Release date: July 11, 2019

**Request for Proposals**

**Hard-to-Count Outreach Grants for Census 2020**

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| **Proposal Requirements**   * Application * Budget * W-9 * 501(c)(3) letter or fiscal sponsor letter (N/A for governmental agencies) * Submit all online at <https://forms.gle/qdupZbGuSBneyjyK6> |

**Application Deadline:** Friday08/16/2019 at 5pm

Late applications will not be considered for funding

**Submit questions to:** Alessia Simmonds, Outreach Manager at [Alessia.Simmonds@acgov.org](mailto:Alessia.Simmonds@acgov.org)

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| Alameda County anticipates expending $1,000,000 for Outreach Grants to support Census education and access in Hard-To-Count communities. Grants will range between $5,000 - $50,000. Grantees are required to attend trainings and report outreach metrics. Funds will be administered through the Alameda County Census Office under the Community Development Agency. |

***To locate this application as a Word Document, please go to:***[***https://www.acgov.org/census2020/***](https://www.acgov.org/census2020/) ***(Under tab entitled “Funding Opportunities”)***

***\*See Alameda County CCC Outreach Framework Attached\****

**Background**

The United States Census is constitutionally required to be conducted every 10 years. Census data are used to allocate billions of dollars in federal funds which support numerous Alameda County services and to determine political representation at all levels of government. The process is conducted by the United States Census Bureau.

Problem Statement: **Alameda County has a high concentration of Hard-to-Count (HTC) communities, including children aged 0-5, low-income individuals, people experiencing homelessness, immigrants, non-fluent English speakers, and racial/ethnic minorities.** Alameda County has 413,000 Hard-to-Count residents, making up 26% of the County’s population. Additionally, an undercount of only 6% in 2020 places Alameda County at risk of losing $1 billion, which would diminish the County’s ability to provide critical services for the next decade as it receives most of its revenue from federal & state resources.

Objective**: Our goal is to ensure that every person in Alameda County is COUNTED despite the following challenges:** underfunding of the U.S. Census Bureau, a new online questionnaire, increased distrust of government, a proposed citizenship question, and limited language access for people with limited English proficiency. To overcome these challenges, the County is seeking to invest in trusted messengers, such as community, education and faith-based organizations, coalitions, grassroots programs, and others to provide Census education and access to HTC residents.

**Grant Opportunity**

The Alameda County Complete Count Committee Census 2020 Office (County Census Office) will award grants to organizations who can demonstrate the ability to conduct Census 2020 education and outreach to Hard-to-Count communities throughout Alameda County. Grants range between $5,000 - $50,000. Grant applications must specify which HTC populations the organization will promote Census participation in 2020. In order to maximize resources, organizations should focus their efforts on the outreach they are best at conducting and rely on the County Census Office for materials, communication content, trainings, and technical assistance.

Census outreach should include at least 1 of the following components:

* **Field Outreach** - Promote, educate, and direct outreach to targeted HTC populations to increase awareness and participation in the 2020 Census, examples include: hosting events, adopt a block, canvassing, etc.
* **Questionnaire Assistance Centers** - Serve as a census hub and assist HTC community members in accessing, understanding, and completing the questionnaire
* **Language Access** - Support the language access needs of the targeted HTC populations

**Grant eligibility:**

* Organizations must have a 501(c)(3) designation (or a fiscal sponsor) or be a governmental agency
* Ability to provide a completed W-9 form or be a current vendor with Alameda County
* Organizations that serve Alameda County. Organizations headquartered outside of Alameda County must demonstrate successful experience, local partnership, or expertise in serving Alameda County HTC residents.
* Applicants must provide a project plan, budget, and explanation of their previous work in the Hard-to-Count community they intend to support through their project.
* 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.

**Alameda County will prioritize funding for organizations that:**

* Demonstrate a clear understanding of how the proposed activities advance the County Census 2020 Office’s goal of ensuring a complete and accurate count of HTC residents.
* Demonstrate a strategy to engage Hard-to-Count communities.
* Describe how efforts will be coordinated and implemented
* Demonstrate a trusted relationship with HTC communities.
* Leverage Census Bureau, state, and local resources.

**Proposal Evaluation Criteria**

Proposals for grants should include a narrative that responds to the questions found on the County Census 2020 Office’s online application system. Proposals will be evaluated using this 100 point rubric:

10 Points Outreach plan and activities are in alignment with the Alameda County Census Outreach Framework

20 Points Performance: Project plan is developed around the needs of the hard-to-count population for which the outreach is targeted. Objectives are well calculated and thoughtfully planned. Collaboration with partners in the same geographic area or serving the same HTC population are considered.

20 Points Project budget maximizes output (ratio of Census questionnaires completed to dollars expended)

* The project reaches scale with target clients and is concentrated to best utilize resources
* Target number of Census impressions made and Census questionnaires completed is appropriate

10 Points Achievable timeline from September 1, 2019 – August 1, 2020 that corresponds with key outcomes

* Outreach and corresponding expenditures should be concentrated between January - May 2020, as it is the most opportune time frame to yield participation.

10 Points Organizational capacity: including staffing, leadership, programmatic outcomes, and fiscal management

10 Points Established track record working with and engaging populations among Alameda County’s HTC residents; credibility is well demonstrated and best practices are incorporated into the outreach plan.

10 Points Outreach targeted within Alameda County’s Hardest-To-Count Census tracts (HTC index score of 69+) <https://cacensus2020.maps.arcgis.com/apps/webappviewer/index.html?id=48be59de0ba94a3dacff1c9116df8b37>

10 Points Language Access: Project will ensure all outreach participants are appropriately served through translated materials and interpreters, and such outreach occurs in a culturally competent setting.   
  **Review and Selection Process**

Proposals will be reviewed by a review panel, comprised of, representatives of the Alameda County Census Office, All In, Alameda County Library, and the Community Development Agency. During the review period, applicants may be contacted to provide additional information. Alameda County reserves the right to fund partial proposals in order to meet the goals of attaining a complete Census count in Alameda County. Final grant decisions may differ from the amount requested. Applicants will be informed of grant decisions in early September 2019.

**Grantee Requirements**

* Trainings: Attend 2 trainings provided by the Alameda County Complete Count Committee
  + Grantee Orientation: September/October (TBD - Expected to be 2 hours)

***Purpose***: Further develop the grantee’s outreach plan & preview available materials.

* + Census Outreach Training: January - March (TBD - Offered on multiple dates at locations throughout the county) ***Purpose***: Instructions on how to assist folks with the Census form & Frequently Asked Questions
  + CCC Meeting: Early April ***Purpose:*** Review response rates by tracts and share best practices *(Optional)*
* Be a Census Messenger: Incorporate 4-6 Census updates into communications (newsletters, social media, etc.)\*
* Utilize informational materials provided by an approved source: County Census Office, the U.S. Census Bureau, the State of California’s Census Office, or an approved CBO. List will be provided by County Census Office.
* Language Access: Ensure outreach to their targeted population is accessible in the languages they speak.\*
* Track Progress:
  + Regularly track their outreach through an online portal facilitated by the Alameda County Census Office which County staff will enter into California’s SwORD tool (Statewide Outreach and Rapid Deployment)
  + Metrics will include: number of impressions made, number of Census forms completed at such event/QAC, demographics served, and other relevant factors to track outreach.
  + Submit a final report (including data and a post-Census evaluation)

*(\*Materials will be provided by Alameda County and/or available to print from the Census Office website.)*

**Census Timeline with Key Grant Deliverables**

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| **Deliverable** | **Date** |
| RFP released | July 8, 2019 |
| RFP Webinar *(Will be recorded & available at www.acgov.org/Census2020)* | July 17, 2019 |
| RFP Questions Due (submit to [Alessia.Simmonds@acgov.org](mailto:Alessia.Simmonds@acgov.org)) | July 26, 2019 |
| RFP Questions Released (posted online & emailed to those who inquired) | August 1, 2019 |
| RFP Deadline (Note: late applications will **not** be considered) | August 16th, 2019 at 5pm |
| Grants Awarded | September 2019 |
| Grantee Orientation (Mandatory for all grantees) | September / October TBD |
| Education Phase: Building understanding *(Optional for grantees)* | September-December 2019 |
| Awareness Phase: Informing your community & getting them prepared! | January - March 2020 |
| Census Outreach Trainings - conducted by county census office | January - March 2020 |
| Activation Phase: Census Self-Response | March 12 - May 1, 2020 |
| Activation Phase: Non-Response Follow Up | May 2 - June 30, 2020 |
| Final reports due (no later than) | July 31, 2020 |

**Bid Protest / Appeals Process**

GSA-Procurement & Support Services prides itself on the establishment of fair and competitive contracting procedures and the commitment made to following those procedures. The following is provided in the event that bidders wish to protest the bid process or appeal the recommendation to award a contract for this project once the Notices of Award/Non-Award have been issued. Bid protests submitted prior to issuance of the Notices of Award/Non-Award will not be accepted by the County.

1. Any Bid protest by any Bidder regarding any other Bid must be submitted in writing to the County’s GSA–Assistant Director, located at 1401 Lakeside Drive, 10th Floor, Oakland, CA 94612, Fax: (510) 208-9711, before 5:00 p.m. of the FIFTH (5th) business day following the date of issuance of the Notice of Intent to Award, not the date received by theBidder. A Bid protest received after 5:00 p.m. is considered received as of the next business day. A Bid protest received after the FIFTH (5TH) business day following the date of issuance of the Notice of Intent to Award shall not be considered under any circumstances by the GSA or the Auditor-Controller (OCC).

a. The bid protest must contain a complete statement of the reasons and facts for the protest.

b. The protest must refer to the specific portions of all documents that form the basis for the protest.

c. The protest must include the name, address, email address, and telephone number of the person representing the protesting party.

d. The County Agency/Department will transmit a copy of the bid protest to all bidders as soon as possible after receipt of the protest.

2. Upon receipt of written protest, GSA–Assistant Director, or designee will review and evaluate the protest and issue a written decision. The GSAAssistant Director, may, at his or her discretion, investigate the protest, obtain additional information, provide an opportunity to settle the protest by mutual agreement, and/or schedule a meeting(s) with the protesting Bidder and others (as appropriate) to discuss the protest. The decision on the bid protest will be issued at least ten (10) business days prior to the Board hearing or GSA award date. The decision will be communicated by e-mail or fax, and certified mail, and will inform the bidder whether or not the recommendation to the Board of Supervisors or GSA in the Notice of Intent to Award is going to change. A copy of the decision will be furnished to all Bidders affected by the decision. As used in this paragraph, a Bidder is affected by the decision on a Bid protest if a decision on the protest could have resulted in the Bidder not being the apparent successful Bidder on the RFP/Q.

3. The decision of the GSA–Assistant Director on the bid protest may be appealed to the Auditor- Controller’s Office of Contract Compliance (OCC) located at 1221 Oak St., Room 249, Oakland, CA 94612, Fax: (510) 272-6502. The Bidder whose Bid is the subject of the protest, all Bidders affected by the GSA-Assistant Director’s decision on the protest, and the protestor have the right to appeal if not satisfied with the GSA Assistant Director’s decision. All appeals to the Auditor-Controller’s OCC shall be in writing and submitted within five (5) business days following the issuance of the decision by the GSA-Assistant Director, not the date received by the Bidder. An appeal received after 5:00 p.m. is considered received as of the next business day. An appeal received after the FIFTH (5TH) business day following the date of issuance of the decision by the GSA-Assistant Director shall not be considered under any circumstances by the GSA or the Auditor-Controller OCC.

a. The appeal shall specify the decision being appealed and all the facts and circumstances relied upon in support of the appeal.

b. In reviewing protest appeals, the OCC will not re-judge the proposal(s). The appeal to the OCC shall be limited to review of the procurement process to determine if the contracting department materially erred in following the RFP/Q or, where appropriate, the County Charter, County Ordinances or other applicable federal, state or local laws and regulations.

c. The appeal to the OCC also shall be limited to the grounds raised in the original protest and the decision by the GSA-Assistant Director. As such, a Bidder is prohibited from stating new grounds for a Bid protest in its appeal, and the Auditor-Controller’s (OCC) shall not consider any other grounds. The Auditor-Controller (OCC) shall only review the materials and conclusions reached by the Assistant Director of GSA or department designee, and will determine whether to uphold or overturn the protest decision.

d. The Auditor’s Office may overturn the results of a bid process for ethical violations by Procurement & Support Services staff, County Selection Committee members, subject matter experts, or any other County staff managing or participating in the competitive bid process, regardless of timing or the contents of a bid protest.

e. The decision of the Auditor-Controller’s OCC is the final step of the appeal process. A copy of the decision of the Auditor-Controller’s OCC will be furnished to the protestor, the Bidder whose Bid is the subject of the Bid protest, and all Bidders affected by the decision.

4. The County will complete the Bid protest/appeal procedures set forth in this paragraph before a recommendation to award the Contract is considered by the Board of Supervisors or GSA.

5. The procedures and time limits set forth in this paragraph are mandatory and are each Bidder's sole and exclusive remedy in the event of Bid Protest. A Bidder’s failure to timely complete both the Bid protest and appeal procedures shall be deemed a failure to exhaust administrative remedies. Failure to exhaust administrative remedies, or failure to comply otherwise with these procedures, shall constitute a waiver of any right to further pursue the Bid protest, including filing a Government Code Claim or legal proceedings.

**Application for Funding**

* Please submit the following required documentation and completed application as a Word Document via <https://forms.gle/qdupZbGuSBneyjyK6>
  + **Application** (Please keep answers succinct and specific)
  + **W-9**
  + **501(c)(3) letter or fiscal sponsor letter (N/A for governmental agencies)**
  + **Budget**

**General Information**

Name of Institution/Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and title of primary contact for proposal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you plan to partner with any other organizations on Census outreach? If so, list them here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is your organization receiving or do you plan to apply for Census funding elsewhere? If so, please list funder and describe project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Background Questions:** (No more than 1 page, size 12 font, 1” margins, single sided)

1. Provide a succinct summary of your organization’s history, mission, and purpose, as it relates to this project.
2. Describe your organization’s past or ongoing work or engagement with 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.)
3. Describe your approach and strategy to addressing the barriers that your target hard-to-count population will face in completing the Census.

**Focus Area Questions**

**Please answer the questions only for the focus areas you intend to apply for.**

**A. Questionnaire Assistance Centers** (No more than 2 pages, size 12 font, 1” margins, single sided)

1. Describe your strategy to recruit your target HTC populations to visit your center and complete the questionnaire.
2. Describe the technological resources that you will use to assist community members in accessing and completing the 2020 Census. (Note, “pop up” labs may be available through the County’s Census Technology Grantee)
3. Describe your QAC. Include your plans for staffing, location(s), publicity, and hours of operation for the center.
4. Indicate which Hard-to-Count areas and communities will be served by the proposed project. Please indicate specific cities and/or unincorporated areas.
5. Describe your plans to measure success and evaluate the impact of your project, citing examples of previous tracking from other projects or programming. Set numerical objectives: examples or data to indicate why the site will be well utilized as a QAC, the target number of impressions that will be made and the target number of questionnaires that will be completed at your QAC.
6. Language Access: Describe the specific languages your outreach will support, the number of staff members, contractors, or volunteers who fluently speak such languages, and how you will coordinate and publicize the times in which interpreters supporting QAC’s will be available for individuals speaking those languages.

**B. Field Outreach** (No more than 2 pages, size 12 font)

1. Describe your proposed project to promote, educate, and conduct direct outreach for the 2020 Census. Include the objectives, timeline, key activities, target number of impressions made or Census’ completed. (Possibilities include but are not limited to events, workshops, incorporating Census into programming, and adopt-a-block.)
2. Indicate which Hard-to-Count areas and communities will be served by the proposed project. Please indicate specific cities and/or incorporated areas.
3. Describe your plans to measure success and evaluate the impact of your project, citing examples of previous tracking from other projects or programming. Set numerical objectives: examples or data to indicate why the outreach will be effective, the target number of Census impressions that will be made and the target number of questionnaires that will be completed during your outreach.
4. Language Access: Describe the specific languages your outreach will support and the number of staff members, contractors, or volunteers who fluently speak such languages.