

**REQUEST FOR PROPOSALS**  
**for**  
**CENSUS 2020 COMMUNITY-BASED PLANNING AND ENGAGEMENT**  
**from**  
*The City University of New York in partnership with*  
*NYC Census 2020*

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## **SECTION I: TIMETABLE**

### **A. Release Date of the Request for Proposals**

September 24, 2019

### **B. Questions**

All questions regarding this Request for Proposal (RFP) should be e-mailed [info@getcounted2020.nyc](mailto:info@getcounted2020.nyc) and will be addressed during three public webinars to be hosted by the issuer of the RFP. Questions received via e-mail at least one day prior to the pre-proposal webinar conference will be addressed during the webinar. All substantive information (other than information of a proprietary nature to an asking proposer) and questions addressed during the webinar will be posted on [www.getcounted2020.nyc](http://www.getcounted2020.nyc) and e-mailed in an addendum to the RFP that will be sent to all organizations known to CUNY to have received a copy of the RFP, on October 10, 2019.

### **C. Pre-Proposal Webinars**

Date:	October 1, 2019	Date:	October 4, 2019	Date:	October 8, 2019
Time:	1:00 PM	Time:	10:00 AM	Time:	10:00 AM

Registration details will be available on [www.getcounted2020.nyc](http://www.getcounted2020.nyc)

### **D. Proposal Due Date and Submission Portal**

Proposals are to be submitted online via a submission portal. It is required that proposals are submitted ahead of the deadline in order to avoid technical difficulties. Proposals received after the Proposal Due Date and Time are late and cannot be accepted by CUNY.

**Date: October 23, 2019**

**Time: 11:59 PM**

Link to Online Submission Portal: [www.getcounted2020.nyc](http://www.getcounted2020.nyc)

### **E. Anticipated Contract Start Date:**

December 2019

## SECTION II: BACKGROUND

The United States Constitution requires a population count—or census—every 10 years. The census determines every state's proportional representation in Congress as well as its share of federal funds for health care, education, housing, economic development, social services, roads, transportation, and more. Given this, and considering that the State of New York could lose up to two congressional seats in the case of a 2020 census undercount, it is critically important that all New Yorkers, including and especially those from historically undercounted communities, are counted (see Appendix B: Defining Historically Undercounted Communities for more information).

The 2020 census presents a number of challenges to a full and fair count. While the current presidential administration's attempt to add a citizenship question to the census was ultimately unsuccessful, it has nevertheless engendered fear and distrust in immigrant communities. While the inaugural digitization of the census could add efficiency to the effort, making it quick and simple for *some* to self-respond, it could also deepen the digital divide, marginalizing those without internet access or digital literacy skills. And while these challenges have mobilized the public and private sectors to work for a full and fair count, chronic underfunding has caused the Census Bureau to inadequately test these new technologies, leaving the door open to unanticipated operational challenges with the roll-out of the 2020 census.

To ensure a fair and accurate count of the city's population, New York City's leaders have committed unprecedented resources to Census 2020 engagement. In January 2019, Mayor Bill de Blasio created the New York City Office of the Census / NYC Census 2020 ("NYC Census") and announced a commitment of \$26 million in funding for the initiative. To support and augment this initiative, New York City Council Speaker Corey Johnson established the Council 2020 Census Task Force, co-chaired by Council Members Carlina Rivera and Carlos Menchaca, and committed \$14 million in funding for community-based organizations (CBOs) across the city to engage in census organizing- and education-related efforts, bringing the City of New York's total census-related funding commitment to an unprecedented \$40 million. Of the \$14 million, the Council directly allocated nearly \$4 million through its discretionary funding process to 17 community-based partners who will offer training, messaging development, focus group coordination, and other planning and capacity-building resources to lay the groundwork for outreach efforts in 2020, in coordination with NYC Census. The Council additionally directed the remaining \$10 million to the Department of Youth & Community Development ("DYCD") to use towards a community-based awards program to fund additional CBO work through July 2020. The City University of New York (CUNY) is proud to be partnering with the Mayor in this momentous effort.

CUNY's chief goal for this community-based awards program is to increase individual response rates overall, especially within historically undercounted areas and constituencies. In the 2010 census, the initial self-response mail rate in New York City was 61.9%. Likely contributing to this low response rate, compared to the national average of 76%, was the absence of a coordinated campaign by the City and local community-based organizations to proactively engage New Yorkers about the importance of participating in the census. For the 2020 census, NYC Census' robust plan to reach all New Yorkers considers CBOs and other civic entities as integral to the effort. As such, the City has pledged to support them with resources to reach historically undercounted communities (See Appendix A: Census 2010 Response Rates and Appendix B: Defining Historically Undercounted Communities for more information).

The Mayor and the City Council are committing \$19 million to a first-of-its-kind public-dollar community awards program focused on localized outreach and engagement, particularly in historically undercounted communities citywide, recognizing the unique and enormous power of trusted on-the-ground messengers to facilitate change. These investments include training, technical assistance, and evaluation to support a successful outcome – a complete and accurate account.

CUNY, with support from, and in collaboration with, NYC Census, seeks proposals from community-based organizations and other civic entities to educate and mobilize New Yorkers to self-respond to the 2020 census. Contract awards of \$25,000 to \$250,000, with individual amounts variable depending on proposed contract amount and eligibility, will resource two phases of census work:

1. Education and Start Up: Contractors will be required to lay out a tactical outreach plan, identify strengths and challenges regarding engagement, and produce a comprehensive and detailed “Planning Document.” Contractors will be required to appoint or identify a “Census Manager” to manage this work and serve as a central point of contact.
2. Organizing and Action: Contractors will implement multi-faceted plans that include on-the-ground and digital engagement in order to mobilize New Yorkers to self-respond to the 2020 census.

Consortiums of several organizations are welcome to apply. More information about consortium applications is provided in Section VI: Selection Process, Criteria, And Eligibility.

### SECTION III: SCOPE OF SERVICES

#### **A. Phase 1 Goals and Deliverables: Education and Start-Up**

Through the first phase of this awards program, CUNY, with support from the City, seeks to partner with CBOs that reflect the diversity of the city to begin planning for a six-month period of education, outreach, and organizing. Beginning in the fall of 2019, CUNY seeks to contract with CBOs to conduct rigorous planning, community mapping, assessments of capacities and needs, and piloting of tactics to conduct census outreach and ensure active engagement, especially in New York City’s historically undercounted communities. This planning phase will lay the community foundation for NYC Census’ coordinated education, organizing, and communications campaign, which begins in the fall of 2019 and will continue through the end of the census period (July 2020). CUNY will require the selected CBOs to meet the deliverables outlined for them in both phases of the awards program. The deliverables for Phase 1 are outlined below.

<b>Deliverable</b>	<b>Activities</b>	<b>Proposed Metrics</b>
<b>Produce a Planning Document.</b>	<b>Produce a planning document</b> that provides a baseline assessment of a particular geographic and/or demographic community, an outline of the organization’s knowledge of the area of focus, the challenges facing their community, and corresponding strategies that will be effective in encouraging self-response among traditionally undercounted populations in the geographic and/or demographic area of focus.	<b>Planning document should include:</b> <ul style="list-style-type: none"> <li>□ <b>A list of trusted community and civic leaders</b> for the proposed area of focus, including contact information;</li> <li>□ <b>A list/map of key social and community assets</b>, such as educational institutions, service providers, faith-based organizations, and other community organizations;</li> <li>□ <b>Characteristics of high-traffic areas</b> where community members congregate or <b>high-volume services</b> your organization operates;</li> <li>□ <b>A list/map of nearby establishments recommended for potential locations of pop-up “census assistance centers”</b> for online form-filling.</li> <li>□ <b>A list of local and community media outlets</b> that are most commonly looked to for information within the communities served by the organization;</li> <li>□ <b>A detailed plan for operationalizing</b> education and organizing deliverables in Phase 2. This plan must include: <ul style="list-style-type: none"> <li>○ an outline of how an organization will engage its constituencies through existing channels;</li> <li>○ an outline of how an organization will engage its constituencies with</li> </ul> </li> </ul>

		<p>an infusion of financial and human resources;</p> <ul style="list-style-type: none"> <li>○ an outline of how an organization will communicate with those it serves (specific methods and needs); and</li> <li>○ the ways in which the organization will collect and safeguard any data collected, pursuant to policies and procedures outlined by CUNY and NYC Census.</li> </ul>
<p><b>Conduct public engagement</b> and generate awareness about the census.</p>	<p><b>Organizations will hold an agreed-upon set of public engagement activities</b>, which could include community events in the assigned area, including, but not limited to:</p> <ul style="list-style-type: none"> <li>- <b>CBO membership meetings,</b></li> <li>- <b>CBO organizing meetings,</b></li> <li>- <b>CBO events,</b></li> <li>- <b>Community Board meetings,</b></li> <li>- <b>Community Education Council meetings, and</b></li> <li>- <b>Meetings at houses of worship.</b></li> </ul> <p>Such events may also include events planned at schools, in commercial areas, in/around major transit hubs, at major areas of employment, and/or at recreational locations like bars, diners, grocery stores, parks; community phone-banks; and “door-knocking” operations.</p> <p><b>Organizations will also share census messaging via social and other media.</b></p>	<p><b>Depending on the activities proposed, organizations could track (with evidentiary proof):</b></p> <ul style="list-style-type: none"> <li>- # of unique New Yorkers directly engaged</li> <li>- # of Census Self-Respond Commitment Cards from New Yorkers collected</li> <li>- # of events attended and organized</li> <li>- # of social media posts</li> <li>- # of earned media hits - information provided through a newspaper, magazine, radio, television or online outlet other than social media, which hasn’t been paid for or created by the contractor</li> <li>- # of CBO e-newsletters with census content</li> <li>- # of newsletters/mailings</li> </ul>
<p><b>Recruit or appoint a Census Manager.</b></p>	<p>The <b>Census Manager</b>, whether an existing staff member or one</p>	<ul style="list-style-type: none"> <li>- <b>Appointment of Census Manager.</b></li> </ul>

	recruited with CUNY-provided funds, will oversee the accomplishment of the above deliverables and serve as a central point-person for NYC Census for all communications and monitoring. It is expected the Manager will be at least 0.5 FTE.	<ul style="list-style-type: none"> <li>- If an appointment is not possible during Phase 1, a demonstrable good faith effort toward recruitment and appointment will be noted, and closely monitored at the beginning of Phase 2.</li> </ul>
<b>Launch a recruitment drive (if applicable).</b>	Depending on staffing needs and proposed work, organizations can engage potential outreach workers and volunteers for NYC Census' winter/spring campaign.	<b>Organizations may recruit some or all of the following:</b> <ul style="list-style-type: none"> <li>- <b># of paid Outreach Captains</b> to lead teams of paid outreach workers</li> <li>- <b># of paid Outreach Workers</b> to conduct outreach under the leadership of Outreach Captains</li> <li>- <b># of Outreach Volunteers</b> to join teams led by Outreach Captains</li> </ul>

## **B. Phase 2 Goals and Deliverables: Education and Outreach**

During the second phase of this contract, which will coincide with the federal census operation from January to July 2020, CUNY and the City will support contractors as they operationalize a robust public education and outreach campaign for self-response to the 2020 census. These efforts could engage outreach workers and volunteers, and will be rooted in the contractors' prior planning, mapping, and capacity-building work. Contractors will utilize technology to support and track public engagement, and will work in collaboration with one another and with CUNY and the NYC Census team.

**The following is a *proposed* set of universal deliverables for Phase 2 of the program. It is not exhaustive – contractors may propose additional activities not included here, and CUNY reserves the right to mandate additional deliverables.** These deliverables will be communicated to contractors no later than ten (10) calendar days prior to the commencement of Phase 2. Between March 1, 2020, and June 30, 2020 – the period of time that New Yorkers are able to self-respond to the census online – these additional deliverables would be based on data, strategy, and guidance provided by NYC Census regarding self-response rates across New York City. It should be noted that beginning March 20, 2020, the U.S. Census Bureau will publish self-response rates across the country, and it is this data that will inform NYC Census' strategy and tactics.

<b>Deliverable</b>	<b>Activities</b>	<b>Proposed Metrics</b>
<b>Launch a public education campaign</b>	<b>Activities may include:</b>	<b>Metrics will be tailored to the proposed work plan.</b>

to educate New Yorkers about the 2020 census.	<ul style="list-style-type: none"> <li>- <b>Holding census-specific events at CBO locations of operation</b> (i.e. community forums, workshops, lunch and learns, recruitment drives, Census parties, and Get Out the Count festivals and rallies);</li> <li>- <b>Holding census-specific events at other community gathering places</b> (i.e. Community Board meetings, PTA meetings, services at places of worship, busy intersections and subway stops, and tabling at businesses);</li> <li>- <b>Incorporating census messaging into existing community activities</b> (i.e. concerts, plays, block parties, and partnerships with libraries, SNAP centers, schools, etc.)</li> <li>- <b>Incorporating census messaging into existing service provision</b> (i.e. program intakes and orientations, social worker check-ins, legal services or financial counseling appointments, meal times at senior centers and soup kitchens, ESOL and HSE classes, and benefits screenings);</li> <li>- <b>Sharing census messaging via social and other media;</b> and</li> <li>- <b>Recruiting Census Ambassadors</b> (CBO staff, board members, volunteers, and community members) trained to answer common questions and promote participation in the 2020 census.</li> </ul>	<p><b>Required metrics include:</b></p> <ul style="list-style-type: none"> <li>- # of unique New Yorkers engaged</li> <li>- # of Census Self-Respond Commitment Cards collected</li> </ul> <p><b>Additional metrics could include:</b></p> <ul style="list-style-type: none"> <li>- # of census-specific events held</li> <li>- # of events and activities in which census messaging incorporated</li> <li>- # of service delivery appointments in which census messaging incorporated</li> <li>- # of census kiosks/information centers created</li> <li>- # of social media posts</li> <li>- # of earned media hits</li> <li>- # of CBO e-newsletters with census content</li> <li>- # of newsletters/mailings</li> <li>- # of Census Ambassadors recruited</li> </ul>
<b>Conduct a direct mobilization campaign.</b>	<b>Each organization will design and implement a high-quality, targeted, and strategic mobilization campaign to engage New Yorkers to self-respond to the 2020 census. This will be tailored to the organization's own strengths and to the geographic area and/or demographic community it is contracted to serve. This planning will take place during Phase 1 of the contract.</b>	<p><b>Metrics will be tailored to the proposed work plan.</b></p> <p><b>Required metrics:</b></p> <ul style="list-style-type: none"> <li>- # of unique New Yorkers engaged</li> <li>- # of Census Self-Respond Commitment Cards collected</li> </ul> <p><b>Additional metrics could include:</b></p> <ul style="list-style-type: none"> <li>- # of doors knocked</li> <li>- # of phones called</li> </ul>



		<ul style="list-style-type: none"> <li>- # of text messages sent as part of outreach campaign.</li> </ul>
<b>Support a public-facing digital infrastructure</b> to facilitate self-response to the census (if applicable).	<p>In order to facilitate self-response for the inaugural digitized census, organizations can undertake activities to help breach the digital, and digital literacy, divide. These activities could include:</p> <ul style="list-style-type: none"> <li>- <b>Establishing census-specific computer assistance sessions</b> in existing or newly-formed community computer labs,</li> <li>- <b>Making tablets and other technology available</b> to allow for census self-reporting.</li> </ul>	<p><b>Metrics will be tailored to the proposed work plan, but will include:</b></p> <ul style="list-style-type: none"> <li>- # of unique New Yorkers engaged</li> </ul> <p><b>Additional metrics could include:</b></p> <ul style="list-style-type: none"> <li>- # of New Yorkers who self-respond to the 2020 census through this public-facing digital infrastructure</li> <li>- # of census-specific computer assistance sessions held</li> <li>- # of tablets and other technology made available</li> </ul>
<b>Work collaboratively</b> to coordinate 2020 census activities and develop best practices.	<p>Contractors will be expected to <b>collaborate and coordinate</b> with NYC Census and its Field Team and other contractors and organizations mobilizing around the 2020 census.</p>	<ul style="list-style-type: none"> <li>- Adherence to NYC Census program elements and requirements.</li> <li>- Attendance at NYC Census trainings and convenings.</li> <li>- Participation in NYC Census site visits.</li> <li>- Participation in NYC Census organizing activities.</li> </ul>

### C. NYC Census Resources for Contractors

NYC Census 2020 will provide **resources – guidance, templates, materials, and tools** – to facilitate high-quality and consistent achievement of goals. NYC Census 2020 will:

- Connect contractors to **programmatic and strategic supports** from the New York City Council, New York’s library systems, and community-based partners that received Council discretionary funding;
- Hold a series of **kick-off meetings** with all contractors to provide further information such as the City’s census plan, training, and guidance on contract deliverables;
- Provide clear **templates and guidelines on contract reporting**;
- Provide a **common template for the planning document**, to be used by all contractors;
- Provide **maps** detailing geographic areas of focus for contractor use;
- Provide **sample recruitment flyers and strategies** to assist organizations in conducting outreach;

- Provide **sample job descriptions** for each team member category;
- Provide a **comprehensive list of duties for the Census Manager**;
- Conduct **mandatory trainings** on topics such as: census background and messaging, public speaking, social media content creation and distribution, technical systems training;
- Provide contractor with **branded materials in diverse languages**;
- Provide **digital content in multiple languages for use on social media**, such as infographics, memes, videos, photos, and stories;
- Provide guidance on ideal specifications for **pop-up census broadband access and computer assistance centers**;
- Field and respond to **questions and concerns about census-related activities and deliverables**;
- Provide **regular field data updates** to help inform an organization's decision-making, tactics, or areas of focus; and
- With City Council, hold **NYC Census convenings** to encourage collaboration and coordination between community-based organizations and the NYC Census team.

## SECTION IV: FORMAT AND CONTENT OF THE APPLICATION

**Instructions:** Applicants must provide all information required in the online application portal, which can be accessed here, by October 18, 2019: [www.getcounted2020.nyc](http://www.getcounted2020.nyc).

### **Questionnaire**

Given that it is CUNY's goal to ensure that all New Yorkers are counted in the 2020 census, we, along with NYC Census, are prioritizing resourcing those communities with the lowest historical self-response rates (see Appendix A: Census 2010 Response Rates), those with newer risks of being undercounted, and those that face barriers to participation resulting from the census being online for the first time. Recognizing that coordinating full coverage of New York's historically undercounted communities requires partnership with both larger organizations with wide reach *and* smaller organizations that engage deeply with a smaller, but harder-to-reach, community, we are interested in organizations' breadth *and* depth. The application thus includes questions about the historically undercounted communities and geographies the organization serves, and the organization's reach, capacity, and track record.

### **Narrative Proposal**

The application asks a series of questions to learn more about the organization's census proposal, including questions about strategic goals, activities, a timeline for those activities, and proposed staffing needs.

### **Proposed Budget**

Organizations` will be asked to submit a proposed budget for the contracted work. The budget template is provided in Appendix C.

**Required:** Proof of current 501(c)(3) status or contract with fiscal sponsor that itself has current 501(c)(3) status, proof of registration as a not-for-profit entity with the New York State Department of State (if applicable), and a valid Federal Employer Identification Number (EIN).

## **SECTION V: ANTICIPATED PAYMENT SCHEDULE, CONDITIONS, AND MONITORING**

### **A. Payment Schedule**

CUNY is committed to a contract structure and payment schedule that supports the financial health of contractors, and recognizes the challenges faced by organizations operating under a traditional cost-reimbursement model. As such, it is anticipated that payment will begin *at the start of the contract period*, and that payment will be disbursed at three milestone dates for all contractors who meet contracted deliverables according to the following timeline:

1. **Start of contract period:** 25% of total payment amount;
2. **February 2020:** 50% of total payment amount, upon successful completion of Phase 1 deliverables; and
3. **June 2020:** remaining 25% of total payment amount, upon successful completion of Phase 2 deliverables.

Pursuant to a certain Agreement dated October 20, 1983 between the RFCUNY and CUNY, RFCUNY will act as CUNY's fiscal agent to accept payment from the City of New York, acting by and through the Department of Youth and Community Development and NYC Census, in relation to the Program, and in turn enter into sub-award agreements with selected applicants and disburse payment as per stated payment schedule above.

### **B. Failure to Meet Deliverables and Appeals Panel**

NYC Census will provide ongoing supports to contractors to help them meet their goals, but if a contractor fails to meet the mutually agreed-upon deliverables in a timely manner, CUNY retains the right to discontinue contract funding. CUNY will notify contractors of the suspension of their contract no later than two (2) weeks prior to a scheduled disbursement, and contractors will retain the right to appeal this decision before an Appeals Panel that reflects the programmatic and process expertise necessary to ensure a rigorous and thoughtful assessment of the appeal and the contractors' performance. The Appeals Panel will be comprised of representatives of CUNY and NYC Census.

### **C. Monitoring & Evaluation**

Central to the Program is an ongoing monitoring and evaluation system that will assess contractor outputs and performance. CUNY and NYC Census will aim to use this system to continually improve programming and improve outcomes. In responding to this RFP, all applicants should be aware that such a system will be in place and that all Contractors will be required to participate.

## **SECTION VI: SELECTION PROCESS, CRITERIA, AND ELIGIBILITY**

### **A. Selection Process**

CUNY, with support from NYC Census, will conduct an initial screening of all proposals; eligible and complete proposals will then advance to consideration by a selection committee. This committee will reflect the programmatic and process expertise, appropriate demographic familiarity, and general citywide knowledge of nonprofits, community organizations, public institutions, and more, necessary to guarantee a rigorous and thoughtful selection process.

### **B. Consortium Applications**

Organizations with annual budgets under \$50,000 must apply as part of a larger consortium. Consortiums of between three and five organizations are welcome to apply to this RFP where a formalized collaborative approach would be more strategic and efficient in accomplishing the RFP goals compared to applying as individual organizations. We recognize that formal collaborations can lead to increased reach through a thoughtful pooling of resources, best practices, and tactics, where organizations can benefit from each other's strengths and help each other account for gaps. Consortiums that demonstrate the following will be prioritized: (a) there is a thoughtful rationale for the formation of a consortium rather than applying as individual organizations, (b) each member organization has a discrete and distinct mission and proposed activities, and (c) each organization will focus on the work that is their "highest and best use."

Each consortium must follow these requirements:

1. The consortium must name a lead organization that will be responsible for: coordinating the consortium, ensuring the execution of the proposed activities, fulfilling reporting requirements, and liaising with NYC Census. Lead organizations need not and **cannot** sub-contract their responsibilities.
2. All organizational members of the consortium will be jointly responsible for the consortium's collective deliverables such that payment for each organization will be linked to overall consortium success. We expect that organizational members of the consortium will support each other's progress and address challenges as they arise, independently and in partnership with NYC Census and any technical assistance providers identified by NYC Census.
3. Each organizational member of the consortium must meet the eligibility requirements for all other eligible entities as outlined in Section VI.C. No exceptions can be made.
4. Each organizational member of the consortium will receive an individual contract.

More information about consortium applications can be found in the online application.

### **C. Selection Criteria**

CUNY, along with NYC Census 2020, has developed selection criteria that will be transparent, easy to understand, and reflective of our commitment to fund groups of all sizes who work in and with New York's

historically undercounted communities. The criteria, metrics, and evaluation methodology described below have also been developed in consultation with leading grant-making organizations.

CUNY Census 2020 Community-Based Planning and Engagement Awards   CBO Selection Criteria					
Tiering Factors					
1. Organizational budget		2. Number of Staff (FTE)		3. Additional Census Staff Organization can Manage	
Total Geo-demographic Threshold Criteria: 40%					
Criteria	Metric	Points	Criteria	Metric	Points
Geography	Primary locales served	20	Demography	Primary demographic served	20
Additional Scoring Criteria: 60%					
Criteria	Metric	Points	Criteria	Metric	Points
Overall Reach	Quality of contact with target communities	20	Track Record	Attributable / verifiable success stories	20
	Size of the CBO's core contact base			Demonstrated ability to attract and keep funding (even if small amounts)	
	Social media presence, quality, and reach			Support of neighborhood and civic associations, community leaders, etc.	
	Specificity of geographic target				
	Specificity of demographic target				
Capacity & Proposal	Quality and achievability of Census proposal	20			
	Linguistic and cultural competency of staff				
	Capacity to leverage new / existing technology				
Total Possible Raw Points					100

### **Tiering Factors**

The applicant pool will be divided into tiers according to the size of the organization, based primarily on the organization's budget with some consideration to capacity to manage additional staff. This initial tiering will ensure that each organization is only compared to others of a similar size.

### **Geography and Demography: Where, and With Whom, Organizations Work**

CUNY and NYC Census aim to have every New Yorker counted in the 2020 census. Particular attention will be given to populations and areas with the lowest census self-response rates, including those with a higher risk of being undercounted and those who may face barriers when participating in the first-ever digitized census. CUNY and NYC Census seek to partner with groups that can reach, engage, and mobilize these communities for self-response. We ask questions about geography, demography, and other traits to identify which historically undercounted communities they serve. Organizations will be assessed by the quality of engagement in the target communities rather than the number of communities they engage with.

### **Overall Reach**

Recognizing the unique and essential role played by smaller organizations working with specific communities and populations, the grant application asks organizations to describe their overall reach. For example, smaller organizations with a deep connection to a particular historically undercounted community has the opportunity to score as well or better than larger organizations with wider but less targeted reach.

### **Current Capacity**

We seek to partner with organizations who are trusted partners in their communities and whose proposals contribute toward CUNY and NYC Census' shared goal of educating and mobilizing New Yorkers to self-report on the 2020 census. Because of this, we ask questions about staff size to ensure that an organization

has the ability to manage the staff, work, and financial resources necessary to execute their specific proposal. In addition, we want to know an organization's cultural and linguistic competency in relation to the community it serves.

### **Track Record**

CUNY and NYC Census seek partnerships with organizations that have successfully engaged their communities and have experience in the strategies they propose to use for census engagement. Evaluation of this category is holistic, and includes looking at achievements in outreach and engagement and verifiable successes. Therefore, organizations that are smaller and may have less experience with public or private grants would not be penalized for not having previously received City funding. The Selection Committee will also consider reputation, as evidenced by the support of neighborhood associations, community leaders, and other stakeholders.

### **D. Eligibility**

An organization may only apply if it has current 501(c)(3) status, proof of registration as a not-for-profit entity with the New York Department of State (if applicable), and a valid Federal Employer Identification Number (EIN). An organization may also apply if it has the fiscal sponsorship of another current 501(c)(3) organization, such as, but not limited to:

- a health or human services organization (social services, mental health services, housing services, shelter, emergency food services, etc.)
- an issue-based advocacy organization (environment, workers' rights, LGBTQI+ rights, women's rights, racial justice, immigrant rights, economic justice etc.)
- a legal services organization
- an educational or literacy provider
- an arts and cultural organization
- a faith-based organization
- a non-profit hospital

Libraries, political clubs, organizations with political affiliations, and organizations with 501(c)4 status, are *not* eligible for this contract.

### **E. Restrictions**

Recipients of Council discretionary funds related to census work cannot apply for funds under this contract to execute the same or a similar scope of work. Applicants anticipating funding from other sources for census activities *may* apply for this contract; however, organizations may not use multiple funding sources to cover the same activities, deliverables, staff, or other costs.

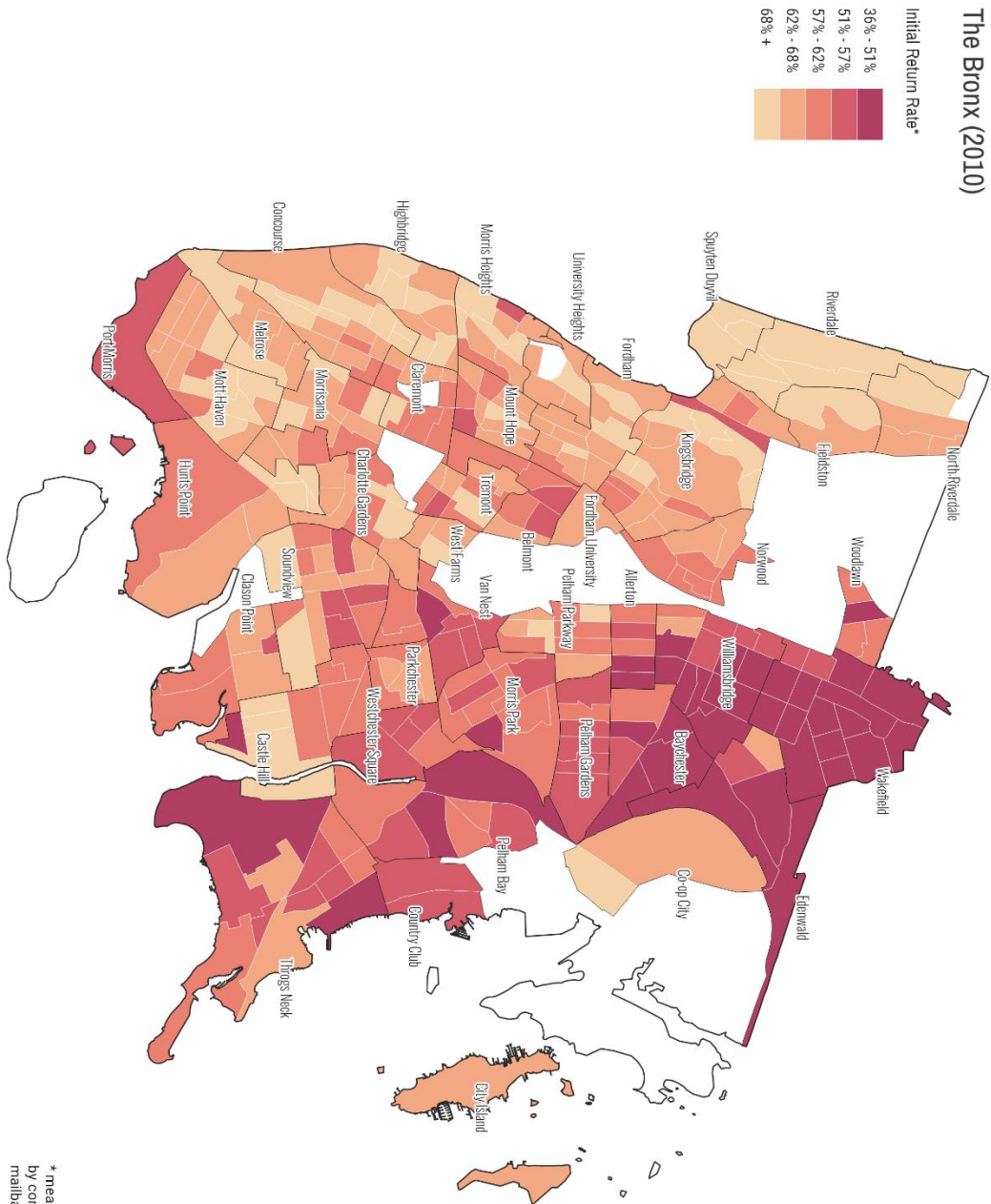
No portion of the funds received through award of a contract under this RFP shall be used for activities that take place prior to the start of the contract, or to advance religion or support sectarian activity, including religious worship, instruction, or proselytization. No portion of this money may support any political activity of any sort, including branding, co-branding, or suggestion of support for any candidate for any

elected office, any ballot initiative or referendum, or any issue of broad public discourse other than the census. No portion of this money may be used for subcontracting purposes.

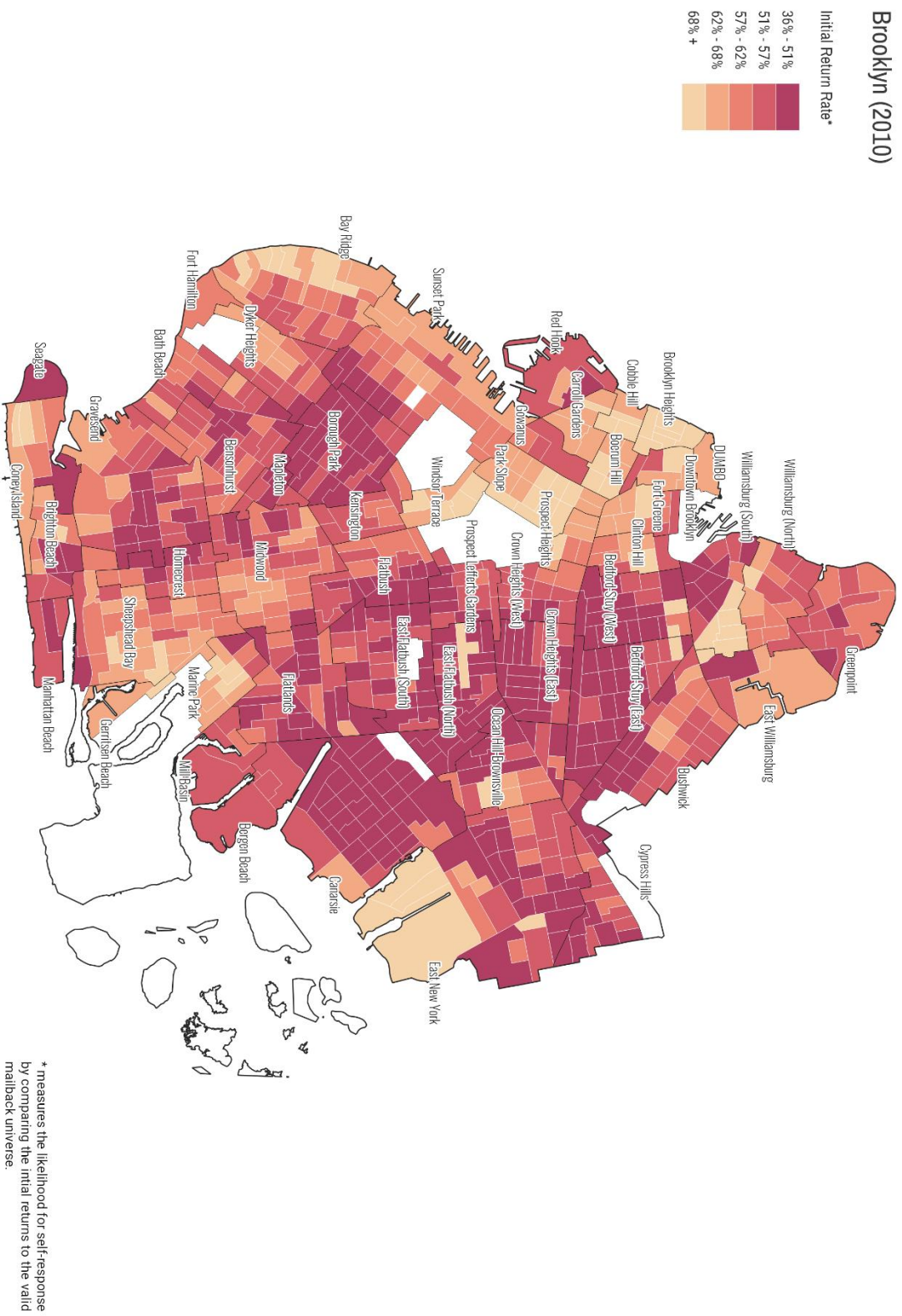


## Appendix A: Census 2010 Response Rates

Source: NYC Census 2020, using information from the Census Planning Database

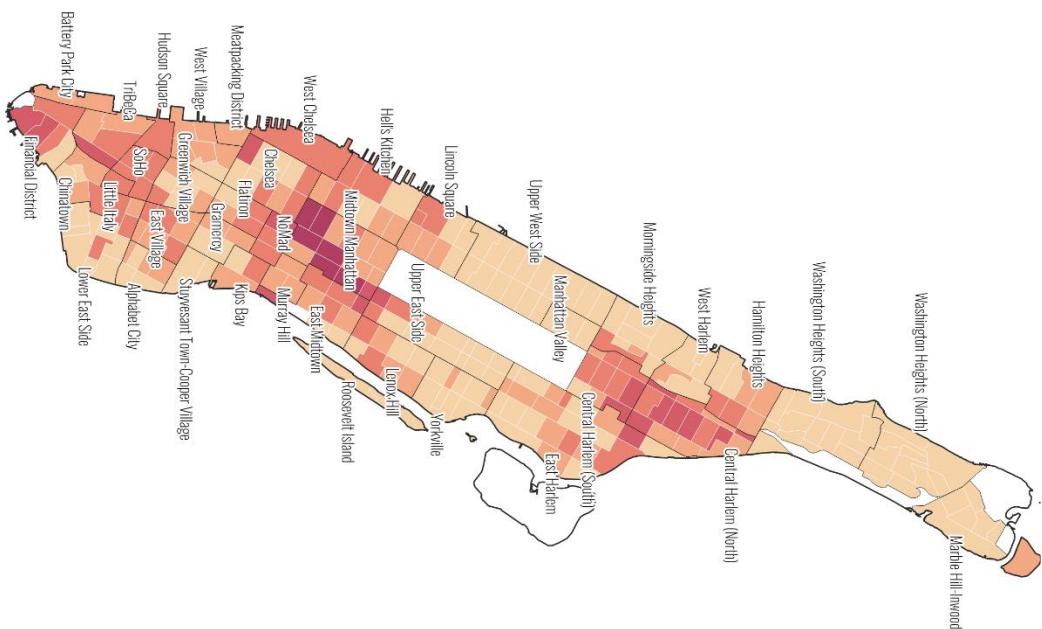


\* measures the likelihood for self-response by comparing the initial returns to the valid mailback universe.



Manhattan (2010)

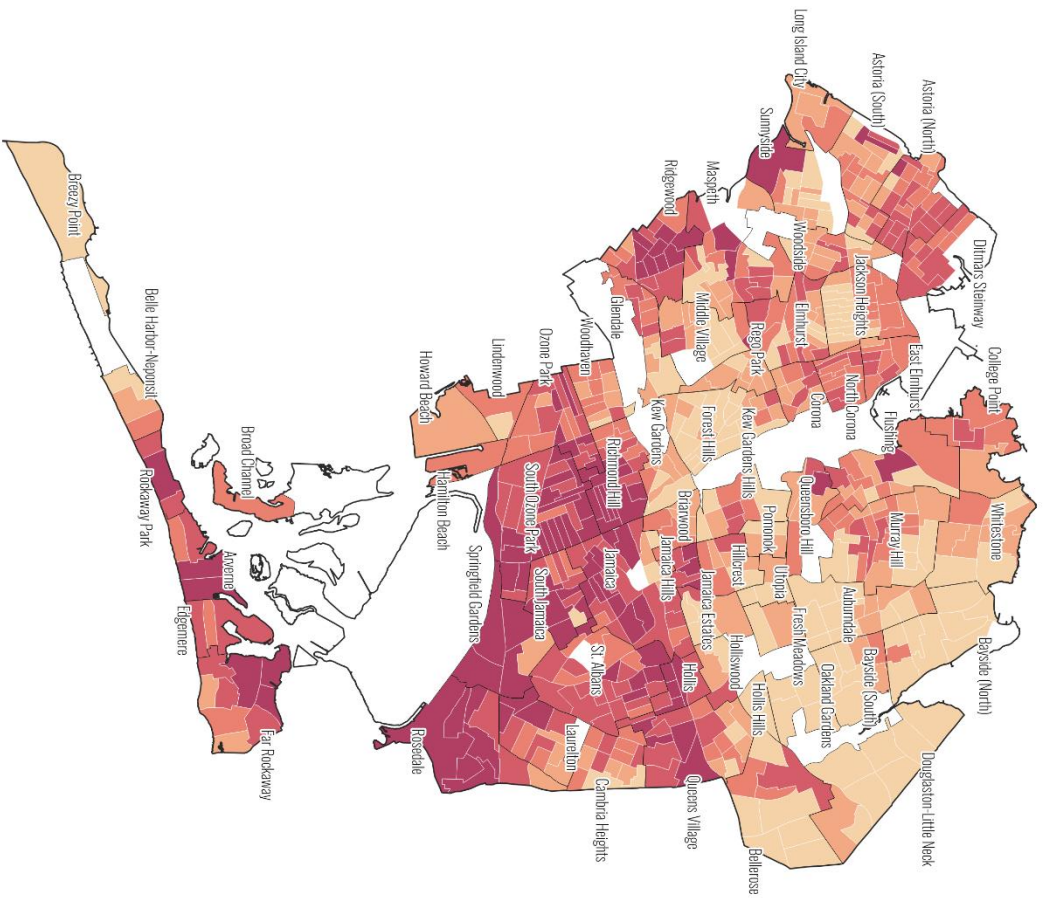
Initial Return Rate\*



\* measures the likelihood for self-response by comparing the initial returns to the valid mailback universe.

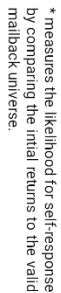
## Queens (2010)

Initial Return Rate\*



\* measures the likelihood for self-response by comparing the initial returns to the valid mailback universe.

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## **Appendix B:**

### **Background: Defining the Historically Undercounted**

*Source: CUNY Mapping Service at the Center for Urban Research, City University of New York Graduate Center. Complete maps and additional resources are available at: [www.censushardtocountmaps2020.us/](http://www.censushardtocountmaps2020.us/). The Census 2020 HTC map application was developed by the CUNY Mapping Service at the City University of New York's Graduate Center. The Mapping Service, part of the Center for Urban Research, engages with foundations, government agencies, businesses, nonprofits, and other CUNY researchers to use spatial information and analysis techniques to develop and execute applied research projects. The Census 2020 HTC map reprises a similar application developed by CUNY for the 2010 census.*

#### **What are the historically undercounted populations and why does it matter?**

The goal of the decennial census is to count each person in the United States based on their residence as of April 1. For the 2020 census, each household in the U.S. will either receive mailed instructions on how to fill out the census questionnaire online, or they will receive the actual questionnaire. The Census Bureau asks that as many households as possible submit their responses to this questionnaire via the Internet or by mail — this is the self-response component of the decennial census.

In prior censuses, the self-response rate in many parts of the country has been relatively high. But in other parts of the country and for some population groups more than others, the self-response rate has been relatively low. Households may not have submitted their census questionnaire for various reasons, such as having language difficulties, concerns about trust in government, or otherwise.

These areas and population groups are considered historically undercounted. Because the Census Bureau sends enumerators into the field to talk with each non-responding household one-by-one, this "non-response follow-up" component of the census can be difficult, time-consuming, and costly (to the Bureau and to taxpayers). And if these groups and their communities are not counted fairly and accurately, they will be deprived of equal political representation and vital public and private resources.

#### **Defining Historically Undercounted**

For the purpose of this map, a census tract is considered historically undercounted if its self-response rate in the 2010 decennial census was 73% or less. If 73% or fewer of the tract's households that received a census questionnaire mailed it back to the Census Bureau, it is shaded in light orange-to-dark red as a historically undercounted tract on the map.

This measure of self-response for the 2010 census is called the mail return rate. It represents the percent of occupied housing units only whose residents answered the census in the self-response stage of the count. The 73% mail return rate threshold is used because it represents all tracts nationwide that are in the bottom 20 percent of 2010 mail return rates — i.e., the worst 20% of return rates. This is consistent with the definition of historically undercounted tracts from the 2010 census outreach campaign.

#### **Other Metrics**

Other ways of identifying and describing historically undercounted populations include:

- Low Self-Response Scores

The Census Bureau has developed a statistical model that uses population data to assign a "low response score" to each tract. The Bureau states that these scores "predict low census mail return rates and are highly correlated (negatively) with census and survey participation." At this point, the Bureau's research indicates that this statistical model explains only 55% of the variation around the predicted response rate. The Bureau will be refining this statistical model leading up to the 2020 census using more recent demographic data. As its predictive power improves, we may incorporate these scores into the census 2020 historically undercounted map, as well.

- Population groups with increased risk of being undercounted

Historically, the census has undercounted young children, people of color, rural residents, & low-income households at higher rates than other population groups. (See Race and Ethnicity in the 2020 Census.) Also, groups with low self-response rates in prior censuses or census tests include "linguistically isolated" households; frequent movers; foreign born residents; households below the poverty line; large (i.e. overcrowded) households; low educational attainment households; & single-parent headed households. And people who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. In the Census 2020 HTC application, statistics on these groups for each tract are presented when a tract is selected on the map.

- Households with no computer or inadequate Internet access

The Census Bureau plans to encourage most households to answer their 2020 census questionnaire via the internet. As a result, households with poor internet connectivity or, worse, no computer will be at risk of being undercounted. The Census 2020 HTC map application highlights tract-level household Internet access based on data from the latest American Community Survey estimates.

## Appendix C: Budget Template

Dedicated Salaried Employees for NYC Census 2020 Work	Census Manager must be at least 50% FTE.		
	Census Manager	Staff Position 2	Staff Position 3
Salary (Max: \$60,000/year)	\$0.00		
Portion of FTE (%)	50.00%		
Start Date	12/1/19	12/1/19	12/1/19
End Date	6/30/20	6/30/20	6/30/20
Subtotal	\$0.00	\$0.00	\$0.00
Subtotal of Salaried Workers	\$0.00		
35% Fringe Rate	\$0.00		
TOTAL of All Staff	\$0.00		

Outreach Team Members To Be Hired for NYC Census 2020	Applicants should not have more than 1 Outreach Captain for every 6 Outreach Workers.	
	Outreach Captain(s)	Outreach Worker(s)
Hourly Wage	\$25.00	\$15.00
Hours per Week	25.00	20.00
Start Date	12/1/2019	12/1/2019
End Date	6/30/20	6/30/20
Proposed Number of Positions		
Subtotal	\$0.00	\$0.00
Subtotal of Outreach Workers	\$0.00	
35% Fringe Rate OR 7.65% Payroll Taxes		
TOTAL of All Hourly Staff	\$0.00	

Non-personnel Costs			
Technology	# of Units	Allocation	Pop-up Center (if applicable)
Computer (\$750 each)		\$0.00	Technology
Tablet - Cellular enabled (\$350 each)		\$0.00	Space rental
Phone (\$300 each)		\$0.00	Security
Data/Voice (\$40 per tablet and phone)		\$0.00	Other (please specify):
Other (please specify):	Amount		i.
i.			ii.
ii.			iii.
iii.			iv.
iv.			
			Printing
Outreach Needs			
Specify (e.g., collateral, supplies):			Other (not covered elsewhere):
i.			i.
ii.			ii.
iii.			iii.
iv.			iv.
Total Non-personnel costs	\$0.00		
Total Personnel costs	\$0.00		
Total Non-personnel costs	\$0.00		
10% Indirect Costs	\$0.00		
GRAND TOTAL	\$0.00		



## Appendix D: Budget Template Guide

The completed budget template should account for all costs associated with the strategy, outreach tactics, and activities described in the proposal. This guidance document will walk through the background and instructions for completing the template correctly.

### Final Budget Determination

If your organization is recommended for an award, the final award amount may differ from the amount proposed in your budget, based on service targets and funding limits.

### Deliverables and Contracting

Contract deliverables will take the form of community engagement metrics, including but not necessarily limited to the number of people engaged, the number of commitment/pledge cards received, and the number of census surveys completed at a “pop-up center” (if your organization proposes to host one). For the purpose of this proposal, all applicants will be required to provide **estimated** targets for some or all of these metrics, in order to outline the staffing and non-staffing resources needed by the organization.

As programming progresses, the City University of New York (“CUNY”), in partnership with the New York Office of the Census (“NYC Census”), will work with participating organizations to ensure that budgeted activities and deliverable targets are responsive to realities on the ground. This will allow for reallocation of budget and activities when needed, upon mutual agreement.

### Budget Template Instructions

Applicants must complete all fields in the template that pertain to its proposal. Fields highlighted in green can be edited; all other fields are locked, will automatically populate, and must not be changed.

### Personnel Costs: Salaried Employees

This program allows for organizations to apply for funds to cover the cost of personnel that are dedicated to census outreach and education work.

The Census Managers hired for or dedicated to this work must spend **no less than 50%** of their time **solely** dedicated to census outreach and education. The maximum allowable amount of “full time equivalent” (FTE) staff for which you may submit a request is three (3).

While organizations may pay new employees hired for census work any salary, this award will only cover an amount commensurate with the

organization’s existing pay scale for a similar position, with a maximum of \$60,000 per year. CUNY and NYC Census assume a start date for all employees of December 1, 2019. Please note that this date is subject to change (per CUNY and NYC Census) and that while recipient organizations will receive their first round of funding with this date assumed, if organizations are unable to assign or hire personnel by this date, future disbursements will be reduced to cover personnel spending for the actual portion of time during which personnel have worked.

Dedicated Salaried Employees for NYC Census 2020 Work	Census Manager must be at least 50% FTE.		
	Census Manager	Staff Position 2	Staff Position 3
Salary (Max: \$60,000/year)	\$0.00		
Portion of FTE (%)	50.00%		
Start Date	12/1/19	12/1/19	12/1/19
End Date	6/30/20	6/30/20	6/30/20
Subtotal	\$0.00	\$0.00	\$0.00
Subtotal of Salaried Workers	\$0.00		
35% Fringe Rate	\$0.00		
TOTAL of All Staff	\$0.00		

...

### Personnel Costs: Hourly Outreach Team Members

CUNY and NYC Census expect that many organizations will hire additional outreach team members in order to engage its community. The Census Manager, described above, will oversee this work, and depending on the size of the outreach team, Outreach Captains may supervise no more than six (6) Outreach Workers. If an organization will hire fewer than 6 total members of an outreach team, it may hire up to one (1) Outreach Captain, unless it demonstrates that greater capacity is needed for volunteer management. Pay rates have been set for both positions in order to ensure parity among organizations citywide that will hire for these positions. CUNY and NYC Census assume a start date for outreach team members of December 1, 2019, subject to change, with associated budget amounts re-allocated or removed as per agreement between CUNY and the organization.

Outreach Team Members To Be Hired for NYC Census 2020		Applicants should not have more than 1 Outreach Captain for every 6 Outreach Workers.	
		Outreach Captain(s)	Outreach Worker(s)
Hourly Wage		\$25.00	\$15.00
Hours per Week		25.00	20.00
Start Date		12/1/2019	12/1/2019
End Date		6/30/20	6/30/20
Proposed Number of Positions			
Subtotal		\$0.00	\$0.00
Subtotal of Outreach Workers		\$0.00	
35% Fringe Rate OR 7.65% Payroll Taxes			
TOTAL of All Hourly Staff		\$0.00	

### Fringe Costs

For salaried employees, CUNY will pay a standard rate of 35% fringe, which will auto-calculate in the template once your organization enters its proposed number of employees, salaries, and FTE percentage. For hourly employees, CUNY will pay either (a) 7.65% payroll taxes based on the 2019 federal tax rate, or, (b) 35% fringe if the organization can establish that it has a pre-existing policy of providing benefits to hourly workers.

### Non-personnel Costs

**Technology:** For these items, applicants should put only the number of devices required, since the amount that CUNY will contribute is fixed. A maximum of one (1) tablet or phone is allowed for each Outreach Team member, and one (1) computer per new employee dedicated at least .5 FTE to census work.

**Outreach:** These costs should be high-level categories of costs that specifically pertain to the organization's outreach plan.

**Pop-up Centers:** Any applicant proposing to host a pop-up "census assistance center" for online form-filling, must complete this section.

**Printing:** NYC Census will provide, at its discretion and subject to budgetary constraints, at no cost to CBOs, program materials for its use. We strongly recommend that CBOs propose printing additional materials specific to their community. NYC Census may be able to provide design support.

Non-personnel Costs			
Technology	# of units	Allocation	Pop-up Center (if applicable)
Computer (\$750 each)		\$0.00	Technology \$0.00
Tablet - Cellular enabled (\$350 each)		\$0.00	Space rental \$0.00
Phone (\$300 each)		\$0.00	Security \$0.00
Data/Voice (\$40 per tablet and phone)		\$0.00	Other (please specify):
Other (please specify):	Amount		i. \$0.00
i. \$0.00			ii. \$0.00
ii. \$0.00			iii. \$0.00
iii. \$0.00			iv. \$0.00
iv. \$0.00			
			Printing \$0.00
Outreach Needs			Other (not covered elsewhere):
Specify (e.g., collateral, supplies):			i. \$0.00
i. \$0.00			ii. \$0.00
ii. \$0.00			iii. \$0.00
iii. \$0.00			iv. \$0.00
iv. \$0.00			
Total Non-personnel costs		\$0.00	