

WARREN COUNTY MUNICIPAL CENTER



LAKE GEORGE, NEW YORK 12845

PLANNING & COMMUNITY DEVELOPMENT
DEPARTMENT
Telephone: (518) 761-6410

Economic Growth & Development and Higher Education.
Committee Meeting Agenda
August 2020

Committee Members: Supervisors Wild, Hogan, Leggett, Braymer, Diamond, Dickinson, Magowan, McDevitt and Seeber.

- I Committee meeting called to order by Chairman
- II. Motion to approve minutes of prior Committee meeting
- III. Action Agenda/New Business Items:
 1. **Resolution Request** - Authorizing Chairman to execute agreement with Empire State Development for Census awareness funding an amount up to \$49,900
 2. **Resolution Request** - Authorizing agreement with Tri County United Way for Census promotion activities
 3. **Resolution Request** - Authorizing Agreement with Sidekick Creative for Census promotion materials
 4. **Resolution Request** - Amending 2020 budget to receipt grant funding in the amount of \$49,900
- IV Discussion Items:
- V. Referrals/Pending Items:
- VI. Privilege of the floor and public comment (please allow for 15 second delay on live stream meetings)
- VII. Motion to Adjourn

Attachments:

- Census award letter
- Census work program
- Resolution request form 5 - Authorization to submit for grant
- Resolution Form 7 amend budget
- Resolution request form 3 - contract with Tri County United Way
- Resolution request form 3 - Contract with Sidekick Creative

LaMothe, Wayne

Subject: FW: Census 2020 Award Letter

July 31, 2020

Mr. Ryan Moore
County Administrator
Warren County
1340 State Route 9

Lake George, NY 12845
Project # 133,638,

Re: Warren County Census Project # 133,638

Dear Mr. Ryan,

On behalf of Governor Andrew M. Cuomo, the Census Agencies, New York State Urban Development Corporation, d/b/a Empire State Development ("ESD"), the New York Department of State ("DOS), and the New York Department of Labor ("DOL"), are pleased to inform you that Warren County has been recommended for an award of up to \$49,900 from the Census 2020 Complete Count Outreach Grants. This award will be contingent upon 75% of the grant proceeds must be allocated to approved Not-For-Profits or libraries. All expenditures incurred under this grant must be in accordance with the Grant Disbursement Agreement.

ESD will contact you for information concerning your project in order to issue a Grant Disbursement Agreement (GDA). The GDA, which must be signed and returned to ESD, will describe key funding requirements, award disbursement terms, and other relevant ESD terms and conditions. Please be advised that the advance, 90% of the total grant, will be disbursed upon receipt of an executed GDA and a payment requisition form.

Please note that expenses incurred prior to the date of this award letter are not eligible for reimbursement. If you have any questions regarding this award please email info@census2020grant.ny.

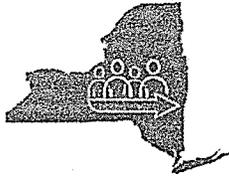
Congratulations, and thank you for your support in the 2020 Census. We look forward to working with you.

Very truly yours,



Pravina Raghavan
Executive Vice President
Division of Small Business & Technology Development

IMPORTANT: This e-mail message and any attachments contain information intended for the exclusive use of the individual(s) or entity to whom it is addressed and may contain information that is proprietary, privileged, confidential and/or exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any viewing, copying, disclosure or distribution of this information may be subject to legal restriction or sanction. Please immediately notify the sender by electronic mail or notify the System Administrator by telephone (518)292-5180 or e-mail (administrator@esd.ny.gov) and delete the message. Thank you.



Budget Summary

NOTE: 75% of the grant proceeds must be allocated to approved not-for-profits.

Budget Summary

Specific “safe distancing” activities have been identified below can be done by all the designated counties and cities to help encourage a response to the 2020 Census while adhering to the social distancing guidelines. Examples of eligible budget activities include, but are not limited to:

- Creation and use of television advertisements promoting the Census
- Local radio advertisements
- Local media radio advertisements
- Local billboard advertisements
- Social Media advertisements (Facebook/Instagram/What’s App)
- Production of newsletters and flyers for elderly populations
- Placing ads in ethnic press
- Informational kiosks at strategic locations targeting hard to count populations
- Creation and posting of other Census related signage
- Print and digital advertising; PSA; boost social media postings
- Multilingual outreach materials/media campaigns
- Transit advertising program targeting new Americans and non-English speaking people in rural and urban communities
- Phone-banking and text-banking outreach operations
- Provide brochures to food pantries
- Development of Outreach Materials - Printing; posters, flyers, multi-lingual palm cards

All costs incurred must be reasonable and necessary for the performance of work within the scope of Project.

The State funds should leverage and build on State and regional efforts, create new and innovative local efforts, and should not be used to supplant or replace other funding for census activities. Travel costs included in the budget will be reimbursed based on approved NYS rates and per diems outlined by the US General Services Administration (<https://www.gsa.gov/travel-resources>).

An administrative rate of up to 5% may be applied to this grant. This will allow the Respondent to receive funding for administrative costs associated with service delivery and grant management, such outside contract management services.

Administrative Expenses are those expenses authorized and allowable pursuant to applicable agency regulations, contracts or other rules that govern reimbursement with State funds or State-authorized payments that are incurred in connection with the Respondent’s overall management can be attributed directly to the provision of program services. Please note that the Respondent must retain backup documentation detailing how administrative funds were spent and submit with required reports.

In recognition of the post COVID-19 environment the following modifications on eligible expenses have been made:

- Removing the digital media development cap of 5%. Given the social distancing protocols, digital media is critical; and



- Allowing the purchase of promotion items (with Census logo) only for PPE such as face masks, hand sanitizer or gloves; and
- Increasing the aggregate amount for the purchase of computers, mobile computing devices such as iPads, tablets etc., cellular telephones and related devices that do not exceed \$500 per item to \$20,000 in aggregate as access to the survey is critical barrier to entry.

Funds for the following expenditures **will not** be allowed:

- The purchase, lease, or rental of any equipment or operational software
- ~~Political activities of any kind~~
- Electoral activities of any kind
- The acquisition of voter registration data, voter profiles or similar programs or data commonly used in political campaigns
- Awards of cash, gift cards, trophies or the like
- Purchase, lease, and/or rental of, computers, mobile computing devices such as I-Pads, tablets etc., cellular telephones and related devices that exceed more than \$20,000 in aggregate
- Audit services
- Acquisition, construction, or renovation of buildings or other real estate
- Entertainment
- Religious activity
- Alcohol
- Expenses incurred prior ESD Award letter date whichever sooner
- Costs of organized fund raising
- Interest, taxes and penalties
- Any other cost incurred in violation of the terms of the GDA, as defined below.
 - In the chart below, please detail the budget summary for this project.



Applicant Name
Warren County

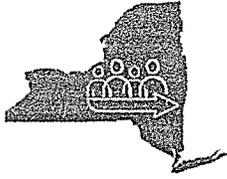
Budget Period: ESD Award Letter to 09/30/2020

Cost Categories		Total Project Cost by Category (dollar value):
1.	Personnel Services	
2.	Fringe	
3.	Travel	\$274.35
4.	Contractual Services	\$37,424.44
5.	Advertising & Printing	\$10,945
6.	Non-Personnel Services	
7.	Administrative Costs (up to 5%)	\$1,255.30
TOTAL PROJECT COST		\$49,899.09



Personnel Services			
Title	Annual Salary	(%)	Total
	\$		\$
	\$		\$
	\$		\$
Justification: Completely justify all positions. Describe duties and contributions to the project. Include a brief description of duties/responsibilities for each position.			
Personnel Services Total (dollar value): \$			

Fringe
Describe and justify each fringe in detail, including fringe rate, and what is included as part of fringe benefits.
Fringe Total (dollar value): \$



Travel

Describe and justify all travel in detail, including cost per item. Justify the need for travel and how it will benefit the project.

\$274.35 – 465 miles of mileage @ federal reimbursement rate of \$0.59/mile for county planning department staff to deliver census materials to local community centers, schools, town halls, nonprofits, etc, and place lawn signs. For reference, the two farthest towns in the county (in different directions) are 80-miles-roundtrip and 60-miles-roundtrip from the county municipal center, so this mileage reflects approximately 1-2 deliveries per community (combining trips) over the course of the outreach project.

Travel Total (dollar value): \$274.35

Contractual Services

Describe all contractual services in detail, including cost per item. Justify the need for these services, and how they will benefit the project. For items that will be shared across other programs, please describe allocation methodology.

Tri-County United Way

Tri-County United Way is an organization on Warren County's approved non-profit list and has been a strong partner with the County in census outreach activities throughout the 2020 Census. Tri-County United Way has also been a member of the County's Complete Count Committee since its inception. 75% of the County's census outreach funding will be awarded to Tri-County United Way to complete the following activities:

- 1. \$7,120.40 - Census Awareness Phone Bank:** Tri-County United Way and its partners maintain extensive databases of phone contacts. A majority of these contacts are in the target audiences of Warren County's hard-to-count population, including low income residents, seniors, minorities, and families with young children. Tri-County United Way will dedicate 280 hours among 4 staff members over the course of seven weeks, at an hourly rate of \$25.43, to make calls to 3000+ contacts within its database to encourage census response. Training for the callers will be provided by Census Bureau and Warren County Planning Department staff.
- 2. \$2,730 – Social Media Outreach:** Tri-County United Way will continue and increase its active engagement in using social media to promote the Census to its followers, as well as use Facebook advertising to increase the reach of its posts. It will also encourage its nonprofit partners to promote the Census via social media. United Way will post at least twice a week throughout the remaining Census response period. The dollar amount covers staff time and advertising costs.
- 3. \$1,244.30 – Email and Website Outreach:** Tri-County United Way maintains an extensive email database. Many of the contacts in the database are donor and partner organizations with community presence and many employees. United Way will engage in a Census Outreach email campaign to encourage its contacts to respond to the census. It will also assist and encourage its donor organizations to create their own email outreach

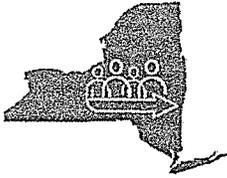


campaigns. United Way will promote the Census on its website and will encourage partners to promote the Census on their websites using a custom-designed web banner. The listed dollar amount covers 10 hours of staff time at an hourly rate of \$25.43. It also covers assistance from a local marketing consultant, at a cost of \$990, to develop email wording, email signature lines and instructions, and website banners in several sizes.

- 4. \$12,059 – “Warren County Counts” PPE for Low-Income Student Event and MQAs:** Tri-County United Way partner (and approved Warren County nonprofit) Family Services Association of Glens Falls hosts a “Feet First” event each August to supply area low-income families with shoes, socks, and other back-to-school supplies. The event typically serves about 400 low-income students and their families. It is located in one of the County’s target hard-to-count census tracts in Glens Falls. This year’s event will be held differently than usual due to covid-19. Participating families will be surveyed ahead of the event to determine their needs and will also be asked if they have responded to the Census. Appointments will be scheduled and held outside, with masks and social distancing, for each participating family. The Census Bureau will host a Mobile Questionnaire Assistance Center in conjunction with the event for those who have not yet responded to the Census, and attendees will be able to work with an enumerator, in a private outside location, to complete their Census questionnaire as part of the event. One of the needs for these families is hand sanitizer and masks, and “Warren County Counts – Census 2020” themed PPE (1600 cloth masks and 2000 bottles of hand sanitizer) will be procured to be distributed at the event. United Way will work with local firm Sidekick Creative to design and procure these items, using local vendors. We have already confirmed availability and timely production.

Additional supplies not distributed at the Feet First event will be distributed at other area Mobile Questionnaire Assistance Center events, such as those scheduled to be hosted at Crandall Library and the Open Door Mission Food Pantry, and at other area food pantries.

- 5. \$5,040.74 – Census Self-Response Booths at Local Farmer’s Markets:** Tri-County United Way will purchase six Amazon Fire HD 10 Tablets at a total cost of \$971.94 and will staff booths at area farmer’s markets in low response areas throughout the County during the remaining response period, using 160 total hours of staff time at a rate of \$25.43 per hour. Staff will assist Farmer’s Market attendees with self-response to the Census questionnaire using the provided tablets. Social distancing will be maintained and tablets will be sanitized between users.
- 6. \$861 – Custom Flyers for Distribution via Meal Deliveries to Seniors and Low-Income Students:** Tri-County United Way will partner with local design firm Sidekick Creative to design and produce 5000 custom 4”x9” cards encouraging Census response, to be distributed via local meal delivery programs to seniors and schoolchildren in low-response areas.
- 7. \$3,021 - Design and Production of 31”x86” banners for Display at Town, Village and City Halls:** Tri-County United Way will work with local design firm Sidekick Creative to design and produce 13 custom Warren County Counts Census 2020 banners for each of the local town halls in the county to display outside of their facilities.



8. **\$5,348 – Ads in local print and digital news media:** Tri-County United Way will work with Sidekick Creative to design and place ads each in three local papers: the Post Star, the Sun Community News, and the Chronicle. The Sun Community News is free and is delivered weekly by mail to many of the low-response towns in the northern part of the County. One full page full color ad at a cost of \$1001 for design and advertising will be placed in this paper. The Chronicle is a free weekly paper that is distributed and read widely throughout the County. One full color full page ad at a cost of \$1310 will be placed in this paper. The Post Star is Warren County's daily paper, which is read widely online, and we will place digital ads in this paper. Digital ads can and will be targeted to low-income populations and/or low response areas. Multiple digital ads will be placed for a total cost of \$3037 for design and advertising.

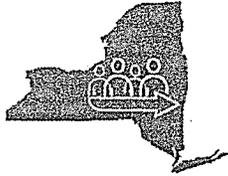
Contractual Services Total (dollar value): \$37,424.44

Advertising & Printing

Describe and justify all printing and advertising costs in detail, including cost per item. Justify the need for printing and advertising, and how it will benefit the project.

These projects will be completed as part of the County's 25% of the grant funding. The County will continue to work (MWBE) Sidekick Creative, the local marketing and design firm it has worked with throughout Census 2020.

1. **\$955 - Lawn Signs:** Earlier this spring, Warren County launched a successful Census 2020 lawn sign campaign using its own funds. 50 lawn signs were procured and distributed around the County. They've been positively received and we plan to increase our reach by adding a new design and an additional 100 signs, to be placed by county staff, primarily in locations around the County with low response rates.
2. **\$9,660 – Social Media Custom Posts and Advertising:** Warren County has partnered with Sidekick Creative to run a fairly extensive social media campaign between February and July, when funds were exhausted, at <https://facebook.com/warrencountyplanning> and <https://instagram.com/warrencountyplanning>. Sidekick and County Planning Department staff have posted Census related posts several days every week on Facebook and Instagram; created three videos; created a series of custom, local posts; and completed targeted advertising on both Facebook and Instagram. This money will be used to continue our custom social media post series, both with testimonials from local community figures, and general Census information and encouragement focused on our target populations and low response areas. The money will cover the development of 16 custom posts for Facebook and Instagram. It will also cover boosting each of the 16 new posts, as well as boosting previous posts from the last several months that are still relevant.
3. **\$330 – Website Edits and Hosting:** Warren County partnered with Sidekick Creative to create a dedicated Census 2020 website: <https://warrencountyny.gov/census2020>. This money is for a minor website refresh to reflect current Census activities and for



website hosting through the end of September.

Advertising and Printing Total (dollar value): \$10,945



Non-Personnel Services

Describe and justify all non-personnel services in detail, including cost per item. Justify the need for these non-personnel services, and how they will benefit the project.

Non-personnel Services Total (dollar value):

Administrative Costs (up to 5%)

Describe and justify all administrative costs in detail, including cost per item. Justify the need for these administrative costs, and how they will benefit the project.

Management of the grant program by county planning department staff, as follows:

1. **\$327.30** - 10 hours at hourly rate of \$32.73 (\$20.45 base plus \$12.28 fringe) for Office Specialist to manage grant expenditures and process payments
2. **\$928** - 20 hours at hourly rate of \$46.40 (\$37.62 base plus \$8.78 fringe) for GIS Administrator to manage, coordinate, and track grant deliverables from the marketing consultant and nonprofit

Administrative Costs Total (dollar value): \$1,255.30

RESOLUTION REQUEST FORM NO. 5

Request to Apply for a Grant Application and Grant Agreement

DEPARTMENT NAME: Planning and Community Development

DATE: August 2020

(a) Purpose of Grant:

Promotion of 2020 Census

(b) Name of Grantor:

~~Empire State Development~~

(c) Address of Contractor:

(d) Grantor's Contact Person and Telephone Number:

(e) Has or Will the Grant Application or Grant Agreement be provided, if so, Please Attach?

(f) Effective Date of Grant: 31 July 2020

(g) Termination Date of Grant: 30 September 2020

(h) Total Dollar Amount Involved (not to exceed):

(i) Deadline to Submit Grant Application and/or Grant Agreement:

Promotion of 2020 Census

(j) Is a Budget amendment required? Yes If yes, also complete and submit Form No. 7.

(k) Are the funds to go into a Capital Project or Capital Reserve Project? If yes, also complete and submit Form No. 8 or Form No. 9, as applicable.

(i) Is a Local Share Required? No If Yes, Where are the Funds? List Budget Code, Object Code, Full Title* and Amount OR Capital Project OR Capital Reserve Project Number and Title and Amount:

Sample: A.1010 470 Legislative Board – Contract \$xx.xx

Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 89 OF 2020

RESOLUTION INTRODUCED BY SUPERVISORS FRASIER, CONOVER, GERAGHTY, BEATY, BRAYMER, MCDEVITT, MERLINO, SIMPSON AND STROUGH

DELEGATING AUTHORITY TO THE COUNTY ADMINISTRATOR IN AUTHORIZING CONTRACT APPROVALS, BUDGET AMENDMENTS AND EXPENDITURES TO EFFECTUATE THE CENSUS OUTREACH PROJECT

WHEREAS, the County Administrator has requested authority to authorize contract approvals, budget amendments and expenditures to effectuate the census outreach project in an amount not to exceed Fifty Thousand Dollars (\$50,000), and

WHEREAS, this authority needs to be retroactive to January 31, 2020, and

WHEREAS, the Finance Committee has approved the request of the County Administrator, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the County Administrator to authorize contract approvals, budget amendments and expenditures to effectuate the census outreach project, in an amount not to exceed Fifty Thousand Dollars (\$50,000), retroactive to January 31, 2020, and be it further

RESOLVED, that the County Administrator shall report to the Economic Growth & Development and Higher Education Committee on all actions taken.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Planning and Community Development

DATE: August 2020

(a) Is this a Result of a Bid or Request for Proposal?

(b) Purpose of Contract: Promotion of 2020 Census

(c) Name of Contractor: Tri-County United Way

(d) Address of Contractor: 696 Upper Glen Street, Queensbury, NY 12804

(e) Contractor's Contact Person and Telephone Number: Kathy Tolstrup

(f) Has or will the Contract be provided, if so, please attach:

(g) Commencement Date of Contract: August 2020

(h) Termination Date of Contract: 30 September 2020

(i) Payment Provisions: i) lump sum amount \$37,424.44
ii) hourly rate amount
iii) total amount not to exceed
iv) how will payments be made (i.e. monthly, quarterly,
upon completion of the project, etc. Monthly

(j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title*
and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and
Amount: A8020,470

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Planning and Community Development

DATE: August 2020

(a) Is this a Result of a Bid or Request for Proposal?

(b) ~~Purpose of Contract:~~ Promotion-materials-for-2020-Census

(c) Name of Contractor: Sidekick Creative

(d) Address of Contractor: 16c Exchange Street, Glens Falls, NY

(e) Contractor's Contact Person and Telephone Number:

(f) Has or will the Contract be provided, if so, please attach:

(g) Commencement Date of Contract: August 2020

(h) Termination Date of Contract: 30 September 2020

(i) Payment Provisions: i) lump sum amount \$10,945
ii) hourly rate amount
iii) total amount not to exceed
iv) how will payments be made (i.e. monthly, quarterly,
upon completion of the project, etc. Monthly

(j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title*
and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and
Amount: A8020,470

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 7

Request to Amend County Budget*

**If this is the result of a grant award, also complete and submit Form No. 5 or 6*

DEPARTMENT NAME: Planning and Community Development

DATE: August 2020

(a) Purpose of Amendment:

Allocate grant funding

(b) Appropriation Code, Object Code, Full Title and Amount:

A8020.470 Contracts, \$49,900 (final allocation after consultation with Treasurer - see below)

Sample: A.1010 470 Legislative Board – Contract

(c) Revenue Code (with title), and Amount:

A.8020 3904 Census 2020 Complete Count Outreach. \$49,900

Sample: A. 6417.2654 Tourism Occupancy – Minor Sales – Tourism

*Please note all amount must be in whole dollars – no cents.

NOTE: The funding from the State will consist of an advance of 90% of the grant funds. Prior to Board authorization, funding in the amount of \$25,239 was transferred to the A8020 account pursuant to resolution 89 of 2020 (copy attached). Once funding is authorized the \$25,239 will be returned to contingency.

A.8020 470 - \$48,644.70

A.8020 110 - \$993.00

A.8020 830 - \$62.00

A.8020 831 - \$14.00

A.8020 810 - \$158.00

A.8020 860 - \$74.00

A.8020 865 - \$1.00