Bay Area Census Funders Collaborative: Request for Proposals Information Session
Agenda

• Welcome & Introductions
• Overview of Bay Area Census Funders Collaborative
• Getting to Know the U.S. Census Bureau
• Request for Proposals & Process
• Questions and Answers
Bay Area Census Funders Collaborative

<table>
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<th>Additional contributing funders</th>
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<tr>
<td>• Sobrato Family Foundation</td>
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<td>• The San Francisco Foundation</td>
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<td>• Zellerbach Family Foundation</td>
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<td>• The Grove Foundation</td>
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<td>• Sunlight Giving</td>
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<td>• Heising-Simons Foundation</td>
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<td>• Y&amp;H Soda Foundation,</td>
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<td>• Dean &amp; Margaret Lesher Foundation</td>
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<td>• Hellman Foundation</td>
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<td>• The Libra Foundation</td>
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<td>• The Wallace Alexander Gerbode Foundation</td>
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Census 2020: Who will provide funding in our region?

<table>
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<tr>
<th>Bay Area Census Funders Collaborative</th>
<th>United Way Bay Area, Region 3 ACBO</th>
<th>Local Governments &amp; Other Funders</th>
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<tr>
<td><strong>Focus:</strong> To support Census 2020 education and outreach efforts in hard-to-count communities in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano &amp; Sonoma Counties.</td>
<td><strong>Focus:</strong> To support Census 2020 education and outreach efforts in Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara &amp; Solano Counties.</td>
<td><strong>Some</strong> county and city governments plan to support Census 2020 education and outreach efforts.</td>
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<td><strong>RFP:</strong> April 15 - May 31, 2019 Applications accepted through Silicon Valley Community Foundation</td>
<td><strong>RFP:</strong> May - June 2019</td>
<td><strong>Some</strong> foundations may do their own direct grantmaking for Census 2020 Activities.</td>
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<td><strong>Decisions:</strong> August 2019</td>
<td><strong>Decisions:</strong> August 2019</td>
<td><strong>Contact:</strong> Your County Complete Count Committee or other funders, as applicable</td>
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**Contact:**
census2020@siliconvalleycf.org

**Contact:**
kbatson@uwba.org
Partnering for a Successful 2020 Census
Bay Area Census Funders Collaborative
RFP Information Session
2020 Census

Decennial Census Purpose:
– To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Primary Uses of Decennial Census Data:
Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

• Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten years, in such Manner as they shall by Law direct.

– Draw congressional and state legislative districts, school districts and voting precincts
– Distribute federal dollars to states
– Inform federal, tribal, state, and local government planning decisions
– Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
– Provide population benchmark for nearly every other United States survey
How Census Data Is Used

- Directing funds for services
- Decision making at all levels of government
- Making business decisions
- Planning for urban and rural land use
- Estimating people displaced by natural disasters
- Scientific research
- Public transportation
- Day care
- Housing

What’s New for 2020 Census

New Ability to Self Respond
Starting March 23, 2020

- Internet
- Phone
- Paper Form

Or traditional in-person interview

- Plans to hire 1,501 partnership specialists at the local level, up from 800 partnership specialists hired during the 2010 Census. (about 310 in LARCC 7 State region)

- The most accessible survey in census history. The 2020 Census will feature an **internet self-response option**, making it easier for anyone, anywhere to respond at any time.

- Leveraging digital and social media to tailor and direct messages, often times in multiple languages.

- Overall, the Census Bureau will spend $480 million on marketing and advertising for the 2020 Census, up from $376 million in 2010.
2020 Census
Where Are We Now

Key activities start in 2018 and continue through 2021

Key Activities:

- **2018 End-to-End Census Test:** Census Day for the test was April 1. The Self-Response and Nonresponse Followup phases ended on July 31. The Group Quarters operation started on July 30 and will end on August 24.

- **Area Census Office Leasing:** Lease awards have been granted to all 40 Wave 1 ACOs and 70 of the 208 Wave 2 ACOs. Wave 1 offices are scheduled to open in January 2019 and Wave 2 offices are scheduled to open between June and September 2019.

- **Communications Program Planning:** As the research is being completed this Summer, we are working with our contracting team to begin development for the media plans, messaging, and creative treatments.

- **Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists:** We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.

- **Complete Count Committees:** 39 states or state-equivalents have formed 2020 Census Complete Count Committees, and an additional 11 are considering forming committees. Complete Count Committees comprise a broad spectrum of government and community leaders that develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage a response.
Who are the Hard-to-Count

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

- Veterans
- Senior Citizens
- Renters
- Farm workers/Migrant Workers
- Native Hawaiian and Other Pacific Islanders
- American Indian and Alaska Natives

Note: Not an exhaustive list.
How Partnership Specialists Can Help

• Plan and conduct local outreach activities with all levels of potential partners and stakeholders
• Promote and Implement local Partnership agreements with local governments, agencies, commissions, community and faith-based organizations, educational Institutions and businesses
• Conduct Complete Count Committee training to local Governments and community groups
• Develop and present 2020 Census updates
• Conduct and Facilitate Meetings

• Participate in local engagement activities
• Identify and staff information tables at events, conferences and meetings
• Respond to 2020 Census and Census Bureau program inquiries
• Promote Census Jobs in your area
• Solicit trusted voices and community leaders
• Support Area Census office with operational requirements; Ex. Testing, training sites, Identifying Transitory Locations etc.
• Be the Census Face in your Community
Supporting Linguistically Diverse Populations

Language Access

• Available in Spanish
  ✓ Enumerator Instruments (hand held)
  ✓ Paper questionnaire and other mailings
  ✓ Field enumeration materials

• 12 non English languages
  – Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
  ✓ Internet option/online questionnaire
  ✓ Census Questionnaire Assistance (CQAs)

• Items available in 59 non-English languages
  ✓ Language glossary
  ✓ Language identification card
  ✓ Language Guides/Print and Video

• Additional efforts from the Census Bureau
  ✓ Partner with grassroots organizations to localize the Census message
  ✓ Hire locally
Response Outreach Area Mapper (ROAM)

The Response Outreach Area Mapper (ROAM) is an interactive Web mapping application that allows users to visualize areas in their communities that will be less likely to respond to the 2020 Census questionnaire. Census tracts (neighborhood-level) have been “scored” by predicted mail non response rates, selected socioeconomic/demographic factors that include age, housing status, and language. ROAM, along with local knowledge, can help Complete Count Committee members to plan outreach, marketing, and promotion efforts more effectively.

Census.gov/roam

Low Response Score by 2014 Census Tracts

- Predicted Mail Non-Response Rate (%)
  - 30.0 to 57.8
  - 25.0 to 29.9
  - 20.0 to 24.9
  - 16.0 to 19.9
How You can Help

- Using Census Bureau tools, information and messaging in creative ways to increase public participation
- Providing information to your community, customers, members or stakeholders about the importance and benefits of participating
- Hosting workshops to develop solutions to challenges
- Forming and getting involved in a Complete Count Committee
- Inviting Census Bureau officials to present at your next event
How to apply

Manager Jobs

Apply online
www.2020census.gov/fieldjobs

Los Angeles Region

Los Angeles Region Employment Opportunities

For job inquiries contact Los Angeles Regional Office Recruiting at 1-800-992-3520 or at LosAngelesJobs@census.gov.

For information about Los Angeles Regional Office employment opportunities in your area, please select the appropriate state link on the left navigation menu. Job links will open PDF documents or automatically forward off site to www.usajobs.gov.

The Census Bureau does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, age, membership in an employee organization, or any other nonmerit factor.

Basic qualifications include:

• U.S. Citizenship
• 18 years of age
• Specialized Experience
How to apply

Area Census Office Support & Field Jobs

Apply online: www.2020census.gov/jobs

Basic Qualifications
• Must be 18 years of age
• Valid Social Security Number
• U.S. Citizen

No special education or experience required.

Simple application
33 Question Assessment
09 Supervisory questions if interested in Supervisory Positions
Northern California
Contact Information

Charmaine Angelo, Partnership Specialist
charmaine.d.angelo@2020census.gov
Cell: 510-953-1161

Sonny Le, Partnership Specialist
son.m.le@2020census.gov
Cell: 510-953-1158

Robert Davila, Partnership Specialist
robert.davila@2020census.gov
Cell: 669-264-3939

Lia Bolden, Partnership Coordinator
elaine.lia.bolden@2020census.gov
Cell: 510-935-9886

Zhiyuan ‘John’ Zhang , Partnership Specialist
zhiyuan.zhang@2020census.gov
Cell: 510-761-1097

Juan Gonzalez, Partnership Specialist
juan.gonzalez2@2020census.gov
Cell: 628-227-4637
# Census 2020

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<th><strong>Opportunities</strong></th>
<th><strong>Challenges</strong></th>
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<td>• Apportionment of seats in U.S. House of Representatives</td>
<td>• First online census</td>
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<td>• Redistricting at state and local levels</td>
<td>▪ Internet access and security to protect data</td>
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<td>• Over $600 billion in federal funding to programs and services</td>
<td>• Federal funding cuts</td>
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<tr>
<td>• Businesses, nonprofits, foundation and government use census data to inform strategic decisions and investments</td>
<td>• Hiring local and regional staff</td>
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<td>• Increased hard-to-count populations since last census</td>
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<td>• Anti-immigrant measures</td>
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<td>• U.S. Secretary of Commerce proposed citizenship question</td>
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Grant Opportunity

- Census 2020 education and outreach to hard-to-count communities in nine-county Bay Area.
- Possible activities include, but are not limited to:
  - Education events or workshops for HTC communities
  - Door-to-door canvassing
  - Social media campaigns
  - Technical assistance
  - Media outreach
  - Advocacy with state and/or local policymakers for census related issues
  - Enumerator recruitment
To be eligible to apply, your organization must be...

- Serving Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and/or Sonoma counties. Organizations headquartered outside the nine-county region must demonstrate significant service to these areas, or must be partnered with another organization based within the core counties.

- Organizations with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, or other entities that have a designated charitable purpose.

- Organizations that do 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.
The collaborative will support projects that:

- Include both well-tested models that can be scaled up or expanded regionally while maintaining local relevance.
- Benefit from collaborative work and bring public and private partners together with nonprofit organizations.
- Demonstrate knowledge of the sector and its trends.
- Identify the target hard-to-count population(s) and/or hard-to-count census tracts and provide justification for that focus.
- Provide clear benchmarks for measuring progress.

Please review additional requirements in RFP
# Key Dates

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<tr>
<th>RFP Opens</th>
<th>Deadline</th>
<th>Decisions</th>
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<td>April 15, 2019</td>
<td>May 31, 2019 11:59 p.m.</td>
<td>August 2019</td>
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Apply SVCF

- [www.apply.siliconvalleycf.org](http://www.apply.siliconvalleycf.org)
- New applicants → “Register as Grantseeker”
- One primary contact, multiple accounts per organization
  ▫ All organizational contacts “Register as Grantseeker”
  ▫ Primary contact activates new users and grants application edit permissions to others
- Get help early!
  ▫ [Census2020@siliconvalleycf.org](mailto:Census2020@siliconvalleycf.org)
Questions?
Thank you!

For more information, please contact:

Bay Area U.S. Census Bureau, Lia Bolden: elaine.lia.bolden@census.gov
Regional Bay Area Funders Collaborative: Census2020@siliconvalleycf.org
Region 3 ACBO, Kelly Batson: kbastian@uwba.org
Apply SVCF Application Portal Questions: Census2020@siliconvalleycf.org
Apply SVCF Application Portal Website: www.apply.siliconvalleycf.org