

**FY 2020 EDUCATION AND OUTREACH FHAP PARTNERSHIP FUNDS AWARD  
CHARLOTTE-MECKLENBURG COMMUNITY RELATIONS COMMITTEE  
STATEMENT OF WORK (SOW)**

**NEGOTIATED: 3/17/2020**

**APPROVED: 4/16/2020**

The recipient, Charlotte-Mecklenburg Community Relations Committee, in partnership with NORSAN Media, the City of Charlotte Communications and Marketing Department, and Choice Translation Services, agrees to undertake the following activities in accordance with its FY 2020 education and outreach FHAP Partnership funds award commencing on 5/1/2020 and ending on 1/31/2021.

**Project Tasks:**

TASKS	DELIVERABLES	INTENDED AUDIENCE	ANTICIPATED OUTCOME	COST	DELIVERY BY
<p>1. Fair Housing Radio Campaign in partnership with <u>NORSAN Media</u>.</p> <p>Spanish language fair housing ads will run across 3 local Charlotte Spanish radio stations for 30 days.</p>	<ul style="list-style-type: none"> <li>Submit draft script for <b>2</b> fair housing radio announcements in Spanish. to GTM for approval prior to production and distribution.</li> <li>Submit copy of contract with <b>NORSAN Media</b> Submit a list of all 3 radio stations and their service area used in campaign.</li> <li>Produce <b>2</b> radio announcements in Spanish.</li> <li>Report on the dates of radio broadcasts and the number of persons reached.</li> </ul>	Spanish speaking community in the Charlotte region	<p>At the conclusion of this fair housing radio campaign, CMCRC anticipates a reach of approximately 250,000 persons within our jurisdiction over the proposed timeframe.</p> <p>The radio station has an estimate of how many listeners they have each day and will keep track.</p>	\$5,000	<b>30 days after start of the performance period</b> , send draft script for GTM approval. Include copies of contact along with the list of all 3 radio stations used in campaign.

<p>2. Fair Housing Public Service Announcement Campaign in partnership with the City of Charlotte Communications and Marketing Department.</p> <p>Produce 2 Fair Housing audio/visual public service announcements to air on City of Charlotte YouTube page, in agency's upcoming trainings and outreach events, and additional government-sponsored /affiliated internal and external networks to be determined and as available.</p>	<ul style="list-style-type: none"> <li>▪ Submit draft script to GTM for approval prior to production.</li> <li>▪ Produce 2 public service announcements.</li> <li>▪ Submit a list of all service areas used in campaign.</li> <li>▪ Report on the dates of broadcasts and the number of persons reached.</li> </ul>	<p>Wide audience within our jurisdiction.</p>	<p>At the conclusion of this fair housing PSA campaign, the CMCRC anticipates a reach of approximately 1.4 million persons within our jurisdiction over the proposed timeframe.</p> <p>This figure will be calculated through the number of subscribers to the City of Charlotte YouTube page, sign in sheets at events, and from government marketing and communications office estimates for various delivery forms.</p>	<p>\$5,000</p>	<p><b>120 days after start of the performance period,</b> send draft script for GTM approval prior to production.</p>
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<p>3. Fair Housing Multi-Language Brochure Campaign in partnership with Choice Translation Services.</p> <ul style="list-style-type: none"> <li>Produce brochures for each of the top languages in Charlotte, NC: 500 in English, 500 in Spanish, 250 in each French, Vietnamese, Arabic and Hmong.</li> </ul>	<ul style="list-style-type: none"> <li>Submit draft brochures to GTM for approval prior to print and translation.</li> <li>Submit price quote for translation.</li> <li>Report on the dates of brochure placement, locations and the number of persons reached.</li> </ul>	<p>All persons within our jurisdiction</p>	<p>At the conclusion of this fair housing multi-language brochure campaign, the CMCRC anticipates a reach of approximately 3,000 persons within our jurisdiction over the proposed timeframe.</p> <p>This figure will be calculated through finding out how many people, on average, visit each place. We are currently researching specialty grocery stores, for example, a Hmong grocery store, where we can place our materials (in addition to libraries, festivals, and government buildings when they re-open).</p>	<p>\$2,399</p>	<p><b>Within 60 days after start of the performance period,</b> submit price quote for translation.</p>
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<p>4. Fair Housing Multi-Language Promotional Items Distribution Campaign.</p> <ul style="list-style-type: none"> <li>Produce refrigerator magnets with contact information for the agency in each of the top languages in Charlotte, NC.</li> <li>500 in English, 500 in Spanish, 250 in each French, Vietnamese, Arabic and Hmong.</li> </ul>	<ul style="list-style-type: none"> <li>Submit draft language and layout for magnets to GTM for approval prior to print and translation.</li> <li>Submit a list of all locations where magnets are handed out, including which language.</li> <li>Report on the dates of placement and the number of persons reached.</li> </ul>	<p>All persons within our jurisdiction</p>	<p>At the conclusion of this fair housing outreach campaign, the CMCRC anticipates a reach of approximately 3,000 persons within our jurisdiction over the proposed timeframe.</p> <p>This figure will be calculated through finding out how many people, on average, visit each place. We are currently researching specialty grocery stores, for example, a Hmong grocery store, where we can place our materials (in addition to libraries, festivals, and government buildings when they re-open).</p>	<p>\$2,315</p>	
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<p>5. Fair Housing Festival Outreach</p> <p>30 days after start of the performance period, send list of all festivals where CMCRC will be conducting education and outreach.</p>	<ul style="list-style-type: none"> <li>▪ Have a table at least two Festivals targeting a diverse population of people in Charlotte-Mecklenburg. University of Charlotte International Festival and Asian Festival during month of October 2020. Additional festivals to be added as scheduled by organizers and as funds are available for participation.</li> <li>▪ Distribute brochures, magnets developed through this grant and along with other promotional items.</li> <li>▪ Report on the dates of festivals and the number of persons reached.</li> </ul>	<p>All persons within our jurisdiction</p>	<p>At the conclusion of this fair housing outreach campaign, the CMCRC anticipates a reach of approximately 1000 persons within our jurisdiction over the proposed timeframe.</p> <p>This figure will be calculated through sign in sheets at each festival agency attends.</p>	<p>\$2,786 *</p> <p>* Estimate based on cost of sponsorship and promotional items based on 2012 participation.</p>	<p><b>30 days after start of the performance period,</b> send list of all festivals where CMCRC will be conducting education and outreach.</p>
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6. Voucher for payment.	Submit payment request in eLOCCS after GTM notification that deliverables are approved. Submit the executed voucher within three (3) days after authorization.	N/A	N/A	N/A	Per Payment Schedule Below:  90% within 30 days of execution of the HUD 1044.  10% as final payment 30 days after the grant term ends.
7. Complete final report and provide copies of all final products not previously submitted.	Submit narrative report outlining the impact of each component of the education and outreach campaign. Report should include objectives, accomplishments, and results. Provide copies of <b><u>all associated invoices</u></b> .	N/A	N/A	N/A	Due to the GTM 30 days after grant ends.
<b>Total Amount</b>				<b>\$17,500</b>	

**\*NOTE:** Unless noted as requiring prior approval or a specific due date, all deliverables are due as part of the final report.