

SantaBarbaraCounty CENSUS.ORG 2020

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

Released: October 30, 2019

Due Date: November 30, 2019 at 5:00 PM

Please complete the PDF Grant Application and email to:

Pedro Paz, Santa Barbara Foundation

grants@sbfoundation.org

(805) 963-1873



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. 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:

ppaz@sbfoundation.org.

For more information about Santa Barbara 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. <https://www.censushardtocountmaps2020.us/?latlng=34.26857%2C-119.32251&z=8&query=counties%3A%3A06083&promotedfeaturetype=counties&arp=arpRaceEthnicity&layers=major%20roads%2Ccounties&infotab=info-internet>

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.

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.

*NOTE: Eligible Applicants must have the capacity to front the funding, as the funding will come in the rears.



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. Beginning December 2019 – April 2020.
- 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 two phases.

Phase 1: Education and Assistance Grants

Due November 30, 2019

Outreach, Education, and Awareness

Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. For example, Census awareness campaigns, cultural events, including Census messaging into existing services or outreach messaging, etc.

Non-English Language Outreach, Education, and Awareness

Same as above, including Census awareness in non-English languages. In particular, the County is seeking Spanish.

Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosk (QAK)

Questionnaire Assistance Centers are community locations where residents can get technical assistance and their questions answered about filling out the Census form. Questionnaire Action Kiosks are computer or tablets 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.

The Census Bureau is also looking for locations to host “Mobile Response Tables” where the U.S. Census Bureau will be available at a scheduled time to provide direct assistance to residents who may need assistance filling out their Census Form.

Non-English Language Questionnaire Assistance Centers (QAC)

Same as above, but grantees will provide information and answer questions to non-English speakers. In particular, the County is seeking the following languages: Spanish, Tagalog, Chinese (simplified), Cantonese, Mandarin, Vietnamese, Farsi, and Korean.

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(s)!

Phase 2: 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 in Santa Barbara County to increase awareness and participation in the 2020 Census For example, Census awareness campaigns, cultural events, including Census messaging into existing services or outreach messaging, etc.	Promote educate, and outreach to targeted non-English speaking populations in Santa Barbara County to increase awareness and participation in the 2020 Census.	Design and implement innovative strategies to reach HTC populations in Santa Barbara County to increase participation in the 2020 Census
Grantee Requirements	Attend Census Training Submit Grant Report(s)	Attend Census Training If needed, assist in translation of outreach and promotion material Submit Grant Report(s)	Attend Census Training Meeting with County Staff about project Submit Grant Report(s)
County Provides	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited)	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited)	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited)
Funding Level	\$2,000 - \$10,000	\$5,000 - \$15,000	You Tell Us!

Phase 1 (Con't): Census Assistance Grants

	QAC/QAK	Language Assistance (Language QAC/QAK)
Description	Serve as a census hub and assist Santa Barbara County community members in accessing, understanding, and completing the questionnaire. QAC/QAK can be either a single event or available throughout the Census.	Serve as a census hub for non-English language community members in Santa Barbara County to access, understand, and complete the questionnaire. QAC/QAK can be either a single event or available throughout the Census.
Grantee Requirements	Attend Census Training Meet QAC/QAK Requirements issued by the U.S. Census Bureau, the State of California, and Santa Barbara County. Examples include private spaces to fill out Census forms, internet security, and ADA accessibility Submit Grant Report(s)	Attend Census Training Meet QAC/QAK Requirements issued by the U.S. Census Bureau, the State of California, and Santa Barbara County. Examples include private spaces to fill out Census forms, internet security, and ADA accessibility Submit Grant Report(s)
County Provides	Census Training Digital Resource Library QAC/QAK in a Box Census Button for Trained Staff Census Promotional Swag (limited)	Census Training Digital Resource Library QAC/QAK in a Box Census Button for Trained Staff Census Promotional Swag (limited)
Funding Level	\$5,000 - \$15,000	\$5,000 - \$20,000

Phase 1 Timeline:

October 30, 2019	RFP Released
November 30, 2019	Responses Due
December/January	Grants Awarded
December	Begin Census Training

Phase 2: 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 in Santa Barbara County to increase awareness and importance of Census
Grantee Requirements	Host a Census Speaker Attend Census Training or have someone with Census Training attend the event Provide Census Information Submit Grant Report(s)
County Provides	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.
Funding Level	\$500 - \$3,000 (depends on size of event)

Phase 2 Timeline:

January 1st, 2020

RFP Released

January 15, 2020 – May 15, 2020

Grants submissions accepted

Grants are awarded on a rolling basis as funding is available.

Any Questions?

If you have any questions about the grant program, guidelines, or application please contact ppaz@sbfoundation.org