

## Census Outreach Grant Application

### Introduction

The County of Marin, in conjunction with the Marin Complete Count Committee (CCC), anticipates expending \$80,000 for grants to support the 2020 Census education and outreach activities in historically undercounted communities. Grants will be awarded in each of the designated hard-to-count (HTC) regions of Marin City, San Rafael, Novato and West Marin and may not exceed \$20,000 per region. Grantees are required to report outreach activity details and outcomes. Funds will be administered through the Marin County Community Development Agency.

### Objectives

- Increase 2020 Census response rates over 2010 Census results;
- Engage organization staff and volunteers to serve as trusted messengers to motivate the historically undercounted populations they serve to participate in the 2020 Census; and
- Leverage resources to effectively deliver messaging of census participation benefits to residents in hard-to-count communities.

### Key Dates

- Application Issued on the Marin Census 2020 Website ([www.MarinCensus2020.org](http://www.MarinCensus2020.org)): **Monday, October 14, 2019**
- Q&A Session with Marin Census Staff: **October 17, 2019 at 2:00 pm**  
(Marin County Community Development Agency, 3501 Civic Center Drive, Suite 308, San Rafael, CA 94903)
- Application Deadline: **Friday October 25, 2019**
- Grantee Notification: **December 2019**

### Application Process

- Applications will be evaluated based on the guidelines set forth below.
- The Marin CCC staff team will evaluate and recommend award of grants to the Marin CCC Steering Committee.
- The County Administrator's Office will consider the Steering Committee's feedback in awarding funding allocations.
- Funds will be administered through the Marin County Community Development Agency.

### Application Guidelines:

1. An application is required for all grant requests using the [Marin County Census 2020 Grant Application](#) form.

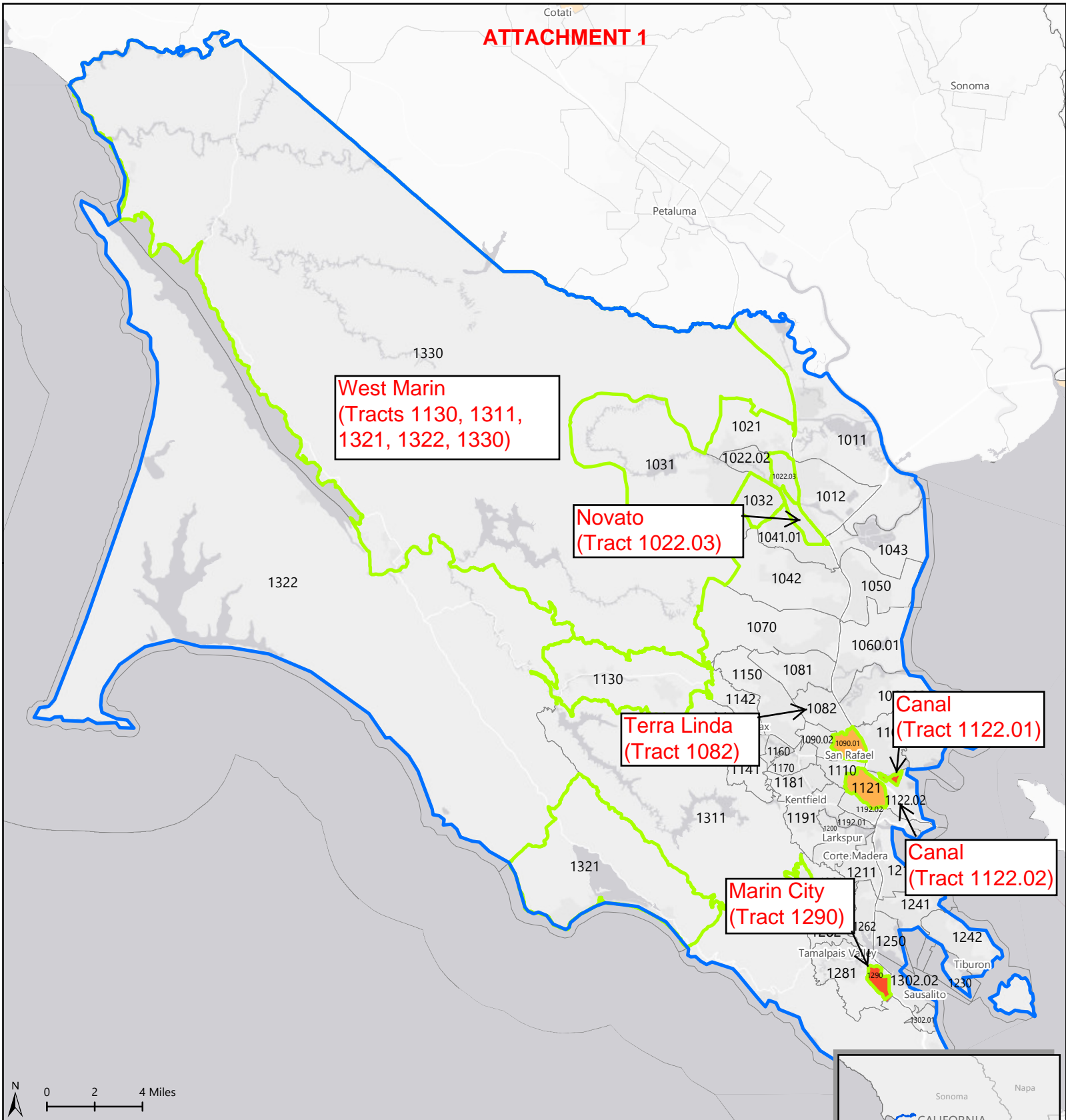
2. Outreach activity to be funded must be located in and provide outreach to populations within at least one of the four regions designated as hard-to-count (HTC) in Marin County: Marin City, San Rafael, Novato and West Marin (Attachment 1).
3. Grant applications must specify:
  - Hard-to-Count populations the activity intends to reach;
  - Sectors targeted (i.e, Faith-based, Health, Education);
  - Languages supported;
  - Census tracts touched by the activity (Attachment 1);
  - Number of individuals reached (impressions made); and
  - Activity location (street address, city, zip code).
4. Requesting organizations/agencies must:
  - a) Have a current nonprofit 501c3 or tax-exempt status
  - b) Be able to provide a complete W-9 form or be a current vendor with the County
5. Grant requests may not exceed \$20,000 per designated hard-to-count region.
6. Applicants are required to provide a project budget with the application (Attachment 2, Exhibit A).
7. Outreach and corresponding expenditures must take place between January 1 – July 31, 2020.
8. Grantees will be required to coordinate and report to the Lead Countywide Outreach Agency to track progress and outcomes. A form will be provided to the grantee to report activity information and outcomes as listed below:
  - Contact Name
  - Responsible Organization (organization responsible for completing the activity).
  - Parent Organization - The name of the parent organization, if any, such as a County or ACBO.
  - Activity Type.
  - Activity Date.
  - Activity Address - street address, city and zip code. If the activity is across a region (such as canvassing) please provide a central location that represents where the majority of the activity happens.
  - Primary Organizer - Who was the main organizer (e.g. CBO name) responsible for this activity?
  - Total impressions (number of individuals reached) - Impression is defined as any message received by, or impact made to an individual, that could positively influence their opinion regarding the Census that, ultimately, will make them more likely to ensure their household completes the form and to influence others in their social circle and community to do the same.
  - Impression Data Accuracy Confidence - How confident are you in the accuracy of this data? If you captured attendee records or usage data, then the accuracy confidence should be "Exact".
  - Total HTC Impressions - How many of these impressions would you deem as being hard to count.

- HTC Data Accuracy Confidence - How confident are you in the accuracy of your HTC % score?
  - HTC Breakdown Data Confidence - How confident are you in the accuracy of the specific HTC breakdowns?
9. Grantees will be required to sign the Standard Short Form Professional Services Agreement (Attachment 2).

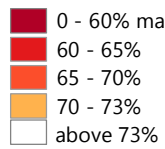
**All applications should be submitted electronically at [Marin County Census Funding Application](#) by 5:00 pm by October 25, 2019.** Contact Kristin Drumm at [kdrumm@marincounty.org](mailto:kdrumm@marincounty.org) or 415-473-6290 with any questions.

# HARD-TO-COUNT CENSUS TRACTS IN MARIN COUNTY, CALIFORNIA

## ATTACHMENT 1



**Hardest to Count (HTC) Tracts in the Nation**  
 Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.



Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates are not applicable

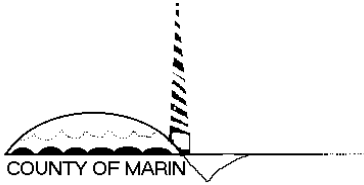
Tracts with lowest mail return rate in Marin County



For more details and additional information, please visit: <https://www.CensusHardtoCountMaps2020.us>

ATTACHMENT 2

**STANDARD SHORT FORM PROFESSIONAL SERVICES  
CENSUS OUTREACH GRANT**



**THIS AGREEMENT**, made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2019, by and between the **COUNTY OF MARIN**, a political subdivision of the State of California (hereinafter referred to as County”) and (Vendor I.D. No.), **VENDOR NAME** (hereinafter referred to as “Contractor”).

**WITNESSETH:**

In consideration of the mutual promises set out below Contractor and County agree as follows:

1. (A) The contract scope, (B) the time within which said scope is to be performed, (C) the contract amount, and (D) the schedule for payment as specified in Exhibit “A”, attached hereto and by this reference incorporated herein.
2. **ADDITIONAL PROVISIONS.** Those additional provisions unique to this Agreement are set forth in Exhibit “B”.
3. **GENERAL PROVISIONS.** The general provisions set forth in Exhibit “C” are part of this Agreement. Any inconsistency between said general provisions and any other terms or conditions of this Agreement shall be controlled by the other term or condition insofar as it is inconsistent with the general provisions.
4. **DESIGNATED REPRESENTATIVES.** The County Administrator is the representative of the COUNTY and will administer this Agreement for the COUNTY. **SIGNER NAME, TITLE** is the authorized representative for CONTRACTOR. Changes in designated representatives shall occur only by advance written notice to the other party.
5. **EXHIBITS.** All Exhibits referred to herein are attached hereto and by this reference incorporated herein. Exhibits include:
  - Exhibit “A” – Scope and Payment
  - Exhibit “B” – Additional Provisions
  - Exhibit “C” – General Provisions
6. **AGREEMENT DATE.** The Agreement Date is \_\_\_\_\_

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day here first above written.

COUNTY OF MARIN (“COUNTY”)

VENDOR (“CONTRACTOR”)

By: \_\_\_\_\_  
County Administrator

\_\_\_\_\_  
NAME  
ADDRESS  
CITY, STATE, ZIP

**EXHIBIT "A"**  
**SCOPE AND PAYMENT**

**A.1 CONTRACT SCOPE**

**TO BE FILLED IN AND INCLUDING TOTAL PROJECT COST OR BUDGET FOR ORGANIZATION**

**A.2 CONTRACT TERM**

July 1, 2019 through June 30, 2020 (**DATES WILL REFLECT NEEDS OF PROJECT**)

**A.3 PAYMENT**

BASE CONTRACT FEE. COUNTY shall pay CONTRACTOR a contract fee not to exceed (**AMOUNT IN LETTERS**)

(**\$AMOUNT IN NUMBERS**). Payment shall be made upon execution of agreement by the County. In no event shall total contract amount paid to CONTRACTOR under this Provision A.3 exceed **AMOUNT IN LETTERS (\$AMOUNT IN NUMBERS)** without an amendment to this Agreement approved by the County of Marin.

**EXHIBIT "B"**  
**ADDITIONAL PROVISIONS**

**NOTICE OF COMPLETION**

Within SIXTY (60) days of completion of the agreed upon scope or prior to the end of the contract period as specified in A.2, a notice of completion must be provided to the Marin County Administrator's Office for review.

**EXHIBIT "C"**  
**GENERAL PROVISIONS**

**C.1 COMPLIANCE WITH APPLICABLE LAWS**

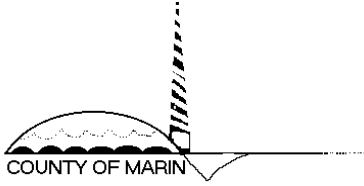
The Contractor shall comply with any and all Federal, State and local laws affecting the services covered by this Contract.

**C.2 NONDISCRIMINATORY EMPLOYMENT**

Contractor and/or any permitted subcontractor, shall not unlawfully discriminate against any individual based on race, color, religion, nationality, sex, sexual orientation, age or condition of disability. Contractor and /or any permitted subcontractor understands and agrees that Contractor and /or any permitted subcontractor is bound by and will comply with the nondiscrimination mandates of all Federal, State and local statutes, regulations and ordinances.

**C.3 BOOKS OF RECORD AND AUDIT PROVISION**

Contractor shall maintain on a current basis complete books and records relating to this Contract. Such records shall include, but not be limited to, documents supporting all bids, all income and all expenditures. The books and records shall be original entry books with a general ledger itemizing all debits and credits for the work on this Contract. In addition, Contractor shall maintain detailed payroll records including all subsistence, travel and field expenses, and canceled checks, receipts and invoices for all items. These documents and records shall be retained for at least five years from the completion of this contract. Contractor will permit County to audit all books, accounts or records relating to this Contract or all books, accounts or records of any business entities controlled by Contractor who participated in this Contract in any way. Any audit may be conducted on Contractor's premises or, at County's option; Contractor shall provide all books and records within a maximum of fifteen (15) days upon receipt of written notice from County. Contractor shall refund any moneys erroneously charged.



## NOTICE OF COMPLETION FORM

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As noted in the accompanying cover letter and in Exhibit "B" of the enclosed agreement, please sign and date this form once the agreed upon scope has been completed.

**Mail To:** Marin County Community Development Agency  
Attention: Kristin Drumm  
3501 Civic Center Drive, Room 308  
San Rafael, CA 94903

**Or Sign, Scan and Email To:** kdrumm@marincounty.org

**CONTRACTOR/ORGANIZATION NAME:** VENDOR NAME

**CONTRACT PERIOD:** COPIED FROM AGREEMENT

**APPROVED CONTRACT AMOUNT:** \$AMOUNT

**CONTRACT SCOPE:** COPIED FROM AGREEMENT

I hereby certify that the agreed upon scope as described above and in Exhibit "A" has been fully completed without exception.

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_