REQUEST FOR PROPOSALS

Title: Census 2020 Community Outreach

The County of San Mateo is seeking proposals from community organizations to assist in outreach to educate, motivate and activate residents to participate in Census 2020.

Solicitation Number	RFP OCA 1003
Number of contracts expected to be awarded	Multiple
Estimated Value or Range per contract	Up to : $300,000 total $1,000 – $25,000 per contract
Funding Sources	☐Federal ☐State ☒County ☐Other
Expected Contract Duration	8 months
Options to Renew	NA
Proposal Submission	Email to: CensusOutreachRFP3@smcgov.org Or PublicPurchase
County Mailing Address *(for optional hard-copy proposal submissions)*	County of San Mateo, Office of Community Affairs 400 County Center, 1st Floor Redwood City, CA 94063
Authorized Contact Person	Emma Gonzalez
Authorized Contact Person E-mail	elgonzalez@smcgov.org
E-mail Address for Protests	protests@smcgov.com
RFP Released	November 25, 2019 3:00 PM PST
Deadline for Questions, Comments and Exceptions	December 9, 2019 3:00 PM PST
Proposal Due Date and Time	December 17, 2019 3:00 PM PST
Anticipated Contract Award Date	January 2020

I.1 SUMMARY

The County of San Mateo (County) is committed to ensuring a complete count of all residents in Census 2020. Large segments of the county have historically been hard to count or are expected to be less likely to respond to the Census given the current political climate. Therefore, the County aims to work with trusted community partners to educate, motivate, and activate residents in participating in the Census.

I.2 PROJECT BACKGROUND

Every 10 years, the federal government is required to count ALL people residing in the United States through a national census. The next National Census Day is April 1, 2020. Ensuring a complete count of San Mateo County residents is essential for many reasons.

The decennial census serves as the cornerstone of our democracy and is written into the U.S. Constitution. It was included to ensure that everyone is equally represented in our political system and that government resources are allocated fairly. It is also used to make important community decisions, like where to build homes, parks, schools, and roads and where to offer health, childcare, and transportation services. And businesses rely on census data to determine where to open facilities, what products to develop, and how to market their services.

The United States Census Bureau has historically faced challenges counting certain households and population groups, regardless of budget and staffing. These include recent immigrants, households with limited English proficiency, households with low income, racial/ethnic minorities, children under 5 years old, persons who are disabled, rural residents, renters, and those with unstable or unconventional housing.

California has been the hardest-to-count state in the nation. In 2016, about 75% of all Californians belonged to one or more groups that tend to be undercounted. The County of San Mateo is home to many of these hard to count groups.

In addition, there are new barriers facing the Census 2020 that will require significant efforts to address:

> **Distrust & Data Privacy:** There is a widening distrust of government among diverse segments of the population (immigrant and nonimmigrant alike), raising concerns about how census data will be used and whether it will remain confidential.
>
> **Online Survey:** Heightening data privacy concerns is the fact that, for the first time, the bulk of census responses are expected to be collected online (approximately only 12% of San Mateo County residents to receive paper version in initial mailings). In addition to security challenges, this poses barriers for vulnerable communities and populations without digital access and computer literacy.

The projected self-response rate for Census 2020 is 55%, significantly lower than 63.5% in 2010. An undercount in the Census 2020 could have significant impact on the State of California and San Mateo County, affecting federal funding for critical community programs, representation at all levels of government, and data used for decision-making across sectors. If segments of the County are not counted in 2020, their voices and may not be fully considered when making important budget, program and policy decisions.

The County's goal for Census 2020 is to maintain or surpass the 75% self-response rate achieved in 2010, despite the additional challenges. A critical component of achieving this goal is partnering with trusted community-based organizations to educate, motivate, and activate historically hard to count and least likely to respond (HTC/LLTR) residents in participating in the census.

I.3 SCOPE OF WORK

The County seeks to provide Awards to organizations that have the cultural, linguistic, and community capacity to achieve the following objectives:

A. EDUCATE

(1) Inform Hard to Count/Least Likely to Respond (HTC/LLTR) residents about census purpose and timeline.

(2) Communicate Census 2020 key messages about the importance of census, privacy of census data, and how to participate.

(3) Effectively answer questions about Census 2020.

B. MOTIVATE

(1) Share relevant and compelling information to motivate residents to participate in Census 2020.

(2) Address concerns about Census 2020 with factual information.

(3) Encourage census participation through trusted messengers and channels.

C. ACTIVATE

(1) Remind residents to complete the census questionnaire.

(2) Direct residents to language, digital, disability, and other support for census completion.

Applicants should detail culturally and linguistically tailored strategies for educating, motivating, and activating hard to count and least likely to respond residents that they propose to target for census outreach. Strategies can be a mix of what has worked in the past and innovative/creative ideas.

Awardees will receive messaging, materials, toolkits, and training to support census education. Messaging and materials will be in English, Spanish, Chinese, Tagalog and possibly others. They can be adapted and tailored for different HTC/LLTR residents to ensure they are as engaging, relevant, and compelling as possible. Awardees will be responsible for printing outreach materials and translating into any languages that are not available.

I.4 PROPOSER REQUIREMENTS

A. Use Contract funds only for Census 2020 activities.

B. Submit reports on census activities to the County as requested.

C. Attend required trainings and meetings (dates/locations TBD).

D. Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.

E. All contractors must send one or more representative to Census Training.

F. Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.

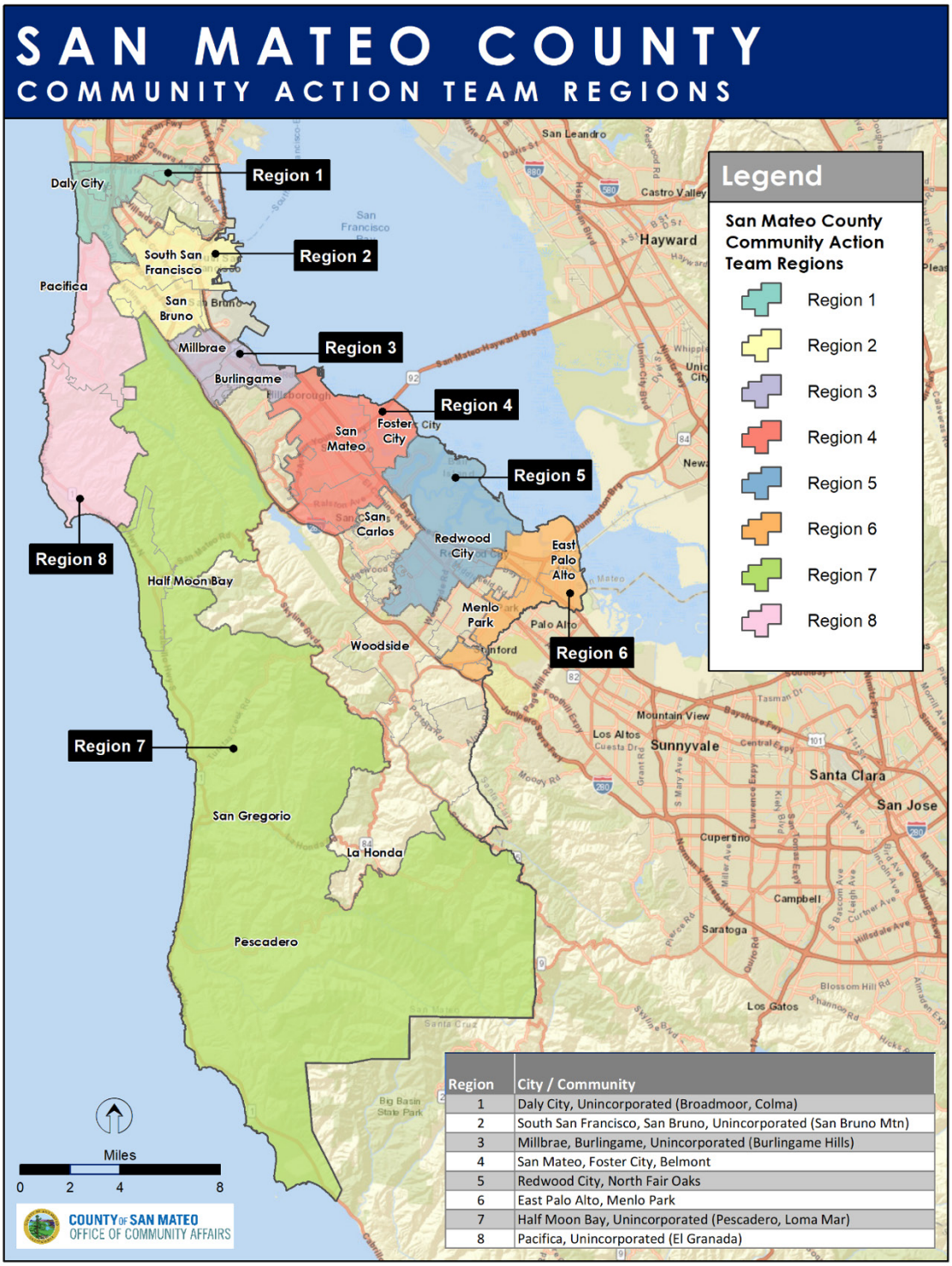
G. All contractors must send one or more representatives to Census Training.

H. All Applicants will be required to enter into the County's Short Form contract. An example of the contract is provided in the document Attachment C.

I. Applicants who have received funding from OCA1001 or OCA1002 Request for Proposals MAY apply for OCA1003 if they show a strong need, or different usage of the funding. They cannot however apply for OCA1003 to fund outreach that is already funded in either OCA1001 or OCA1002 scopes of work.

RFP 1003: Community Outreach	
Description	Promote, educate, and outreach to targeted HTC populations in San Mateo County to increase awareness and participation in the 2020 Census Examples Census awareness campaigns, Questionnaire Assistance Kiosk, cultural events, including Census messaging into existing services or outreach messaging. Using arts, media, social media, and other creative communication tools to motivate participation, disseminating tailored information through trusted messengers and community influencers.
Priorities	San Mateo County will prioritize funding for organizations that can reach the following populations, which are currently underserved in the regional outreach ecosystem: ▪ Black/African American community ▪ Children 0-5 years old ▪ Latinx community ▪ LGBTQ+ community ▪ People experiencing homelessness ▪ People with disabilities ▪ Seniors ▪ Veterans
Requirements	▪ Attend census training ▪ If needed, assist in translation of outreach and promotional material ▪ Submit reports
County Provides	▪ Training ▪ Digital resource library ▪ Census swag (limited)
Funding Level	$1,000 - $25,000

Applicants should indicate which regions of the County they will be conducting outreach in.



Region	City / Community
1	Daly City, Unincorporated (Broadmoor, Colma)
2	South San Francisco, San Bruno, Unincorporated (San Bruno Mtn)
3	Millbrae, Burlingame, Unincorporated (Burlingame Hills)
4	San Mateo, Foster City, Belmont
5	Redwood City, North Fair Oaks
6	East Palo Alto, Menlo Park
7	Half Moon Bay, Unincorporated (Pescadero, Loma Mar)
8	Pacifica, Unincorporated (El Granada)

QUALIFICATIONS, EXPERIENCE, AND EVALUATION CRITERIA

I.5 MINIMUM QUALIFICATIONS

Proposals will be accepted from not-for-profit organizations that meet the following required qualifications at the time of proposal submission:

- The proposer is legally authorized to do business in the State of California.
- The proposer is located in San Mato County and/or serves County residents.
- The proposer has been actively and normally engaged for the past five years in community outreach and/or service provision to county residents.

Not for Profit applicants can include the following entities:

- **Organizations:** Must be a nonprofit, tax-exempt such as an IRC **501(c)6 organization**, or an organization that files a Form 990, Form 990 EZ, or Form 990-N with the IRS and serves County residents
- **Government Agencies:** San Mateo County Cities and special districts, or County Departments
- **School groups**: Must provide educational services to resident students in San Mateo County
- **Joint Proposers:** Proposer groups comprised of two or more organizations

I.6 EVALUATION CRITERIA

Proposals will be evaluated in accordance with the following evaluation criteria:

A. 30% - Proposed Services/Strategies, Method and approach

- Clarity of understanding of the scope of services to be provided
- Strength and appropriateness of the proposed services/strategies to reach, educate, and support HTC/LLTR residents to be targeted through outreach
- Outreach plan with proposed activities, timeline, and intended outcomes to meet objectives and milestones in scope of work

B. 40% - Qualifications, Experience and organizational capacity

- Qualifications and experience of applicant
- Organizational resources and staff, apparent ability to meet any required timelines or other requirements

C. 30% - Price

- Reasonableness of costs for proposed activities
- Cost relative to number of HTC/LLTR intended to be reached

Awardees will be required gather and report metrics to track their progress in educating, motivating, and activating County residents to participate in Census 2020. Such required metrics will include:

- Number, type, and locations of events attended and/or hosted
- Number and characteristics of people reached through different strategies and channels
- Number of people who sign up for campaign communications
- Number of people who pledge to complete census
- Number of people who are directed to support

The County will provide tools for monitoring these metrics.

Timeline	**Milestones**	**Deliverables**	**Payment Amount**
January 2020	Attend census outreach training and planning meeting	Roster of trained staff Deliver DRAFT Implementation Plan due January 31, 2020	40%
January-March 2020	Deliver targeted outreach to motivate participation of least likely to respond	Bi-Weekly Reports due on Fridays, starting on January 31, 2020 Deliver FINAL implementation plan due February 28, 2020	35%
April-June 2020	Provide reminders and referrals to support and activate census completion	Continue Bi-Weekly Reports	
August 2020	Submit Final report Attend Census Summit	Final Report due August 15, 2020	25%