Franklin County Columbus Counts: 2020 Census Grants

Franklin County Grant Application

Funding Opportunity: The Franklin County Board of Commissioners is providing funding to support local, community-based organizations in getting out the 2020 Census count in Columbus and Franklin County. The Commissioners' goal is to ensure every resident in Franklin County is counted, **especially individuals from traditionally hard-to-count (HTC) communities**. This funding will be distributed to local community-based organizations in Franklin County through a mini-grant process for the purpose of reaching traditionally HTC communities. Each local organization will receive a grant to implement Census activities that educate and organize their HTC communities around the Census.

Background: Every ten years the federal government is required by the U.S. Constitution to conduct a headcount of every person (not just citizens) living in the country. In March 2019 Franklin County Commissioner Kevin L. Boyce and Mayor Andrew J. Ginther jointly founded *Columbus Counts*, our community's Complete Count Committee to ensure an accurate 2020 Census count. A diverse group of community, business, non-profit, and government leaders work on Columbus Counts to promote the 2020 Census, its importance to our community, and motivate residents to self-respond to the census.

Census Timeline: The official 2020 Census Day is on April 1, 2020, however, residents can begin responding in March 2020. The Census Bureau will count residents through an undetermined date in the summer of 2020. Funded grant partners will be expected to focus on one or both of the two following phases:

1. Census Education and Awareness Phase: February 2020 to April 1, 2020
2. Get Out The Count or Motivation Phase: early April to summer 2020*

   *Phase 2 will include limited census education but should focus on Get Out The Count efforts
   **Attached is a detailed 2020 Census Timeline

Eligibility:

- Applicant organization is to be a local community organization (non-profits are preferred; for profit entities with significant community engagement experience will be considered on a case by case basis).
- One proposal is permitted per applicant organization.
- The program accepts grant requests up to $10,000.
- No match is required.

Project Types:

Proposed projects must promote 2020 Census awareness and motivate residents of hard-to-count (HTC) communities to self-respond online to the Census. **Proposals will *not* include official Census Bureau work counting residents. Only sworn Census Bureau employees can conduct the actual count.** These project proposals are only for **awareness, education, and motivation** for residents to participate in the Census Count.

Below are examples of the types of projects that could qualify. This list should be used as a guide. Applicants are encouraged to propose innovative projects to engage their respective HTC communities. Proposed projects are **not** limited to these examples:

- Culturally informed events with Columbus Counts branded materials including translation into Somali, Spanish, Nepali, Bhutanese, and other critical languages
    - MLK Day, President's Day, Memorial Day, Black History Month, Ramadan, etc.
- Census kiosks (Columbus Counts-branded laptops, iPads, desktop stations for residents to complete the census)
- Mobile hotspots with Wi-Fi (digital census hubs where residents gather like churches, barbershops, community centers, Head Start sites, etc.)
- Columbus Counts Ambassador Program: conduct citywide training at different locations of hundreds of volunteers to be certified ambassadors in their communities, including trainings in other languages
- Canvassers or street teams to promote census
- Transportation for residents, especially for those with limited internet access or disabilities, to complete the census at a census hub or other public location (i.e. bus passes to library)
- Speakers Bureau: train and motivate neighborhood leaders to be census advocates
- Supplies: such as census children's books for ages 0-5
- Digital Equity Grants (could be modeled after Philadelphia example)
- Small Business Partnership Program (small businesses participate and share census information with customers and employees; decals on shop windows, etc.)
- Census Jobs Fair: the Census Bureau needs help hiring thousands of residents from the community to help conduct the count.
- Online Training Program
- Census Blog featuring community leaders
- Community Connect Labs: Census Text Alert System in different languages
- Stipends for translators and interpreters

Application

1. Organization name and project name, project leader name, mailing address, email, phone number (The project leader is the person who will oversee your project if funded).
2. Dollar amount of grant funding being requested.
3. Project Budget and Budget Narrative
4. Is your organization designated as a 501(c)(3)? (please note that a 501(c)(3) designation is not required to receive a grant):
   a. Yes/no
5. If you are using a Fiscal Agent:
   a. Fiscal Agent Information: organization name, EIN number, executive director, mailing address, email address, telephone number
   b. Fiscal Agent Authorization Letter
6. Briefly describe your organization's mission and the population of individuals you serve (50 words or less)
7. This grant is targeting very specific hard to count (HTC) communities in Columbus and Franklin County. Please select the primary region(s) your organization serves:
   a. City of Columbus
   b. Franklin County
   c. Specific neighborhoods:
8. Which HTC communities are served by your organization (please check all that apply):
   a. African Americans
   b. Asian Americans
   c. Families with children under the age of 5
   d. Individuals experiencing homelessness or housing instability
   e. Individuals with disabilities
   f. Latino/Hispanic communities
   g. LGBTQ communities
   h. Low-income African American communities
   i. Low-income communities
   j. New American, immigrant, and refugee communities
   k. Non-English speakers
   l. Senior Citizens
   m. Urban Appalachian communities
   n. Undocumented or temporary residents
   o. Young adults, ages 18-24
   p. Veterans
   q. Other:
9. Briefly describe your proposed project to promote the 2020 Census (500 words or less).
10. How many residents do expect to serve?
11. If requesting electronic devices, please describe how these devices will be utilized after the Census period is complete.
12. Acknowledge that your organization is both willing and able to do all of the following activities listed below for the HTC communities:
    a. Canvassing

b. Holding public education events to raise awareness of the Census
c. Holding Columbus Counts events to help individuals complete the Census form
d. Other events agreed to with the grantor
13. Acknowledge your understanding that by agreeing to be a grant partner, you will work with city, county, and regional partners to engage a base of individuals on Census advocacy through the activities described above and report on all progress to city and county partners, including writing a brief report at the end of the grant period about the activities.
14. How did you hear about this grant opportunity?

Application Timeline

RFP Published & Application Period Open	February 10, 2020 at 9 am
Deadline for application questions	February 17, 2020
Application Deadline	February 24, 2020 at 12:00 PM
Notification of Funded Grant Partners	March 6, 2020