



# Denver Water, Lead Reduction Program (LRP) Community Voice Project Plan 2022

## Brief:

Denver Water is contracting DMCI to conduct 1:1 conversations in the Greater Park Hill neighborhoods with 50 Black, English-speaking households.

## Timeline:

5 Month Project - January through May 31, 2022

- Planning = 1 month (January)
- Recruitment/Training = 1 month (February)
- 1:1 Conversations = 2 months (March and April)
- Analysis and Report write-up = 1 month (May)

## Background:

Denver Water wants to find out how to reach Black, English-speaking families regarding how they will make filtering their water a part of their everyday lives until their water lines are replaced. The Lead Reduction program is a 13-15 year project. They are looking at this initial partnership with DMCI as a pilot project. They want the most impactful partnerships before they scale up. They are already partnering with a Spanish-speaking organization as well as an organization specializing in other languages.

## Targeted Communities:

- 50 Black, English-speaking households in the Greater Park Hill neighborhoods
- Denver Water provides addresses of residences who were mailed LRP consent forms (these residents are considered enrolled in the LRP)

## Navigator(s):

The Navigator(s) must be community leaders or organizations already supporting a network of community members in the Greater Park Hill neighborhoods. The Navigator(s) host a grand total of 50 1-on-1 conversations with Black, English-speaking households who are already enrolled in the LRP (using the addresses provided by Denver Water). Each conversation (including scheduling, sign-in, card distribution, data entry/conversation synthesis, training, weekly touch bases with DMCI, invoicing, etc.) is estimated to take one (1) hour.

## Compensation:



Contractors: \$50 per conversation billed to DMCI in arrears monthly (March 31 and April 30), \$1250.00 total.

Temporary Employees: Paid in two, monthly payments (March 31 and April 30) of \$562.50 (gross), \$1125 total.

Participant Incentives: \$10 gift cards

Responsibilities:

- Denver Water provides general discussion points, guiding questions, goals and objectives for the 1-on-1 community conversations. DMCI works with Denver Water to revise them for cultural relevance and to fit the Community Voice model.
- DMCI recommends to Denver Water 1 to 2 trusted community leaders or community organizations to conduct the 1-on-1 conversations. DMCI recruits the approved leaders/orgs.
- DMCI and Denver Water coordinate and host training for the navigators on the DMCI Community Voice model, operations, and logistics; and the Denver Water's LRP.
- DMCI Navigator(s) engages 50 Black, English-speaking residents, using the addresses provided by Denver Water, in 1-on-1 conversations and distributes LRP information in March and April.
- DMCI Navigator(s) fulfill scheduling, sign-in, gift card distribution, data entry/conversation synthesis, training, weekly touch bases, invoicing, and all other tasks necessary in connection with the 1-on-1 conversations.
- DMCI collects, summarizes, and analyzes qualitative data from the 1-on-1 conversations.
- DMCI collects participant responses to the guiding questions as well as each participants' specific neighborhood, zip code, and whether the participant is a renter or homeowner. Denver Water does not wish to collect any other participant data or demographic information.
- DMCI will purchase, distribute and track the distribution of \$10 gift cards to participating residents.
- DMCI will close the feedback loop with the Navigator(s) and participants by sharing Denver Water LRP updates regarding this outreach.
- DMCI will produce a monthly progress report and host a monthly 30-minute meeting with Denver Water the last Monday of each month January - May 2022.