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 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 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 who has attended the Census Trainings available to answer questions.
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 Training Submit Grant Report	Attend Census Training If needed, assist in translation of outreach and promotion material Submit Grant Report	Attend Census Training Meeting with County Staff about project Submit Grant Report
County Provides	Census Training Resource Library Census Button Census Swag?	Census Training Resource Library Census Button Census Swag?	Census Training Resource Library Census 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 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 Training Meet QAC/QAK Requirements Submit Grant Report	Attend Census Training Meet QAC/QAK Requirements Submit Grant Report
County Provides	Census Training Resource Library QAC/QAK in a Box Census Button Census Swag?	Census Training Resource Library QAC/QAK in a Box Census 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 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 Training OR have a someone with Census Training attend the event Provide Census Information Submit Grant Report
County Provides	Census Training Resources Library Census 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

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 Hard to Count (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 Hard to Count (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 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 for which you are applying.

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 Training?