

## Request for Letter of Intent San Luis Obispo County Hard-to-Count Population Census 2020

### What is the 2020 Census?

The United States census is conducted every 10 years in accordance with the U.S. Constitution. The goal is to count every single person living in the entire country. A complete count is essential to many aspects of life, from the allocation of millions of dollars in federal funds to San Luis Obispo County for schools, roads, housing, health services, to political representation at all levels of government and economic development impact for the region. For some of us, it is standard practice to receive the form in the mail, fill it out and then send it back in.

### The Importance

Census data provides a snapshot of our community and officials rely on the information to determine how much money each state should get for federally funded programs that include education, infrastructure, medical assistance and housing among many other services.

Fundamentally the census determines political representation in Congress and designates the number of seats each state gets in the U.S. House of Representatives and provides important information that helps businesses, cities and nonprofits plan for the future.

### The Challenges – Quick Facts

There are many barriers that can deter someone from participating in the 2020 census. Although the Supreme Court ruled against including the “citizenship question,” immigrant communities are distrustful of providing their information. For the first time ever, most questionnaires will be collected online, making it difficult for households that lack digital access to participate. While the census carries major implications for all of us, we face serious challenges in having a fair and accurate count.

- **263,819 people live in 105,044 households** in San Luis Obispo County, and **16,300 people live in group quarters.** (Total population = 280,119.)
- **Hard-to-count (HTC) populations are some of the most vulnerable**, including low-income communities, immigrants, indigenous communities, the homeless, people of color, those without digital access and children ages 0-5.
- For the first time ever, most questionnaires will be collected online, making it difficult for households that lack digital access to participate. **12.2% of San Luis Obispo County’s households have either no Internet access or dial up-only.**
- **The possibility of including the citizenship question is still expected to suppress participation** within immigrant communities despite the June 27 Supreme Court ruling to exclude it.

- If just 1% of California residents are not counted, California will lose over \$770 million in annual federal funding.

### Hard-to-Count Populations

Achieving a fair and accurate count in the 2020 Census will present challenges in San Luis Obispo County because of the hard-to-count populations. “Hard-to-count populations” are communities which have typically been under-counted in past census enumerations at disproportionately high rates. **Approximately 5% of San Luis Obispo County’s current population (or 14,743 people) lives in hard-to-count areas.**

Hard-to-count populations in San Luis Obispo County include: children aged 0-5, homeless individuals and families and those living in nonconventional housing, households with limited English language proficiency, households with limited or no Internet access, immigrants and refugees, individuals and families who live in rural areas, people with disabilities, renters, seniors/older adults, and veterans.

### The Solution

A complete mobilization effort is underway in San Luis Obispo County to ensure all are counted and those most vulnerable are educated about the importance of participating in the census. Nonprofits, cities, county officials and grassroots leaders are collaborating at all levels.

### Grant Guidelines

The Community Foundation San Luis Obispo County will be regranting approximately \$77,000 from the State of California and the Blue Shield Foundation. Grants will be awarded to nonprofit organizations working to educate and engage hard-to-count communities in San Luis Obispo County to ensure a fair and accurate count for the 2020 Census. We anticipate making larger grants to several nonprofit organizations.

We are first requesting a Letter of Intent from organizations interested in receiving funding, due Friday, November 22, 2019. Letters of Intent will be reviewed and selected organizations will be invited on December 6, 2019 to submit a full grant proposal that will be due December 20, 2019. A complete list of important dates is below. A Letter of Intent can be submitted [here](#).

The Letter of Intent should include details on the specific HTC populations that will be targeted, as well as the project plan outlining how these HTC populations will be educated and encouraged to participate in the census. Examples of possible activities include, but are not limited to:

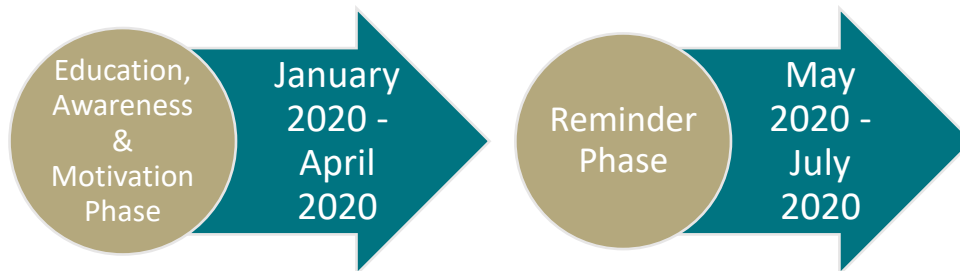
- Education events or workshops for members of HTC communities to learn about the 2020 census, the risks of an incomplete count and the importance of participating in the census.

- Door-to-door canvassing to encourage HTC households to complete the online census form.
- Other types of outreach to HTC populations that will reduce barriers to census completion and encourage participation.
- Support for the language access needs of HTC populations
- Other innovative strategies

*\*Please note that The State of California has created numerous promotional materials and infographics that can be utilized by any grantee in their outreach work.*

Grants will be awarded for a 7-month period—January through July, 2020. If selected as a grantee, two reports will be required: one due on April 17, 2020 and one due on August 31, 2020. Additional reporting requirements *may* be requested by the State at any point during the grant award period.

The grant period is divided into 2 phases. The first is the **education, awareness, and motivation phase**, encouraging the HTC populations to respond to the census by Census Day on April 1, 2020. The second phase will **remind** and continue to educate those who do not respond by Census Day on the importance of their response. In your Letter of Intent, please indicate in which phases (or both) your work will take place.



**Eligibility Criteria:**

- 501(c)3 nonprofit organizations and public agencies.
- Only one proposal per organization will be considered.
- Only proposals related to Census 2020 education and outreach efforts in San Luis Obispo County will be accepted.
- All organizations applying for a grant must be current on reporting obligations for past CFSLOCO grants.
- Organizations must 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.

- Organizations with religious affiliations will be considered only if the project addresses the needs of the wider community without regard to religious beliefs or promotion of religious doctrine.

**What grant funds CANNOT support**

- Funding to schools and public agencies that would supplant tax-supported, mandated services.
- Expenses incurred prior to the grant award date.
- Capital expenditures such as building projects or facility enhancements; minor equipment will be considered.

**Application Process**

1. Review these recommended reference materials:
  - a. [California Census](#)
  - b. [CA Census: Community-Based Organization Partners](#)
  - c. [US Census Partner Toolkit](#)
  - d. [SLO County 2020 Census Outreach Project](#)
  - e. [Hard-to-Count Population Map](#)
2. [Submit your Letter of Intent](#) through our online system **by 5 PM, Friday, November 22, 2019.**

**Important Dates**

Letter of Intent deadlines	
November 8, 2019	Letter of Intent posted by CFSLOCO
November 22, 2019	Deadline for Letter of Intent submission
Full grant proposal deadlines	
December 6, 2019	Invitations to submit full grant proposal sent out
December 20, 2019	Deadline for full grant proposals
Awarding of Grants	
January 3, 2020	Applicants notified of funding decisions
January 13, 2020 (at the latest)	Grants awarded and work commences
Important Grantee Dates	
April 1, 2020	Census Day
April 17, 2020	Report #1 due to CFSLOCO
August 31, 2020	Report #2 due to CFSLOCO

**Contact Information**

For additional information or questions, please contact Heidi McPherson, CEO, The Community Foundation San Luis Obispo County at [heidi@cfsloco.org](mailto:heidi@cfsloco.org) or (805) 543-2323.

## **Letter of Intent template for CommunityForce**

(Any instructions normally included for how to use the system)

Letters of Intent are due no later than **5:00 p.m., November 22, 2019.**

For questions, please contact Heidi McPherson, CEO, The Community Foundation San Luis Obispo County at [heidi@cfsloco.org](mailto:heidi@cfsloco.org) or (805) 543-2323.

1. Organization Name
2. Project Name
3. Requested Funding Amount
  - a. Please indicate your requested funding amount and generally how you anticipate using the funds.
4. Target Hard-to-Count (HTC) populations
  - a. Select which HTC populations you anticipate reaching through your work. Please select all that apply.
    - i. Children aged 0-5
    - ii. Homeless individuals and families/Nonconventional housing
    - iii. Households with limited English language proficiency
    - iv. Households with limited or no Internet access
    - v. Immigrants and refugees
    - vi. Individuals and families living in rural areas
    - vii. People with disabilities
    - viii. Renters
    - ix. Seniors/older adults
    - x. Veterans
    - xi. Other (please describe) [open-ended text box]
5. Target Areas
  - a. Please describe the area/geographies where you plan to implement your project (i.e., zip codes, cities, neighborhoods). Describe your organization's work in these areas and effective strategies you have identified to respond to the local needs in each area.
6. Proposed Project Plan
  - a. Describe your proposed plan for reaching the HTC populations for Census 2020, your anticipated outcomes, and the activities in which you will engage. Include in which phases your work will take place (Education, Awareness & Motivation phase and/or Reminder phase).
7. Timeline
  - a. Please outline a brief timeline, keeping in mind the project deadlines.
8. Budget



- a. Please upload a brief budget and narrative that makes clear the necessity of the project's specific line-items.
9. Organizational Capacity to Implement the Work
  - a. Describe your organizational capacity to implement the project. Please include staffing and organizational leadership for the proposed project, relationship with target HTC populations/communities, and past experience with census outreach (or similar outreach), if applicable.
10. Indications of Success
  - a. What will success look like at the end of the grant reporting period? How will you measure the outcomes?