



CENSUS 2020 MINI-GRANT PROGRAM
“COUNT ME IN RICHMOND!”

Application Fiscal Year 2019-2020

Program Guidelines

All interested applicants should check the City’s Census 2020 website (www.ci.richmond.ca.us/richmond_census_2020) to ensure that they receive any additional information regarding this RFA, emails or announcements.

Applications are due on Friday, November 18, 2019 at 5:00 p.m.

(NO EXCEPTIONS)

Materials must be submitted online through the online application in or with a printed application in person or via the U.S. Postal Service (no postmarks allowed) to:

Richmond City Hall
Attn: Beatriz Guerrero
Planning and Building Department
Census 2020 Mini-Grant Program “Count me in
Richmond!”
450 Civic Center Plaza, Richmond, CA 94804

CENSUS 2020 MINI-GRANT PROGRAM “COUNT ME IN RICHMOND!”

FY 2019-2020 MINI-GRANT GUIDELINES

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1. What is the Census?

The Census is the process of counting each person living in the United States. It happens every 10 years and it is organized by the U.S. Census Bureau. One questionnaire has to be filled out by each household (online, by phone, or by mail) with 10 questions about each person including their sex, age, race, and ethnicity.

2. Why is the Census important?

The information that the Census provides is used for distributing more than \$675 billion dollars in federal funds every year to support states, counties and communities' vital programs for housing, education, transportation, employment and health care. California receives nearly \$77 billion in federal funding that relies, in part, on census data.

The data collected by the Census is also used to determine the number of seats each state has in the United States Congress, to drawing electoral district boundaries for state legislatures, county boards of supervisors, and city councils. If the population of California is undercounted, it could lose congressional representation.

3. What are some of the challenges for Census 2020?

The U.S. Census Bureau is facing several challenges with the 2020 Census, including a constrained fiscal environment, declining response rates, and increasingly diverse and mobile populations. Cross-sector collaboration and partnership are required between tribal, cities, county, and state governments, community-based organizations, and many more to achieve a complete and accurate count.

Some regions of the country and some population groups have had relatively low response rates in the past. According to the U.S. Census Bureau, households may not have submitted their questionnaire for various reasons, such as:

- Language differences;
- Confidentiality and privacy concerns;
- Lack of efficacy; and
- Few perceived personal benefits.

According to the U.S. Census Bureau and the California Census Office, many residents of California live in areas that, based on their social, economic, and housing characteristics may be hard to count in the 2020 Census and are at risk of being undercounted. The City of Richmond has four of the lowest return rates census tracts in Contra Costa County and eight of the “hardest-to-count” census tracts in the county, previous questionnaire return rates of 73% or less in the 2010 Census.

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4. What is the City of Richmond doing to support the Census?

The City of Richmond, in partnership with other local governments, the State of California, the U.S. Census Bureau, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching hard-to-count census tracts and populations.

On June 18, 2019, the City Council adopted a *Resolution Recognizing the Importance of the 2020 U.S. Census* and created the *Census 2020 Mini-Grant Program “Count me in Richmond!”* for supporting efforts to ensure a complete, fair, and accurate count of all the persons living in the City.

5. What is the Census 2020 Mini-Grant Program?

The Census 2020 Mini-Grant Program “Count me in Richmond!”, is an initiative that was approved by the City Council in the Fiscal Year 19/20 budget on October 15, 2019 to identify, support and fund those persons and organizations that are committed to ensuring a complete count of Richmond residents during the 2020 Census with an emphasis on Hard-to-Count (HTC) populations and areas.

The mini-grant program was created to support persons, organizations, school groups, neighborhoods councils, businesses, and coalitions that are already working with hard-to-count populations and areas in the City of Richmond and North Richmond to promote, educate, and outreach to increase awareness and participation in the 2020 Census.

6. Which are the Hard-to-Count (HTC) populations and areas?

Based on the U.S. Census Bureau, the California Census Office, Hard -to-Count (HTC) populations from Richmond would be defined from Richmond or North Richmond as people who are:

- Unhoused or experiencing homelessness.
- Low income or living in poverty.
- Under 5 years old.
- Over 25 years old and had not graduated high school.
- Racial and ethnic minorities.
- Renters.
- Limited or non – English speakers.
- Foreign – born.
- Disabled.

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Hard-to-Count (HTC) census tracts in Richmond would be defined as those located in the following neighborhoods:

- Iron Triangle (6013376000)
- Atchison Village (6013377000)
- City Center (6013377000)
- North Richmond (6013365002)
- Belding Woods (6013375000)
- Metro Richmore Village (6013381000)
- Pullman (6013381000)
- Cortez-Stege (6013381000)
- Park Plaza (6013381000)
- Laurel Park (6013381000)
- Panhandle Annex (6013382000)
- Richmond Annex (6013382000)
- Southwest Annex (6013382000)

7. Who can apply?

Residents, organizations, school groups, neighborhood councils, businesses, and coalitions, can apply in their own category to the Census 2020 Mini-Grant Program “Count me in Richmond!”

I. Residents. A resident must meet the following conditions to be eligible:

- Live in the boundaries of the City of Richmond or North Richmond, in a hard-to-count census tract.

II. Organizations. An organization must meet the following conditions to be eligible:

- Provide services to residents, students and/or workers of Richmond and North Richmond.
- Operate as a not-for-profit entity such as a non-governmental entity (non-profit organizations with 501(c)(3) tax status or utilize a fiscal sponsor)
- Fiscal Sponsor Agreement will be required.
- Not discriminate based on race, ethnicity, skin color, national origin, citizenship status, religion, age, gender, marital status, sexual orientation, gender identity, disability, veteran status, or any other protected status under applicable law.

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- III. School groups.** A school group must meet the following condition to be eligible:
- Be part of a school that provides educational services to residents and students of Richmond and/or North Richmond.
- IV. Neighborhood councils.** A neighborhood council must meet the following conditions to be eligible:
- Be a neighborhood council in the City of Richmond or North Richmond.
 - Be part of the Hard-to-Count areas/or census tracts.
- V. Businesses.** A business must meet the following conditions to be eligible:
- Provide services to residents, workers or students defined as Hard-to-Count populations and/or census tracts in Richmond or North Richmond.
 - Have a valid Richmond Business License.
- VI. Coalitions.** Anyone can apply as part of a coalition with another eligible party of the same or different category: residents, organizations, school groups, neighborhood councils, and/or businesses. Each coalition member shall:
- Fulfill the conditions for their applicable category.

8. Who would be prioritized?

Residents, organizations, school groups, neighborhood councils, businesses, and/or coalitions who:

- Live or operate across diverse areas of the City of Richmond, specifically in Hard-to-count areas.
- Work together with their communities.
- Have demonstrated ability to outreach to and engage with Hard-to-Count populations.
- Are considered trusted messengers within the city and amongst Hard-to-Count populations.

9. What are the focus areas for the mini-grants?

- 1) Information or educational events or workshops for people in hard-to-count communities of Richmond or North Richmond to learn more about the 2020 Census, the importance of participation, and the risks of undercounting.

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- 2) Door-to-door and street canvassing to inform and encourage Richmond households to complete the census form from March 15 to April 30, 2020.
- 3) Social media and street campaigns to raise awareness and educate people in Richmond, specifically hard-to-count areas, about the 2020 Census and responses from March 15 to April 30, 2020.
- 4) Technical assistance for people to complete the census form from March 15 to April 30, 2020.
- 5) Other creative actions that can contribute to increase participation in the 2020 Census.

10. What are the mini-grant amounts?

Mini-grant amounts will range between \$300 and \$3,000, based on the budget proposal submitted.

11. What is the timeline?

The timeline is subject to change and the City of Richmond will inform through its webpage if a deadline or requirement is modified.

Date	Event
October 17, 2019.	Census 2020 Mini-Grant Program “Count Me in Richmond!” FY 2019 – 2020 Mini-Grant Guidelines and Application are released.
October 17, to November 11, 2019.	The City of Richmond will answer submitted questions related to the guidelines and application during this period.
November 18, 2019 by 5pm.	Applications for Census 2020 Mini-Grant Program “Count Me in Richmond!” are due. Applications should be submitted to through: <ul style="list-style-type: none">• Email to Beatriz_Guerrero@ci.richmond.ca.us or• Mail. Attn: Beatriz Guerrero. Planning and Building Department. Address: 450 Civic Center Plaza, Richmond, CA 94804.
November 29, 2019.	The City of Richmond will publish the results in www.ci.richmond.ca.us/censusminigrants
January 17, 2019.	Mandatory grantee orientation at the City of Richmond.

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12. What are the application requirements?

Applicants should submit the application (Sections I. Applicant General Information and II. General Questionnaire) by email or mail.

13. How will the mini-grants be awarded?

Applications will be evaluated using the criteria listed below:

1) Activities description.

- The application is filled out correctly and has no missing information.
- The application is clear and comprehensive.
- The proposed activities are well-defined and feasible.

2) Outcomes and Evaluation

- Activities are clearly defined and specific.
- Outcomes of the activity or activities are clear and measurable.

3) Impact

- The proposed activities should positively contribute to the targeted Hard-to-count populations and/or areas in Richmond and North Richmond.

14. Where can I get additional information about Hard-to-count populations and areas?

Information can be obtained at the following links:

- U.S. Census Bureau. <https://www.censushardtocountmaps2020.us/>
- California Complete Count Office. <https://census.ca.gov/HTC-map/>
- Contra Costa County. <http://www.co.contra-costa.ca.us/7250/Hard-to-Count-Maps>

15. Contact for questions.

If you have questions regarding the mini-grant program, guidelines or application please submit your inquiry to [Beatriz Guerrero@ci.richmond.ca.us](mailto:Beatriz_Guerrero@ci.richmond.ca.us) by the question deadline November 11, 2019.