

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter “AGREEMENT”) dated this 23 day of May, 2023, made between Southern Colorado Youth Go, Pueblo Department of Public Health and Environment, (hereinafter referred to as “Grantee”), United Way of Pueblo County, Inc., (hereinafter referred to as “UWPC”), and Pueblo County, Colorado, (hereinafter referred to as “County”) on behalf of the Southeast Colorado Opioid Response Settlement Region 19 (hereinafter referred to as “SECOR”). County and Grantee may individually be referred to as “Party”, or collectively as “Parties”.

WHEREAS, Grantee agrees to provide services for prevention and education services related to the Opioid Epidemic for the Southeast Colorado Opioid Response Settlement Region 19, as more fully defined in the Scope of Work provided by Grantee in response to the Request for Proposal; and

WHEREAS, County on behalf of SECOR agrees to fulfill the responsibilities and to pay Grantee for said services, as more fully defined below;

WHEREAS, Grantee is a professional evidence-based organization with comprehensive services in prevention and education related to the opioid epidemic and is qualified to provide the services as described in RFP 2022-01, attached to this Agreement and incorporated herein as Exhibit A, and Grantee’s Response, attached to this Agreement and incorporated herein as Exhibit B.

WHEREAS, UWPC agrees to act as fiscal agent for this grant on behalf of Grantee, as described in the Draft Memorandum of Understanding, attached to this Agreement and incorporated herein as Exhibit D.

WHEREAS, the parties have reached an agreement concerning the engagement of Grantee, the work to be performed, payment for the work, and related matters and now desire to set forth the same in writing.

NOW THEREFORE, in consideration of the promises and considerations herein contained, County and Grantee hereby agree as follows:

ENGAGEMENT OF SERVICES

County, on behalf of SECOR, hereby engages and Grantee hereby accepts such engagement and is hired to perform the work and services as described in provider’s response to RFP 2022-01 and upon all the terms and conditions set forth in this Agreement. Noncompliance may result in cancellation of the Contract by County, on behalf of SECOR.

SCOPE OF WORK AND ESTIMATED COST

The Scope of Work (or Work) to be performed by Grantee is more particularly described in Exhibits A and B, hereto and incorporated herein by this reference. The parties agree that the Scope of Work includes the items set forth in Exhibit A and B. The parties further agree that as

Work commences, the Scope may change and, in such case, the parties agree to jointly prepare a written Amendment or an Addendum to this Agreement to reflect any such change, definition, and/or refinement as may occur and be agreed upon by both parties, after approval by the SECOR Board. Specifically, the parties agree that they will undertake such procedure if the Scope changes as a result of updates from the State regarding the Opioid settlement and related funds.

Based upon the information provided by Grantee, SECOR has awarded Grantee \$25,000 for the year following execution of this contract and payment shall be provided at the commencement of the contract and any unexpended funds remaining at the end of the contract term must be returned to County for SECOR.

COMPENSATION

All costs shall be in the performance of the Work in accordance with Exhibits A and B as described for Fiscal Year 2023, not to exceed the stated amounts.

As the Work commences and proceeds, Grantee agrees to keep County informed if it anticipates the existence of any unexpended funds. Any unexpended funds existing at the termination of this agreement must be returned to County for SECOR.

No Multi-Fiscal Year Obligation on County. This Agreement is expressly made subject to the limitations of the Colorado Constitution. Nothing herein shall constitute, nor deemed to constitute, the creation of a debt or multi-year fiscal obligation or an obligation of future appropriations by the County, contrary to Article X, § 20 Colorado Constitution or any other constitutional or statutory debt limitation. The obligations of the County under this Agreement are subject to annual appropriations made for that purpose. Additionally, the obligations of the County under this Agreement are subject to the continued funding pursuant to the State Contract.

MONITORING ACTIVITIES

The County shall review the progress reports, a sample of which is incorporated herein as Exhibit B, quarterly. In addition, the County may require the Grantee to provide copies of other program progress or financial reports or documentation, including those reports or documentation that the Grantee may submit to other funding entities. The County may conduct other monitoring activities as necessary throughout the period of this Agreement to determine program progress and for purposes of data base computation and/or program evaluation. Such monitoring activities may include, but not be limited to, receipt of Grantee's monthly Board meeting agenda, minutes, etc.; attendance at Grantee's Board meetings; and on-site visits, including access to all records and documentation maintained by the Grantee.

ADDITIONAL RESPONSIBILITIES OF COUNTY

The County, at its sole cost and expense, shall cooperate with Grantee in all respects, including but not limited to, the provision of information pertaining to the Scope of Work to be performed by Grantee.

County designates Sabina Genesisio, County Manager, to act as County representative(s) for the

Work to be performed under this Agreement. Such person(s) shall have the authority to transmit instructions to Grantee through Grantee designated representative(s), to receive information, and to interpret and define County's policies and decisions with respect to all aspects of the Work covered by this Agreement.

ADDITIONAL RESPONSIBILITIES OF GRANTEE

Grantee agrees to perform Work with the same degree of care, skill and diligence as is ordinarily possessed and exercised in the same profession under similar circumstances. Grantee shall ensure that its subcontractors, if any, have the level of skill in the area commensurate with the requirements of the scope of services to be performed, and that any work performed by such subcontractors will comply with SECOR Policies. Grantee shall at all times serve the best interests of County in connection with such services and shall advise County when services it requests are not in the County's best interests.

Grantee designates _____ to act as Grantee's representative(s) for the Work to be performed under this Agreement. Grantee shall be responsible for any necessary communications with UWPC. County acknowledges and understands that Grantee personnel involvement will be based on specific task needs.

Grantee agrees to undertake the following obligations during the term of this Agreement and perform such services in accordance with the terms of this Agreement. Grantee shall adhere to principles of harm reduction when delivering all services.

FISCAL AGENT

Grantee has appointed UWPC as the fiscal agent for this grant and County, on behalf of SECOR, agrees with this appointment. Grantee and UWPC shall be responsible for all fiscal tracking in compliance with this agreement, State requirements, and with any of the terms in Exhibit D. UWPC is not obligated under this agreement to act as fiscal agent on behalf of Grantee but shall comply with all of the requirements under this agreement for the entire term that it does so act as fiscal agent. Should UWPC terminate their MOU with Grantee, Grantee shall notify the County immediately and such notice shall include information on how the fiscal responsibility of the grant will be handled for the remainder of this Agreement. Grantee shall not assign this responsibility to a new entity without executing a written amendment to this Agreement with the County and the new entity.

INVOICING AND EXPENSE TRACKING

Full disbursement of monies will commence within fourteen (14) days of the execution of this agreement. The funds shall remain available to Grantee for one (1) year from the date of execution. Grantee shall submit quarterly reports in the format provided by the Reporting Template, attached and incorporated into this contract as Exhibit C. Such reports shall be provided every four (4) months following the execution of this contract. Reports shall include all relevant receipts. Such reports shall be provided electronically to the following contacts for the County and SECOR:

Rose Pugliese
SECOR Facilitator
puglieselawfirm@gmail.com

Sabina Genesio
Pueblo County Manager
genesios@pueblocounty.us

AMENDMENTS

SECOR may, from time to time, request changes in the Scope of Services of the Grantee to be performed hereunder. Such changes that are mutually agreed upon by and between SECOR and the Grantee shall be incorporated in a written amendment to this agreement executed by County, on behalf of SECOR, and Grantee.

COMMENCEMENT AND COMPLETION

Grantee agrees to begin performance of the Work following disbursement of the funds. Thereafter, Grantee shall execute the Work with due diligence and the Work shall be completed in a timely manner commensurate with the tasks involved in the Exhibits A and B, which Grantee has agreed to perform.

Grantee will take reasonable steps to mitigate the impact of any delay in performing the Scope of Work, even if it results from causes beyond the reasonable control or contemplation of Grantee. This Agreement shall remain in effect for one (1) calendar year following the execution of this Agreement. Any extension of time or further award to Grantee by SECOR must be approved by the SECOR Board and shall require a written amendment or addendum to this Contract executed by the County, on behalf of SECOR, and Grantee.

CONFIDENTIALITY AND WORK PRODUCT

Grantee and County agree that all work product, including data gathered and reports generated pursuant to this engagement, are to be kept confidential between County and Grantee, except for disclosures required pursuant to SECOR. The parties agree that County and SECOR will be free under this contract to make any disclosure of information required by the Colorado Open Records Act. It is the expectation of County that much of the Work performed including data gathered and reports generated may become public records and at such time as the County and/or SECOR makes the same public records then the obligation of confidentiality shall expire and be of no further force and effect as to those records made public by the County.

Grantee and County recognize and agree that any work product submitted by Grantee and any subcontractors in the performance of this Agreement are a part of the services rendered and are intended only for SECOR and County's use and benefit.

LIABILITY INSURANCE

Grantee shall procure and maintain until all of their obligations have been discharged, including

any warranty periods under this Agreement are satisfied, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work hereunder by Grantee, agents, representatives, employees or sub-consultants.

The insurance requirements herein are minimum requirements for this Agreement and in no way limit the indemnity covenants contained in this Agreement.

The County in no way warrants that the minimum limits contained herein are sufficient to protect Grantee from liabilities that might arise out of the performance of the work under this Agreement by Grantee, its agents, representatives, employees, or sub-consultants. Grantee shall assess its own risks and if it deems appropriate and/or prudent, maintain higher limits and/or broader coverages. Grantee is not relieved of any liability or other obligations assumed or pursuant to the Agreement by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types.

Grantee shall provide coverage with limits of liability not less than those stated below. An excess liability policy or umbrella liability policy may be used to meet the minimum liability requirements provided that the coverage is written on a "following form" basis.

Workers' Compensation Insurance. Grantee and all subcontractor(s), if any, engaged by Grantee shall comply with the requirements of the Workers' Compensation Act of Colorado, as amended, and shall provide Workers' Compensation Insurance, including Occupational Disease Provision, to protect Grantee and its subcontractors, if any, from and against any and all Workers' Compensation claims arising from performance of Work under the Agreement. This requirement shall not apply when Grantee or a subcontractor is exempt under the Workers' Compensation Act of Colorado.

Professional Liability (Errors and Omissions Liability). Grantee shall procure and maintain at its own expense during the term of this Agreement and for such additional time as Work is being performed, Professional Liability Insurance covering all Work to be performed under this Agreement. This insurance shall be written with a minimum limit of \$1,000,000.00 for each claim and annual aggregate. In the event that any professional liability insurance required by this Agreement is written on a claims-made basis, Grantee warrants that any retroactive date under the policy shall precede the effective date of this Agreement; and that either continuous coverage will be maintained, or an extended discovery period will be exercised for a period of three (3) years beginning at the time work under this Agreement is completed. Policy shall contain a waiver of subrogation against the County.

SUSPENSION OF WORK

Work under this Agreement may be suspended in accordance with the following provisions:

By County. Upon written notice to Grantee, SECOR, through the County, may suspend all or a portion of the Work under this Agreement if unforeseen circumstances make normal progress of the Work impracticable. Grantee shall be compensated for its reasonable expenses resulting from such suspension including the expenses of mobilization and demobilization, subject to the availability of grant funding. If any such suspension is greater than 30 days, then Grantee shall

have the right to terminate this Agreement in accordance with the termination language provided herein.

By Grantee. Upon written notice to County, Grantee may suspend the Work if Grantee reasonably determines that circumstances not caused by Grantee substantially interfere with normal progress of the Work.

TERMINATION

This Agreement may be terminated as follows:

By County. (i) SECOR, through the County, may termination this Agreement for its convenience with 30 days' notice to Grantee, or (ii) for cause if Grantee materially breaches this Agreement through no fault of SECOR or County and Grantee neither cures such material breach nor makes reasonable progress towards cure within ten days after County has given written notice of the alleged breach to Grantee.

By Grantee. (i) For cause, if County materially breaches this Agreement through no fault of Grantee and County neither cures such material breach nor makes reasonable progress towards cure within ten days after Grantee has given written notice of the alleged breach to SECOR and County, or (ii) upon five days' notice if Work under this Agreement has been suspended by either County or Grantee in the aggregate for more than 30 days.

Payment Upon Termination. In the event of termination, Grantee shall perform such additional work at the direction of the SECOR and County as is reasonably necessary for the orderly closing of the Work. Grantee shall be compensated for all work performed prior to the effective date of termination, plus work required by SECOR and County for the orderly closing of the Work. All remaining funds shall be returned to County for SECOR within seven (7) days of termination of all Work.

INDEPENDENT CONTRACTOR

The parties understand and agree that Grantee shall, at all times during the term of this Agreement, be deemed an independent contractor and not an employee of the County, and shall be responsible for, and obligated to pay on behalf of its employees, all withholding taxes, social security, unemployment, Workers' compensation, and/or other taxes and shall indemnify and hold the County harmless from and against any and all claims for the same period. Grantee acknowledges and agrees that all of its personnel are its employees only, and not employees or agents of the County for any purpose whatsoever, including for purposes of Workers' Compensation. Grantee has no authority to enter into contracts or other binding obligations on behalf of the County.

NOTICES

Any notices required or permitted under this Agreement shall be by personal delivery, electronic mail, or Certified Mail sent the United States Post Office at the addresses set forth below:

Notice to County

Pueblo County
ATTN: Sabina Genesisio, County Manager
215 W. 10th St.
Pueblo, CO 81003-2810
E-Mail: genesisios@pueblocounty.us

Notice to Grantee

ATTN: _____

E-Mail: _____

GOVERNING LAW

This Agreement shall be construed and interpreted under the laws of the State of Colorado.

SEVERABILITY

In the event one or more, but not all, of the provisions of this Agreement are declared to be unlawful or unenforceable by a Court of competent jurisdiction, such determination shall not affect the legality or enforceability of the remainder of the terms and provisions of this Agreement.

BINDING

When executed by the parties hereto, this Agreement shall be a binding agreement and shall inure to the benefit of and be binding upon the parties hereto, their successors and permitted assigns. Neither party may assign this Agreement without the express written permission of the other party which permission may be denied for any reason, including an arbitrary reason.

DUPLICATES

This Agreement may be executed in duplicate original counterparts, each of which shall constitute an original but all which shall constitute one and the same document.

IN WITNESS WHEREOF, the parties have executed this Agreement effective the day and date first set forth above.

Grantee

BY:

Randy L. Swetts 5/2/2023
Public Health Director Date

Pueblo County

BY:

[Signature] 5/23/23
Pueblo County Manager Date

UWPC

BY:

Shanna M. Janner 5/17/2023
President/CEO Date

Southern Colorado Youth Go
SECOR Application

1. Name of Organization

Pueblo Department of Public Health and Environment

2. Mailing Address

101 West 9th Street
Pueblo, CO 81003

3. Applicant Contact name and title

Shylo Dennison, Program Manager

4. Applicant Contact email and phone number

dennison@pueblounty.us; 719-583-4353

5. Approved audit or financial review for the past (3) years

Approved audits are attached for 2021, 2020, and 2019

6. Letters of support

Letters of support are included from: Pueblo County Commissioners, City Parks and Recreation, School District 70, and the Pueblo Mentoring Collaborative.

Questions to be addressed by RFP

1. Brief description of the program

Southern Colorado Youth Go (SoCoYoGo) is a web-based platform that connects Pueblo County young people to prosocial opportunities. The platform utilizes gamification and a points/rewards system to encourage youth to participate in school, mentoring programs, physical activities, volunteer work, and community place-based landmarks. By accessing the website through a device (phone, computer, tablet), young people 13 to 18 years old can earn points for visiting participating prosocial locations, earn custom badges and rankings, and redeem points for free rewards at local businesses. By engaging youth in prosocial opportunities, SoCoYoGo is preventing youth substance use in the community, truancy, and multiple shared risk factors. SoCoYoGo efforts are led by the Pueblo Communities That Care (CTC) coalition, a program housed at the Pueblo Department of Public Health and Environment (PDPHE) which is comprised of over 50 key stakeholders in Pueblo County. Since 2019, the coalition has been working to increase the accessibility and affordability of prosocial opportunities for all young people through data driven best practices. SoCoYoGo launched in April 2022, has over 90 community partners (including Pueblo City and County Parks and Recreation, Pueblo Mentoring Collaborative, School Districts #60 and 70, Pueblo City-County Library District, and 13 collaborating local businesses (like Colorado State University-Pueblo, Pueblo Community College, Pueblo Arts Alliance Studios, Gypsy Javas). Importantly, SoCoYoGo has, and continues to be, driven by local young people, crucial in the planning, development, testing, launch, and implementation of the platform. Data from the Communicable Disease Center (CDC) suggests that the more protective factors there are in a young person's life, the better health outcomes they have. Specifically, the more prosocial opportunities that youth have to engage in, the less likely they are to use drugs/alcohol in high school.

Southern Colorado Youth Go
SECOR Application

2. For existing programs, explain how your program will be expanded, the amount of funding requested and why additional funding is required. Please indicate which counties are currently served and will be served, if expanded.

The SoCoYoGo Committee is asking for \$25,000 to expand its digital structure and tools, working to promote the SoCoYoGo Platform through newly- created targeted marketing via social media and search engines. These efforts will be guided by a dedicated staff position. The SoCoYoGo Platform serves all young people, ages 13-18 years old, in the Pueblo County region. SoCoYoGo's committee recently conducted an annual evaluation and strategic planning process, which resulted in the platform's 1, 5, and 10-year goals and objectives. In the next year, the committee is going to focus on target marketing of the platform, ensuring that every demographic of youth, in every part of Pueblo County, can participate and benefit from SoCoYoGo and participating in prosocial opportunities. This targeted marketing will also mean promotion of the platform to other community youth-serving agencies and organizations and local businesses. This will result in partnering with a more diverse selection of business rewards and engagement opportunities that would be interesting to the majority of young people with different interests and life situations. We believe that constantly connecting youth to new prosocial activities or engaging rewards is key to the platform's success and sustainability.

The committee is also looking for funds to compensate an individual(s) for time dedicated to the operation and maintenance of the platform and program. Funds will be used to pay the expense for the website contractor providing not only maintenance but feature expansion and website improvements. Funds will also be utilized to compensate an hourly staff position to support platform needs. The SoCoYoGo dedicated staff member will engage in community events, give presentation, onboard new partners and businesses, engage local youth for continuous feedback and evaluation, and act as a champion and team member on the committee. This hourly position will allow the committee to expand the platform and the platform's reach due to the increase in capacity, as all committee members have their own full-time professions elsewhere and have been advocating for this project voluntarily for the past three years.

This funding will support the committee in expanding the amount of diverse local businesses and youth-serving locations partnered with SoCoYoGo, in turn engaging more young people that could not be reached through online marketing but by meeting them where they are and supporting them in their own environment through presentations and alternative marketing efforts (printed materials, special activities and badges on the platform). The date of launch acts as a baseline and comparison to determine successful engagement and promotion moving forward. At launch in April 2022, there were zero youth accounts created, 65 partners prosocial locations and opportunities with zero visitations, and seven partnered local businesses with zero rewards redeemed. As of October 2022, there are currently 102 youth accounts, 92 partnered prosocial locations with 37 visitations total, and

Southern Colorado Youth Go
SECOR Application

13 partnered local businesses with zero rewards redeemed. With this funding, these metrics will be expanded to meet our SMART goals, but also support the expansion of adding at least three new website additions, one hourly staff member, and paid target marketing via social media, search engines, incentives, and physical promotion.

- 3. Describe any new initiatives that you intend on launching, the amount of funding requested and why additional funding is required. Please indicate which counties will be served by the new initiative.**

N/A

- 4. What is the preliminary timeline estimate for your program?**

In 2021, the committee hired a contractor to create the platform from scratch, and in April 2022 SoCoYoGo launched to Pueblo County youth. The committee conducted strategic planning in September 2022, creating short- and long-term goals and a marketing plan. Starting 2023, the committee will focus on continuing strong engagement with the platform among local young people through paid and unpaid target marketing, partnering with more youth-serving agencies and local businesses, onboarding new staff positions and/or interns, and securing sustainable funding. This proposal is requesting 12 months of funding to ensure these goals are incrementally met each quarter.

- 5. How does your plan address the diverse needs of populations specific to Region 19 (LGBTQ+, BIPOC, immigrants, rural communities, low income, etc.)?**

According to the Census Bureau (2022) data pulled from 2016-2020, there are roughly 22,000 10- to 19-year-old youth residing in Pueblo County – about 46% identifying as Hispanic or Latino. The Census report also states that there are about 28,000 individuals between the ages of 5-17 years old that live at or below the Federal Poverty Level. Pueblo County is a southern Colorado region that is comprised of rural, farming, and urban communities. There are seven high schools, not including any alternative options. Between 2019-2022, the peak of the COVID-19 pandemic, there was a 5.5% increase among Pueblo youth who feel sad or hopeless for one or more consecutive days that resulted in them not participating in their normal activities (HKCS). There was also a 2% increase in truancy for both District 60 and District 70 schools between 2019-2022 (Colorado Department of Education). Now, in the time following the COVID-19 pandemic, young people need a strong support system and safe, engaging activities to participate in. SoCoYoGo connects young people, friends and peers through safe social features online, mentoring programs, accessible activities and locations, and a resource page that will promote youth community resources and services. To compliment this, the coalition is also working to reduce transportation and accessibility barriers in an effort to make connecting to Pueblo more affordable. When young people can access safe, prosocial opportunities in a low-cost of free way, the aim is to see an increase in youth engaging in the SoCoYoGo platform instead of focusing on risky behaviors by promoting positive social norms. Local organizations and businesses are committing to becoming more youth-friendly by partnering with the platform simply by offering

Southern Colorado Youth Go
SECOR Application

their spaces for increased youth visitation and interacting with local young people more than they normally would.

SoCoYoGo aims to support all Pueblo County young people of any socioeconomic background or demographic. Currently, the platform is free and open to youth ages 13 to 18. The committee plans to expand availability to youth younger than 13 in the future but given the web-based security and privacy laws, the team decided to initially have the minimum age at 13. From the platform's creation through development, a diverse youth advisory board has been integral in ensuring the platform is by and for youth. Youth advisors created the platform's name, logo, website design, and determined what locations and businesses to partner with and have taken on responsibilities to moderate the platform. The platform is intentionally inclusive by offering diverse badges that celebrate youth through a Boys & Girls Clubhouse badge, a Pride badge, and a Latin-X badge.

Since the platform launched in April 2022, there has been over 1,000 visitors to the platform, with an average of 30 views per day. There are currently over 100 young people with accounts on the platform, earning points around Pueblo County. Accounts are associated with 33 schools in Pueblo County which includes public, charter, private, colleges, and online schools. Since the April launch, youth accounts have visited 37 prosocial locations that are geographically diverse (including Pueblo House, Lake Minnequa, City parks, mentoring programs, Arts Alliance Studios, and Pueblo City-County library branches).

Furthermore, there are prosocial locations throughout the entire county, including the rural area outside city limits, to ensure young people have access regardless of where they live. The points can be earned through scanning a QR code if they have a mobile device. If they do not have a mobile device, they can also enter a code through the website to earn the points. This flexibility was designed to meet the needs of those without mobile devices but have access to computers through schools or public library. Prosocial locations were selected based on several categories including being in a high traffic area that is easy to reach or that is already frequented by young people (e.g., their schools), being a low-cost or free location (e.g., neighborhood libraries), or a location that young people that participated in CTC focus groups cited as a place they like to go. The focus groups were comprised of 88 young people from diverse settings (after school groups, churches), backgrounds (diverse age, race/ethnicity, poverty level), and life experiences (youth detention, LGBTQ+ club) to ensure the diverse needs of the population could be addressed through this project.

6. Please describe any infrastructure currently in place or anticipated infrastructure needs and what funding is required.

Related to existing infrastructure, the SoCoYoGo committee is composed of community stakeholders involved in diverse youth services and resources. The committee consists of a balance between government, recreation, and youth

Southern Colorado Youth Go
SECOR Application

services agencies that work collaboratively to improve the health and well-being of Pueblo young people. Current partners of the SoCoYoGo Platform include Boys & Girls Clubs of Pueblo County, Pueblo City Parks & Recreation, Pueblo County Parks & Recreation, Pueblo Public Transit, United Way Mentoring Program, Colorado Youth Detention Continuum, Arts Alliance Studios, Pueblo Area Council of Governments, Pueblo YMCA, Pueblo City-County Library District, and Pueblo Department of Public Health and Environment. Committee members are responsible for all business onboarding and champion the platform in their agencies and out in the community. Several high school youth advisors are also regularly engaged and serve as platform moderators. The Pueblo Department of Public Health and Environment serves as a backbone agency, employing the two facilitators that help support the committee with creation and maintenance of this program.

Currently the SoCoYoGo Platform is another piece of existing infrastructure that is a website accessible through the Internet. Each young person is instructed to create a free personalized account and start earning points by visiting community prosocial locations. The website currently includes a homepage (similar to a social media account timeline), a 'how-to' page, a page hosting the interactive Google map that visualizes every prosocial location partnered with SoCoYoGo, and the reward marketplace page. This structure provides all the necessary components for a basic point-reward system. The committee would like to expand the platform to include a resource page that connects Pueblo County young people to local agencies and supports, including resources for mental health, clothing, housing, food, transportation, mentoring services, and other social determinants of health.

Additional infrastructure is required to maintain and expand the platform. For maintenance, additional QR codes and signs will be needed for new prosocial locations that join the platform or for locations where the sign is damaged. Moreover, the committee would like a page with volunteer and employment opportunities. This will be supported through collaboration between SoCoYoGo and the local Pueblo Economic Development Corporation, who will serve as informational experts on employment opportunities. Funding is required to compensate the website contractor to create these additions, test their functionality, and gather the necessary digital tools to make them user-friendly.

7. Will this program be utilizing "braided" funding streams (utilizing funds from other sources in conjunction with the Opioid Settlement Funds)?

Pueblo CTC is a collaborative community effort that has braided funding streams for many of the projects and activities that the coalition has completed over the years – SoCoYoGo being one. For example, CTC has braided funding to complete a youth mural in downtown Pueblo to advocate for young people during the pandemic. Another example of pooling resources is when the coalition came together to braid funds and ensure that all K-12 youth in Pueblo County could ride the public transit system for free. This free transit program has thus grown since 2020, with the City of Pueblo extending this funding through December 2024 and allowing one guardian to

Southern Colorado Youth Go
SECOR Application

accompany their youth on the bus for free. This project directly supports the platform by supporting young people with accessing the prosocial locations for free and removing cost as a barrier. To originate SoCoYoGo, development funds were collected at the onset from various sources including CTC, the Pueblo Tobacco Education and Prevention Program (PTEPP), Health Solution's Suicide Prevention Coalition, and Judicial District 10 Colorado Youth Detention Continuum. Additionally, throughout development and launch, many agencies and partners have provided in-kind items (raffle giveaways, supplies, gift cards, gift vouchers) and services to ensure the platform gained strong youth engagement from the beginning. Now during the implementation phase, the SoCoYoGo committee has gathered some financial support from partners including Pueblo County and City government and local community clubs. These funds have been used to support maintenance of the site by the contractor as well as pay for website hosting and domain names. These funds have been critical to make sure the platform continues to operate but have not been sufficient to support expansion or paid promotion.

8. What are the anticipated outcomes of your program after applying this funding? How will you measure those outcomes? What does success look like?

SoCoYoGo's mission is to connect young people to Pueblo experiences. The overarching goal of the platform is to encourage Pueblo County young people to explore the prosocial locations, events, and experiences Pueblo already offers by promoting them in one centralized online platform that is youth-friendly and fun. Data from the Communicable Disease Center (CDC) suggests that the more protective factors there are in a young person's life, the better health outcomes they have. Specifically, the more prosocial opportunities that youth have to engage in, the less likely they are to use drugs/alcohol in high school. Long-term metrics of SoCoYoGo are pulled from the Healthy Kids Colorado and are: "Those that do participate in extracurricular activities are less likely to think about suicide, consume alcohol, or use marijuana," "Those that are more engaged with school and skip less are less likely to think about suicide, consume alcohol, or use marijuana," and "Having a trusted adult to talk to about problems correlates with young people using alcohol, marijuana, or vape products less frequently or not at all."

Short-term metrics and outcomes, tracked by the SoCoYoGo committee, are pulled from the platform to evaluate progress. Platform-based metrics include the number of youths enrolled, youth demographics (age and school), website visitation and usage, prosocial location visits, business favorability, youth reviews completed, and number of rewards redeemed. SoCoYoGo's SMART goals are "By December 2023 there will be 1,000 SoCoYoGo accounts created, youth visitation to partnered prosocial locations will increase by 5% in comparison to the baseline of zero, and platform reward redemption is at 75% in comparison to the baseline of zero".

Additional successes will be measured by accomplishment of process measures such as expansion of the platform and additional capacity for deeper marketing and promotion. Additional promotion aims to reach at least 50,000 people through

Southern Colorado Youth Go
SECOR Application

promotion at events, placement of paid media, and giving presentations. The addition promotion will be possible through hiring an hourly, dedicated individual to carry out the marketing and promotion that the team currently does not have capacity for. With the additional promotion a measure will be tracked around the number of new businesses supporting the platform by either becoming a featured site to earn rewards at or by providing rewards to young people. The goal is by December 2023, the committee will increase the 90 prosocial locations to 150, and the 13 partner local businesses to 50.

9. Provide information evidencing that Applicant has a proven track record of experience and success with their program or as an entity for the past three (3) years.

In 2016, the Colorado Department of Public Health and Environment granted Communities That Care (CTC) to Pueblo Department of Public Health and Environment (PDPHE) for community-led youth substance use prevention. A community coalition was formed and, in partnership, local- and state-level data was collected and analyzed for the coalition to prioritize Pueblo's risk and protective factors (evidence-based factors in a youth's life which increases or decreases the likelihood of substance use, respectively). After prioritizing Prosocial Opportunities for Youth Involvement at the community-level (protective factor), the coalition did a community resource assessment to determine existing gaps related to our protective factor. The evidence-based, community-wide strategy around increasing youth-friendly places and spaces was implemented in 2019, and the coalition accomplished many successes since then.

a. Community Spaces:

- i. Conducted a youth focus group survey in 2019 and recently in 2022 to ask young people directly where in Pueblo they visit often, where they would like to visit more often, and the barriers that prevent them from doing so. The 2022 iteration also included topics on the impacts of the pandemic and transportation barriers. This information has been directly helpful for determining SOCOYOGO featured locations.
- ii. Community "Pueblo Strong" mural created in downtown Pueblo by young people to celebrate and honor the strength of all young people during the 2020 COVID-19 pandemic.
- iii. Coalition members collectively funding free public transportation for all K-12 young people from 2020 to current day. This effort was so influential that it sparked a policy change for Pueblo City to continue this funding through December 2024.
- iv. Started the SoCoYoGo committee and platform project (Started 2020, launched platform April 2022) – which now serves Pueblo County young people and connects them to engaging locations, programs, and businesses that they might not have known about or visited previously.

b. PDPHE has continued to facilitate this active community coalition and has significant experience with bringing groups of individuals together to plan out programming to address a specific issue, track implementation, and evaluate outcomes. This strategy and expertise will continue to be utilized throughout the

Southern Colorado Youth Go
SECOR Application

proposed project. PDPHE also has established supervision and oversight protocols and procedures in place to ensure appropriate use of funds, and program progress. Specific to this project, PDPHE will be using a fiscal agent for the funding. Because this project is so driven by the community and the desire is to seek donations from community members and partners, it was necessary to have a 501©3 agency accepting the funds. This fiscal agent is the United Way. As an agency, United Way has successfully served the Pueblo community for over 100 years with administration of funds for grant programs and through project implementation. They have strong fiscal oversight and procedures as well. PDPHE and United Way will work closely to ensure funding is spent and tracked as described in this proposal.

10. Is there any current or anticipated opposition to your program?

The SoCoYoGo Platform has not encountered any opposition to the program, and in fact, has encountered nothing but strong support from local government, youth-serving agencies, nonprofits, local businesses, school districts, and young people themselves. This platform is a free resource for youth and adults alike; it increases the prosocial activities local young people participate in and decreases youth substance use, truancy, and unhealthy, risky behaviors. There is always one effort that the entire community can get behind, and that is youth.

11. Excluding the funds sought in this RFP, do you have the funds necessary for the current operation of the program? Please explain.

The committee and platform have \$3,000 currently to cover bare minimum expenses to continue hosting the platform. Annual costs for keeping the web-based platform live come to a total of \$1,554.00 a year and have already been paid for 2022. Long-term availability of the platform is critical. As such, the committee's current budget can continue paying this expense for a couple more years, but with *only* paying the annual fees.

Item	Annual Cost
Annual Website Hosting & Domain Registration	\$400.00
Annual Platform License	\$650.00
Annual Email Service (support@socoyogo.com)	\$36.00
Annual Feedback Tool License	\$468.00
Total Annual Hosting Costs	\$1,554.00

This bare minimum budget does not include any funds for marketing or promotion, no paid personnel dedicated to the platform and outreach, no incentive items or events, and no further expansions or additions to the website structure. The existing funds were secured through community collaboration and supportive stakeholders. Further funding is necessary to expand the platform into the equitable, accessible tool it was developed to be and to ultimately enroll additional young people, support them with participation in prosocial opportunities, and prevent risky behaviors such as drug use.

12. How do you plan to fund future management and/or operating costs of the program to ensure sustainability?

The SoCoYoGo committee recently participated in a strategic planning meeting where the team created short and long-term goals and objectives for the platform. Goals included funding and supporting a dedicated person, securing sustainable funding through grants or sponsorships, implementing a structured marketing plan, and expanding the platform to include resources, volunteer and job opportunities, and eventually evolve into a mobile app. The committee will seek to continue receiving city and county funds to support the platform, demonstrating local government's buy-in of community young people. Additionally, the team will continue to utilize the flexibility of having a non-profit as a fiscal agent by accepting personal and organizational sponsorships and donations, made possible through community presentations and fundraising events. Of course, the committee will continue to apply for community grants that can support the big expansions of the platform and sustainability of the hourly employee. All of these efforts take significant time however and will be more successful by having a paid individual to help support these efforts.

13. If your organization is not successful in securing funding for your program from SECOR, what is the future of your program?

If SoCoYoGo is not successful in securing this funding from SECOR, the committee will continue to implement as much free marketing as possible, and work to secure other funding as described above. This will take significantly longer as it will rely on volunteers and will mean current young people will miss out on the opportunity to participate simply because they did not know about it. This funding from SECOR would ensure that the platform is expanded and supports Pueblo County young people faster, which would be critical for post-pandemic recovery. However, the committee would continue to expand and market the platform slowly as able moving forward. This funding of \$25,000 would support many disenfranchised youth that do not have the knowledge and accessibility to access positive and healthy activities on their own. It would expand the amount of community partners and local businesses working with SoCoYoGo and reach so many more local youth.

Fiscal Agent Information

Full Name: United Way of Pueblo County

Address: PO Box 11566, Pueblo, CO 81001

Full Name of the Primary Contact (Signs Contracts): Courtney Seder

Primary Contact's email: finance@pueblounitedway.org