



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	