REQUEST FOR PROPOSALS:
SAN FRANCISCO 2020 CENSUS
COMMUNITY OUTREACH & EDUCATION GRANTS

INFORMATION PACKET #2019-02

Date Issued: March 26, 2019
Pre-proposal Conference: 2:30 p.m. PST, April 2, 2019
Proposals Due: 5:00 p.m. PST, April 12, 2019
SF 2020 CENSUS OUTREACH & EDUCATION GRANTS

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I. OVERVIEW

This overview is intended to assist applicants with the Request for Proposal (RFP) process and introduce the focus of the San Francisco 2020 Census Community Outreach & Education Grants Program. Please read this section carefully, along with the RFP, to determine whether your organization and proposed project align with the strategic goals and priorities of the program as outlined in this document. These goals and priorities, as well as each applicant’s demonstrated expertise to achieve outcomes will be the basis upon which all funding decisions are made.

The Office of Civic Engagement & Immigrant Affairs (OCEIA) is seeking proposals from non-profit and community-based organizations to assist in building community capacity to reach hard-to-count and vulnerable populations during the 2020 Census. The RFP process will select San Francisco non-profit/community-based organizations (CBOs) or collaboratives that work with and understand one or more of the identified Hard-to-Count (HTC) populations. For the purposes of this program, HTC refers to populations that are difficult to count and/or least likely to self-respond to the 2020 Census. These populations include, but are not limited to, people who are:

- Racial and ethnic minorities
- Immigrants and non-citizens
- Limited English Proficient (LEP)
- Gender and sexual minorities
- Senior citizens (65+)
- Young children (0-5)
- Living in non-conventional housing arrangements (non-family households, SROs, Group Quarters, illegal/unregistered dwellings) or are experiencing homelessness
- Veterans
- Low-income and/or receiving public assistance

Grantees must conduct their outreach in San Francisco. While the goal is to encourage participation across the entire city, particular attention should be paid to neighborhoods where census participation has historically been lower than average, such as:

- Bayview/Hunter’s Point
- Chinatown
- Excelsior
- Mission
- South of Market
- Tenderloin
- Visitacion Valley
- Western Addition

The focus of the 2020 Census Community Outreach & Education Grants Program is to fund trusted community organizations to conduct effective, innovative, and culturally competent outreach and education to targeted populations in the City and County of San Francisco (the City) and to motivate residents in hard-to-count communities to participate in the 2020 Census. Applicants should not propose activities that duplicate efforts already being undertaken by the U.S. Census Bureau, State of California, or other organizations. Instead, applicants are expected
to leverage their own ability to reach and motivate targeted populations. The intent of the program is to fill outreach gaps by employing relevant and creative approaches that mobilize residents to complete the census questionnaire. This program will provide up to $2,000,000 in grant funding in the following areas:

1. HARD-TO-COUNT COMMUNITY OUTREACH
2. CITYWIDE OR COMMUNITY-OF-INTEREST COALITION(S)
3. TECHNICAL ASSISTANCE AND OPERATIONAL SUPPORT
4. LOCAL AND ETHNIC MEDIA
5. ADMINISTRATIVE & FISCAL SUPPORT FOR THE COMPLETE COUNT COMMITTEE

The RFP process will select San Francisco-based non-profit/community-based organizations (CBOs) and/or collaboratives with access to and expertise in one or more of the identified hard-to-count areas. Costs incurred by applicants in responding to this RFP are entirely the responsibility of the applicants and will not be reimbursed.

All program activities must be conducted in San Francisco and focus on specific areas of the City with the highest concentration of hard-to-count (HTC) populations. Applicants should propose activities that leverage their own ability to reach and motivate targeted populations while employing engaging, relevant, and creative approaches that do not duplicate efforts by the U.S. Census Bureau or State of California. Selected applicants will have demonstrated their cultural and linguistic competence, credibility, and capacity to reach, assist, and motivate target populations and communities to participate in the 2020 Census. They will work closely with OCEIA and the San Francisco Complete Count Committee to coordinate their activities with those of other City departments and other grantees to achieve outcomes that will benefit all San Francisco residents.

**Pre-proposal Workshop:** Organizations are encouraged to attend the pre-proposal session:

**Date:** Tuesday, April 2, 2019  
**Time:** 1:00 p.m. - 2:30 p.m. PST  
**Location:** 50 Van Ness Avenue, San Francisco, CA, 94102

This is not a required meeting; however, the pre-proposal workshop is intended to assist potential applicants, describe the scope of services sought through this RFP, respond to questions, review RFP requirements and application processes, and explain other administrative requirements.
All questions and answers addressed at the workshop or submitted by **5:00 p.m. PT on Friday, April 5, 2019** will be posted at OCEIA’s website [www.sfgov.org/oceia](http://www.sfgov.org/oceia), by 5:00 p.m. PT on Monday, April 8, 2019. OCEIA will not respond to questions submitted after the above deadline. Questions may be emailed to [SF2020.Census@sfgov.org](mailto:SF2020.Census@sfgov.org). To ensure that all applicants have access to the same information, OCEIA staff members are not permitted to answer RFP content questions via telephone or in person.

All proposals must be submitted electronically in Microsoft Word or PDF format to [SF2020.Census@sfgov.org](mailto:SF2020.Census@sfgov.org) and received by OCEIA no later than **5:00 p.m. PT on Friday, April 12, 2019**. An email response will be sent within 24 hours to confirm receipt of completed proposals submitted on time.

Applicants to this program bear the sole responsibility for ensuring that all submitted proposals, including attachments and application forms, are complete, accurate, and received on time. Incomplete proposals or proposals sent after 5:00 p.m. PT on the due date or thereafter will not be accepted — no exceptions.
II. NOTICE OF AVAILABILITY OF REQUEST FOR PROPOSALS

NOTICE OF FUNDING AVAILABILITY (NOFA)

I. SAN FRANCISCO 2020 CENSUS
COMMUNITY OUTREACH & EDUCATION GRANTS
RFP#2019-02

Date Issued: March 25, 2019
Pre-proposal Conference: April 2, 2019
Proposals Due: 5:00 p.m. PT, April 12, 2019

II. LANGUAGE ACCESS COMMUNITY GRANTS
RFP#2019-03

Date Issued: March 25, 2019
Pre-proposal Conference: April 2, 2019
Proposals Due: 5:00 p.m. PT, April 12, 2019

III. SF PATHWAYS TO CITIZENSHIP –
NATURALIZATION SERVICES GRANT
RFP#2019-04

Date Issued: March 25, 2019
Pre-proposal Conference: April 2, 2019
Proposals Due: 5:00 p.m. PT, April 12, 2019
The Office of Civic Engagement & Immigrant Affairs (OCEIA) is pleased to announce the availability of funds and a Request for Proposals (RFP) for the following general fund programs:

I. 2020 Census Community Outreach & Education Grants (RFP#2019-02)
II. Language Access Community Grants (RFP#2019-03)
III. SF Pathways to Citizenship – Naturalization Services Grant (RFP#2019-04)

All RFPs will be available electronically on OCEIA’s website at www.sfgov.org/oceia on Tuesday, March 26, 2019. Alternative formats for persons with disabilities will be available upon request at (415) 581-2360 or civic.engagement@sfgov.org. All proposals must be submitted electronically and received by 5:00 p.m. PT on Friday, April 12, 2019.

SF Census 2020 Community Outreach & Education Grants Priorities
This is a competitive grant opportunity for nonprofit and community-based organizations based in San Francisco to develop and implement a set of programs and services to build community reach in hard-to-count and vulnerable populations during the 2020 Census. The focus of the 2020 Census Community Outreach & Education Grants Program is to fund trusted community organizations to conduct effective, innovative, and relevant outreach and education to targeted populations in San Francisco and to motivate residents in hard-to-count communities to participate in the 2020 Census.

Language Access Community Grants Program Priorities
This is a competitive grant opportunity for nonprofit and community-based organizations based in San Francisco to develop and implement a set of programs and services to increase community and City capacity to meet the language access needs of underserved immigrant communities and monolingual or Limited English Proficient (LEP) individuals who live or work in San Francisco. Emphasis will be placed on 1) building community-based language access leadership and capacity through community outreach and education, 2) collaborative work to assess, evaluate, and document language access needs in the community and ensure City departments are effectively communicating with and delivering services to residents who speak languages other than English, and 3) building community capacity to deliver community-based interpretation and translation services.

SF Pathways to Citizenship Program - Naturalization Services Grant Priorities
This is a competitive grant opportunity for a non-profit, community-based collaborative to promote citizenship and civic participation among San Francisco’s naturalization-eligible immigrants. The intent of this program is to increase the number of naturalized citizens in San Francisco by providing free immigration legal services and application preparation through group processing workshops. The RFP process will select a San Francisco non-profit/community-based collaborative with expertise in providing such naturalization services.
### III. SCHEDULE

**REQUEST FOR PROPOSALS SCHEDULE**
**SAN FRANCISCO 2020 CENSUS**
**COMMUNITY OUTREACH & EDUCATION GRANTS PROGRAM**
**RFP# 2019-02**

Contact: Office of Civic Engagement & Immigrant Affairs  
Email: SF2020.Census@sfgov.org | Telephone: 415.581.2360

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<thead>
<tr>
<th>SCHEDULE*</th>
<th>CITY-APPLICANT COMMUNICATIONS</th>
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<tbody>
<tr>
<td>Notice of Funding Availability</td>
<td>March 25, 2019</td>
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<tr>
<td>RFP Available Online</td>
<td>March 26, 2019</td>
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<tr>
<td>RFP Pre-Proposal Information &amp; Technical Assistance Workshop</td>
<td>April 2, 2019 1:00 - 2:30p.m. PT</td>
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<tr>
<td>Deadline to Submit RFP Questions to OCEIA</td>
<td>April 5, 2019 5:00 p.m. PT</td>
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<tr>
<td>Answers to RFP Questions Posted Online</td>
<td>April 8, 2019 5:00 p.m. PT</td>
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<tr>
<td>Proposal Due Date</td>
<td>April 12, 2019 5:00 p.m. PT</td>
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<td>Proposal Review Period</td>
<td>April 15-19, 2019</td>
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<td>Contract Award Intent Notification</td>
<td>April 19, 2019</td>
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<td>Protest Period Ends</td>
<td>April 26, 2019</td>
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<tr>
<td>Grant Negotiations &amp; Final Work Plan Submissions</td>
<td>May 2019</td>
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<tr>
<td>Service Implementation Begins</td>
<td>June 2019</td>
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<tr>
<td>End of Grant Cycle</td>
<td>December 2020</td>
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*All dates are subject to change at the discretion of OCEIA. Please check the OCEIA website for the latest schedule.*

One pre-proposal information session will be held on Tuesday, April 2 at 50 Van Ness Avenue, San Francisco from 1:00 – 2:30 p.m. PT.

The Office of Civic Engagement & Immigrant Affairs (OCEIA), under Executive Director Adrienne Pon, is the authorized City department overseeing San Francisco’s 2020 Census efforts and grants. Applicants are directed not to contact City officials or any other employees outside of OCEIA regarding this grant program. Unauthorized contact may be cause for rejection of proposals at the City’s sole and absolute discretion.
IV. REQUEST FOR PROPOSALS #2019-02 FOR SF 2020 CENSUS COMMUNITY GRANTS

General terms used in this RFP:

“Applicant” refers to any entity submitting a proposal to this Request for Proposals (RFP). “Grantee” refers to the applicant awarded an agreement for services under this RFP. “City” refers to the City and County of San Francisco. The Office of Civic Engagement & Immigrant Affairs (OCEIA), a division of the City Administrator’s Office/General Services Agency (CAO/GSA), is the authorized City department responsible for overseeing all San Francisco 2020 Census programs and grants.

“Hard-to-Count” (HTC) refers to populations that are difficult to enumerate in the decennial census, and least likely to participate and respond to questionnaires during the 2020 Census.

“SFCCC” refers to the San Francisco Complete Count Committee, which is a volunteer committee of San Francisco community, business, and civic leaders established by the City to increase awareness about the census and motivate San Francisco residents to participate and respond.

“LEP” refers to Limited-English Proficient individuals: those for whom English is not a primary language and who have difficulty speaking, understanding, reading, or writing English.

A. INTRODUCTION AND BACKGROUND

The Office of Civic Engagement & Immigrant Affairs (OCEIA) is a policy, compliance, direct services, and grant-making office that promotes civic participation and inclusive policies to improve the lives of San Francisco’s residents, particularly immigrants, underserved, low-income and vulnerable communities. OCEIA seeks to bridge cultural, linguistic, and economic barriers to ensure that San Francisco’s diverse residents have equal access to City services and opportunities to participate and contribute in meaningful ways to the success of the community and to the City.

OCEIA’s integrated civic engagement and immigrant assistance programs involve innovative, culturally-competent, and creative approaches to engage, inform, and mobilize the public. The San Francisco 2020 Census Community Grants are a natural extension of the City’s ongoing efforts to ensure that all San Francisco residents are informed, engaged, empowered, and able to access the comprehensive range of protections, services and opportunities currently available to them. Ensuring an accurate, complete, fair and inclusive count of every resident in San Francisco during the 2020 Census is vital to the City’s ability to meet the needs of all communities. Census-derived data determine our Congressional voice, the allocation of federal and state funds for critical service areas such as health, education, job training, welfare and transportation, and the City’s share of over $675 billion in federal funds distributed annually as of 2015.
The decennial census has historically been nonpartisan, however the 2020 Census presents a number of challenges that contribute to unprecedented levels of fear and mistrust of government. The Department of Commerce’s insistence on adding a citizenship question to the questionnaire and requesting citizenship status and personal information from the Department of Homeland Security, raise questions about the intent of the census, the use of private information, and the protections guaranteed by the U.S. Constitution.

The Census Bureau’s decision to digitize the upcoming questionnaire poses a risk of further marginalizing those either without internet access or the digital literacy skills necessary to complete a complex online form. Many San Franciscans have a limited understanding of what the census does and who it benefits, which manifests as a sense of apathy regarding census participation. It will take community-based leaders and trusted voices to motivate residents to participate in the 2020 Census.

San Francisco’s high density and large number of low-income racial/ethnic minorities, immigrants and homeless make it one of the hardest to count (HTC) areas in the nation. Moreover, many San Franciscans live in non-conventional housing arrangements—in converted garages, on friends’ couches, in Single Room Occupancies (SROs), in overcrowded and/or non-family homes, and, unfortunately, on the streets. These precarious housing arrangements make our residents particularly hard to count. A fiery, divisive political climate, fueled by anti-immigrant and hate rhetoric, has increased fear among immigrants, minorities, LGBTQ residents, and many other segments of our population.

To address these challenges, OCEIA seeks to fund efforts to increase the participation of historically hard-to-count and vulnerable residents in targeted communities throughout the City during the 2020 Census. To best leverage limited public, philanthropic and nonprofit resources, the SF 2020 Census Community Grants Program will focus on organizations that have mass mobilization experience and existing working relationships with grassroots community-based leaders, networks, service providers and other institutions serving HTC populations and/or extensive community knowledge of HTC populations in San Francisco. The selected organizations will use this funding for outreach, education and providing assistance to individuals in completing and returning census questionnaires.

While the 2020 Census count will be challenging, there is also tremendous opportunity to mobilize the City’s community and neighborhood networks, and to apply new, creative and strategic approaches to ensuring an accurate, complete, fair and inclusive count of all San Franciscans. Full participation in the 2020 Census will benefit public services, community organizations and all residents of San Francisco. Every resident in San Francisco matters.

Organizations must be ready to begin implementing their activities by summer 2019 after the City notifies them of final grant approval. Selected organizations are expected to coordinate their efforts with OCEIA, the San Francisco Complete Count Committee, City departments, regional census efforts, and/or with other community-based efforts to minimize duplication and to address service or policy gaps.
B. GRANT PROGRAM PURPOSE, CATEGORIES & REQUIREMENTS

Priorities

STRATEGIES FOR ENSURING AN ACCURATE, FAIR AND INCLUSIVE COUNT

OCEIA has framed the 2020 Census activities in three activity pillars: increasing accessibility, countering distrust, and motivating participation. Applicants should propose projects that address these three pillars, which are elaborated on below.

Increasing Accessibility:

The Digital Divide: Several communities in San Francisco will be particularly difficult to enumerate in this digital-first census. According to the San Francisco Office of Digital Equity’s 2018 Digital Equity Survey, members of our city’s low-income, elderly, African American, Latino, and LEP communities are less likely to use the internet at home than the average San Franciscan. These residents are also less likely to have access to high-speed internet at home. The tracts with the highest divide are located on the eastern side of the city in neighborhoods such as the Bayview, Chinatown, Mission, Portola, Tenderloin, and Visitacion Valley. Though somewhat difficult to comprehend given the City’s proximity to Silicon Valley, concentration of tech workers, and general affluence, there are still pockets of San Francisco where, as of 2018, up to 55% of households do not have internet access.

Beyond internet subscription rates, issues of digital literacy threaten the participation of San Francisco’s technologically-challenged populations, particularly people with disabilities and senior citizens — 41% of those aged 65 or older experience difficulty verifying the accuracy of online information, and this same age group has the lowest digital literacy score of all adults in San Francisco.

Language Access: One in every three San Francisco residents is immigrant. Over 44% of San Francisco households speak a language other than English at home and over 21% identify as Limited English Speaking (LEP). With over 160 languages spoken in the San Francisco Bay Area (over 40 in San Francisco alone), navigating a complex, online census questionnaire will be extremely challenging.

Countering Distrust:

Immigrant Communities: The relationship between the federal government and most immigrant communities is at an all-time high level of mistrust. The current administration and many national leaders have engaged in inflammatory, anti-immigrant rhetoric and a systematic effort to
dismantle the institutions and regulations meant to help those born abroad resettle and thrive in the United States. In the Census Bureau’s 2018 testing cycle, enumerators reported repeated instances of respondents expressing fears about confidentiality, deportation, unauthorized and legal residency, and other immigration-related matters. The Census Bureau’s previous directors predicted that a question about citizenship would make census data less accurate. Given San Francisco’s high number of immigrants, applicants are tasked with developing tailored strategies that encourage immigrants, including undocumented individuals, to complete the census by deploying trusted messengers who provide information in an honest, culturally and linguistically competent manner.

Motivation:

“Cynical Fifth”: Before each decennial enumeration, the Census Bureau conducts a Barriers, Attitudes, and Motivation Survey (CBAMS) asking respondents to rank their familiarity with the census, its purpose, how its data is used, and the likelihood of their completing the form. From this survey, we know that there is a growing contingent of people who are very knowledgeable about, and familiar with, the census but distrust the government to such an extent that they actively choose to not participate. This cohort is demographically diverse; the “cynical fifth” is spread across racial, ethnic, and income boundaries. Applicants must propose strategies that detail their engagement with communities that actively resist participation, either out of fear or fury, and motivate them to complete the census for the benefit of the city as a whole.

Apathy: As is the case with voting, the importance of individual participation in the 2020 Census is often lost in messaging that is vague, generic, uninspiring, and/or confusing. Being told that census data is used in the formulas that determine state and municipalities’ federal funding for social welfare programs, for example, is more difficult to appreciate than learning California stands to lose $1,950 in federal funding per person per year for everyone not counted in the 2020 Census, in addition to its political voice. Applicants must detail how they will concretely explain what is at stake to those who feel their contribution to the census is not important.

Grant Categories & Requirements

Grants will be awarded in the following categories:

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<tr>
<th>1. HARD-TO-COUNT COMMUNITY OUTREACH</th>
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<td>Grants to individual community-based organizations serving specific hard-to-count populations, with the goal of motivating census participation by integrating 2020 Census outreach and education into ongoing and existing programs and service provision. These organizations should be able to demonstrate cultural, linguistic and community competency in serving hard-to-count populations, with focus on a specific HTC communities, such as unhoused/homeless communities, youth, seniors, LGBTQ communities, group quarters/SRO residents, public and affordable housing residents, African Americans, immigrants, and Limited-English Proficient (LEP) communities in smaller, non-majority minority language</td>
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groups (such as languages spoken in southeast Asian, refugee, AMEMSA, African immigrant communities). All applicants are strongly encouraged to propose outreach efforts that leverage their existing resources, core work and reach to targeted HTC populations. Priority will be given to projects that do not duplicate efforts by the U.S. Census Bureau, State of California, or other partners and funders.

Specific grant activities may include, but are not limited to: integrating census educational content and materials into existing service delivery and client programming; educational workshops and information sessions; creating relevant and tailored messages communicated by trusted messengers in the community; using arts, media, social media, and other creative communication and motivation tools during their regular interactions with targeted populations; broad distribution of 2020 Census information and other promotional materials in a community’s native language; conducting 2020 Census educational forums and outreach while leveraging community events; and leveraging opportunities for outreach at public events such as community plazas, festivals and other large-group gatherings.

Other Requirements:
As directed by OCEIA, all applicants and their partners must agree to participate in citywide and local community-of-interest convenings to plan and coordinate efforts, and be willing to participate in media-related activities as trusted messengers.

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<th>2. CITYWIDE OR COMMUNITY-OF-INTEREST COALITION(S)</th>
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<td>Grants to coalitions targeting large communities of interest, or citywide reach, that incorporate hard-to-count populations and/or geographies in San Francisco. One to three large collaborative grants will be awarded for broad, citywide outreach efforts, or to support specific, large ‘communities of interest’ for census engagement. Collaborative partners must have an existing relationship or agreement with the lead organization and each must demonstrate the ability to reach key HTC populations to increase community participation in the 2020 Census. Collectively, the collaborative must have the ability to broadly reach the majority of HTC populations across the City in their citywide or community-of-interest proposal.</td>
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These coalitions should be responsible for coordinating field outreach strategies that can include, but are not limited to: convening coalition partners and conducting census related trainings and meetings; conducting door-to-door canvassing in targeted neighborhoods or targeted communities to identify and motivate HTC individuals; providing information and presentations on 2020 Census efforts; assisting communities members and HTC residents with filling out census forms or providing connection to internet and online responding; integrating census educational content and materials into existing service delivery and client programming; phone banking; and door knocking in target neighborhoods that have been identified as hard-to-count, or in Census tracts where there is a high density of communities.
that are historically hard-to-count (i.e. foreign born/LEP, low-income, homeless or risk of being homeless, et cetera).

Requirements for Coalition and Applicants Representing a Collaborative:
Applicants representing a collaborative must have an existing written agreement or evidence of a prior coalition relationship with each collaborative member, in addition to demonstrating a successful track record of performing work as described in this RFP. A single application from the lead agency or fiscal sponsor must be submitted. OCEIA may require additional documentation and forms from each of the collaborative members at a later time. The lead agency or fiscal sponsor will be responsible for collecting and providing any and all documents as requested by OCEIA.

Coalitions must have experience in developing and coordinating effective grassroots outreach, advocacy and engagement campaigns, especially in previous census efforts. They must also demonstrate an ability to organize large groups of residents; and, provide proof of current working relationships with networks of grassroots and community-based organizations, schools, labor organizations, service providers and faith-based institutions that have direct contact with HTC populations in targeted communities. Lead agencies for coalitions should actively coordinate and engage with OCEIA, SFCCC, and the TA/operation support provider, identify strategies to address barriers to Census participation for community-of-interest in their coalition proposal, and have expertise and knowledge of using address or phone-based contact strategies. Coalition partners (at minimum lead agencies) should participate in community-of-interest convenings.

Coalitions must also have capacity to host or collaborate with census “Be Counted” sites and Questionnaire Assistance Centers that will provide information, answer questions and help with the completion and return of census forms.

3. TECHNICAL ASSISTANCE & OPERATIONAL SUPPORT
One grant to a community partner to support OCEIA’s citywide coordination, troubleshooting and convening community-based and cross-sector stakeholders on all aspects of the census. Under the direction of OCEIA, the designated grantee will work closely with the Administrative CBO (ACBO) responsible for implementing regional Census strategy via state funding, SF Complete Count Committee, and other Census coalitions to ensure that community feedback, best practices, and challenges are effectively communicated and addressed during Census implementation. This community partner should be engaged in full-scope, end-to-end operations of 2020 Census including planning, outreach and advertising (including coordination of messaging, advertising strategies across media markets), self-response, non-response follow up, and evaluation/data analysis.

Other Requirements:
This grantee recipient should have robust experience with census implementation and operations, and able to draw on past experiences with planning, field operations, and
expertise with analysis and utilization of Census data to inform community-driven public policy. The selected applicant must agree to participate in citywide and local community-of-interest convenings to plan and coordinate efforts, and be willing to participate in media-related activities as trusted messengers. Selected applicant must have ability to coordinate efforts with other public, private and nonprofit entities to facilitate communication and leverage resources.

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<th>4. LOCAL &amp; ETHNIC MEDIA</th>
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<td>One grant for the implementation of media strategies to multiple community-based partners and qualified vendors to address the diversity within media markets, including local English-language media, traditional ethnic media in multiple languages relevant to San Francisco (Spanish, Chinese, Filipino, Vietnamese, et cetera), and social and new media. Media partners should work closely with OCEIA and the SF Complete Count Committee (SFCCC), participate in community-of-interest convenings and other required meetings, and demonstrate receptivity to community feedback and input during the planning and development process.</td>
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**Other Requirements:**
The selected applicant should have robust experience with census communications and media work, and able to draw on past experiences with messaging, advertising, media coordination, and supporting ethnic media content and forums. The selected applicant must agree to participate in citywide and local community-of-interest convenings to plan and coordinate media efforts, and be willing to participate in media-related activities as trusted messengers. The selected applicant must coordinate efforts with regional, state, and national census communications and media efforts, and clearly align effective local media coverage with broader census coverage and communication.

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<th>5. ADMINISTRATIVE &amp; FISCAL SUPPORT FOR THE COMPLETE COUNT COMMITTEE</th>
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<td>This grant will provide administrative, systems, and fiscal support for the citywide 2020 Census campaign and the SFCCC. Support may include administrative and fiscal support such as processing payments and relevant stipends, and logistical support for meetings, events, and the citywide census campaign.</td>
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**Other Requirements:**
This grantee recipient should have robust experience and existing infrastructure to support cross-sector working groups such as the SFCCC, and provide administrative support to large campaigns similar to the census. Must have established record for efficient and effective processes and systems to support Census convenings, document expenses, process payments, and provide other administrative and logistical support. Selected applicant must agree to participate in citywide and local community-of-interest convenings to plan and
coordinate efforts, and be willing to coordinate efforts with other public, private and nonprofit entities to facilitate communication and leverage resources.

Organizations must be ready to begin implementing their activities in June 2019. All grantees are expected to attend Census training and orientation sessions as directed by OCEIA, coordinate their efforts with OCEIA, City departments, and other identified partners to leverage resources and address service or policy gaps.

### C. FUNDING AVAILABILITY AND TERM

Funding is available for the following category as indicated. OCEIA may choose to provide multiple year grants depending on available funds:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL GRANT AMOUNT</th>
<th># OF GRANTS</th>
<th>GRANT TERM</th>
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<tbody>
<tr>
<td>HARD-TO-COUNT COMMUNITY OUTREACH</td>
<td>$10,000 – $25,000</td>
<td>25 - 40 Grants</td>
<td>Fall 2019 – Dec 2020</td>
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<td>CITYWIDE OR COMMUNITY-OF-INTEREST COALITION(S)</td>
<td>$150,000 - $300,000</td>
<td>1 – 3 Grants</td>
<td>June 2019 – Dec 2020</td>
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<tr>
<td>TECHNICAL ASSISTANCE &amp; OPERATIONAL SUPPORT</td>
<td>Up to $75,000</td>
<td>1 Grant</td>
<td>June 2019 – Dec 2020</td>
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<tr>
<td>LOCAL &amp; ETHNIC MEDIA</td>
<td>Up to $50,000</td>
<td>1 Grant</td>
<td>Fall 2019 – Dec 2020</td>
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<tr>
<td>ADMINISTRATIVE &amp; FISCAL SUPPORT FOR SFCCC</td>
<td>Up to $50,000</td>
<td>1 Grant</td>
<td>June 2019 – Dec 2020</td>
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The City reserves the right to:

1. Not allocate the full amount of available funding or combine or make adjustments in the number of grants and/or award amounts for this program if insufficient qualified proposals are received;

2. Modify applicant goals and targets of outreach, collaboration, and coordination to avoid duplication and/or increase appropriate outreach to historically hard-to-count, LEP and underserved communities in San Francisco; and to,

3. Reject any and all proposals.
D. ELIGIBILITY AND USE OF FUNDS

Selected applicants must demonstrate the credibility and capacity to reach and move targeted populations and communities to action. Selected applicants must coordinate closely with OCEIA staff, the San Francisco Complete Count Committee, City agencies and departments, local census office representatives and partnership specialists, and other CBOs to achieve outcomes that will benefit all San Francisco residents. The SF 2020 Census Community Grants RFP process is open to all San Francisco-based non-profit 501(c) (3) organizations that wish to implement projects as outlined in this RFP. To be eligible for a SF 2020 Census Community Grant, proposed projects must:

- Be located in San Francisco with all major activities taking place in San Francisco.
- Serve the targeted populations in San Francisco (residents or individuals who live, work or attend school in the City).
- Must be a 501(C)(3) non-profit corporation registered with the Internal Revenue Service; and must be in good standing with the State of California’s Registry of Charitable Trusts.
- Demonstrate the experience, ability, expertise and successful history of reaching and working with targeted HTC populations in San Francisco communities and neighborhoods.
- Demonstrate organizational capacity, history and track record of successfully providing the activities and services within the proposed category.
- Demonstrate that staff performing the work have cultural and linguistic competency in reaching and engaging the targeted populations.
- Be willing to collaborate and coordinate efforts with the city and all departments, the San Francisco Complete Count Committee, the U.S. Census Bureau, Regional Partners, and other CBO grantees.
- Provide a time-bound schedule of when activities will occur.
- Propose achievable goals, specific activities and measurable objectives.
- Utilize standardized procedures, processes, messaging and tools as designated by OCEIA.

Compliant City Vendor

All Applicants, or their fiscal sponsors, must be compliant City Vendors in order to be eligible for funding. All proposals will be screened prior to the review process and non-compliant organizations will not be considered. To determine if an applicant organization or fiscal sponsor is compliant, contact the Controller's Office at (415) 554-6702. Applicants may obtain the necessary forms from the Office of Contract Administration, Room 430 or online: https://sfgov.org/oca/.
Note: Successful applicants will be required to execute and meet the provisions of a grant agreement. Additional documentation, including an annual work plan and an annual budget, must be completed and approved by OCEIA prior to any funds being committed or spent. Financing is based on a schedule to be determined by OCEIA. Successful applicants will be expected to participate in all OCEIA joint activities and financial/data reporting systems. Expenses incurred prior to start of the contract are not eligible for reimbursement.

The use of City funds is subject to numerous local requirements. A few of the requirements are listed below and are briefly summarized.

✓ **Accessibility**: programs and services must be accessible to persons with disabilities. Program access can be achieved in many cases without having to alter the existing facility.

✓ **Non-Discrimination**: agencies must comply with federal, state and San Francisco prohibitions against discrimination in fair housing and equal employment opportunity, and in awarding contracts. Agencies must also comply with the Equal Benefits Ordinance for domestic partners.

✓ **Procurement**: projects must comply with federal conflict of interest regulations, and regulatory procedures for obtaining and contracting for goods and services.

✓ **Ineligible Reimbursements**: funds for activities occurring prior to the commencement date of the grant agreement cannot be reimbursed.

✓ **Religious Activity**: funds may not be used for religious purposes or for the improvements of property owned by religious entities except where the grant recipient is a secular non-profit organization with a long term lease.

✓ **Political Activity**: funds may not be used for political activity.

Failure or refusal to fully comply with any of the above requirements may place funding in jeopardy.

E. REVIEW PROCESS, SCHEDULE AND SELECTION CRITERIA

All submitted proposals will be initially screened by OCEIA staff to determine completeness and eligibility. Incomplete or ineligible proposals will not be considered. Evaluation and rating of eligible proposals will be conducted by a committee of OCEIA and City staff. Please see the schedule outlined in Section III for specific dates and times.

Applicants selected for contract negotiations are not guaranteed a contract. The selection of any applicant for contract negotiations shall not imply acceptance by the City of all terms of the proposal, which may be subject to further negotiation and approvals before the City may be legally bound.
## Proposal Evaluation Criteria (100 points)

Each proposal will be evaluated in accordance with the criteria below.

<table>
<thead>
<tr>
<th>A.</th>
<th>Quality of Proposal</th>
<th>35 points</th>
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<tbody>
<tr>
<td></td>
<td>1. How well does the proposal clearly, directly and specifically relate and respond to the needs and requirements in the RFP?</td>
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<td></td>
<td>2. Are the proposed activities culturally and linguistically relevant and appropriate for the targeted populations?</td>
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<td></td>
<td>3. Are the proposed goals, objectives and activities measurable and relevant to the RFP?</td>
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<td>4. How much evidence is there in the proposal that the applicant thought about and responded with integrity to the requirements of the RFP?</td>
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<th>B.</th>
<th>Capacity</th>
<th>25 points</th>
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<td></td>
<td>1. How well does the proposal clearly and specifically demonstrate the applicant’s structural capacity, experience, and proven approach delivering activities and services specified in the RFP?</td>
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<td></td>
<td>2. Does the applicant have a proven track record of successfully serving or engaging the targeted populations and what evidence is provided to substantiate this?</td>
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<td>3. Does the applicant meet standards for delivering services in a quality and timely manner?</td>
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<th>C.</th>
<th>Staff Qualifications &amp; Experience</th>
<th>20 points</th>
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<td></td>
<td>1. Do the applicant’s staff members proposed to perform the work have sufficient qualifications and experience to implement the proposed services, and does the proposal provide proof of this?</td>
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<td></td>
<td>2. Do proposed staff reflect the communities served and what evidence of cultural and linguistic competency is provided?</td>
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<th>D.</th>
<th>Costs, Work Efforts, and Timeframes</th>
<th>10 points</th>
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<td>Are the costs, work efforts, approaches and timeframes appropriate and reasonable for the proposed activities?</td>
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<th>E.</th>
<th>Submission Requirements and Proposal Information</th>
<th>10 points</th>
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<td></td>
<td>1. Does the proposal adhere to the submission requirements set forth in the RFP?</td>
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<td></td>
<td>2. Is the information provided complete, accurate and applicable to the RFP?</td>
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**TOTAL POINTS POSSIBLE** 100 points
F. PROTEST PROCEDURES

Protest of Non-Responsiveness Determination
Within five business days of the City's issuance of a notice of non-responsiveness, any respondent that has submitted a proposal and believes that the City has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by the City on or before the fifth business day following the City's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the respondent, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

Protest of Grant Award
Any applicant that has submitted a responsive proposal and believes that the City has incorrectly selected another proposer for award may submit a written notice of protest by mail or e-mail (fax is not acceptable). Such notice of protest must be received by the City on or before April 26, 2019. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the proposer, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

Delivery of Protests
All protests must be received by 5:00 p.m. PT on April 26, 2019. If a protest is mailed, the protestor bears the risk of non-delivery within the deadlines specified herein. Protests should be transmitted by a means that will objectively establish the date the City received the protest. Protests or notice of protests made orally (e.g., by telephone) or by fax will not be considered. Protests must be delivered to:

Executive Director
Office of Civic Engagement & Immigrant Affairs
50 Van Ness Avenue, San Francisco, CA 94102
Email: SF2020.Census@sfgov.org

If the City determines that a meeting with the party submitting the appeal is necessary, such meeting will be scheduled within ten (10) calendar days of the receipt of a protest to review and attempt to resolve the protest.
V. APPLICATION FORM

Applicants must use the attached form (Attachment A) which has been prepared to streamline and simplify the application process. Applicants are encouraged to be concise and include only essential and specific information as requested.

Applicants are directed not to alter, delete, or otherwise change any section in the form. All sections in the form must be completed with the required information. Additional information related to the proposal may be included in an attachment. OCEIA reserves the right to request additional information or documents after the due date if needed.

Proposed work plans are subject to final approval by OCEIA during contract negotiations and successful applicants may be asked to change details of their proposed plans.

Completed application forms should be scanned and prepared as either a single file in Microsoft Word or PDF (or in a ZIP file) and emailed to SF2020.Census@sfgov.org with the subject line: RFP#2019-02 SF 2020 Census Community Grants.

All proposals must be received by 5:00 p.m. PT on Wednesday, April 12, 2019 to be considered.

A confirmation and Grant Applicant Identification number will be sent via email within 24 hours of receipt of the proposal by OCEIA.