

# GRANT ANALYSIS FORM

## OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Election Commission

Contact Person & Phone No: Jennifer Meyer-Stearns, 414-286-3024

Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No. \_\_\_\_\_

Previous Council File No. \_\_\_\_\_

Project/Program Title: Civic Engagement Campaign

Grantor Agency: Cities Forward

Grant Application Date: 2/28/2024

Anticipated Award Date: 03/04/2024

1. Description of Grant Project/Program (Include Target Locations and Populations):

- This funding is to support a citywide, non-partisan public education campaign branded as ONE MKE to increase civic connection among residents. The goal of ONE MKE is to help Milwaukee residents find and understand the services the city has to offer to support residents and the city.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

- This funding will aim to increase civic literacy and citizen engagement in a means to create a more cohesive, safer community.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

- This grant will allow MPL to expand it's existing outreach objectives to connect residents to city services and programs while also providing voter education and engagement. While the existing operations plan to incorporate communication and educational materials into their existing work, this grant will cover all additional costs and additional staff needed to coordinate the citywide, inter-departmental campaign.

4. Results Measurement/Progress Report (Applies only to Programs):

- Increased utilization of city services
- Increased voter participation in areas where citizens are connected to one another and to city services;

5. Grant Period, Timetable and Program Phase-Out Plan:

- March 4, 2024 – December 31, 2024

6. Provide a list of Subgrantees:

- None

7. If Possible, complete Grant Budget Form and attach to back.  
See attached.

# CITY OF MILWAUKEE OPERATING GRANT BUDGET

NOTE: The highlighted cells include formulas to automatically total dollar amounts. If you insert additional rows, you may need to copy the formulas into the inserted rows. Make sure to check the formulas to ensure they are calculating the numbers correctly.

PROJECT/PROGRAM TITLE: Civic Engagement Campaign 231757

PROJECT/PROGRAM YEAR: 2024

CONTACT PERSON: Jennifer Meyer-Stearns, MPL

NUMBER OF POSITIONS		LINE DESCRIPTION	PAY RANGE/ UNITS	GRANTOR SHARE	IN-KIND SHARE	CASH MATCH A/C #	TOTAL
NEW	EXISTING						
		<b>PERSONNEL COSTS</b>					\$135,000
		Coordinator and Outreach Team					
		<b>TOTAL PERSONNEL COSTS</b>		\$135,000			\$135,000
		<b>FRINGE BENEFITS</b>					
		<b>TOTAL FRINGE BENEFITS</b>					
		<b>OPERATING EXPENDITURES</b>					
		Texting Costs					\$60,000
		Printing & Advertising for Campaign					\$55,000
		<b>TOTAL OPERATING EXPENDITURES</b>		\$115,000			\$115,000
		<b>EQUIPMENT</b>					
		<b>TOTAL EQUIPMENT</b>					
		<b>INDIRECT COSTS</b>					
		<b>TOTAL INDIRECT COSTS</b>					
		<b>TOTAL COSTS</b>		\$250,000			\$250,000