



Marin Census 2020: Lead Countywide Outreach Agency

Introduction

The Marin Complete County Committee is seeking a qualified individual or organization to coordinate countywide census outreach activities to insure a complete count for Census 2020 in Marin.

Please note that separate grant funding opportunities will be available to community-based organizations in each of the four undercounted jurisdictions (San Rafael, West Marin, Marin City, Novato) to assist in deployment of outreach activities in those communities. A process to apply for these grant funds will be made available following the award of the Lead Countywide Outreach Agency.

Key Dates

- Issue Date: **May 8, 2019**
- Q&A Session with Marin Census Staff: **May 17th, 2019**
- Proposal Due Date: **May 24, 2019**
- Award Date: **By June 25, 2019**

Process

- The proposals will be reviewed by the Marin Complete Count Committee (CCC) staff team.
- The proposals will be evaluated based on the evaluation criteria set forth below.
- The Marin CCC staff team will recommend award of the contract to the Marin CCC Steering Committee who will then provide their recommendation to the Marin County Board of Supervisors.

Schedule

- The term of the contract agreement is anticipated to start July 1, 2019 and conclude December 31, 2020.

Budget

- Provide a budget not to exceed \$120,000 that demonstrates how the scope of services will be delivered.
- The County will pay the contractor based on monthly itemized invoices documenting appropriate project related deliverables and expenses.



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Background

In preparation for the Census 2020, the Marin CCC has been established to assist in developing strategies for conducting outreach to ensure an accurate and complete count for the next 2020 decennial census. The key to this approach includes contracting with an agency prepared to manage the efforts of the Marin CCC and its subcommittees (which are being established to address specific hard to count communities) to effectively communicate and coordinate a unified and consistent outreach approach countywide. See www.MarinCensus2020.org for more information.

The County has contracted with the California Complete Count Census 2020 Office to provide county-based marketing and outreach services on behalf of the State. County staff has begun preparing a Strategic Plan with specific strategies, tactics, and timelines, as well as a detailed description of anticipated collaborations and partnerships. The State Census Office agreement also requires the preparation of an Implementation Plan, written quarterly reports on the status of census activities, a plan detailing census non-response follow up activities, and a final plan documenting and evaluating activities conducted by the Marin CCC throughout the contract term.

A Marin CCC Steering Committee, consisting of representatives from the County of Marin, City of San Rafael, City of Novato, and the community of Marin City, advises the Marin County Complete Count staff and provides feedback on key Census related deliverables in accordance with the County's contract with the California Complete Count Census 2020 Office.

PROPOSAL SUBMISSION

In order to maintain uniformity, each organization must submit a written proposal, which shall be limited to a maximum of 5 pages (excluding cover letter, front and back covers, and exhibits).

The following information is required:

1. **Cover Letter:** A letter signed by a principal or authorized representative who can make legally binding commitments for the entity.
2. **Organization and Personnel Experience:** A profile of the organization's experience, including the names and experience of key personnel who will be providing services. At a minimum, this should include the project manager/principal agent, key staff member(s) in charge when project manager/principal agent is unavailable, and an organization chart identifying only those who will perform work for the proposed project and the percentage of each individual's time devoted to this project.
3. **Scope of Services.** Proposer shall submit a general description of the deliverables and timelines to complete the project. See below for a more detailed description of the Scope of Services.

All applications should be submitted electronically to info@marincensus2020.org by 5:00pm on May 24th, 2019. If you cannot submit electronically, please contact Daniel Soto at daniel.soto@cityofsanrafael.org or by phone at (415) 485-3064 for alternative delivery options.

SELECTION CRITERIA

The criteria for evaluating the proposals submitted will take the following items into consideration:

Scoring	Description	Total Possible Points
Organizational Experience	Applications will be scored from 0-10 based upon their organization's experience coordinating outreach.	10
Countywide Experience/ Capacity	Applicants will be scored from 0-25 based upon their organization's reach throughout all jurisdictions in Marin County.	25
Reporting Experience	Applicants will be scored from 0-10 based upon their organization's experience successfully developing effectiveness metrics and performing grant reporting.	10
Translation Services	Applicants will be scored from 0-10 based upon their organization's capacity to perform written and spoken non-English translation services.	10
Hard to Count Communities	Applicants will be scored from 0-25 based upon their organizations experience providing direct services and culturally-appropriate outreach to HTC communities in Marin County.	25
Dedicated Staff	Applicants will be scored from 0-25 based upon their capacity to provide census-knowledgeable dedicated staffing for countywide outreach.	25
Readiness	Applicants will be scored from 0-25 based upon their demonstrated pre-existing knowledge of the Census, engagement thus far in Census2020 work (including SwORD tool), and demonstrated capacity to launch and manage a coordinated Census Outreach immediately following contract execution.	25
Total Possible Points		130
Social Equity Preference Points		
Female Staff Majority	5 preference points will be awarded to organizations that can show majority female staff and/or volunteer composition.	5
Non-White/Caucasian Majority Staff	5 preference points will be awarded to organizations that can show majority non-white/Caucasian staff and/or volunteer composition.	5
Location within HTC Tract	Up to 10 preference points will be awarded to organizations that are headquartered in a census tract with a high HTC Index. HTC Index will be based upon the California HTC Index found here: https://marincensus2020.org/about/hard-to-count-communities/	10

SCOPE OF SERVICES

Potential candidates must demonstrate:

- Experience developing and coordinating effective grassroots outreach countywide;
- Ability to develop effective messaging strategies tailored to individual communities;
- Ability to organize large groups of residents and evidence of existing working relationships with networks of community-based organizations (CBOs) in hard-to-count communities;
- Ability to work collaboratively with a network of CBOs, local governments and across a broad spectrum of sectors to coordinate and leverage resources and networks;
- Ability and knowledge to interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal, including collecting, storing, and analyzing tabular/or spatial data and ensuring data quality in formats such as Excel, .csv or others using geographic information systems; and
- Organizational capacity (staffing and leadership), history, and track record of successfully providing the requested services.

Responsibilities include:

- Facilitation of the Marin CCC Steering Committee, quarterly Marin CCC meetings, and participation on Marin CCC staff team;
- Coordinate funding and grant opportunities for census outreach activities from Statewide, Region 3 Community Based Organization (United Way of Bay Area), Northern California Grantmakers, and other local philanthropic sources to avoid duplication and address any funding gaps;
- Collaborate with United Way of Bay Area to provide partner education, support, training, resources, and consistent messaging countywide;
- Utilize the SwORD portal to regularly upload partner census activities in a timely manner and identify any gaps in outreach and mobilization;
- Conduct and coordinate subcommittee meetings to develop outreach strategies and specific implementation measures for the Implementation Plan;
- Provide partnership support in conducting outreach activities, including census messaging toolkits and training, to deployment partner(s) for each of the hard-to-count communities (Marin City, West Marin, Novato, and San Rafael). In addition, coordinate countywide census messaging for all Marin communities;
- Establish “community action teams” to carry out outreach elements identified in the Strategic and Implementation Plans;
- Assist in the development of a plan to establish, manage, announce and activate locations of Questionnaire Assistance Centers and/or Questionnaire Assistance Kiosks.
- Assist Census Bureau staff to coordinate publicization, recruitment and training of census enumerators in hard-to-count areas; and
- Ensure all census outreach and messaging is culturally relevant and linguistically appropriate;
- Engage trusted messengers in trusted environments to help the public participate in the census; and
- Other tasks as needed.