



**TO:** Mayor Linda Gorton  
Urban County Council

**FROM:** Theresa Reynolds, Director, Grants and Special Programs

**CC:** Charlie Lanter, Commissioner, Housing Advocacy and Community Development

**DATE:** May 31, 2022

**SUBJECT:** Continue and Expand Public Education Campaign in Response to COVID-19 Impacts - ARPA

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**Request:**

Authorization to: Execute an ARPA subrecipient agreement with Untold Content, pursuant to RFP 14-2022, to continue to provide and expand the centralized public education campaign and united messaging that was developed in 2021 due to the environmental changes and impacts of COVID-19 pandemic on the homelessness system at a cost not to exceed \$171,898.00.

**Why are you requesting?**

Department needs this action completed because: Due to impacts of COVID-19 on the homelessness response system and the rental market, OHPI and the LFUCG Homelessness Prevention and Intervention/Continuum of Care Board seek to enhance and expand the current community outreach and engagement strategies around the issues of homelessness and affordable housing.

A public awareness campaign is a marketing effort that increases public awareness and recognition of a problem and will increase the knowledge of COVID-19 impacts in the coming 12 months. This continued campaign will further inform the community by providing information and education on the problem, which is vital in creating actions to make change.

The CoC Board wishes to contract with a marketing consultant to continue the united messaging such as talking points, pitch decks and an elevator speech, as well as marketing materials, presentations, social media advertisements, and arrange community events, town halls and lobbying days with local or state lawmakers that was developed in 2021 and will be adapted in response to COVID-19 impacts.



Funding awards have been approved by the LFUCG Homelessness Intervention and Prevention Board.

What is the cost in this budget year and future budget years?

The cost for this FY23 is: \$171,898.00

The cost for future FY24 is: \$0

Are the funds budgeted?

The funds are budgeted or a budget amendment is in process: Funds are budgeted

Account number: 3230-155003-0001-78112

File Number: 547-22

Director/Commissioner: Theresa Reynolds/Charlie Lanter

