

2020 Census: Hard To Count (HTC) Outreach

Introduction

The United States census is conducted by the federal government every 10 years in accordance with the U.S. Constitution. It aims to count every single resident living in the entire country. A fair and accurate census count is essential to numerous aspects of civic life, from allocation of billions of dollars in federal funds in California alone, to political representation at all levels of government.

Unfortunately, history has repeatedly shown that certain groups – including people of color, immigrants, low-income communities, children, rural residents, seniors, people with disabilities, tribal communities, and LGBTQ – are statistically more likely to be undercounted. California faces several unprecedented challenges to a complete and accurate 2020 census count, including significant underfunding of the U.S. Census Bureau, the potential addition of a citizenship question and the fact that the census will be conducted primary online for the first time ever.

To minimize the undercount in our region, United Way of the Wine Country is announcing a grant program to support 2020 census education and outreach efforts. Grants will be awarded to nonprofit organizations working to increase 2020 census participation in hard-to-count communities in our seven-county census outreach region (Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, and Trinity Counties). Grant awards will generally range from \$3,000 to \$20,000. Community based organizations that work with underserved populations in this region and are advancing racial and economic inclusion are strongly encouraged to apply.

Grant Application Deadline

The application process will open on **May 17, 2019**.

Grant applications must be submitted to United Way of the Wine Country by **11:59 p.m. PDT on Friday, July 5, 2019**.

Problem Statement

Constitutionally mandated, the decennial census produces demographic data that guides the allocation of federal resources and determines California's political representation in Congress. In California, census information guides \$76 billion in federal funds to the state annually, which amounts to approximately \$2,000 per person.

When we secure an accurate census count, we ensure that our communities get their fair share of the more than \$675 billion available annually in federal funding for schools, hospitals, infrastructure and more, according to the U.S. Census Bureau. Despite being the most populous state in the nation, California

Key Dates

May 17, 2017:

Application process opens

July 5, 2019, 11:59pm:

Proposal submission
deadline

August 2019:

Announcement of grant
awards

has historically suffered from a significant undercount due to its high concentration of hard-to-count communities. Hard-to-count populations include people who are low-income, experiencing homelessness or living in low-visibility housing, undocumented people, non-fluent English speakers, racial/ethnic minorities and children age 5 and younger. Additionally, an undercount in the 2020 census places California at risk of losing a congressional seat in redistricting, which would unfairly diminish the state's political influence at the federal level. The 2020 census is marked by challenges, setting it up to be one of the most difficult censuses in recent history. First, the U.S. Commerce Department's proposal to add a citizenship question to the census form has increased fears throughout immigrant communities about how census data will be used. Coupled with anti-immigrant rhetoric and policies over the past two years, the addition of the citizenship question has eroded communities' trust in the census. Second, the 2020 census will be the first census conducted primarily online, creating a participation barrier to many individuals and families without reliable access to the internet, and raising concerns about data privacy. Third, the 2020 census will coincide with the 2020 presidential election, raising concerns about interference with census outreach and education efforts.

While the challenges to a complete and accurate count of our region are significant, nonprofits, government and philanthropy have come together to ensure that every Californian is counted. The State of California has allocated an unprecedented \$90.3 million to support census efforts. Support will include a communications campaign and funding to local government and community-based organizations. Local counties and cities across the region have formed Complete Count Committees and have designated staff and funding for census efforts. Similarly, nonprofit organizations throughout the region are mobilizing Get Out the Count campaigns, integrating their work into a broader civic engagement and/or movement building strategy.

Grant Opportunity

United Way of the Wine Country will award grants to nonprofit organizations engaging in education and outreach to hard-to-count communities in its seven-county region (Sonoma, Mendocino, Lake, Napa, Humboldt, Del Norte, and Trinity) for 2020 census. Grant applications should include specific target populations and plans to educate and encourage participation in the census. Examples of possible activities include, but are not limited to:

- Education events or workshops for members of hard-to-count communities to share information about the 2020 census, the risks of not completing to an accurate an accurate count, and why it is important to complete the census form.
- Door-to-door canvassing to encourage households to complete the census form.
- Social media campaigns to raise awareness and educate members of hard-to-count communities about the 2020 census.
- Media outreach through traditional or digital outlets.

Proposal Eligibility Criteria

- Organizations that serve Sonoma, Mendocino, Lake, Napa, Humboldt, Del Norte, and Trinity counties will be considered.
- Organizations headquartered outside of those nine counties must demonstrate significant service and/or partnership with other organizations based within the core counties.
- Organizations must have a 501(c)(3) designation or a fiscal sponsor with a 501(c)(3) designation
- Organizations must not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, gender, marital status, sexual orientation, gender identity, disability, veteran status or any other protected status under applicable law.
- Organizations with religious affiliations will be considered for funding only if the project for which they seek support addresses the needs of the wider community without regard to religious beliefs.
- Organizations receiving funding will be required to participate in their local county's Complete Count Committee
- Funding **is not** available for sub-granting or regranting.

Project Proposal Characteristics

Priority will be given to projects that show a cohesive overall strategy and those that best describe how their efforts will be coordinated and implemented, including key anticipated milestones, the timeframe for completion and assessment of impact. We are prioritizing applications from organizations that are:

- Community-based and grassroots nonprofits, and tribes
- Led, staffed or guided by individuals, reflecting the race, ethnicity and culture of the communities being served;
- Showcase a history or demonstrated ability to reach and engage members from their communities; and
- Identify the targeted hard-to-count population(s) and/or hard-to-count census tracts and provide justification for that focus.
- Have a plan for engaging historically undercounted communities.

Desired Outreach and Education Activities

Including but not limited to the following activities:

- **Events:** organized events to promote community participation in the 2020 Census; cultural and community events expected to draw a large number of community members and/or high visibility.
- **Direct Outreach:** one-on-one with an individual of the community, door-to-door canvassing, home visits, phone banking; and/or coalition building
- **Training and Education:** presentations that educate on the importance of the Census and that advise the community to participate in the 2020 Census and/or trainings and workshops that will teach/train community

members on how to promote the participation for the Census 2020; training, technical assistance, train-the-trainer services, community education.

- **Assistance Centers (QAKs & QACs):** guiding community members to Census sites, providing Census information and educational resources; providing a community location with culturally and linguistically sensitive outreach; and/or technology and/or broadband access.
- **Promotion:** Census 2020 promotion through announcements, promotional materials, and literature; digital media outreach.

Application Process

- 1) Review recommended reference materials below.
 - This RFP
 - Links to census hard-to-count maps:
 - [Public Policy Institute of California map](#); and
 - [Census 2020 Hard to Count Map](#)
 - [Response Outreach Area Mapper](#)
 - U.S. Census Bureau [website](#)
- 2) Submit your grant application to census2020@unitedwaywinecountry.org **beginning May 17, 2019**. Applications must be submitted by **11:59 p.m. PDT Friday, July 5, 2019**.

More specific questions about program concepts, content, eligibility and evaluation can be addressed to: nicollette.weinzveg@unitedwaywinecountry.org

Proposal Evaluation Criteria

Proposals for grants should include a narrative that responds to the questions found on the application. Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Clarity of project description and project activities.
- Clarity of responses to application questions.
- Achievable timeline that corresponds with key activities.
- Organizational capacity to implement the project – including staffing, leadership, and operational and fiscal management.
- Established track record working with and engaging target populations.

Evaluation, Monitoring and Grantee Learning Activities

- Grantees will be expected to meet United Way of the Wine Country's requirements for monthly activity reporting and final financial and narrative report.
- Grantees will be invited to participate in convenings and/or technical assistance opportunities to enhance census strategy and outreach.
- In an effort to learn and improve future census efforts, grantees will be expected to participate in a post-census evaluation to share information on project activities, best practices and overall experience.

Review and Selection Process

Proposals will be reviewed by a Census 2020 Complete Count Grant Evaluation Committee. During the review period, applicants may be contacted to provide additional information. Final grant decisions may differ from the amount requested.

Applicants will be informed of grant decisions in **August 2019**.

Funding Timeline and Process

- May 17, 2019: Application process opens
- July 5, 2019: Proposal submission deadline
- August 2019: Applicants will be informed of grant decisions
- November 2019-April 2019: Outreach/education activities to HTC populations (monthly activity reporting required)
- April 1, 2020: 2020 Census Day
- April-June 2020: Census Non-Response Follow-Up (additional outreach to encourage those who have not completed their forms to complete the census)
- July 2020: Final grant report due

Application Check List

- Carefully review the eligibility criteria, project proposal characteristics, desired education and outreach activities, and proposal evaluation criteria.
- Submit your applications materials:
 - 2020 Census: HTC Outreach Application
 - Proof of 501 (c)(3) status or IRS tax exempt letter
 - Organizational Budget
 - Project Budget
 - Most recent audited fiscal year financial statement

Submission Deadline

All application materials must be submitted on or before **Friday, July 5th at 11:59pm**. Late applications will not be considered.

Applications can be submitted in the following ways:

- Email application materials (PDF format) to census2020@unitedwaywinecountry.org or;
- Mail original materials with postmark dated on or before July 5, 2019 to the following address:

United Way of the Wine Country
attn: Nicollette Weinzeveg
975 Corporate Center Parkway, Suite 160
Santa Rosa, CA 95407



2020 Census: HTC Outreach Application

General Information

Name: _____ Title: _____

Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____ Phone Number: _____

Mission Statement: _____

Key Project Leader(s): Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Amount Requested: _____ Duration of Project (in months): _____

Project Scope and Impact

1) Describe in one sentence the project and the purpose for which funding is being sought:

****Additional pages may be attached if more space is needed to complete your responses****

2) **Census 2020 Proposed Project Plan** Describe your proposed plan for Census 2020, including your goals to reach hard-to-count populations, anticipated outcomes, and activities and how you will assess outcomes of outreach (e.g. # of doors knocked, # of workshops/events, etc.) Please describe how this project aligns with your existing work and/or organizational goals.

3) **Census 2020 Project Activities** Indicate the specific activities for which you are requesting funding (check all that apply). We recognize that strategies may need to be adapted to the changing political landscape.

- Community education
- Door-to-door canvassing
- Community events
- Media (e.g. traditional, social, paid)
- Technical assistance to organizations conducting census outreach
- Legal assistance
- Enumerator recruitment
- Policy advocacy
- Leadership development
- Community training on outreach and education
- Other:

Project Demographics

4) **Census 2020 Counties Served by Project** Indicate which counties will be served by the proposed project

- Del Norte
- Humboldt
- Lake
- Mendocino
- Napa
- Sonoma
- Trinity

5) **Census 2020 Organizational Local Engagement Strategy and Experience** Describe your organization’s past or ongoing work or engagement in these counties and effective strategies you have identified to respond to the unique circumstances of each area. Please describe the area/geographies where you plan to implement your project (e.g. cities, neighborhoods, etc.)?

6) **Target Population/s** Indicate which hard-to-count populations you will focus your outreach efforts on. “Hard-to-count populations” are communities who are missed in census enumeration at disproportionately high rates. Hard-to-count populations include racial/ethnic minorities, immigrant and refugees, people with disabilities, LGBTQ individuals and families, homeless individuals and families, seniors/older adults, children 0-5, households with limited English proficiency, households with limited or no internet access, farmworkers, individuals who live in rural areas, and renters. (Chose the top three populations you will serve)

- Latinos
- African Americans
- Asian Americans/ Pacific Islanders
- Native Americans and Tribal
- Middle Eastern/ Northern Africans
- Immigrants and Refugees
- People with Disabilities
- LGTBQ individuals and families
- Homeless Individuals and Families/Nonconventional Housing
- Seniors/Older Adults
- Children 0-8
- Households with Limited English Proficiency
- Households with limited or no internet access
- Farmworkers
- Individuals and families living in rural areas
- Renters
- Other

7) **Organizational Strategy and Experience with Target Population(s)** Describe your organization's past or ongoing work or engagement with these geographic and HTC communities and effective strategies you have identified to reach your target population(s) (e.g. technology, social media, volunteer engagement, door-to-door canvassing, etc.).

8) **Census 2020 Collaboration/Engagement** Describe any networks, coalitions, or movement groups with which you plan to engage (or with whom you are already engaged) as part of your census project and how you will facilitate alignment with other organizations. Identify any local partners with whom you plan to engage for this project.

Organization Details

9) **Organization Overview** Provide a succinct summary of the organization's history, mission, and purpose, as it relates to this project.

10) **Organization Capacity to Implement** Describe your organizational capacity to implement the project and how this project may further build your organization's capacity. Please include staffing and organizational leadership for the proposed project, relationship with target hard-to count populations/communities, and past experience with census outreach (or similar outreach) if applicable.