



**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**July 9, 2019  
1:00 P.M.**

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

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

<b>Agenda Items:</b>	Items may be taken out of order based on the business of the day and preference of the Subcommittee
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- 1. INTRODUCTIONS**
- 2. PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Outreach Subcommittee and NOT on this agenda (speakers may be limited to three minutes).
- 3. RECEIVE and APPROVE** the Record of Action for the June 25, 2019 2020 Census Outreach Subcommittee meeting.
- 4. DISCUSS AND RECEIVE** federal, state, regional and ACBO updates.
- 5. DISCUSS AND REVIEW** outreach plan and outreach materials, including print, website content, and social media.
- 6. DISCUSS AND REVIEW** draft RFP for mini-grants.
- 7. DISCUSS and REVIEW** upcoming meetings and schedule future meetings. Next meeting July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).
- 8. ADJOURN**

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*The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringer at 510-599-9152 at least 72 hours before the meeting.*

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*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.*

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For Additional Information Contact:

Teresa Gerringer, Staff, District III Supervisor's Office  
Phone 510-599-9152, Fax (925) 240-7261  
teresa.gerringer@bos.cccounty.us





# Contra Costa County Board of Supervisors

## Subcommittee Report

**2020 CENSUS OUTREACH SUBCOMMITTEE**

3.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

RECEIVE and APPROVE the Record of Action for the June 25, 2019 2020 Census Outreach Subcommittee meeting.

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

Draft Minutes June 25 2019

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# Agenda

## CENSUS 2020 OUTREACH SUBCOMMITTEE

June 25, 2019  
12:00 P.M.

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

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

**Agenda Items:**

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

Present: Lina Velasco  
Mariana Moore

Absent: Terry Koehne

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

### 1. INTRODUCTIONS

*Self-introductions were made.*

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

*No public comment.*

### 3. RECEIVE and APPROVE the Record of Action for the June 11, 2019 2020 Census Outreach Subcommittee meeting.

*The June 11, 2019 Record of Action was approved.*

### 4. DISCUSS Outreach Plan development, including federal, State, regional and Administrative Community-Based Organization updates.

*The subcommittee reviewed the UWBA outreach plan and the communications plan that Susan Shiu created. The subcommittee and staff discussed other forms of outreach, including ads on transit, business outreach, county departments, cities, faith community, homeless, and speakers bureau. The subcommittee also discussed the mini grants and how they fit in to the overall timeline.*

### 5. DISCUSS and REVIEW outreach materials, including print and social media, and County website/website address.

*Existing outreach materials, including a fact sheet and one-page Why? What? When? document are with the graphic designer. ACBO is developing tool kit (SM, ads, posts, flyers) - available in the Fall. ACBO will convene roundtable of ethnic media (date TBD). State guidance for estimated per person revenue loss; instead of \$2k/person/year substitute \$1K. The \$2k includes Medicare/Medi-Cal funding, which isn't based on Census counts. This estimate changes based on factor included in the assumption. Discussed mini-grants. Staff will bring RFP draft to the next meeting. Outreach programs we want to fund - put on agenda for next meeting. The committee discussed social media, including getting FB/Twitter accounts for CoCo Census, and working with Susan Shiu to look at buying URLs with variations of Contra Costa Census.*

**6. RECEIVE** update on Regional Working Group convenings.

*The Regional Working group convenings have gone well. East County: 30 people attended with 3 breakout groups. Central County had 8-10 people with 1 breakout groups South County was taking place the evening of the Outreach subcommittee meeting. Staff is pulling together the data from the sessions and will present to the Steering Committee.*

**7. DISCUSS and REVIEW** upcoming meetings - July 9 at 651 Pine Street, Room 108A, and July 23 at Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

*The committee confirmed the following upcoming meetings and locations: July 9, 2019, 651 Pine Street, Room 108A, July 23, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).*

**8. ADJOURN**

*The committee adjourned at 3:00 p.m., the next meeting will be held on July 9, 2019, 1:00 p.m. at 651 Pine Street, Room 108A, Martinez.*

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Teresa Gerringer, Staff, District III Supervisor's Office

Draft



# Contra Costa County Board of Supervisors

## Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

4.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

DISCUSS AND RECEIVE federal, state, regional and ACBO updates.

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**2020 CENSUS OUTREACH SUBCOMMITTEE**

5.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

DISCUSS AND REVIEW outreach plan and outreach materials, including print, website content, and social media.

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

Draft Communication Framework

Region 3 Marketing Messaging Outreach Plan

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# Contra Costa County “Complete Count”

## Census 2020 Communications Plan or Framework – DRAFT

### TIMELINE:

May – Dec 2019	MOBILISATION (Countywide engagement; outreach to trusted messengers)
June – July 2019	Plan and define deliverables for communications, including this Plan
July – Sept 2019	Receive Communications materials from the State; review and plan County Resources & Census Toolkit to be available on Census website
Sept – Nov 2019	Implementation – Prepare, design and make resources & toolkit available on website, and provide training sessions.
Dec 2019/Jan 2020	Assist partners, the public and the media with Census 2020 Contra Costa with public campaign starting in Jan. 2020

### OUTREACH PRIORITIES:

1. Create a Countywide theme or tagline.
2. Create a toolbox of both resources & marketing materials or “toolkit” to assist partners
3. Resources and toolkit to offer a variety of messaging to reach hard-to-reach populations
4. KEY: Provide a framework/assistance to others in Census 2020 outreach, yet allow trusted messengers to create even more niche messaging, as needed (BUILD SUPPORT STRUCTURE)
5. KEY: Focus on the benefits to an individual. Focus on the positives. My Library. My child’s school. My infant’s child care. My neighborhood. My senior center. My retirement. My housing. My \_\_\_\_\_.

### DELIVERABLES (see also what State provides):

- Flyers (full page; 1/3 page for mail inserts)
- Posters
- Social media images to upload and messaging
- Stickers “We all count!” “I count” “My school counts” “My child counts”
- Email blast images and messaging
- Websites
- Banners
- Videos
- PSA’s
- Events – in person and “virtual”

**Census 2020 California Region 3 Marketing/Messaging/Outreach Planning**

**Messaging Overview (Key messages, materials, timeline, languages)**

Click on footnote number to see the column description.	Tagline/ Campaign Theme <sup>1</sup>	Primary website for Census 2020 <sup>2</sup>	Target timeline/start date, frequency, and duration <sup>3</sup>	Languages <sup>4</sup>
<b>UWBA/ ACBO Region 3</b>	TBD	Uwba.org/census2020 or something similar	March-May 2019: Develop Bay Area outreach campaign Summer 2019: language translation, create editorial calendar Fall 2019: coordination of non-traditional outreach activities, earned media activities begin, develop print and digital communication materials Winter 2019: launch general media campaign Jan/Feb 2020: continue media campaign and outreach March/April: Events, media execution May-Aug 2020: follow up targeted media, social media, text	Spanish Chinese Tagalog Vietnamese Hindi Korean Russian Persian
<b>Contra Costa</b>				

<sup>1</sup> Does your county have a specific tagline or messaging for the 2020 Census?

<sup>2</sup> What is the primary web platform that you will be directing people to?

<sup>3</sup> When do you plan to start outreach/messaging in the various platforms? What does your messaging timeline look like?

<sup>4</sup> What languages are you translating materials to? What languages will you be using and prioritizing for your outreach?

**Census 2020 California Region 3 Marketing/Messaging/Outreach Planning  
Proposed Outreach Platforms**

	Social Media	Transportation / Other Outdoor advertising	Radio Stations	TV	Print Media	Digital Ads	Non-Traditional
<b>UWBA/ ACBO Region 3</b>	<ul style="list-style-type: none"> <li>• <a href="#">Facebook</a> (organic and paid)</li> <li>• <a href="#">Youtube</a> (organic and paid)</li> <li>• <a href="#">Instagram</a> (organic and paid)</li> <li>• <a href="#">LinkedIn</a> (organic)</li> <li>• <a href="#">Twitter</a> (organic and paid)</li> </ul>	<ul style="list-style-type: none"> <li>• BART</li> <li>• Billboards</li> </ul>		<ul style="list-style-type: none"> <li>• NBC Bay Area</li> <li>• Telemundo</li> <li>• Univision</li> <li>• KTSF 26</li> </ul>	East Bay Times The Daily News East Bay Express Marin Independent Journal The Epoch Times The Mercury News Metro Silicon Valley El Observador Palo Alto Daily Post Palo Alto Weekly The Recorder SF Business Times SF Chronicle SF Daily Journal SF Examiner SF Weekly SV Business Journal	<ul style="list-style-type: none"> <li>• Google AdWords (search and text)</li> <li>• E-mail marketing (e-newsletters and e-blasts)</li> </ul>	<ul style="list-style-type: none"> <li>• Podcasts (3 20-min Census segments, multilingual)</li> <li>• Ads Before Movies (:30 second spots, 200 screens)</li> <li>• Incentive-based promotions (\$5 gift cards)</li> <li>• Text campaign</li> <li>• Wild posting via guerilla marketing street teams</li> <li>• Webinars (multi-lingual)</li> <li>• Digital radio (spotify, iheart radio)</li> </ul>
<b>Contra Costa</b>							



# Contra Costa County Board of Supervisors

## Subcommittee Report

**2020 CENSUS OUTREACH SUBCOMMITTEE**

6.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

DISCUSS AND REVIEW draft RFP for mini-grants.

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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### **Attachments**

RFP Draft

Draft MiniGrant Guidelines Richmond

Draft MiniGrant Application Richmond

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# 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](mailto: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](mailto: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
<b>Description</b>	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
<b>Grantee Requirements</b>	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
<b>County Provides</b>	Training,  Resource Library,  t-shirt/button	Training  Resource Library	Training for Speakers and Ambassador  Resources Library	Training  Resource Library
<b>Funding Level</b>	\$500 - \$1,000	\$2,000 - \$10,000	\$500 - \$2,000 (depends on size of event)	You Tell Us!



## Census Assistance Grants

	<b>Census Ambassador Program</b>	<b>QAC/QAK</b>	<b>Language Assistance (Language QAC/QAK)</b>
<b>Description</b>	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
<b>Grantee Requirements</b>	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.
<b>County Provides</b>	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
<b>Funding Level</b>	\$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](https://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		
<b>Total Revenue</b>	<b>\$0</b>	

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)			
<b>Total Expenses</b>	<b>\$0</b>	<b>\$0</b>	



**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](http://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](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.

<b>Date</b>	<b>Event</b>
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 <a href="http://www.ci.richmond.ca.us/richmond_census2020/minigrants">www.ci.richmond.ca.us/richmond_census2020/minigrants</a>
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](mailto:lina.velasco@ci.richmond.ca.us) by deadline.



**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: \_\_\_\_\_

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**2020 CENSUS OUTREACH SUBCOMMITTEE**

7.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

DISCUSS and REVIEW upcoming meetings and schedule future meetings. Next meeting July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**2020 CENSUS OUTREACH SUBCOMMITTEE**

8.

**Meeting Date:** 07/09/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

ADJOURN

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

*No file(s) attached.*

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