

SantaBarbaraCounty CENSUS.ORG 2020

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:

Jm Maiden@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

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

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

	Census Event	Innovative Idea
Description	Host an Event(s) to bring together HTC community members in Santa Barbara County to increase awareness and importance of the Census	Do you have an innovative idea for a mini-grant – let us know!
Grantee Requirements	Host a Questionnaire Assistance Table if requested Provide Census Information Submit Grant Report(s)	Ensure audiences hear the Message and about the importance of the Census Host a Questionnaire Assistance Table, if requested Provide Census Information Submit Grant Report(s)
County Provides	Digital Resource Library Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.	Digital Resource Library Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.
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

Phase 1 Grant Recipient Form – Phase 2

Please submit your completed application to cEarnest@countyofsb.org

Contact and Organization Information

1. Organization Name:

This is the name of the organization that will implement the grant

2. Contact Name:

Name of person responsible for grant coordination/implementation

3. Contact Phone Number:

4. Contact Email:

Project Information

- 1. How much was your organization granted in Phase 1 of Census Grants?**
- 2. How and what ways will additional Census funds to your organization provide further outreach and education to residents of Santa Barbara County?**
- 3. If you are collaborating with other entities or coalitions, please identify any local partners with whom you plan to engage for this project.**
- 4. Grant Requests are based on budget provided, gaps in outreach (geographic and hard to count population), event/activity size, and ability for organizations to implement grant.**

Amount Requested: _____

5. Budget Template

Expenses	Proposed Project Budget	Description of Expenses
Total Expenses		

New Applicant Grant Form

Please submit your completed application to cEarnest@countyofsb.org

Contact and Organization Information

1. Organization Name:

This is the name of the organization that will implement the grant

2. Contracting Organization:

Name of the organization that will enter into contract with the County. Please make sure this is the legal name of the organization and it matches tax documentation.

3. Primary Contact Name:

Name of person responsible for grant coordination/implementation

4. Name of Contract Signee:

Name of the person who will be signing the contract on behalf of the project

5. Primary Contact Phone Number:

6. Contract Signee Phone Number:

7. Primary Contact Email:

8. Contract Signee Email:

9. Organization Type:

(if you are applying as a coalition please select all that apply)

Tax-Exempt Organization

School Group

Government Agency

Coalition

10. Coalition Members

If the grant is for a coalition, please list members here

Project Information

1. Project Type

Host Census Event(s)

Other

2. Project Description:

Please describe your project and try to be concise

3. Activity Location:

Please provide the exact address where the activity will take place

4. Area Served:

Please describe the area served by the event. Where do most people who will attend the event/activity live?

5. Start Date/End Date (if applicable):

Please indicate when the activity will start

6. Frequency of Event

How often will this event happen?

Daily

Weekly

Monthly

One time

Other, please describe:

Population, Sector, and Language

Hard to Count Populations

Check the most applicable HTC Populations. You can check as many as are applicable to your organization.

African Americans

Areas with limited broadband subscription or no internet access

Asian Americans and/or Pacific Islanders

Children under 5

Farm Workers

Homeless Individuals and Families

Latinos

LGBTQ

- Middle Eastern and North African
- Other Demographic Population as Identified
- People with Disabilities
- Seniors/Older Adults
- Veterans

Sectors

- Select any sector that applies
- Health
- Faith-Based
- Business
- Entertainment
- Rural
- Technology and Innovation
- Education K-12
- Higher Education
- N/A

Languages

Select any of the following languages that are supported at your event

- English
- Spanish
- Other, please specify:

Estimated Number of Attendees

Estimate the number of people attending your event or number of individuals reached through your activity

Grant Request Amount

Grant Requests are based on budget provided, gaps in outreach (geographic and hard to count population), event/activity size, and ability for organizations to implement the grant.

Amount Requested: _____

Budget Template

Expenses	Proposed Project Budget	Description of Expenses
Total Expenses		

Additional Information

Volunteers

Will your organization utilize volunteers? Yes No

Equipment Purchases

Equipment, including supplies (pens, pencils, paper, etc.), may be furnished or reimbursed through this agreement if it will be used in the performance of the scope of work of this Agreement, subject to the following restrictions listed in Phase 2 Guidelines.

1. Definitions:

- a. **Major Equipment:** Major equipment includes any tangible or intangible items that have a normal life expectancy of one year or more and an approximate unit price of \$5,000 or more. Software and videos are examples of intangible items.
 - i. Only items having a per unit price of \$5000 are non-expendable (e.g., four identical assets which cost \$3000 each, for a \$12,000 total, would not meet the definition).
- b. **Minor equipment/property:** A tangible item having a base unit cost of less than \$5,000 with a life expectancy of one (1) year or more and is either furnished by the Census Office or the cost is reimbursed through this Agreement.
- c. **Theft-Sensitive Equipment Costing Less than \$5,000:** Theft sensitive equipment costing less than \$5,000 is any equipment susceptible to theft, such as computers, laptops, tablets, monitors, mobile phones and related equipment.

2. Ownership and Inventory:

All equipment purchased/reimbursed with agreement funds or furnished by the CA Census Office will be considered state equipment. **Major Equipment** and **Theft-Sensitive Equipment Costing Less than \$5,000** must be inventoried and tagged. Tags will be provided by the CA Census Office.

Will your organization purchase Major Equipment of Theft-Sensitive Equipment Costing Less than \$5,000? Yes No

Required Documents

The following documents need to be submitted in order for us to be able to execute contracts:

- Proof of Insurance
 - Your organization agrees to defend and indemnify the County of Santa Barbara for any liability or claims arising out of the grant to the fullest extent of the law
 - Proof of General Liability - \$1M policy limits
 - Worker's Compensation Insurance – if your organization has no employees please complete [Declaration form](#) and return to the County
- Tax Exempt Status Documentation
- W-9 form

Please scan and attach required documents to the end of this application.