	x	x	x	x	x	x	x	
Award prizes and incentives									x			
Conduct follow up outreach										x	x	

Tactics

- Sponsor staff time and travel to participate in Tribal census educational opportunities.
- Promote importance of complete count at meetings and activities of the Tribal Council, Housing Board, Residents Association, and other Tribal groups.
- Conduct outreach at Tribal events including the Winter Gathering in January and Tribal Restoration Celebration in June.
- Publish Tribal newsletter, website, and social media postings regularly January through August to educate Tribal membership on the importance and proper method of response.
- Provide incentives to all members who submit qualified entries and conduct “census sweepstakes” prize drawing.
- Monitor response rates, follow up with members that did not submit an entry for prize drawing, and offer to assist with response.

Attachment 1:

Scope of Services Description

Grantee has 1,101 tribal citizens or members.

Through this grant agreement, Grantee will complete the work outlined in their narrative plan in order to reach the following metrics:

1. Sign up 25 people for the text to pledge program.
2. Contact 650 individuals through various outreach strategies.
3. Count 682 tribal citizens/members and other individuals living in Oregon in the 2020 census.
4. Attend the following community events:

Meetings of the Tribal Council, Housing Board, Residents Association, and other Tribal groups, Tribal events including the Winter Gathering in January and Tribal Restoration Celebration in June, and meetings of the local Complete Count Committee.

Attachment 2:

Budget

Project Title: #WeCountOregon Tribal Outreach and Engagement					
Line Item	Cost	Calculation / Notes			
Incentives for community members	\$21,270.00	All entries:	Quantity	Price	Total
		Ko-Kwel window cling	500	1.94	970.00
		Visa gift card	500	25.00	12,500.00
		Prize drawing:			
		Visa gift card	1	1,000.00	1,000.00
		Visa gift card	4	500.00	2,000.00
		Visa gift card	4	250.00	1,000.00
		Visa gift card	8	100.00	800.00
		Eighth Generation gift card	60	50.00	3,000.00
Staffing	0.00	In-kind			
Operational overhead	0.00	In-kind			
Travel	0.00	In-kind/sponsored			
Community events	0.00	In-kind/sponsored			
Other items	916.33	Mailing supplies:	Quantity	Price	Total
		Envelopes, 9" x 12", 100/box	5	31.90	159.50
		Envelopes, 6" x 9", 100/box	1	15.44	15.44
		Labels, 3 1/3" x 4", 600/box	1	64.39	64.39
		Postage - all respondents	500	1.20	600.00
		Postage - prize drawings	77	1.00	77.00
Total	<u>\$22,186.33</u>				



Ko-Kwel

Proud member of the Coquille Indian Tribe