



Seattle Census 2020

Know Your Rights & Be Counted

Census Ethnic and Minority Media Funding Opportunity

The City of Seattle supports the contracting of ethnic and minority media organizations to engage and educate historically undercounted communities about the importance of the decennial census and to activate participation in the census.

WHAT IS THE CENSUS?

Every 10 years, the United States Constitution requires that every person living in the country, including non-citizens and undocumented immigrants, be counted through a nationwide census. The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020. Accurate census data are essential for federal funding allocations to states and localities. Federal resources are divided up between jurisdictions according to what census data tell us about various communities' demographic characteristics, needs, and assets.

Census results are also used to redraw boundaries of congressional and local legislative districts (redistricting) so that they adapt to population shifts.

Census data also adjusts the congressional representation each state receives so that it's proportional to population.

For Washington to receive its fair share of resources and representation, the Census Bureau must successfully undertake the difficult task of accurately counting the state's dynamic, diverse population.

FUNDING GOALS

The desired outcomes of this effort are to organize, inform, and activate residents in historically undercounted communities to access all the accurate information they need to participate.

We are prioritizing applications from:

- Ethnic and minority media outlets with a proven historical record of reaching specific underrepresented communities.
- Convening groups and individual outlets who can provide a multiplier effect for local efforts to other regions of the state.

SUMMARY INFORMATION

ANNOUNCEMENT DATE: December 2, 2019

PROPOSAL DEADLINE: December 16, 2019 8 pm

TOTAL AMOUNT AVAILABLE: City of Seattle: \$150,000 will be available for grants. Funds are administered by Department of Neighborhoods.

DESCRIPTION: Funding will support Census Ethnic and Minority Media for Census2020 such as radio, tv, and printed promotional production and distribution of Census Materials to support participation of historically undercounted communities.

GRANT TYPES: Funds will be granted up to \$20,000

ELIGIBILITY: Ethnic and Minority Outlets in Seattle, King County* with proven record of successfully engaging Census Historically Undercounted Communities.

INFORMATION call Sessions:

Call 1 Friday, December 6,

10- 11:00 am

Dial: 206-386-1200,,6370899#

Conference ID: 6370899

Call 2 December 6, 5- 6 pm

206-386-1200,,703483#

Conference ID: 703483

Contact Sunny Ysa for technical assistance

Sunny.Ysa@seattle.gov or (206) 386-1984.

* While it is recognized that most ethnic and minority media are based in Seattle, we encourage applicants to target residents across different state regions and will award

WHAT IS NEW AND DIFFERENT IN THE 2020 CENSUS?

Currently, the 2020 Census is facing challenges that can potentially impact the accuracy of the count. Two known barriers include:



Federal Census Budget Cutbacks: estimates show that the 2020 Census is likely to be one of the most underfunded counts in history, resulting in fewer federally funded resources necessary to reach residents in all communities.



Technology Constraints: 2020 Census is the first count that will be conducted mostly online. Yet, with federal budget shortages, previously planned testing has not been completed, and an online format will be especially difficult for those who do not have access to the internet.

WHAT ARE “HISTORICALLY UNDERCOUNTED POPULATIONS?”

Historically, the census has undercounted large numbers of certain communities, including people with low incomes, indigenous people, immigrants, racial and ethnic minorities, young persons, the highly mobile (such as the people experiencing homelessness and renters), and people living in rural parts of the country.

In Seattle and King County, several populations are at greater risk of being **undercounted**:



- 22% of King County’s population or 468,000 people are foreign-born.
- 13% of King County’s population or 285,600 people live in historically undercounted neighborhoods.
- ¾ of King County’s population growth from 2010-2017 has been people of color.
- 11.5% of households in King County have limited/no internet subscriptions.

In Seattle and King County, the list of priority populations for this funding include:

- Communities of color
- Indigenous persons
- Immigrant and refugee communities
- Low-income persons
- Persons experiencing homelessness
- Persons with mental or physical disabilities
- Non-English speakers
- Lesbian, gay, bisexual, transgender, queer, intersex, asexual (LGBTQIA) persons
- Young persons (18 years old and younger)

APPLICANT ELIGIBILITY CRITERIA

MINIMUM QUALIFICATIONS

- An ethnic and minority media outlet with a proven record of reaching out historically undercounted communities. Outlets will be required to submit a copy or sample of work.
- Ethnic and minority outlets in Seattle, King County with proven record of successfully engaging historically undercounted communities. While it is recognized that most ethnic and minority media are based in Seattle, this Request for Proposals will encourage applicants to focus on residents across different regions in the state and will award additional points for those applicants who define a regional strategy.

FUNDING TIMELINE AND PROCESS

- **December 2, 2019:** Ethnic and Minority Media Funding **Open Request for Proposals (RFP)** in which eligible groups may submit a proposal for consideration for funding. Contact Elsa Batres-Boni for more information.
- **December 16:** Proposal submission deadline.
- **December 16 to January 5:** Reviews by Proposal Community Recommendation Panel and Staff.
- **January 6, 2020:** Announcement

FUNDING APPLICATION PROCESS

Applications will be reviewed by a **Proposal Community Recommendation Panel**. The review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.

Staff Selection: Grant selection will be a consensus-based process in which reviewers rate individual applications and seek consensus based upon equitable demographic diversity of the full slate. The review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.

FUNDING ACTIVITIES

With the current availability of funds, our goal is to support the launch to help ethnic media raise awareness about the census, coordinate efforts, and understand their community needs and gaps that need to be addressed for a full census count.

FUNDING GRANTS AMOUNTS

Media outlets can apply for grants amount of up to \$20,000.

CRITERIA CATEGORIES

Criteria below will guide the funding decisions. **Please note that they are listed in order of priority.**

Identified population/community

- Focuses on historically undercounted communities/geographic areas.
- Organization reflects strong understanding of the needs within their identified community. Identifies specific strategies and plans that address the unique cultural needs of the community.

Approach and Alignment with the City of Seattle and funded organizations message

- Articulates how proposed strategies and/or activities will contribute toward increased census participation among hard-to-count communities.
- Identifies strategies and/or efforts that are informed and led by the people within the identified community described in the application, and engages that community in the ongoing work, planning and leadership.

Capacity and Collaboration

- Has experience working within historically undercounted communities, if not, they can demonstrate understanding of their role as partner with a reference letter.
- Demonstrates the necessary capacity to carry out the proposed strategy or effort.
- Understands their own community's barriers to participating in activities to address issues of public and community concern and demonstrates potential to mobilize communities of engagement beyond 2020 Census.

Implementation and Budget

- Response demonstrates activities consistent with the approach and anticipated results designed to increase participation in the census count.

- Budget presents a realistic estimate of costs associated with census activities.
- Funding request is reasonable given the scope of work.

HOW TO SUBMIT A PROPOSAL

- Proposals must be completed online by 8:00 p.m. on December 16, 2019.
<https://seattle.surveymonkey.com/r/census2020-rfp>
- Email document application to Sunny.Ysa@seattle.gov by December 16, 2019
- Postmarked by mail on December 16th.

CONTACT INFORMATION

For additional questions on submitting a proposal, contact Sunny Ysa at Sunny.Ysa@seattle.gov or (206) 386-1984.

REQUEST FOR PROPOSAL QUESTIONS

Please answer the following questions:

1. Contact Information

Contact name: _____

Address: _____

Email address: _____

Telephone: _____

Outlet name: _____

Type of media: _____

2. Identified Population/Community

a) Which historically undercounted communities do you serve, and what is the primary reason why they access your outlet? (Check all that apply.)

Communities of color

Specify: _____

Indigenous people

Specify: _____

Immigrant and refugee communities

Specify: _____

Low-income persons

Persons experiencing homelessness

Specify: _____

Persons with mental or physical disabilities

Specify: _____

Non-English speakers

Specify: _____

Rural communities

Specify: _____

Lesbian Gay Bisexual Transgender, Queer, IA persons

Specify: _____

Young persons (18 years old and younger)

Specify: _____

Children under 5

Specify: _____

Comments (if the population is not reflected here):

3. What is your geographic coverage?

City (ies): _____

County (ies): _____

Neighborhood (s): _____

Others: _____

4. What is your audience size?

5. Proposed campaign ads

Please share how you plan to engage the identified population/community to overcome barriers to participation, so they ultimately are counted in the 2020 Census.

In the template below, please document anticipated activities, timeline, and location related to phases of 2020 Census work.

| Months | Activities | Indicate if you will be strategizing, producing, and/or distributing content | Geographic Coverage |
|--------|------------|--|---------------------|
| | | | |
| | | | |
| | | | |

Capacity and Collaboration

- a) How does your organization’s leadership and/or staff reflect the race, ethnicity, and/or languages spoken of the identified community? (250-word limit)
- b) List partners or organizations needed to help in the successful implementation of your proposed activities.

6. Implementation and Budget

- a) Describe the key strategies, activities, and distribution:

| Date | Activities and Description | Cost \$ |
|------|----------------------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | Total \$ |

7. What is the total amount you are requesting?

\$ _____

8. Other Information

- a) **What else would you like us to know that is relevant to the proposed funding request and not addressed in earlier responses?**
- b) **Have you received other funding opportunities related to census?**
- c) **How did you hear about this opportunity?**
- d) **Please include a copy or sample of similar campaign.**