



Outreach Application

NOTICE OF CENSUS OUTREACH APPLICATION AVAILABILITY

SECTION 1: INVITATION

Cook County seeks to support community-based education, outreach and assistance efforts for hard-to-count (HTC) communities across Cook County in the Census 2020 with the assistance of local municipalities and community organizations.

Motivating HTC residents in Cook County to participate in the Census 2020 will require robust and coordinated outreach by community-based organizations (CBOs) and local government. Given their deep relationships with and knowledge of HTC populations, CBOs and local governments are trusted messengers and will be critical to success in ensuring HTC residents are counted.

As part of its program to motivate HTC residents to participate in the Census 2020, Cook County is allocating up to \$1,000,000 for outreach initiatives of community-based organizations (LCCCs) and local bodies of government (LGCCCs) that are approved by the Cook County Complete Count Commission. Accordingly, Cook County invites community based-organizations and local bodies of government to submit applications for funding for their proposed outreach initiatives to reach HTC communities regarding the Census 2020.

SECTION 2: DEFINITIONS

Cook County Complete Count Census Commission means Cook County's commission to guide the County's work on the 2020 U.S. Census and encourage participation, increase public awareness and ensure Cook County is accurately represented.

County means Cook County, Illinois

Hard-to-Count or HTC communities include, but are not limited to, racial and ethnic minorities, Immigrants and Refugees, People with Disabilities, LGBTQIA individuals and families, Homeless Individuals and Families/Nonconventional Housing, Seniors/Older Adults, Children 0-8 and Households with limited English proficiency and non-native English speakers. HTC communities are identified by census tracts within Cook County that have had a history of low response rates during previous Census counts and can be found at: <https://maps.cookcountyil.gov/census2010mailreturnrate/>

Local Complete Count Committee or LCCC means a non-government body, typically made up of a two or more community based organizations in a particular geographic area or census tract(s) within Cook County, who collaborate to develop their outreach plans for their respective communities in order to raise awareness of the need to participate in the census and maximize the strength of their outreach efforts. Applications for a LCCC must identify and be submitted by a lead organization that is a tax-exempt community-based organization and identify the names of the collaborating organizations.

Local Government Complete Count Commission or LGCCC means an established body or bodies of local government formed for the purpose of coordinating and implementing census awareness and activities in their respective communities.

Program means the initiative of Cook County which sets out to increase awareness, promote self-response, and improve the response rate in Hard-to-Count communities with Cook County's residents during the Census 2020 count.

Program Administrator means the person or entity working with Cook County to manage the County's Census 2020 Complete Count outreach and communications program which sets out to increase awareness, promote self-response, and improve the response rate in hard-to-count communities with Cook County's residents during the Census 2020 count.

SECTION 3: LCCC and LGCCC FUNDING and REPORTING REQUIREMENTS

Funding

This program is utilizing County funds appropriated by the Cook County Board of Commissioners and may also utilize State funds appropriated by the Illinois General Assembly should such funds become available.

LCCC's and LGCCC's will be eligible for up to \$25,000 per approved Applicant. The amount of the award will be based upon anticipated costs associated with the proposed Census outreach activities that are necessary and reasonable for the performance of the award. Funding awards will be approved in a manner to ensure equitable allocation of funding among hard to count communities. Funding will only be provided for prioritized activities as described in Section 5 and not for operational expenses or salaries.

Funding for approved applicants will be made following the execution of an agreement with the Program Administrator. Obligations of the County or Program Administrator to fund these Census outreach activities will cease immediately without penalty or further payment being required if the funds are not available to the County or the Program Administrator.

Reporting

The funding for each LCCC and LGCCC will also come with reporting requirements. The following reports will be completed and transmitted to the Program Administrator by each successful applicant:

1. Narrative and financial reports showing expenditures of awarded funds by line item of Census activities that support the application submitted.
2. A final financial report showing all receipts of expenditures of awarded funds and the return of any non-expended funds.
3. A final narrative report evaluating the degree to which the applicant achieved the goals and objectives of the project.

The County and/or the Program Administrator may request additional information and data from any recipient.

LCCCs and LGCCCs shall maintain books and records relating to the expenditure of awarded funds. Books and records, including information stored in computer systems, shall be maintained by the recipient for a period of three years from the later of the date of the final payment or the completion of the projects for which the funds were issued. Books and records required to be maintained under this section shall be available for review or audit by the County. Failure to maintain books and records required by this Section

shall establish a presumption in favor of the County for the recovery of any funds paid by the County or the Program Administrator.

SECTION 4: GENERAL INFORMATION

Application Dates

Notice of Application Posted: August 14, 2019

Application Deadlines: First (1st) Round – October 1, 2019
Second (2nd) Round – January 1, 2020
Third (3rd) Round – April 1, 2020

All funding is subject to the continued availability of funds for the LCCCs and LGCCCs. Therefore, Applicants are encouraged to submit their completed applications as soon as possible after applications have been posted by the County on August 14, 2019.

The County will not accept applications after 5:00 p.m. (CST) on April 1, 2020.

Application Contact

Applicants are to contact Jamila McMillon via email at Jamila.Mcmillon@cookcountyil.gov with questions concerning this application.

Application Availability

Applicants shall use the application format prepared and made available by Cook County beginning at p. 7 of this document. This document, including the application, are available on the County's website by going to: <https://www.cookcountyil.gov/census>. The County will not accept applications that do not use the version available on the County's website.

Submitting the Application

Completed applications should be emailed to the Program Manager at the Cook County Bureau of Economic Development at: Info.Edev@cookcountyil.gov. The email plus any attachments should be no larger than 25MB. If necessary, please use zip software for your attachments.

If the Applicant is unable to email their application, then deliver seven (7) hard copies of it, Monday through Friday, 9:00 a.m. – 4:00 p.m., to:

Census 2020 Program Manager
Cook County Bureau of Economic Development
69 W. Washington Street, Suite 2900
Chicago, Illinois 60602

Application Revisions

If it becomes necessary to revise or amend any part of this document, the County will publish a revision by

written addendum and post said addendum on its website. It will be the responsibility of all prospective Applicants to obtain any addenda.

SECTION 5: APPLICATION CONTENTS

The application beginning at p. 7 of this document is divided into two parts and the applicant must include the following information:

- Part 1: General Information
 1. Applicant Organization
 - Primary lead contact name and title
 - Address (city, state and zip code)
 - Phone number
 - Email address
 2. Organization Mission Statement
 3. Description of Applicant including whether it is a LCCC or LGCCC. Each LCCC shall provide the name of the lead organization and describe its tax-exempt status, along with the names of the collaborating organizations.
 4. Amount requested
 5. Duration of project (in months)
 6. Project budget and narrative - describe key expense line items and what they will support.
 7. Brief description, in one or two brief sentences, of your strategy and activities to increase Census 2020 participation and the targeted HTC's
 8. 990 Form (for CBOs only)
- Part 2: Project Narrative
 9. Detailed description of your proposed Census 2020 plan for census outreach including your goals, strategies, activities and timeline of activities (e.g. # of workshops, etc.)
 10. Describe how your proposed plan aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, please describe how your Census 2020 outreach plan advances those strategies.
 11. Indicate the specific activities for which you are requesting funding. Prioritized activities include, but are not limited to, public education campaigns, communications, community outreach, trainings, special events, and organizing.

12. Describe your organizational capacity to implement the project. Please include staffing for the proposed project, whether you are committing any of your own resources, identify other sources of funding for Census efforts, and your experience with census outreach (or similar outreach efforts) if applicable.
13. Indicate the geographic areas and census tracts that will be served by the proposed plan. If you are unsure about HTC census tracts, you have the option of listing zip codes of the areas you will serve.
14. Indicate to which primary HTC populations you plan your outreach.
15. Describe your organization's past or ongoing engagement in the community you will be working with and effective strategies you have identified for these specific populations and/or geographic areas (e.g. technology, social media, volunteer engagement, etc.)
16. List any networks, coalitions, and/or local partners with which you are engaged as part of your Census project.

SECTION 6: REVIEW OF APPLICATIONS and SELECTION FOR AWARD

Overview

Submitting an application does not guarantee that it will be approved. Accordingly, every LCCC and LGCCC application received by the County will be reviewed by the Program Administrator. The Program Administrator's review of applications will include an initial determination of completeness, and those that are incomplete may be removed from consideration. As part of its review of applications, the Program Administrator may reach out to an applicant for additional information, clarifications, and/or interview. Upon completion of its review of each application, the Program Administrator will make its recommendation of award to the County's Complete Count Census Commission for their approval.

All LCCCs must be a tax-exempt entity, authorized to conduct business in Illinois. Additionally, all LCCC's must be in good standing with the Illinois Secretary of State. Accordingly, if a LCCC is not in good standing with the Illinois Secretary of State or is not authorized to conduct business in Illinois then it may be removed from consideration.

All applicants will be notified whether their applications have been approved. Notice to applicants approved for funding will specify the terms, including the amount of funding and the funding schedule. Further, applicants approved by the County's Complete Count Census Commission will execute an Agreement with the Program Administrator before funds will be distributed.

All approved applicants shall enter into an Agreement with the Program Administrator before funds will be distributed. Fifty percent (50%) of the amount of approved funds will be provided in advance following execution of the Agreement. The balance of funding will be payable after submission to the Program Administrator of proper documentation and receipts of allowable expenditures showing the use of such funds for the conduct of the approved Census outreach activities and all reports specified hereunder.

The Program Administrator will not discriminate on the basis of race, color, religion, gender, age, disability, marital status, sexual orientation, or military status in the awarding of funding.

Application Review Criteria

In reviewing applications, the Program Administrator will consider the following criteria:

1. Administrative and Organizational Capacity: Does the Applicant have adequate staffing and qualifications to accomplish the proposed project?
2. Project Description: Has the Applicant provided a clear and comprehensive description of the proposed project, including details about goals, methods, activities and services to be provided?
3. Fit with Existing Mission: Does the Applicant's existing work and/or organizational goals align with its proposed project? If the Applicant is engaged in civic engagement and movement building, does the proposed project advance those strategies?
4. Target Audience and Need: Has the Applicant identified the intended HTC audience and its need for the proposed project? Has the applicant identified the HTC census tracts and geographic areas that will be served by their project?
5. Collaboration: If the applicant is proposing to work with any networks, coalitions and/or local partners, who they plan to engage (or are already engaged with) as part of their project and whether the partnership(s) and role(s) of each partner are fully explained.
6. Project Schedule: Does the Applicant's timeline clearly illustrate appropriate scheduling of proposed actions and activities?
7. Experience: Applicant's experience in community engagement, social impact campaigns, and/or civic engagement activities.
8. Experience with HTCs: Whether the applicant has experience working with HTC audiences and issues that impact these communities and the quality of the experience.
9. Budget: Whether the proposed budget is reasonable, necessary, appropriate and adequate to implement the proposed project, and whether the applicant is committing any of their own resources.
10. Other: Any other criteria that the County or Program Administrator may deem relevant.

APPLICATION FOR LCCC AND LGCCC CENSUS 2020 PROJECT FUNDING

INSTRUCTIONS: Please carefully read and complete this application in its entirety. The Program Administrator may not consider incomplete applications. Should a section of the application not apply, please indicate with a response of "N/A".

If more pages are necessary to provide the requested information, then attach them to this application. Clearly indicate each section on the additional sheets.

Type or write in either blue or black ink the responses below.

Part 1 – General Information

Name of Applicant (Lead Agency):

Name of Applicant's Contact for this application:

Address:

Phone Number:

Email address:

Organization Mission Statement (a copy can be attached in lieu of completing this section):

Is the Applicant a LCCC or LGCCC?

If the Application is for a LCCC indicate if the applicant is a community-based organization with tax-exempt status:

Please list the collaborating organizations:

Project Description (include a brief description of the strategies and activities to increase Census 2020 participation and the targeted HTCs):

Duration of project (beginning and end month and year):

Amount of funding requested (up to \$25,000):

(numbers)

Project budget and narrative (describe key expense line items and what they will support):

Attach 990 Form (for CBOs only)

Continue to Next Page

Part 2 – Project Narrative

Describe your proposed Census 2020 plan for census outreach including your goals and activities:

Provide a timeline of your activities:

Week/Month	Activity

Describe how your proposed plan aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, please describe how your Census 2020 outreach plan advances those strategies.

Indicate the specific activities for which you are requesting funding:

Describe your organizational capacity to implement the project. Please include staffing for the proposed project, whether you are committing any of your own resources, identify other sources of funding for Census efforts, and your experience with census outreach (or similar outreach efforts) if applicable.

List any networks, coalitions, and/or local partners with which you are engaged as part of your Census project.

Indicate the geographic areas and census tracts that will be served by the proposed plan. If you are unsure about HTC census tracts, you have the option of listing zip codes of the areas you will serve.

Indicate which primary HTC populations your proposed plan intends to serve.

Describe your organization’s past or ongoing engagement in the community you will be working with and effective strategies you have identified for these specific populations and/or geographic areas (e.g. technology, social media, volunteer engagement, door-to-door canvassing, etc.)

Signature Page

I (typed or printed name of person signing) _____
do solemnly affirm that I have read and understood the contents of this application and to the best of my knowledge, information and belief, the facts and representations set forth in this application are true and correct and not materials facets have been omitted.

Criminal Code: By signing this document, the applicant hereby certifies that they are not barred from submitting an application as a result of engaging in or being convicted of: (a) bid-rigging in violation of Section 3; or (b) bid rotating in violation of Section 4, of the Illinois Criminal Code of 1971, as amended (720 ILCS, 5/33E-3 and 4), or any similar offenses of any state of the United States. An applicant who makes a false statement material to this certification commits a Class 3 felony.

Debts, Debarment, and Suspension: The applicant hereby certifies that they do not owe any debts to the County. The applicant further certifies that they are neither debarred nor suspended from doing business with the County.

Anti-Collusion: The applicant hereby certifies the application was not made in the interest of or on behalf of any undisclosed person, partnership, company collusive or sham, and they have not been a party to any agreement or collusion among applicants in restraint of freedom of competition by agreement to propose a fixed price, or otherwise, or to refrain from proposing, and has not, directly or indirectly, by agreement, communication or conference with anyone, attempted to induce action prejudicial to the interest of the County or of any applicant or anyone else interested in this application.

Tax Delinquencies: The applicant hereby certifies that they will comply with all applicable conditions of Section 65 ILCS 5/11-42.1-1 of the Illinois Municipal Code and Illinois Department of Revenue 65 ILCS 5/11-L/Z 1-1 (1992) concerning delinquent taxes and certifies that it is not delinquent on any such tax.

Applicant Name (the LCCC or LGCCC lead agency) _____

Signature of Applicant (person whose name is above) _____

Title of Person Signing _____

Date _____