

  <p><b>COUNT ME 2020</b></p> <p>SAN DIEGO &amp; IMPERIAL COUNTIES CENSUS OUTREACH COALITION</p>	<p align="center"><b>CALIFORNIA COMPLETE COUNT CENSUS 2020</b></p> <p align="center"><b>2020 CENSUS REGION 10 - SUB CONTRACTOR APPLICATION</b></p> <p align="center"><b>FOR SAN DIEGO &amp; IMPERIAL COUNTIES</b></p> <p align="center"><b>JUNE 7 – JULY 12, 2019</b></p> <p align="right"><b>CONTACT: MICHELE SILVERTHORN, PROJECT LEAD</b> <b>619.549.9838</b> <b>MICHELE.SILVERTHORN@UWSD.ORG</b></p>
---	--

## Background

Situated along the US/Mexico Border, San Diego and Imperial Counties provide unique opportunities and challenges to our region that are different from the rest of California. Our collective opportunities lie in our shared multicultural, multiethnic, and trans-border identities, making ours a vibrant region for people and businesses alike. San Diego and Imperial Counties are home to a diverse population that speaks over 80 distinct languages and is one of the primary refugee resettlement regions in our State. We have been identified as hardest to count state-wide and the challenge for the 2020 Census, particularly, lies in a substantial undercount of people and communities that are hard to count – but with a coalition of more than 100 community based organizations, we are well equipped to rise to this challenge and ensure our region receives the resources and representation it so richly deserves.

The Count Me 2020 Coalition, administratively led by United Way of San Diego County (UWSD), is a coalition of over 100 community based organizations (CBO) and civic groups working to ensure a complete and accurate 2020 Census count in San Diego and Imperial Counties. Our outreach focuses on ensuring that the 255,612 to 783,277 individuals who are considered “Hard-to-Count” (HTC) in Region 10 are counted and represented. Our approach is to nurture a culture of trust, engagement, buy-in, and civic participation aiming to reach, educate, motivate, and activate individuals who are traditionally excluded and undercounted.

UWSD has been awarded funding by the California Complete Count – Census 2020 to support outreach and education to San Diego and Imperial counties to ensure everyone in our region is counted once, only once, and in the right place. The Census counts every resident -- whether or not they have a place to live, whether or not they are a citizen, whether or not they are in the U.S. legally, whatever age they are, and so forth.

A complete count of our region’s population is essential as the data collected is used to:

- Ensure public safety and advocate resources for community;
- Guide community planning decisions in roads, hospitals, and companies/businesses as well as schools, elderly care, workforce training, etc.;
- Distribute essential federal funds to our region for things like highways, infrastructure, housing, Medi-CAL, SNAP, public health clinics, community development, parks and public transit, and other family stability resources; and
- Determine political influence and representation, from the number of seats in the US House of Representatives down to the local level politics.

The Count Me 2020 Coalition is committed to a fair and accurate 2020 Census because our region may miss out on federal investments and resources that we need and deserve if our region is not fully counted.

- Every uncounted resident represents a loss of \$2,000 in federal support each year – that’s \$20,000 in lost federal support per uncounted person over the next decade. So, every resident must be counted!
- Undercutting Region 10 by as few as 25,000 residents will cost the Region \$50,000,000 in federal support over the next decade.

## Project Description

To achieve an accurate count, Count Me 2020 is mobilizing expertise and uplifting evidence-based approaches that promote access to holistic support resources, strengthen cultural bonds, and respond to language needs. The key is to outreach through existing communications infrastructure and community partners, where CBO's are considered trusted messengers, with deep relationships and knowledge of HTC populations and will be critical to ensuring all are counted.

### As a Coalition we will:

- Grow the coalition to be most inclusive and cohesive.
- Develop public communications and coordinate media coverage for Census efforts.
- Plan and manage outreach events throughout San Diego and Imperial Counties.
- Support and oversee digital infrastructure and technology for outreach and reporting.
- Provide training, materials, and technical assistance to community-based organizations and other trusted messengers.
- Coordinate work between the national, state, and local levels.
- Identify and subcontract with Community Based Organizations (CBOs) to act as trusted messengers for Census outreach to HTC populations.

### Focus on:

HTC populations: Latinx, African Americans, Asian Americans/Pacific Islanders, Native Americans and Tribal, Middle Eastern/Northern Africans, Immigrants and Refugees, Farmworkers, People with Disabilities, Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ), Areas with low broadband access, Homeless Individuals and Families/Nonconventional Housing, Veterans, Seniors, Children 0-5, Households with Limited English Proficiency.

### In the identified 230 HTC Census Tracts ([View HTC Census Tracts](#)):

- 205 in San Diego
  - North San Diego County has 48 HTC census tracts (among cities and areas in the 78-Corridor and 76-Corridor)
  - South San Diego County has 50 HTC census tracts (unincorporated areas in eastern regions and cities along the border)
  - City of San Diego has 107 HTC census tracts (City Heights, Logan Heights, Mira Mesa)
- 25 (of 30) in Imperial County

### Outreach and Education:

Outreach and Education will include, but not be limited to the following services and activities:

- **Events:** Organized events to promote community participation in the 2020 Census; fundraisers, cultural and community events expected to draw large numbers of community members and/or high visibility.
- **Direct Outreach:** One-on-one with an individual of the community, door-to-door canvassing, home visits, phone banking; and/or coalition building.
- **Training and Education:** Presentations that educate on the importance of the Census and that advise the community to participate in the 2020 Census and / or trainings and workshops that will teach/train community members on how to promote the participation for the Census 2020; training, technical assistance, train-the-trainer services, community education.
- **Assistance Centers (QAKs & QACs):** Guiding community members to census sites, providing census information and educational resources; providing a community location with culturally and linguistically outreach; and/or technology and/or broadband access.
- **Promotion:** 2020 Census promoting through announcements, promotional materials, and literature; digital media outreach.

## Acronyms

- ACBO – Administrative Community Based Organization
- CBO - Community Based Organizations
- CCC – California Complete Count-State Census Office
- CCCC – California Complete Count Committee
- HTC – Hard To Count
- LCCC – Local Complete Count Committee
- LRS - Low Response Score
- QAK – Question Answer Kiosk\*
- QAC – Question Answer Center\*
- UWSD – United Way of San Diego County

\*Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs) shall be used to publicize locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire.

A QAC can be established at a public venue such as a library, school, or post office staffed with knowledgeable personnel that can assist the public with completing the census questionnaire, and answer questions related to the Census 2020.

QACs are general locations where individuals can go to obtain assistance in completing their Census questionnaire. QAKs are physical locations that are available to the public for them to complete their Census questionnaire. Kiosks can be computers, iPads, tablets, mobile devices, etc. Kiosks may or may not be humanly staffed. A Kiosk can be located at a library, post office, or other computer terminal or web enabled device.

# Contract Award Criteria and Priorities

We, the Subcontractor Work Group, are available to support mapping and language assessments and to walk through any questions about the applications. All applicants are encouraged to communicate with the members of the Subcontract Work Group in advance of submitting their application. Inquires can be sent to

[Michele.Silverthorn@uwsd.org](mailto:Michele.Silverthorn@uwsd.org)

Applications review will include evaluation of the following:

Proposed work:

- Conduct work in and/or across Region 10, San Diego and/or Imperial Counties with target focus on hard-to-count (HTC) populations within the identified [census tracts listed here](#).

Priority will be placed on:

- Organizations that have a proven track record in working with hard-to-count populations, community organizing, movement building and/or working as part of a coalition.
- Organizations whose leadership and outreach teams come from the HTC community in which activities are taking place.
- Level of support and training of census advocates (promotores, leaders, volunteers etc.,) and integration of census outreach into already existing programming and activities rather than launching new census programs.
- Experience in community engagement, social impact campaigns, and/or robust civic engagement activities.
- Experience working with HTC audiences and issues that impact these communities.
- Applicants that identify and apply to provide outreach and education to geographic areas of greater need, more difficult HTC, and/or language will be more likely opportunity to receive a contract.

Proposed project plan should show how training, networking, and mobilization resources and communications materials tailored to HTC community contributes to the California Complete Count outreach and education structure (below) and Count Me 2020 RFP Strategic Outreach Plan <https://tiny.cc/countme2020>

- Application DOES NOT have to include each component, but rather encompass elements to achieve the goals of the Project Description**

Per the CA Complete Count State ACBO Contract outreach and education structure, subcontractors should:

## Educate

- Inform the public about the census process, purpose and timeline.
- Inform the public of the importance of the census. The State will receive billions of dollars of federal funds for education, health care, job training, transportation and other vital services based on the census numbers. The federal government also uses census data to determine how to apportion the House of Representatives seats among states.
- Inform the public that the census data is confidential. No one except sworn U.S. Census Bureau (“Census Bureau”) employees can see the complete census questionnaire forms or link names to responses. The Census Bureau requires that any individuals with access to census materials adhere to strict confidentiality and security guidelines. The law, Section 214 of Title 13, “Wrongful Disclosure of Information,” sets forth severe penalties applicable to federal government officials and local government census liaisons if they misuse information they receive from the census responses. These penalties include fines up to \$5,000, 5 years in prison, or both. The Census Bureau’s dedication to confidentiality plays an important role in everything it does. All employees must pass a security and employment reference check, swear they are not employed as tax collectors or assessors or law enforcement officials and establish they have no felony convictions as adults. The Census Bureau employs a

host of safeguards, such as electronic barriers and secure telephone lines, to block outside access to any confidential information in Census Bureau computers.

4. Identify areas and populations within Region that are least likely to respond.
5. Establish, manage, and announce locations where the public may receive information regarding the census in their native language and assistance completing the census questionnaire. Locations may include neighborhood QAC's and QAK's.

#### Motivate

6. Eliminate the fear of completing the census questionnaire. Instill trust that the government will not use this data in a negative way. No one outside the Census Bureau can ever be given any information to link names to addresses on the census questionnaire. Not even the President of the United States is permitted to look at individual census records.
7. Utilize trusted messengers and sources to encourage members of the public to participate in the census by completing their census questionnaire.
8. Establish comfortable environment(s) and settings early on and leading to the Census 2020 to encourage the public to participate in the census, following the education phase. Continue to educate and inform on the importance of the census as a motivator.
9. Where possible, Subcontractor should assess messaging efforts, outreach and tools. Communications/ messaging/ translation require State approval.

#### Activate

10. Engage trusted messengers in trusted environments to help the public participate in the census.
11. Conduct and participate in community gatherings and other forums to rally the public to participate in the census.
12. Collaborate with other stakeholders and across sectors to activate the public to participate in the census process by filling out the census questionnaire.

**Specific to Media/ Communications and Data and Reporting please refer to linked Strategic Plan documents to support proposals:**

- Media/Communications
  - [Count Me 2020 Branding/Marketing Plan](#)
  - [Count Me2020 Social Media and Ethnic Media Plan](#)
- Data and Reporting
  - [Count Me 2020 Data Management](#)

# Funds Available & Applicant Qualifications

This Subcontractor application will be used to allocate funds totaling approximately \$1,000,000 in San Diego County and Imperial County. The final allocation of funds will depend on the proposals received and will seek to provide resources to ensure a robust campaign among the hardest to count populations and across as many hard to count populations as possible.

## Funds for Imperial County and San Diego County

Consistent with the state formula for allocation, funding will be allocated for efforts in San Diego County and Imperial County at approximately 7.26% (as allocated by the State) in proportion to the presence of hard to count individuals.

## Two Funding Phases

As outlined by the State CCC, we understand there to be roughly three stages of outreach: 1) awareness (2019), 2) get out the count (early 2020), and 3) non-response follow-up (April-July 2020). Many CBO proposed plans will include activities for all of these phases; but we will gain a more precise understanding of where increased effort is needed as data is collected through early 2020. Therefore, a percentage of funds will be reserved for a second round of contract allocations in 2020, to ensure resources are available to ramp up efforts in areas or populations that are demonstrating low-likelihood to respond or low response; this will account for 20% of total funding.

## Contracted Activities

Sub Contracts will provide funding to complete one or more of the following activities in hard to count communities, as described in the background section above.

- Outreach/Training \$1,019,000
- Media/Communications \$100,000
- Data and Reporting \$160,000

## Budget Requests

In round one, a total of up to \$951,200 will be available to be distributed to San Diego and Imperial County projects.

- Activities and budgets may be developed for up to a 14-month contract.
- Applicants may apply for a subcontract(s) in one, two, or all three of the following areas:
  - Outreach and Education
    - Individual requests will be considered for up to \$250,000. The requested dollar amount should match activities that will be performed. All levels of outreach and/or education are encouraged to apply for a subcontract. (See Page 2 Outreach and Education.)
  - Media/Communications
    - Up to \$100,000
  - Data and Reporting
    - Up to \$160,000

## \*Notes:

- Multiple subcontracts will be awarded, depending on number of requests, dollar/budget amount, and alignment with Strategic Outreach Plan.
- Actual contract dollar amounts offered may be less than requested.
- Anticipate costs associated with translation and interpretation services for proposed activities as outlined in your application; as well as capacity to produce materials in needed languages. In some circumstances these costs may be shared or defrayed by UWSD. Where possible translated materials may be made available and shared at large.
- Outreach and Education subcontracts may only be held by 501(c)3 (c)4 nonprofit organizations.

- Media/Communications and/or Data and Reporting subcontracts may be held by nonprofit organizations or for profit companies.

**Timeline: Phase I Funding**

- Subcontractor Application Workshop
  - May 24, 2019 San Diego, 211 San Diego
  - May 30, 2019 Imperial Valley, Calexico Neighborhood House
- Applications open Friday, June 7, 2019, 8am
- Application close July 12, 2019, 12pm (noon)
- Review & Decisions
  - July/August 2019
- Contracts awarded and first payment
  - August 2019

**Deliverable Schedule**

	Milestone	Payment Amount	Timeline
1	Finalized and Approved Work Plan (Due August 2019)	25% of Total Contract Amount	August 2019
2	Report/ Check-In (Due November 2019)	35% of Total Contract Amount	November 2019
3	Implementation of Outreach Period, Report/ Check-In (Due April 2020)	35% of Total Contract Amount	April 2020
4	Final Report (due August 2020)	5% of Total Contract Amount	August 2020

To ensure deliverables are being met Subcontractors should anticipate ongoing assessment and communication with Count Me 2020 Coalition and UWSD. If deliverables are not being met, Count Me 2020 Executive Committee and UWSD will work with Subcontractor(s) to identify barriers to ensure deliverables can be achieved. Where barriers exist or other circumstance prohibit deliverables from being achieved contract will be terminated and funds reallocated as necessary.

**Minimum Qualifications**

This Application is open to all entities that meet the following minimum qualifications. The associated Application question is listed for reference. Entity is/has:

- Established and has trusted relationships with HTC populations, is regarded as a trusted messenger, credible and reliable source, and/or has an existing network/reach in Region 10 (San Diego County or Imperial County). (Question #8, #15, #16, #17, #18)
- Capacity to successfully implement, deliver all elements, and complete key activities within a 14-month timeline as described in the narrative responses to this application. (Question #10, #11, #14)
- Organizational capacity to implement the project, including available staff/volunteers, and operational and fiscal management of the subcontract. (Question #3, #14)
- Ability to collect and report reliable, valid, and timely data to contribute to California State Census deliverables and reporting for all proposed activities, which may include designating staff/members to participate in meetings, development of deliverables, and reports. (Question #11)
- Include a detailed budget along with a brief budget narrative that makes clear the breakdown of line items. (Question #7)
- Submit application packet documents by the due date. (Question #1-#20)
- Provide most recent financial statements or financial audit, and recent IRS Form 990. (Question #3)



United Way  
of San Diego County



- Private, nonprofit, or public organization that qualified for and received an Internal Revenue Service (IRS) determination letter confirming the organization's tax exemption under Section 501 of the Internal Revenue Code:
  - A 501(c)(3) or (c)(4) status (i.e. IRS confirmation letter or fiscal sponsorship letter)
    - Applicants must provide a copy of the organization's or fiscal agent's most recent Form 990.
  - Or a federally recognized Indian Tribal Government; or
  - Or a registered business entity with the California Secretary of State.
- Eligible to receive public funds (A list of entities that have been declared ineligible to receive government funds can be found at <https://www.sam.gov>).
- Is in compliance with the Attorney General registration and reporting requirements (DOJ registry).
- Has active status with the California Secretary of State to do business in California.

## Reporting

Timely reporting will be essential and required of all Subcontractors. Activity reporting may be required within 24 hours of an activity and may include activity and attendee details; report may require validation by UWSD. Contract reporting, as a deliverable, may be required before additional contract payment(s) are made.



# Contract Requirements

If awarded, Subcontractor will comply with the following Contract requirements, including, but not limited to:

- Funds must be spent in a manner that serves the intended purpose of outreach and education to ensure a complete and accurate count for the 2020 census through civic participation aiming to reach, educate, motivate, and activate individuals who are traditionally excluded and undercounted (HTC).
- Comply with programmatic and fiscal reporting.
- Agree to attend quarterly Coalition meetings, which provide a space for community-based organizations to coordinate outreach efforts, share resources, and discuss lessons learned with each other to strengthen their reach to HTC communities in the 2020 Census. Scheduled for\*:
  - July 30, 2019
  - October 29, 2019
  - January 28, 2020
  - April 28, 2020
  - July 28, 2020
- Be a partner in the Count Me 2020 Coalition’s work by joining at least one of the Coalition work groups to support cohesion and effective implementation of the region’s Outreach and Implementation plans. Additional Work Group information can be found on <https://www.countme2020.org/workgroups> \*
- Use funding to achieve agreed upon deliverables and abide by all contract agreements and reporting, as outlined by United Way of San Diego County’s contract, and as directed by the California Complete Count - CA Census Office.
- Possess insurance by the start of the contract term\*\*:  
Insurance Requirements: The Contractor shall furnish to the State evidence of the following required insurance:
  - 1) Commercial General Liability – Contractor shall maintain general liability on an occurrence form with limits not less than one-million dollars (\$ 1,000,000.00) per occurrence and two-million dollars (\$ 2,000,000.00) aggregate for bodily injury and property damage liability. The policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal and advertising injury, and liability assumed under an insured Contract. This insurance shall apply separately to each insured against which claim is made, or suit is brought subject to the Contractor's limit of liability. The policy must name The State of California, its officers, agents, and employees as additional insured, but only with respect to work performed under the contract.  
The policy must include the following additional ensured designation and endorsement:  
“California Complete Count – Census 2020, State of California, its officers, agents, and employees are included as additional insureds, but only with respect to work performed under this contract.”  
The endorsement must be supplied under form acceptable to the Office of Risk and Insurance Management.
  - 2) Automobile Liability – By signing this Agreement, the Contractor certifies that the Contractor and any employees, subcontractors or servants possess valid automobile coverage in accordance with California Vehicle Code Sections 16450 to 16457, inclusive. The State reserves the right to request proof at any time)
  - 3) Workers Compensation and Employers Liability – Contractor shall maintain statutory worker’s compensation and employer’s liability coverage for all its employees who shall be engaged in the performance of the Contract. Employer’s liability limits of \$1,000,000 are required. When work is performed on State owned or controlled property the workers’ compensation policy shall contain a waiver of subrogation in favor of the State (Census). A waiver of subrogation in favor of the State of California shall be provided.
  - 4) Professional Liability Contractors shall maintain errors and omissions/professional liability insurance with limits no less than \$1,000,000 each occurrence and \$3,000,000 annual aggregate covering any damages caused by negligent error, act, or omission. The policy’s retroactive date shall be shown on the certificate of insurance and



shall be no later than the date of this contract or the date work under this contract begins. Contractor is responsible for maintaining continuous coverage for up to three (3) years after the notice of completion of the contract.

- Provide financial reports as requested.
- Do not expend funds for travel and lodging, such expenses shall not be reimbursed under this Contract.

The Contract will commence on the date approved by United Way of San Diego County; no work shall begin before that time. The Subcontractor shall not receive payment for work performed prior to approval of the Contract and before receipt of notice to proceed by United Way of San Diego County. This Contract expires on December 31, 2020.

\*It is understandable that extenuating circumstances may occur that prohibit attendance or participation. Please be in contact to discuss or ask questions regarding these requirements.

\*\* If there are questions regarding Insurance Coverage please contact us.

# Evaluation

For evaluation purposes, certain responses will be scored in accordance with the criteria below; all remaining questions that are not scored will be evaluated on a pass/fail basis. **Proposals will be evaluated first and foremost on the ability to reach and connect with the least likely to respond/HTC communities and populations.**

**The following are examples of criteria that may be used in evaluating proposals:**

1. Does the applicant organization understand the problem or needs?
2. Can the applicant fit this work into its existing obligations?
3. Is the approach to the problem, recommended method, and procedure reasonable and feasible?
4. Do the expected results, outcomes, and deliverables appear to be achievable in a timely manner, given the approaches, methods and procedures proposed?
5. Does the applicant have the organization, management capability and competency, fiscal and personnel resources, and experience to perform the services being sought?
6. Has the applicant had experience performing work of a similar nature, size, and scope?
7. Does the applicant's past experience complement the services being sought, or is the applicant's past experience appropriate to qualify the applicant to perform these services?
8. Has the applicant allocated sufficient staff resources?
9. Has the applicant addressed all goals, objectives, service demands, and qualifications specified in the application?
10. Does the applicant appear to be capable of handling and resolving unanticipated complications and delays without interrupting the delivery of services?
11. Are any proposed timelines for performance presented by the applicant feasible?
12. Did the applicant include plans that will show how performance will be monitored and measured, to ensure that all services are successfully performed and that the objectives, goals, and requirements are met?
13. Does the applicant appear to have the capacity to manage fiscal resources responsibly?
14. Does the applicant have sound fiscal, accounting and cost-monitoring or budget-monitoring procedures in place?
15. Does the applicant demonstrate adequate knowledge, experience and understanding of the region(s) and HTC communities and populations within selected census tracts/blocks?

100% Points	Proposal exceeds performance or capability requirements; proposal demonstrates extraordinary strengths that will more than significantly benefit the execution of Region 10's outreach and education plans.
80% Points	Meets specified minimum performance or capability requirements necessary for acceptable sub-contract performance.
65% Points	Proposal demonstrates weak performance or capability standards necessary for minimum contract performance; proposal has one or more weaknesses that offset any strengths.
0% Points	Fails to meet specified minimum performance or capability requirements. Proposals with an unacceptable rating are not awardable.

The Subcontractor Work Group will evaluate and score the responses of each proposal to determine a Total Score. The maximum points available are 130. The Total Score includes 11 scoring categories.

The table below lists the evaluation questions and the weights each will carry in the overall evaluation of each.

Q.	Scored Requirements	Points Available
Project Narrative		
8	Budget	10
11	Proposed Plan	20
12	Assessment of outcomes outreach	5
13	Alignment with existing work/goals	10
14	Activities	5
15	Organizational Capacity	10
16	Geographic areas	15
16a	Language / Accessibility	15
17	HTC populations	15
18	Past/ongoing community engagement/ strategies	20
19	Networks / partnerships	5
	Total Points Available	130

The Subcontractor Work Group will determine the Total Score for each proposal by aggregating the scored requirements.

**Evaluation Subcontractor Work Group**

The Subcontractor Work Group will review and score the responses. At least 3 members will be assigned to a proposal and will independently assign a score and aggregate the total. The Total Score will be calculated by averaging the scores of the reviewers.

**Selection and Award**

The sub-contracts will be awarded to the proposals with the highest total points.

The Subcontractor Work Group reserves the right to recommend additional awards or not make an award, to meet the goal of reaching the least likely to respond/HTC communities in our region.

UWSD Finance will review all financial information to support subcontract awards.