



Contra Costa County Census 2020
Outreach and Assistance Grants Request
for Proposal (RFP)

Draft

Released: August 1, 2019
Due Date: August 30, 2019 at 5:00 PM

Please send completed applications to:
Barbara Riveira, Office of County Administrator
Barbara.Riveira@cao.cccounty.us
(925) 335-1018



Introduction

The United States Census is a constitutional mandate and is one of the most important processes conducted every 10 years. Census data is used to allocate billions of dollars in federal funds to support our country's infrastructure and determine political representation at all levels of government. It is also an opportunity for every individual in the United States to be counted.

Historically, people of color, immigrants, low-income communities, children, seniors and many others have been undercounted in the census. An undercount could result in a decrease in congressional representation and federal resources in our communities. California faces several challenges to a complete and accurate count. Some challenges include underfunding of the U.S. Census Bureau and the new online census questionnaire.

Contra Costa County's goal is to ensure that every person in the county is COUNTED. To minimize the undercount in our region, Contra Costa County is seeking to fund organizations, coalitions, and collaborations that are committed to ensuring a complete count of County residents with an emphasis on Hard to Count (HTC) populations. Most grant amounts will range between \$500 and \$20,000, and in some cases, we may decide to grant a larger amount for projects that will have a far-reaching impact on census participation. If you have specific questions about the amount, please submit your inquiry to: Barbara.Riveira@cao.cccounty.us.

For more information about Contra Costa County Hard to Count Populations The County has a Hard to Count resource page that includes various mapping application, in depth analysis, and summaries by communities. www.contracosta.ca.gov/7527



Eligibility

Eligible Applicants

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents
- **School Groups:** Must provide educational services to residents and students in Contra Costa County
- **Government Agencies:** Contra Costa County cities, Contra Costa County districts, and County Departments.
- **Coalitions:** Groups comprised of two or more organizations, school groups, or government agencies.



Grantee Requirements

- Use Grant funds only for Census 2020 activities.
- Submit reports on census activities to the County as requested.
- Attend required trainings and meetings (dates/locations TBD).
- Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.
- All grantees must send one or more representative to Census Ambassador Training.
- All Applicants will be required to enter into the County's Short Form contract. An example of the contract is provided as an attachment.

Grant Focus Areas

Grants are scheduled to be awarded in three phases.

Phase 1: Outreach and Education Activities

Due August 30, 2019

Outreach, Education, and Awareness:

Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. For example, canvassing, cultural events, Census awareness campaigns, etc.

Non-English Language Census Promotion, Education, and Outreach

Same as above, including Census awareness in non-English languages.

Innovative Strategies

Do you have an innovative idea to get the word out about the Census? In particular, an activity or event that will engage HTC populations? We want to hear about your idea!

Phase 2: Census Assistance Activities

Due December 1, 2019

Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosk (QAK)

Questionnaire Assistance Centers are community locations where residents can get assistance filling out the Census form. This may be in collaboration with the Census Bureau's assistance program. Questionnaire Assistance Centers generally have either a Census Bureau staff member available to assist or a Census Ambassador available to answer question.

Questionnaire Action Kiosks are computer or other online access that are available for residents to fill out the Census Form and find resources about the Census form. Some QACs and QAKs may be open throughout the enumeration process and others may have limited hours of operations

Non-English Language Questionnaire Assistance Centers (QAC)

Same as above, but grantees will be expected to provide information and answer questions to non-English speakers.

Phase 3: Census Outreach Mini-Grants

Available on a Rolling Basis from January 15 – May 15, 2020

Host an event to raise awareness and highlight the importance of the Census

Host a block party, barb-b-que, kids carnival, picnic, or other gathering to bring people together to learn about the importance of the Census.

Phase 1: Outreach, Education, and Awareness Grants

	Outreach, Education, and Awareness	Non-English Promotion of Outreach, Education and Awareness	Innovative Strategy
Description	Promote educate, and outreach to targeted HTC populations to increase awareness and participation in the 2020 Census. For example: canvassing Cultural Events, etc.	Promote educate, and outreach to targeted non-English speaking populations to increase awareness and participation in the 2020 Census.	Design and implement innovative strategies to reach HTC populations to increase participation in the 2020 Census
Grantee Requirements	Attend Census Ambassador Training Submit Grant Report	Attend Census Ambassador Training If needed, assist in translation of outreach and promotion material Submit Grant Report	Attend Census Ambassador Training Meeting with County Staff about project Submit Grant Report
County Provides	Ambassador Training Resource Library Census Ambassador Button Census Swag?	Ambassador Training Resource Library Census Ambassador Button Census Swag?	Ambassador Training Resource Library Census Ambassador Button Census Swag?
Funding Level	\$2,000 - \$10,000	\$5,000 - \$15,000	You Tell Us!

Phase 1 Timeline:

August 1st 2019	RFP Released
August 8th, 2019	Bidders Conference
August 30th, 2019	Responses Due
September 16th, 2019	Grants Awarded (Steering Committee Meeting)
October/November 2019	Census Ambassador Training

Phase 2: Census Assistance Grants

	QAC/QAK	Language Assistance (Language QAC/QAK)
Description	Serve as a census hub and assist Bay Area community members in accessing, understanding, and completing the questionnaire. QAC/QAK can be either a single event or throughout the Census.	Support the language access needs for HTC populations
Grantee Requirements	Attend Census Ambassador Training Meet QAC/QAK Requirements Have at least one Census Ambassador identified in the organization Submit Grant Report	Attend Census Ambassador Training Meet QAC/QAK Requirements Have at least one Census Ambassador identified in the organization Submit Grant Report
County Provides	Ambassador Training Resource Library QAC/QAK in a Box Census Ambassador Button Census Swag?	Ambassador Training Resource Library QAC/QAK in a Box Census Ambassador Button Census Swag?
Funding Level	\$5,000 - \$15,000	\$5,000 - \$20,000

Phase 2 Timeline:

November 1st 2019	RFP Released
November 7th, 2019	Bidders Conference
December 1st, 2019	Responses Due
December 16, 2019	Grants Awarded (Steering Committee Meeting)
January 2020	Census Ambassador Training

Phase 3: Census Outreach Mini-Grants

Available on a Rolling basis from January 15 – May 15

	Census Event
Description	Host an Event to bring together HTC community members to increase awareness about Census
Grantee Requirements	Host a Census Speaker Attend Census Ambassador Training OR have a Census Ambassador attend the event Provide Census Information Submit Grant Report
County Provides	Training for Speakers and Ambassador Resources Library Census Ambassador Button Census Swag?
Funding Level	\$500 - \$3,000 (depends on size of event)

Phase 3 Timeline:

January 1st, 2020

RFP Released

January 15, 2020 – May 15, 2020 Grants submissions accepted

Grants are awarded if application meets all the criteria

Grant Disbursement:

50% upon completion of Census Ambassador Training

50% upon completion of Grant Report approval

Checks normally take 30 days to process after receiving an invoice

Required Documents

Complete Cover Sheet
Completed Applicant and Focus Area Questions
Project Budget
Tax -exempt status document
Insurance Requirements

Questions for All Applicants

Responses to question should be typed and not exceed two pages.

1. Provide a succinct summary of your organization's history, mission, and purpose, as it relates to this project.
2. Describe your organization's work (past or ongoing) in relation to your target HTC populations. Include the HTC population you work with, including geographic area, and any past Census activities your organization has participated in, if applicable. For a list of HTC populations, visit www.contracosta.ca.gov/7527
3. Is your organization receiving or do you plan to apply for Census funding elsewhere? If so, please describe.
4. How will you collaborate with other organizations or coalitions working on the Census in the county or across regions? Identify any local partners with whom you plan to engage for this project.
5. Describe your strategy for addressing the concerns, fears and distrust in government with the HTC population you work with.
6. How will the Census Grant activity improve your organization's capacity and long-term sustainability?



Focus Area Questions

NOTE: Only answer the questions for the focus areas you are applying for.

Promotion, Education & Outreach

1. Describe your proposed project to promote, educate, and conduct outreach for the 2020 Census. Include the objectives, timeline and key activities.
2. If providing non-English language promotion, education & Outreach, please describe the specific languages your organization can accommodate and support

Innovative Strategies

1. In 1,000 words or less, describe your project and what makes it innovative. Include the objectives, timeline and key activities.
2. How will you address the challenges facing HTC populations?

Questionnaire Assistance Centers

1. Describe your strategy to recruit your target HTC populations to visit your center and complete the questionnaire.
2. Describe the services provided at your assistance center. Include your plans for staffing, location(s), and hours of operation for the center.
3. If providing non-English assistance as part of the Questionnaire Assistance Center, please describe the specific languages your organization can accommodate and support

Census Outreach Mini-Grants

1. Describe your event, including where the event will be, expected number of people, planned food or entertainment, and how you will promote your event.
2. Who in your organization will receive Census Ambassador Training?

Contra Costa County Grants

Organization Name: _____

Please fill in the budget for your Census project and how you anticipate using County funding.

Revenue	Proposed Project Budget		Description - include whether it is pending or committed
County Grant Request			
Foundation grants			
UWBA/ACBO Funds			
Individual donations			
Earned income			
Other income			
Total Revenue	\$0		

Expenses	Proposed Project Budget	Proposed Use of Contra Costa County Funds	Description of Expenses
PERSONNEL			
Compensation of officers, directors, etc.			
Other staff salaries and wages			
Employee benefits			
PROFESSIONAL FEES			
Consultants			
Accounting fees			
Legal fees			
PROGRAM AND OPERATING			
Supplies			
Purchase of major equipment			
Media/Advertising			
Technology			
Postage and shipping			
Rent and occupancy			
Printing and publications			
Travel			
Other expenses not covered above (itemize)			
Indirect Costs/Overhead (County funds not eligible for Admin/Overhead)			
Total Expenses	\$0	\$0	

STANDARD CONTRACT
(Purchase of Services - Short Form)

Number
Fund/Org#
Account #
Other #

1. **Contract Identification.**

Department:
Subject:

2. **Parties.** The County of Contra Costa, California (County), for its Department named above, and the following named Contractor mutually agree and promise as follows.

Contractor:

Capacity:

Address:

3. **Term.** The effective date of this Contract is _____ and it terminates _____ unless sooner terminated as provided herein.

4. **Termination.** This Contract may be terminated by the County, at its sole discretion, upon five-day advance written notice thereof to the Contractor, or cancelled immediately by written mutual consent.

5. **Payment Limit.** County's total payments to Contractor under this Contract shall not exceed \$ _____.

6. **County's Obligations.** In consideration of Contractor's provision of services as described below, and subject to the payment limit expressed herein, County shall pay Contractor, upon Contractor's submission of a properly documented demand for payment (County Demand Form D-15) which shall be submitted not later than 30 days from the end of the month in which the contract services were rendered, and upon approval of such demand by the head of the County Department for which this Contract is made or his designee, as follows:
[Check one alternative only]

a. FEE RATE: \$ _____ per service unit:

NOT TO EXCEED a total of _____ service unit(s).

- hour; or
 session, as defined below; or
 calendar day(day, week or month)

Session is defined as:

- b. Payment in full after approval by the Department.
 c. As set forth in the Payment Provisions paragraph of the attached Additional Provisions.
 d. As set forth in the Payment Provisions, attached.

7. **Contractor's Obligations.** Contractor shall provide the following described services:

- a.
 b. As set forth in the attached Additional Provisions, which are incorporated herein by reference.

8. **Compliance with Law.** Contractor is subject to and must comply with all applicable federal, state, and local laws and regulations with respect to its performance under this Contract, including but not limited to, licensing, employment, and purchasing practices; and wages, hours, and conditions of employment, including nondiscrimination.

9. **Administrative Amendments.** Subject to the Payment Limit, the Payment Provisions and the Additional Provisions may be amended by a written administrative amendment executed by the Contractor (or designee) and the County Administrator (or designee), subject to any required state or federal approval, provided that such administrative amendment may not materially change the Payment Provisions or the Additional Provisions.

10. **Nondiscriminatory Services.** Contractor agrees that all goods and services under this Contract will be available to all qualified persons regardless of age, gender, race, religion, color, national origin, ethnic background, disability, or sexual orientation, and that none will be used, in whole or in part, for religious worship.
11. **Independent Contractor Status.** The parties intend that Contractor, in performing the services specified herein, is acting as an independent contractor and that Contractor will control the work and the manner in which it is performed. This Contract is not to be construed to create the relationship between the parties of agent, servant, employee, partnership, joint venture, or association. Additionally, Contractor is not entitled to participate in any pension plan, workers' compensation plan, insurance, bonus, or similar benefits County provides to its employees. In the event that County exercises its right to terminate this Contract, Contractor expressly agrees that it will have no recourse or right of appeal under any rules, regulations, ordinances, or laws applicable to employees.
12. **Disputes.** Disagreements between County and Contractor concerning the meaning, requirements, or performance of this Contract shall be subject to final written determination by the head of the county department for which this Contract is made, or his designee, or in accordance with the applicable procedures (if any) required by the state or federal government.
13. **Access to Books and Records of Contractor, Subcontractor.** Pursuant to Section 1861(v)(1) of the Social Security Act, and any regulations promulgated thereunder, Contractor must, upon written request and until the expiration of five years after the furnishing of services pursuant to this Contract, make available to the County, the Secretary of Health and Human Services, or the Comptroller General, or any of their duly authorized representatives, this Contract and books, documents, and records of Contractor necessary to certify the nature and extent of all costs and charges hereunder.

Further, if Contractor carries out any of the duties of this Contract through a subcontract with a value or cost of \$10,000 or more over a twelve-month period, such subcontract must contain a clause to the effect that upon written request and until the expiration of five years after the furnishing of services pursuant to such subcontract, the subcontractor must make available to the County, the Secretary, the Comptroller General, or any of their duly authorized representatives, the subcontract and books, documents, and records of the subcontractor necessary to verify the nature and extent of all costs and charges thereunder.

This provision is in addition to any and all other terms regarding the maintenance or retention of records under this Contract and is binding on the heirs, successors, assigns and representatives of Contractor.
14. **Reporting Requirements.** Pursuant to Government Code Section 7550, Contractor must include in all documents and written reports completed and submitted to County in accordance with this Contract, a separate section listing the numbers and dollar amounts of all contracts and subcontracts relating to the preparation of each such document or written report. This section applies only if the Payment Limit of this Contract exceeds \$5,000.
15. **Indemnification.** Contractor will defend, indemnify, save, and hold harmless County and its officers and employees from any and all claims, demands, losses, costs, expenses, and liabilities for any damages, fines, sickness, death, or injury to person(s) or property, including any and all administrative fines, penalties or costs imposed as a result of an administrative or quasi-judicial proceeding, arising directly or indirectly from or connected with the services provided hereunder that are caused, or claimed or alleged to be caused, in whole or in part, by the negligence or willful misconduct of Contractor, its officers, employees, agents, contractors, subcontractors, or any persons under its direction or control. If requested by County, Contractor will defend any such suits at its sole cost and expense. If County elects to provide its own defense, Contractor will

reimburse County for any expenditures, including reasonable attorney's fees and costs. Contractor's obligations under this section exist regardless of concurrent negligence or willful misconduct on the part of the County or any other person; provided, however, that Contractor is not required to indemnify County for the proportion of liability a court determines is attributable to the sole negligence or willful misconduct of the County, its officers and employees. This provision will survive the expiration or termination of this Contract.

- 16. **Nonrenewal.** Contractor understands and agrees that there is no representation, implication, or understanding that the services provided by Contractor under this Contract will be purchased by County under a new contract following expiration or termination of this Contract, and Contractor waives all rights or claims to notice or hearing respecting any failure to continue purchasing all or any such services from Contractor.
- 17. **Legal Authority.** This Contract is entered into under and subject to the following legal authorities:
- 18. **Signatures.** These signatures attest the parties' agreement hereto:

<p>Approved: BOARD OF SUPERVISORS</p> <p>By: _____ Purchasing Agent, Designee</p>	<p>Approved: County Administrator</p> <p>By: _____ CAO, designee</p>
<p>Approved: CONTRACTOR</p> <p>By: _____ _____ (Print name and title) _____ (Name of business entity, if applicable)</p>	<p>Recommended by Department</p> <p>By: _____ Department, Designee _____ (Print name)</p>