



**CENSUS 2020
FINANCE SUBCOMMITTEE**

**July 8, 2019
1:00 P.M.**

**DEPARTMENT OF CONSERVATION AND
DEVELOPMENT
30 Muir Rd, MARTINEZ**

Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Board

1. **INTRODUCTIONS**
2. **PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).
3. RECEIVE AND APPROVE the Record of Action for the June 21, 2019 2020 Finance Outreach Subcommittee meeting.
4. DISCUSS AND RECEIVE Federal, State, Regional and ACBO updates.
5. DISCUSS and REVIEW the Contra Costa Census 2020 Budget.
6. DISCUSS and RECEIVE update on other agency spending and grant opportunities.
7. DISCUSS and REVIEW draft RFP for mini-grants, including timeline for funding.
8. DISCUSS and SCHEDULE upcoming meetings
9. **ADJOURN**

The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 at least 72 hours before the meeting.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Subcommittee less than 96 hours prior to that meeting are available for public inspection at the County Administration Building, 651 Pine St., Martinez, CA, during normal business hours.

For Additional Information Contact: Mark Goodwin, Chief of Staff, District III Supervisor's Office
Phone (925) 252-4500, Fax (925) 240-7261
mark.goodwin@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

3.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

RECEIVE AND APPROVE the Record of Action for the June 21, 2019 2020 Finance Outreach Subcommittee meeting.

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

Draft Minutes June 21 2019



Agenda

CENSUS 2020 FINANCE SUBCOMMITTEE

June 21, 2019
12:00 P.M.

ROOM 108, COUNTY ADMINISTRATION BUILDING
651 PINE ST., MARTINEZ

Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Board

Present: Aparna Madireddi
 Lauren Babb
 Sam Houston

Staff Present: Kristine Solseng, Conservation and Development Department
 Teresa Garringer, District III

Attendees: Gayle Israel

1. **INTRODUCTIONS**

Self-introduction were made.

2. **PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).

No public comment was received.

3. **RECEIVE and APPROVE** the Record of Action for the May 7, 2019 meeting of the Census 2020 Finance Subcommittee.

The Record of Action for the May 7, 2019 meeting of the Census 2020 Finance Subcommittee was approved.

4. **DISCUSS and REVIEW** the Contra Costa Census 2020 Budget.

The monthly budget was reviewed and discussed. The subcommittee reviewed the Steering Committee budget request from the County Board of Supervisors.

5. **Prepare** monthly financial update for the Complete Count Steering Committee.

The monthly budget update was reviewed and approved to present to the full Contra Costa County 2020 Census Steering Committee on May 20, 2019.

6. **Discuss** possible mini-grant program.

The subcommittee discussed the mini-grant program and directed staff to bring a draft RFP to the July 8, 2019 meeting.

7. Receive update on other agency spending and grant opportunities.

Grant opportunities and spending by other agencies was discussed, along with ways to help local nonprofits collaborate on the grant proposals. Current opportunities include the UWBA grant RFP, the deadline is June 28, 2019. The committee also discussed updates on the State budget allocation and potential funding opportunities.

8. Discuss meeting frequency, and identify a standing meeting date and time

The Finance subcommittee will meet once a month, until greater frequency is warranted by the task at hand.

9. **ADJOURN**

The Finance subcommittee adjourned at 1:30 p.m., until their next meeting on July 8, 2019 from 1:00 to 3:00 p.m. at 651 Pine Street, Room 108, Martinez, CA.

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Mark Goodwin, Chief of Staff, District III Supervisor's Office

Draft



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

4.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

DISCUSS AND RECEIVE Federal, State, Regional and ACBO updates.

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

5.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

DISCUSS and REVIEW the Contra Costa Census 2020 Budget.

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

Budget Update

	Proposed Budget State Grant	Actual
Expenses		
Grant Administration	\$ 36,260.00	
GIS - data analysis and map production	\$ 50,000.00	
Contract Outreach Coordinator Staff*	\$ 150,000.00	
Media Buys	\$ 26,345.00	
Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc.	\$ 50,000.00	\$ 747.31
Language Contracts	\$ 50,000.00	
Total Expenses	\$ 362,605.00	\$ 747.31
Revenue		
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45
1 st Quarterly Report due	\$ 32,634.45	
Strategic Plan due - 60 days from State approval	\$ 114,220.58	
2 nd Quarterly Report due	\$ 32,634.45	
Implementation Plan due	\$ 81,586.12	
3rd Quarterly Report due/Implementation Outreach Release Withholding	\$ 32,634.45	
NRFU Plan due	\$ 18,130.25	
Final Report due	\$ 18,130.25	
Total Revenue	\$ 362,605.00	\$ 32,634.45
Net Balance	\$ -	\$ 31,887.14



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

6.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

DISCUSS and RECEIVE update on other agency spending and grant opportunities.

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

7.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

DISCUSS and REVIEW draft RFP for mini-grants, including timeline for funding.

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

RFP Draft

Draft MiniGrant Guidelines Richmond

Draft MiniGrant Application Richmond



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

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 communities across the United States. 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 \$30,000, and in some cases, we may decide to grant a larger amount for projects that will have a large impact on census participation. If you have specific questions about the amount, please submit your inquiry to: Barbara.Rivera@cao.cccounty.org.



Eligibility

Eligible Activities

Contra Costa County will provide Grants to Community organizations for the following activities

Outreach and Education Activities

Census Ambassador Program
Promotion, Education, and Outreach
Census Block Party
Innovative Strategies

Census Assistance Activities

Census Ambassador Program
Questionnaire Assistance Centers
Language Assistance



Eligible Organizations

Must be a tax-exempt organization, city, other government agency, County Department, or other eligible organization. Tax-exempt organizations include 501(c)3, 501(c)6, and any organization that files a form 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS).

INSERT INSURANCE REQUIREMENTS HERE

Priority Organizations

Have a demonstrated ability to reach out to Hard to Count communities
Are considered local, trusted messengers within the community.

Grantee Requirements

- Use the funds only for Grant purposes (Census 2020 activities)
- Submit reports on census activities to the ACBO 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
- Comply with all California subcontracting requirements (only needed if we use CA funding)

Grant Focus Areas

A grantee may seek funding for one or more of the categories below.

Outreach, Education, and Awareness Grants

	Census Ambassador Program	Promotion, Education, and Outreach	Census Block Party	Innovative Strategy
Description	Provide education and outreach to HTC population	Promote, educate, and outreach to targeted HTC populations to increase awareness and participation in the 2020 Census. For example: canvassing Cultural Events, etc/	Host an Event to bring together HTC community members to increase awareness about Census	Design and implement innovative strategies to reach HTC populations to increase participation in the 2020 Census
Grantee Requirements	Attend Training Submit Census Ambassador Report	Attend Training Submit Outreach Report	Host a Census Speaker At least 1 Census Ambassador Provide Census Information Submit Block Party Report	Attend Training Meeting with County Staff about project Submit customized report
County Provides	Training, Resource Library, t-shirt/button	Training Resource Library	Training for Speakers and Ambassador Resources Library	Training Resource Library
Funding Level	\$500 - \$1,000	\$2,000 - \$10,000	\$500 - \$2,000 (depends on size of event)	You Tell Us!

Census Assistance Grants

	Census Ambassador Program	QAC/QAK	Language Assistance (Language QAC/QAK)
Description	Provide Guidance to assist other in knowhow how to fill out the Census Questionnaire	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 through out Census Event.	Support the language access needs for HTC populations
Grantee Requirements	Attend Training, Submit Census Ambassador Report	Attend Training Meet QAC/QAK Requirements Have at least one Census Ambassador identified in the organization Submit QAC/QAK Reports. If QAC/QAK is part of a single event, submit event report.	Attend Training Meet QAC/QAK Requirements Have at least one Census Ambassador identified in the organization Submit QAC/QAK Reports. If QAC/QAK is part of a single event, submit event report.
County Provides	Training, Resource Library t-shirt/button	Training Resource Library QAC/QAK in a Box (what will State provide, what do we add?) T-Shirt or Buttons for Census Ambassador	Training Resource Library QAC/QAK in a Box (what will State provide, what do we add?) T-Shirt or Buttons for Census Ambassador
Funding Level	\$500 - \$1,000	\$5,000 - \$15,000	\$5,000 -20,000

Application Process

Timeline

August 1st 2019	RFP Released
August 8th, 2019	Bidders Conference
August 30th, 2019	Responses Due
September 21st, 2019	Grants Awarded (Steering Committee Meeting)
October/November	Mandatory Trainings

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 response to questions should 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 Hard to Count (HTC) populations. Include the HTC population you work with, including geographic area, and any past Census activities your agency has participated in, if applicable. For a list of Hard to Count (HTC) populations, visit: census.ca.gov/california-htc
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 your county or across the region? Identify any local partners with whom you plan to engage for this project.
5. Describe your strategy for addressing the concerns and fears to address distrust in government and the HTC population you work with.
6. How will the Census Grant work to make your organization's capacity and long-term sustainability?

Focus Area Questions

Please answer the questions only for the focus areas you intend to apply for funding.

Census Ambassador Program

1. Who on your staff will be designated as a Census Ambassador? Why is this person a trusted messenger with the population you serve?

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.

If providing non-English language assistance as part of the Questionnaire Assistance Center, please answer the Language Access questions as well

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.

Language Access

1. Describe how your organization would support language access across the region. Include the objectives, timeline and key activities.
2. Describe the specific languages your organization can accommodate and support.

If providing language access Questionnaire Assistance Centers, please also answer the Questionnaire Assistance Center questions.

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?

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			
Foundation grants			
UWBA/ACBO Request			
Individual donations			
Earned income			
Other income			
Total Revenue	\$0		

Expenses	Proposed Project Budget	Proposed Use of UWBA 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 (limit to 10% for UWBA Funds)			
Total Expenses	\$0	\$0	



CENSUS 2020 MINI-GRANT PROGRAM
“COUNT ME IN RICHMOND!”

Application Fiscal Year 2019-2020
Program Guidelines

All interested applicants should check the City’s Census 2020 website (www.ci.richmond.ca.us/richmond_census_2020) to ensure that they receive any additional information regarding this RFA, emails or announcements.

Applications are due on Friday, **October 18, 2019 at 5:00 p.m. (NO EXCEPTIONS)**

Materials must be submitted online through the online application in http://www.ci.richmond.ca.us/richmond_census_2020/minigrants/application or with a printed application in person or via the U.S. Postal Service (no postmarks allowed) to:

Richmond City Hall
Attn: Lina Velasco
Planning and Building Department
Census 2020 Mini-Grant Program “Count me in
Richmond!”
450 Civic Center Plaza, Richmond, CA 94804

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

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CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

1. What is the Census?

The Census is the process of counting each person living in the United States. It happens every 10 years and it is organized by the U.S. Census Bureau. One questionnaire has to be filled out by each household (online, by phone, or by mail) with 10 questions about the persons living there, their sex, age, race, and ethnicity.

2. Why is the Census important?

The information that the Census provides is used for distributing more than \$675 billion dollars in federal funds every year to support states, counties and communities' vital programs for housing, education, transportation, employment and health care. California receives nearly \$77 billion in federal funding that relies, in part, on census data.

The data collected by the Census is also used to determine the number of seats each state has in the United States Congress, to drawing electoral district boundaries for state legislatures, county boards of supervisors, and city councils. If the population of California is undercounted, it could lose congressional representation.

3. What are some of the challenges for Census 2020?

The U.S. Census Bureau is facing several challenges with the 2020 Census, including a constrained fiscal environment, declining response rates, and increasingly diverse and mobile populations. Cross-sector collaboration and partnership are required between tribal, cities, county, and state governments, community-based organizations, and many more to achieve a complete and accurate count.

Some regions of the country and some population groups have had relatively low response rates in the past. According to the U.S. Census Bureau, households may not have submitted their questionnaire for various reasons, such as:

- Language differences;
- Confidentiality and privacy concerns;
- Lack of efficacy; and
- Few perceived personal benefits.

According to the U.S. Census Bureau and the California Census Office, many residents of California live in areas that, based on their social, economic, and housing characteristics may be hard to count in the 2020 Census and are at risk of being undercounted. The City of Richmond has 4 of the lowest return rates areas in Contra Costa County and 8 of the 'hardest-to-count' areas in the county, with previous questionnaire return rates of 73% or less in the 2010 Census and bottom 20% nationwide.

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

4. What is the City of Richmond doing to support the Census?

The City of Richmond, in partnership with other local governments, the State of California, the U.S. Census Bureau, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hard and hardest-to-count areas and populations.

On June 18, 2019, the City Council adopted a *Resolution Recognizing the Importance of the 2020 U.S. Census* and created the *Census 2020 Mini-Grant Program “Count me in Richmond!”* for supporting efforts to ensure a complete, fair, and accurate count of all the persons living in the City.

5. What is the Census 2020 Mini-Grant Program?

The Census 2020 Mini-Grant Program “Count me in Richmond!”, is an initiative that was approved by the City Council in the Fiscal Year 19/20 budget on **July 26, 2019** to identify, support and fund those persons and organizations that are committed to ensuring a complete count of Richmond residents during the 2020 Census with an emphasis on Hard and Hardest-to-Count (HTC) populations and areas.

The mini-grant program was created to support persons, organizations, school groups, neighbor councils, businesses, and coalitions that are already working with hard and hardest-to-count populations and areas in the City of Richmond and North Richmond, and who are willing to promote, educate, and outreach to increase awareness and participation in the 2020 Census.

6. Which are the Hard and Hardest-to-Count (HTC) populations and areas?

Based on the U.S. Census Bureau, the California Census Office, Hard and Hardest - to-Count (HTC) populations from Richmond would be defined from Richmond or North Richmond as people who are:

- Unhoused or experiencing homelessness.
- Low income or living in poverty.
- Under 5 years old.
- Over 25 years old and had not graduated high school.
- Racial and ethnic minorities.
- Renters.
- Limited or non – English speakers.
- Foreign – born.
- Disabled.

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

Hard and Hardest -to-Count (HTC) census tracts in from Richmond would be defined as those located in the following neighborhoods and/or census tracts:

- Iron Triangle (6013376000)
- Atchison Village (6013377000)
- City Center (6013377000)
- North Richmond (6013365002)
- Belding Woods (6013375000)
- Metro Richmore Village (6013381000)
- Pullman (6013381000)
- Cortez-Stege (6013381000)
- Park Plaza (6013381000)
- Laurel Park (6013381000)
- Panhandle Annex (6013382000)
- Richmond Annex (6013382000)
- Southwest Annex (6013382000)

7. Who can apply?

Residents, organizations, school groups, neighborhood councils, businesses, and coalitions, can apply in their own category to the Census 2020 Mini-Grant Program “Count me in Richmond!”

- I. **Residents.** The residents that apply must meet the following conditions to be eligible:
 - Live in the boundaries of the City of Richmond or North Richmond, in hard and hardest-to-count area or census tracts.
- II. **Organizations.** The organizations that apply must meet the following conditions to be eligible:
 - Provide services to the residents, students and or workers of Richmond and North Richmond.
 - Operate as a not-for-profit entity such as a non-government entities (e.g. non-profit organizations) with 501(c)(3) tax status or utilize a fiscal sponsor (Fiscal Sponsor Agreement will be required).

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

- Not discriminate based on race, ethnicity, skin color, national origin, citizenship status, religion, age, gender, marital status, sexual orientation, gender identity, disability, veteran status, or any other protected status under applicable law.
- III. School groups.** The school groups that apply must meet the following conditions to be eligible:
- Be part of a school that provides educational services to the residents and students of Richmond and/or North Richmond.
 - Be associated with a school within the City of Richmond or North Richmond.
- IV. Neighborhood councils.** The neighborhood councils that apply must meet the following conditions to be eligible:
- Be neighborhood council in the City of Richmond.
 - Be part of the Hard or Hardest to count areas/or census tracts.
- V. Businesses.** The businesses that apply must meet the following conditions to be eligible:
- Provide services to the residents and students of defined Hard or Hardest-to-Count populations and/or areas or census tracts in Richmond.
 - Operate under a Business License and Business Tax Certificate.
- VI. Coalitions.** Anyone can apply in coalition with another person or group from the same or different category: residents, organizations, school groups, neighborhood councils, and/or businesses. The conditions to be eligible are:
- Be able to fulfill the conditions for every category.

8. Who would be prioritized?

Residents, organizations, school groups, neighborhood councils, businesses, and/or coalitions who:

- Live or operate across diverse areas of the City of Richmond, specifically in Hard or Hardest -to-count areas.
- Work together with their communities.
- Have demonstrated ability to outreach to and engage with Hard and Hardest-to-Count populations.
- Are considered trusted messengers within the city and amongst Hard and Hardest-to-Count populations.

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

9. What are the focus areas for the mini-grants?

- 1) Information or educational events or workshops for people in hard and hardest-to-count communities of Richmond or North Richmond to learn more about the 2020 Census, the importance of participation, and the risks of undercounting.
- 2) Door-to-door and street canvassing to inform and encourage Richmond households to complete the census form from March 15 to April 30, 2020.
- 3) Social media and street campaigns to raise awareness and educate people in Richmond, specifically hard and hardest-to-count areas, about the 2020 Census and responses from March 15 to April 30, 2020.
- 4) Technical assistance for people to complete the census form from March 15 to April 30, 2020.
- 5) Other creative actions that can contribute to increase participation in the 2020 Census.

10. What are the mini-grant amounts?

Mini-grant amounts will range between \$300 and \$3,000.

11. What is the timeline?

The timeline is subject to change and the City of Richmond will inform through its webpage if a deadline or requirement is modified.

Date	Event
September 6, 2019.	Census 2020 Mini-Grant Program “Count Me in Richmond!” FY 2019 – 2020 Mini-Grant Guidelines and Application are released.
September 9, to October 7, 2019.	The City of Richmond will answer submitted questions related to the guidelines and application during this period.
October 18, 2019 by 5pm.	Applications for Census 2020 Mini-Grant Program “Count Me in Richmond!” are due.
November 29, 2019.	The City of Richmond will publish the results in www.ci.richmond.ca.us/richmond_census2020/minigrants
January 17, 2019.	Mandatory grantee orientation at the City of Richmond.

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

12. What are the application requirements?

Every person, organization, school group, business, neighbor council, and/or coalition should fill in sections I and II of the application (I. Applicant General Information and II. General Questionnaire), and the section that corresponds to their respective category: III. Organization, IV. School group, V. Business, VI. Neighborhood council, or VII. Coalition

13. How will the mini-grants be awarded?

Applications will be evaluated using the criteria listed below:

1) Activities description.

- The application is filled out correctly and has no missing information.
- The application is clear and comprehensive.
- The proposed activities are well-defined and feasible.

2) Outcomes and Evaluation

- Activities are clearly defined and specific.
- Outcomes of the activity or activities are clear and measurable.

3) Impact

- The proposed activities have the ability to positively contribute to the targeted Hard and Hardest-to-count populations and/or areas in Richmond and North Richmond.

14. Where can I get additional information about Hard and Hardest-to-count populations and areas?

Information can be obtained at the following links:

- U.S. Census Bureau. <https://www.censushardtcountmaps2020.us/>
- California Complete Count Office. <https://census.ca.gov/HTC-map/>
- Contra Costa County. <http://www.co.contra-costa.ca.us/7250/Hard-to-Count-Maps>

15. Contact for questions.

If you have questions regarding the mini-grant program, guidelines or application please submit your inquiry to lina.velasco@ci.richmond.ca.us by deadline.

Census 2020 Mini-Grant Program
“Count Me In Richmond!”



FY 2019-2020 MINI-GRANT Application

Instructions: Every person, organization, school group, business, neighbor council, and/or coalition should fill in sections I and II of this application (I. Applicant General Information and II. General Questionnaire), and the section that corresponds to their respective category: III. Organization, IV. School group, V. Business, VI. Neighborhood council, or VII. Coalition.

I. Applicant General Information

*Full Name: _____ Date: _____
Last First Middle

Organization: _____

(Only if the application is from an organization, school group, business, neighbor council, and/or coalition)
 *Address: Street Address _____ Apartment/Unit # _____
 City _____ State _____ ZIP Code _____

*Phone: _____ Email _____

1. In what **category** are you applying?

(You can apply to only one of the categories. If you are part of a coalition, you can select more than one.)

Application category	
<input type="checkbox"/>	Resident of Richmond or North Richmond
<input type="checkbox"/>	Organization
<input type="checkbox"/>	School group
<input type="checkbox"/>	Business
<input type="checkbox"/>	Neighborhood council
<input type="checkbox"/>	Coalition

2. Are you planning to work with **hard and hardest-to-count populations and areas** with the 2020 Mini-grant Program?

YES

NO

3. If you are, please select the **specific hard and hardest-to-count populations and areas** that you are planning to include in your action(s), project or program:

(You can select more than one population and/or areas/census tracts)

Populations		Areas / Census Tracts	
<input type="checkbox"/>	Unhoused or experiencing homelessness	<input type="checkbox"/>	Iron Triangle (6013376000)
<input type="checkbox"/>	Low income or living in poverty	<input type="checkbox"/>	Atchison Village (6013377000)
<input type="checkbox"/>	Under 5 years old	<input type="checkbox"/>	City Center (6013377000)
<input type="checkbox"/>	Over 25 years old and had not graduated high school	<input type="checkbox"/>	North Richmond (6013365002)
<input type="checkbox"/>	Racial and/or ethnic minorities	<input type="checkbox"/>	Belding Woods (6013375000)
<input type="checkbox"/>	Renters	<input type="checkbox"/>	Metro Richmore Village (6013381000)
<input type="checkbox"/>	Limited or non – English speakers	<input type="checkbox"/>	Pullman (6013381000)
<input type="checkbox"/>	Foreign – born	<input type="checkbox"/>	Cortez-Stege (6013381000)
<input type="checkbox"/>	Disabled	<input type="checkbox"/>	Park Plaza (6013381000)
<input type="checkbox"/>	Other (specify) _____	<input type="checkbox"/>	Laurel Park (6013381000)
		<input type="checkbox"/>	Panhandle Annex (6013382000)
		<input type="checkbox"/>	Richmond Annex (6013382000)
		<input type="checkbox"/>	Southwest Annex (6013382000)

**Census 2020 Mini-Grant Program
“Count Me In Richmond!”**



4. Why do you think that your organization, school group, business, neighbor council, coalition and/or you are **trusted messenger(s) for the populations and/or areas** that you will be working with to increase participation in the 2020 Census? *(Write no more than 250 words)*

5. Select the **focus area(s) of your action(s), project and/or program** in the City of Richmond related to 2020 Census: *(You can select more than one of the focus areas)*

Focus area(s)	
<input type="checkbox"/>	Information or educational events or workshops for people in hard and hardest-to-count communities of Richmond or North Richmond to learn more about the 2020 Census, the importance of participation, and the risks of undercounting.
<input type="checkbox"/>	Door-to-door and street canvassing to inform and encourage Richmond households to complete the census form from March 1 to April 30, 2020.
<input type="checkbox"/>	Social media and street campaigns to raise awareness and educate people in Richmond, specifically hard and hardest-to-count areas, about the 2020 Census and responses from March 15 to April 30, 2020.
<input type="checkbox"/>	Technical assistance for people to complete the census form from March 15 to April 30, 2020.
<input type="checkbox"/>	Other. Describe _____

6. What is the **number of Richmond’s residents** that would be benefited by your action(s), project and/or program related to 2020 Census? _____

7. Fill in the following information about your **action(s), project, or program’s budget**:

Budget items	Budget
a) Total budget required for action(s), project, or program’s 2020 Census	\$
a) Amount of mini-grant requested from Census 2020 Mini-Grant Program “Count me in Richmond!”	\$
b) Amount of budget coming from you, your organization, school group, business, neighbor council, and/or coalition.	\$
c) Amount of budget from other sources.	\$

II. General Questionnaire.

8. **Describe briefly the project** that you will be working in to increase the response rate of Richmond’s residents in the 2020 Census. *(Write no more than 250 words)*

**Census 2020 Mini-Grant Program
“Count Me In Richmond!”**



9. **Why is the Census 2020 relevant** for your community, organization, school group, business, neighbor council, coalition and/or to you? *(Write no more than 250 words)*

10. **How would the mini-grant from the “Count me in Richmond!” Program help you,** your organization, school group, business, neighbor council, and/or coalition to increase the participation in the Census 2020 in the City of Richmond? *(Write no more than 250 words)*

11. What are **some of the challenges that you, your organization, school group, business, neighbor council, and/or coalition can help with to increase participation in the Census 2020** in the City of Richmond? *(Write no more than 250 words)*

12. Are you or your organization, school group, business, neighbor council, and/or coalition receiving or planning to **apply for 2020 Census funding elsewhere?** If so, please describe. *(Write no more than 250 words)*

13. How will you, your organization, school group, business, neighbor council, and/or coalition **collaborate with other organizations or coalitions working on the 2020 Census** in the City of Richmond? Mention any local partners with whom you plan to engage for this project. *(Write no more than 250 words)*

14. Describe the plans that you or your organization, school group, business, neighbor council, and/or coalition have to **monitor and measure results and evaluate the impact of your action(s), project or program.** *(Write no more than 250 words)*

**Census 2020 Mini-Grant Program
"Count Me In Richmond!"**



Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to a mini-grant award, I understand that false or misleading information in my application may result in the denial of the resources.

Signature: _____ Date: _____

Draft



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS FINANCE SUBCOMMITTEE

8.

Meeting Date: 07/08/2019

Subject:

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

DISCUSS and SCHEDULE upcoming meetings

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

No file(s) attached.
