Santa Barbara County Census 2020 Outreach and Assistance PHASE 2 Grants Request for Proposals (RFP) GUIDELINES

Released: February 10, 2020
Due Date: February 28th, 2020 at 5:00 PM

Please complete the linked Applications (page 6) and email to:

Carly Earnest, cEarnest@countyofsb.org

For additional information contact
Joni Maiden, Jmaiden@co.santa-barbara.ca.us
(805) 568-2343
Introduction

The United States Census is a constitutional mandate and is one of the most important processes conducted every 10 years. The Census is the process of counting each person living in the United States and is organized by the U.S. Census Bureau.

Census data is used to allocate billions of dollars in federal funds to support our communities and determine political representation at all levels of government. It is also an opportunity for every individual in the United States to be counted and acknowledged in our communities.

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 federal resources for our communities and congressional representation. 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.

Santa Barbara County’s goal is to ensure that every person in the county is COUNTED. To minimize the undercount in our region, Santa Barbara 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. Grant amounts will range up to $30,000 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: Jmaiden@co.santa-barbara.ca.us

For more information about Santa Barbara County Hard to Count Populations
The County has a Hard to Count resource page that includes various mapping applications, in depth analysis, and summaries by communities. https://www.censushardtocountmaps2020.us/

Goal of the Outreach and Assistance Grant
The Goal of the Outreach and Assistance Grants is to increase the self- response rate in Santa Barbara County, in particular within Hard to Count Communities.

Host an event to raise awareness and highlight the importance of the Census
Host a block party, barb-b-que, kids carnival, picnic, cultural events or other gathering to bring people together to learn about the importance of the Census. Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. Promote Census awareness in non-English languages; in particular, the County is seeking Spanish. 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(s)!
Census Timeline

The following provides an overview of Census Timeline

<table>
<thead>
<tr>
<th>Sep 2019 – Feb 2020</th>
<th>US Census Bureau</th>
<th>Santa Barbara Complete Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment &amp; hiring of over 8K Census Takers / Enumerators</td>
<td>Early stage census outreach activities (trainings, outreach, canvassing)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Census Job Opportunity Messaging</td>
<td></td>
</tr>
<tr>
<td>Mar 2020 – Apr 2020</td>
<td>Self-response period (online, by phone, on paper)</td>
<td>Census Outreach Events</td>
</tr>
<tr>
<td></td>
<td>Census Day is April 1, 2020</td>
<td>** Focus of Phase 2 Grant Activities **</td>
</tr>
<tr>
<td>May 2020 – Jul 2020</td>
<td>Non-response follow-up operation. Census takers visit all households that did not respond</td>
<td>Late stage census outreach activities</td>
</tr>
</tbody>
</table>

Eligibility

Eligible Applicants

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 510(c)4, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Santa Barbara County residents.
- **School Groups:** Must provide educational services to residents and students in Santa Barbara County
- **Government Agencies:** Santa Barbara County cities, Santa Barbara 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, ideally between February 15 – April 30, 2020. Although some May activities could be funded as well.
- Submit reports on Census activities to the County as requested.
- 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.
- Recipients will be required to sign a Grant Agreement form and submit required documents to execute a County contract.
- If recipient is a non-profit, they will be required to sign a Grant Agreement form through the Santa Barbara Foundation.

State Requirements

Volunteers

- In case of utilization of volunteers to complete the contracted scope of work, the Contractor shall take reasonable steps necessary to extend insurance coverage for volunteers who are performing 2020 census outreach services. If your insurance plan does not extend Workers’ Compensation Insurance and Automobile Liability Insurance Coverage to volunteers and it would be unreasonable or a hardship for the Contractor to obtain coverage, the Contractor shall require all volunteers to complete a Release and Waiver of Liability.

Phase 1 Grant Recipients

Phase 1 Grant Recipients can request additional Grant funds during this phase. Refer to page 6 for the Application.

New Grant Applicants

We encourage all organizations to apply for Phase 2 funding, including those who applied for Phase 1 Grants and were not accepted. Refer to page 6 for the Application.
Phase 2: Census Outreach & Assistance Mini-Grants
Available on a Rolling basis from February 15 – April 30

<table>
<thead>
<tr>
<th>Description</th>
<th>Census Event</th>
<th>Innovative Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host an Event(s) to bring together HTC community members in Santa Barbara County to increase awareness and importance of the Census</td>
<td>Do you have an innovative idea for a mini-grant – let us know!</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grantee Requirements</th>
<th>Host a Questionnaire Assistance Table if requested</th>
<th>Ensure audiences hear the Message and about the importance of the Census</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Provide Census Information</td>
<td>Host a Questionnaire Assistance Table, if requested</td>
</tr>
<tr>
<td></td>
<td>Submit Grant Report(s)</td>
<td>Provide Census Information</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Submit Grant Report(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County Provides</th>
<th>Digital Resource Library</th>
<th>Digital Resource Library</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Census Promotional Swag (limited)</td>
<td>Census Promotional Swag (limited)</td>
</tr>
<tr>
<td></td>
<td>Data to know where to best deploy resources based on self-response rate.</td>
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</tr>
</tbody>
</table>

| Funding Level* | Up to $30,000 | Up to $30,000 |

*we may decide to grant a larger amount for projects that will have a far-reaching impact on census participation

**Phase 2 Timeline:**

February 12, 2020            RFP Released

February 15, 2020 – February 28th, 2020  Grant applications accepted

Grant applications are accepted through February 28th, 2020 at 5:00 PM.
Grant Applications

If you are a **Phase 1 Grant Recipient** please [complete this form](#).

If you are a **New Grant Applicant** please [complete this form](#).

*Please submit your completed application to cEarnest@countyofsb.org*

**Any Questions?**

If you have any questions about the grant program, guidelines, or application please contact:

Joni Maiden, Jmaiden@co.santa-barbara.ca.us

Pedro Paz, ppaz@sbfoundation.org

Carly Earnest, cEarnest@countyofsb.org