



Department of Planning & Community & Economic Development

Planning Division

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TO: Census Complete Count Committee

FROM: Linda Horvath, AICP; Ben Zellers, AICP, CNU-A

DATE: September 11, 2019

SUBJECT: Information Requested during Census Complete Count Meeting of August 29, 2019

The Planning Division compiled the following information in response to the Complete Count Committee (CCC)'s questions about the Partners selected through the Call for Community Partners process. The Call for Community Partners and its attachments are included at the end of this memo for your reference.

Community Partners, Letters of Interest

The Planning Division conducted review and evaluation of Letters of Interest submitted by the following organizations and selected the seven proposals to receive funding to conduct 2020 Census outreach and engagement with hard to count populations in the City.

Proposals Selected:

- Centro Hispano of Dane County
- Freedom, Inc.
- Latino Academy of Workforce Development
- Latino Chamber of Commerce of Dane County
- Madison's Northside Planning Council, Inc.
- Rebalanced Life Wellness Association
- The Hmong Institute, Inc.

Proposals Not Selected:

- East Bluff Homeowners Association
- Movin' Out, Inc.
- United Way of Dane County
- Wisconsin LC News
- Wisconsin Mujer

Community Partners, Summary of Activities and Initiatives

A summary of partners' outreach focus and their partner organizations are provided below.

1. Centro Hispano of Dane County – focus on outreach and engagement with low-income Latinx populations in hard to count areas of the city using: bilingual social media and communication through Spanish print, social media and radio programming; and conduct outreach and engagement at resident's homes, churches, schools, Centro Hispano of Dane County and UNIDOS Against Domestic Violence.

Collaborating Organizations - La Movida, Roots4Change, UNIDOS Against Domestic Violence, Madison Metropolitan School District

2. Freedom, Inc. – develop culturally appropriate educational materials such as videos, posters, and information sheets to use during outreach and education. Use these materials to canvass in the Southside, Bayview, Northport, and Kennedy Heights area neighborhoods; table at cultural and community events and activities such as the Madison Hmong New Year, Cambodian New Year, Ethnic Grocery stores, and other events; and provide census information to all participants of Freedom, Inc. programs and the Southeast Asian Healing Center, and student organizations.

Collaborating Organizations - Cambodian Buddhist Society and the Hmong Association

3. Latino Academy of Workforce Development – conduct outreach and engagement through case management meetings, education classes and employment trainings, Los Ninos Primero bilingual early childhood program (60 families), Latino Family Resource Center (60 families), monthly radio program on La Movida, fall cookout, and spring bike ride/rally to build Census awareness and excitement. Bring tablets or laptops to programming and events to help Latinos fill out the Census form; and promote the census through e-newsletters, website, social media; employer partnerships.

Collaborating Organizations - Orgullo Latinx LGBT+, Aldo Leopold Community School, Urban League, Latino Chamber of Commerce, and Literacy Network

4. Latino Chamber of Commerce of Dane County - use existing marketing/outreach methods to encourage members, their employees, and their families to participate in the Census. Include Census info in monthly membership newsletter, complete with informational links and who to contact for assistance. Provide information at various networking and membership events, with one or more events centered specifically around the Census. Incorporate importance of Census in educational classes provided by the Chamber and WLEDC, and provide assistance to those individuals and families who need extra help to complete their forms, whether due to language barriers, difficulty receiving the forms, or misunderstandings about the information requested.

Collaborating Organizations - Wisconsin Latino Education Development Center, over 370 Latino businesses and startups in Dane County

5. Madison's Northside Planning Council, Inc. - enlist high profile outreach workers that people recognize and can identify with (e.g. some former navigators, residents and many partners) to conduct outreach and engagement. Table at community events at neighborhood centers, the Lakeview Library, food pantries, farmers markets, community gardens and schools. Also, develop creative, trauma-informed and culturally relevant multimedia and broadcast through existing venues, develop stand-alone, culturally tailored rallies or events to help people complete the forms (with food, childcare, in accessible locations), and utilize an existing text-broadcasting service, which is primarily focused on outreach to low-income families who may not have internet access or read the Northside News.

Collaborating Organizations - Kennedy Heights Community Center, Dane Arts Mural Arts, Wisconsin Mujer, Vera Court Neighborhood Center, Joining Forces For Families, The River Food Pantry, Lakeview Community School, Northside Early Childhood Zone, Sherman

Neighborhood Association, Northside Farmers Market

6. Rebalanced Life Wellness Association, Inc. – primarily share information about the census five days a week at various barbershops. Conduct other outreach and engagement at such venues as the back to school free haircut day at the Alliant Energy Center, community conversations hosted by Haywood Simmons of WORT 89.9FM and the Tuesday Buzz, and health initiatives held throughout Dane County.

Collaborating organizations – Edgewood College community health outreach coordinator and nursing students, Black Student Union members from Lafollette, Memorial, East, West and Sun Prairie High schools

7. The Hmong Institute - connect with residents through the Hmong radio show that many Hmong elders in the community listen to, a few Hmong churches in Dane County, community events such as New Year's Festivals, and through connections and ties with Hmong Mutual Assistance Associations. In addition, conduct outreach through Hmong Institute programs including Hmoob Kaj Siab, the Hmong Language and Cultural Enrichment Program, and Family Engagement Program that targets Hmong older adults, youth, and families that mainstream outreach does not typically reach.

Collaborating organizations - Edgewood College, UW-Madison, Madison Metropolitan School District, Access Health, Hmong Victory Alliance Church, Hmong Methodist Church, Hmong radio on WORT, United Asian Club

Call for Community Partners – 2020 Census Outreach

Funding opportunity for 2020 Census communication and outreach

June 6, 2019

Background

The 2020 Census is approaching. This count of people living in the United States is mandated by the Constitution to occur every 10 years. The City of Madison will ramp up efforts in fall of 2019 to promote the 2020 Census, educate residents on what it is, and motivate residents to complete their Census form. This is an important effort for many reasons, including:

- **Funding.** The 2020 Census affects state and federal funding for our community for the next decade. The Census Bureau estimates that distribution of over \$675,000,000,000 in annual federal funding is dependent on the census count. Every person who is not counted may result in a loss of over \$2,000 per year.
- **Representation.** Local, state, and federal legislative district boundaries are based on the census count. Everyone living in the US (not just citizens or voters) must be counted to ensure equal representation at all levels of government.

Purpose

The purpose of this initiative is to conduct outreach to **City of Madison and Town of Madison residents** about the Census. The City of Madison would like to contract with several Community Partners to focus on outreach to “Hard to Count (HTC) populations,” which include, but are not limited to communities of color, immigrants, residents experiencing homelessness, and lower income residents (see the “What are ‘Hard to Count’ Populations?” section below for more details). Selected partners will increase awareness of the 2020 Census, answer important questions that residents have, and convey the importance of residents completing their Census information. Partners will focus on reaching HTC populations in the City and Town through direct outreach to residents and community groups at various events, gatherings, meetings, sporting events, through social media, and potentially through door-to-door interactions. Partners should also be prepared to work with area businesses and nonprofits on 2020 Census communications. The City knows that Community Partners best understand specific populations and what will motivate them to fill out the Census form and recognizes that outreach methods may vary for different populations.

What are “Hard to Count” Populations?

Historically, the census has undercounted the following populations more than other population groups:

- People of color
- Immigrants
- College students
- Low-income households
- Residents experiencing homelessness
- Renters
- Young children

Also, groups with low self-response rates in prior censuses or census tests include non-English speaking households, frequent movers, large or overcrowded households, low educational attainment households, and single-parent headed households. People who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. Additionally, the Census Bureau will encourage most households to answer the 2020 Census questionnaire via the internet or over the phone. As a result, households without access to the internet or a smartphone will be at risk of being undercounted (source: <https://www.censushardtocount-maps2020.us/>).



Questions?

Contact Ben Zellers
2020Census@cityofmadison.com
www.cityofmadison.com/2020Census

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2020

Call for Community Partners – 2020 Census Outreach

For even more information on the Census and HTC populations, see the Leadership Conference Education Fund's "[Race and Ethnicity in the 2020 Census](#)" report.

Funding

The City anticipates investing up to \$100,000 to support outreach partners selected through this program. It is anticipated that partners funded as an organization will receive between \$10,000 and \$25,000 for their work and partners funded as an individual will receive between \$2,000 and \$6,000 for their work, depending on the proposed scope. The City anticipates funding approximately four to six partners, but the number of partners and the amount of funding will depend on the responses received and the selections made.

Funds will support time spent on direct outreach in the community, time spent coordinating with City staff, and related travel. The City will provide collateral materials, such as handouts, flyers, etc., and will work with partners as needed to develop materials partners feel are important to conveying the importance of census participation to the community.

Payment will be made based upon work performed and invoiced to the City. Partners may request a portion of their proposed budget up front. Invoices will need to include a full description of the work accomplished in the preceding month and the number of hours spent on each task (i.e., number of hours spent on outreach at a specific Event, number of hours spent on coordinating with a business to include a Census message to their customers, etc.). Payment will be based upon an agreed hourly rate plus expenses incurred (e.g. mileage at \$0.58/mile or other travel reimbursement), with a not-to-exceed total contract amount. The final payment schedule will be included in a written memorandum of understanding signed by the City and the Community Partner.

Expectations

Selected Community Partners will conduct outreach to members of specific communities that are HTC. Upon selection, partners will receive training about the 2020 Census and why it is important that each resident fill out their Census form. Any organization submitting a request for funding must have a primary staff member assigned to City census-related work. This primary staff member would attend training and undertake all, or virtually all, census-related outreach. The exact methods that funded partners use for outreach is flexible, but the list below describes what is expected from each partner:

1. Attend the following meetings with City staff:
 - a. One orientation session
 - b. Approximately 2 check-in meetings
2. Make direct connections to individuals from HTC populations to:
 - a. Spread the word about the 2020 Census
 - b. Answer important questions that residents have
 - c. Motivate residents to complete their Census form
3. Communicate to the people you, your coalition, or your organization works with to help convey the message and importance of participating in the Census. Organizations should also have a plan to reach residents that your organization does not already serve or have a connection to (see question #5 in the application).
4. Along with monthly invoices, complete basic reports to document which groups or locations within Madison were targeted through outreach.
5. Complete a four-question evaluation at the end of the process to inform future outreach efforts.

As noted in the schedule below, partners are expected to undertake outreach in two broad phases:

Phase 1: Initial educational effort starting on September 3, 2019.

Phase 2: Awareness effort starting in 2020 leading up to residents receipt of Census letter invitations in mid-March and "Census Day" on April 1, 2020.

Call for Community Partners – 2020 Census Outreach

Anticipated Schedule

Selection of Community Partners

1. Call for Community Partners – 2020 Census Outreach posted.....June 6th
2. Deadline for submitting questions (submit questions in writing to 2020Census@cityofmadison.com with “Census Community Partner LOI Questions” as the subject).....June 20th at 12pm
3. Q&A posted on project webpage (www.cityofmadison.com/2020Census).....June 25th
4. Letter of Interest (LOI) Application submittal deadline.....July 3rd at 12pm
5. City selects Community Partners.....July 19th
6. City and selected Community Partners sign a Memorandum of Understanding (MOU) to document the work and the payment. (The MOU will be subject to Attachment 1, MOU terms and conditions).....August 9th

Orientation and Outreach

Orientation meeting for selected partners (mandatory).....week of August 19, 2019 (tentative)

Phase 1: Census education.....September 3, 2019 – December 23, 2019

Phase 2: Census awareness.....January 6, 2020 – May 1, 2020

Notes:

- One check-in meeting will be scheduled during Phase 1, and one during Phase 2.
- Partners applying as an individual may opt to only participate in Phase 2. If you are applying as an individual, please note that in question #3 of the application.

Wrap Up

Submit final invoices and evaluation.....on or before May 8, 2020

Who Can Apply?

Any non-profit, community-based organization, or other grassroots group with experience conducting outreach in Madison can apply. Individual City or Town of Madison residents may also apply. Successful applicants will have experience working with the public, strong connections to the community, and good communication skills. The work will require availability to conduct outreach and attend meetings/events during evenings and weekends.

Selection

Proposals will be selected and funded based on the following criteria:

- Anticipated effectiveness in outreach to HTC populations and value of outreach for the proposed cost.
- Creative ideas for increasing census participation of HTC populations.
- Demonstrated relationships with African-Americans, Latinos, Hmong, immigrants, renters, residents experiencing homelessness, lower income residents or other groups considered HTC by the Census Bureau.
- Ability to do grassroots, door-to-door, and/or community-based outreach.
- Ability to collaborate with other groups serving similar populations.
- Ability to reach:
 - o City of Madison and Town of Madison residents within areas that had lower census participation rates in the 2010 Census. See the attached map for reference and visit the following link for even more detail: <https://census.socialexplorer.com/2010ratemap/>.
 - o City of Madison and Town of Madison residents within areas that are expected to be HTC in 2020. See the attached map for reference and visit the following link for even more detail: <https://www.census.gov/roam>.

City staff will evaluate proposals and choose those that best meet program objectives, with an eye towards ensuring different HTC populations are addressed through this program. The City reserves the right to make additional considerations in order to best achieve the goals for outreach, which may include requesting additional information from those who respond, or seeking additional proposals after the submission deadline if necessary.

Call for Community Partners – 2020 Census Outreach

If you / your organization is selected, you will be asked to sign a Memorandum of Understanding (MOU) that describes the tasks you will complete, a schedule, budget, and payment details. The MOU will also include the legal terms and conditions in Attachment 1.

City Resources

The City has a project webpage for its 2020 Census efforts, and will produce informational handouts, flyers, and other print and digital materials. Please visit www.cityofmadison.com/2020Census.

Attachments:

- Attachment 1: Community Partners MOU Terms and Conditions
- Attachment 2: Outreach Map – City of Madison boundary and Town of Madison areas
- Attachment 3: 2010 Census Initial Response Rate map
- Attachment 4: 2020 Census anticipated HTC areas (from the Census Bureau's ROAM service)
- Attachment 5: Letter of Interest (LOI) application form (if possible, please fill out the LOI form online at www.surveymonkey.com/r/Census2020Application). Applicants may also request a Word document version of the LOI by emailing 2020Census@cityofmadison.com.

Attachment 1

2020 Census Outreach – Community Partners MOU

City of Madison Terms and Conditions

This Attachment 1 is an attachment to the Memorandum of Understanding (MOU) between the City of Madison and the Community Partner named on the MOU.

Independent Contractor. Community Partner agrees that at all times Community Partner is acting as an independent contractor, and not acting as an employee or agent or in any other manner for or on behalf of the City of Madison, and that any persons who the Community Partner utilizes or who provide services under this MOU are likewise not employees of the City of Madison.

Nondiscrimination. In the performance of work under this MOU, the Community Partner agrees not to discriminate against any employee or applicant for employment because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, gender identity, political beliefs or student status. Community Partner further agrees not to discriminate against any subcontractor or person who offers to subcontract on this MOU because of race, religion, color, age, disability, sex, sexual orientation, gender identity or national origin.

Affirmative Action: If Community Partner employs 15 or more employees **and** does aggregate annual business with the City of \$50,000 or more for the calendar year, Community Partner shall file, within thirty (30) days from the MOU effective date and BEFORE RELEASE OF PAYMENT, an Affirmative Action Plan designed to ensure that the Community Partner provides equal employment opportunity to all and takes affirmative action in its utilization of applicants and employees who are women, minority or persons with disabilities. The Model Affirmative Action Plan for Vendors, Request for Exemption form, and instructions are available at: <https://www.cityofmadison.com/civil-rights/contract-compliance> or by contacting the City of Madison Affirmative Action Division, Attn: Contract Compliance Specialist at (608) 266-4910. Such contractors are further required to comply with all applicable provisions of Madison General Ordinances, Sec. 39.02(9)(e) including the "Articles of Agreement." Further, Community Partner shall allow maximum feasible opportunity to small business enterprises to compete for any subcontracts entered into pursuant to this MOU. If Community Partner employs 15 or more employees, regardless of dollar amount, Community Partner must notify the City of all external job openings at locations in Dane County, WI and Community Partner agrees to interview candidates referred by the City or its designee. Job posting information is available at: https://www.cityofmadison.com/civil-rights/documents/RaISE_Job_Posting_Instructions.pdf

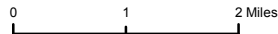
Weapons Prohibition. Community Partner shall prohibit, and shall require any subcontractors to prohibit, its employees from carrying weapons, including concealed weapons, in the course of performance of work under this Agreement, other than while at the Community Partner's or subcontractor's own business premises. This requirement shall apply to vehicles used at any City work site and vehicles used to perform any work under this Agreement, except vehicles that are an employee's "own motor vehicle" pursuant to Wis. Stat. sec. 175.60(15m).

Indemnification. The Community Partner shall be liable to and hereby agrees to indemnify, defend and hold harmless the City of Madison, and its officers, officials, agents, and employees against all loss or expense (including liability costs and attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the City or its officers, officials, agents or employees for damages because of bodily injury, including death at any time resulting therefrom, sustained by any person or persons or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Community Partner's and any of Community Partner's contractors or Subcontractor's acts or omissions in the performance of the MOU, whether caused by or contributed to by the negligence of the City, its officers, officials, agents or employees.

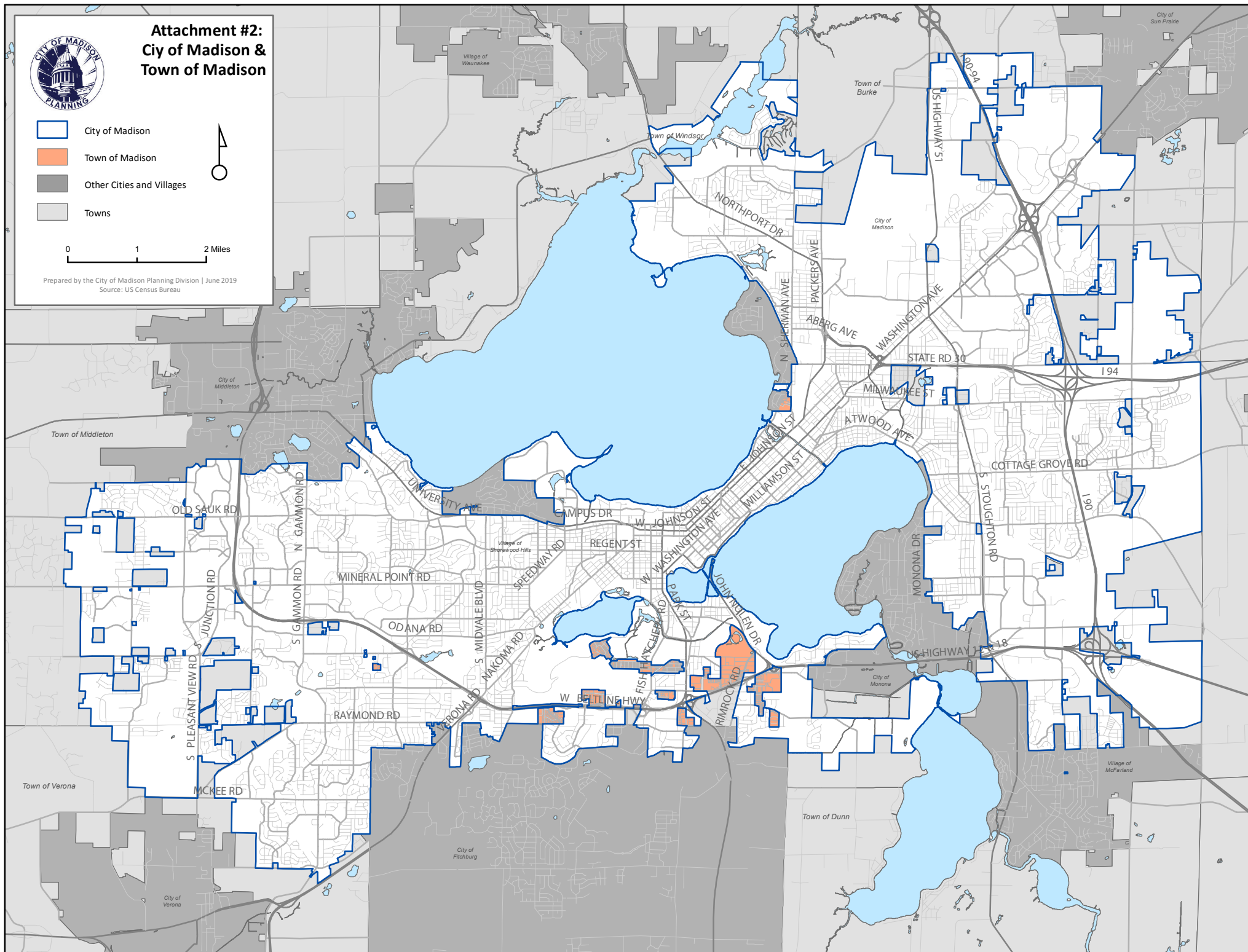
Compliance with Laws. Community Partner agrees to comply with all Federal, State, and Local laws, ordinances, codes, and regulations, and agrees to obtain all permits necessary for the project.

Amendment. This MOU cannot be varied or waived by any oral representations or promise of any agent or other person of the parties hereto. Any change to this MOU may only be made by a written amendment, signed by the duly authorized individuals representing the Community Partner and the City of Madison.

Entire Agreement. The entire agreement of the parties is contained in this MOU, and all attachments thereto, and this MOU supersedes any and all oral contracts and negotiations between the parties on the subject matter of this MOU.



Prepared by the City of Madison Planning Division | June 2019
Source: US Census Bureau

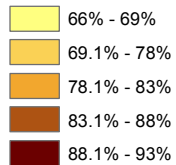




Attachment #3: 2010 Census Initial Response Rates

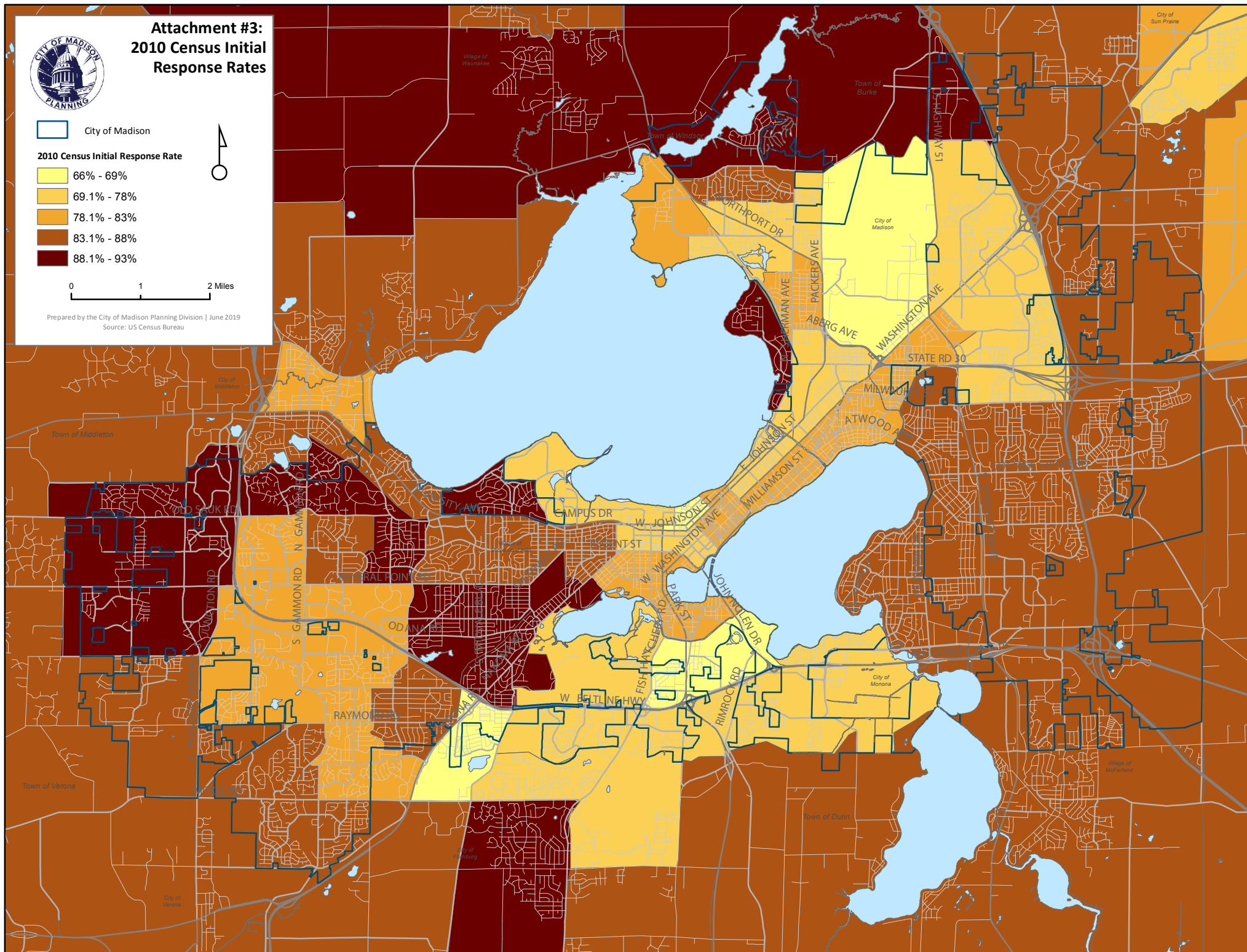
 City of Madison

2010 Census Initial Response Rate



0 1 2 Miles

Prepared by the City of Madison Planning Division | June 2019
Source: US Census Bureau

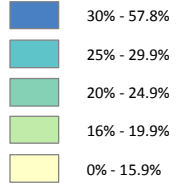




Attachment #4: 2020 Census Estimated Non Response Rate (%)

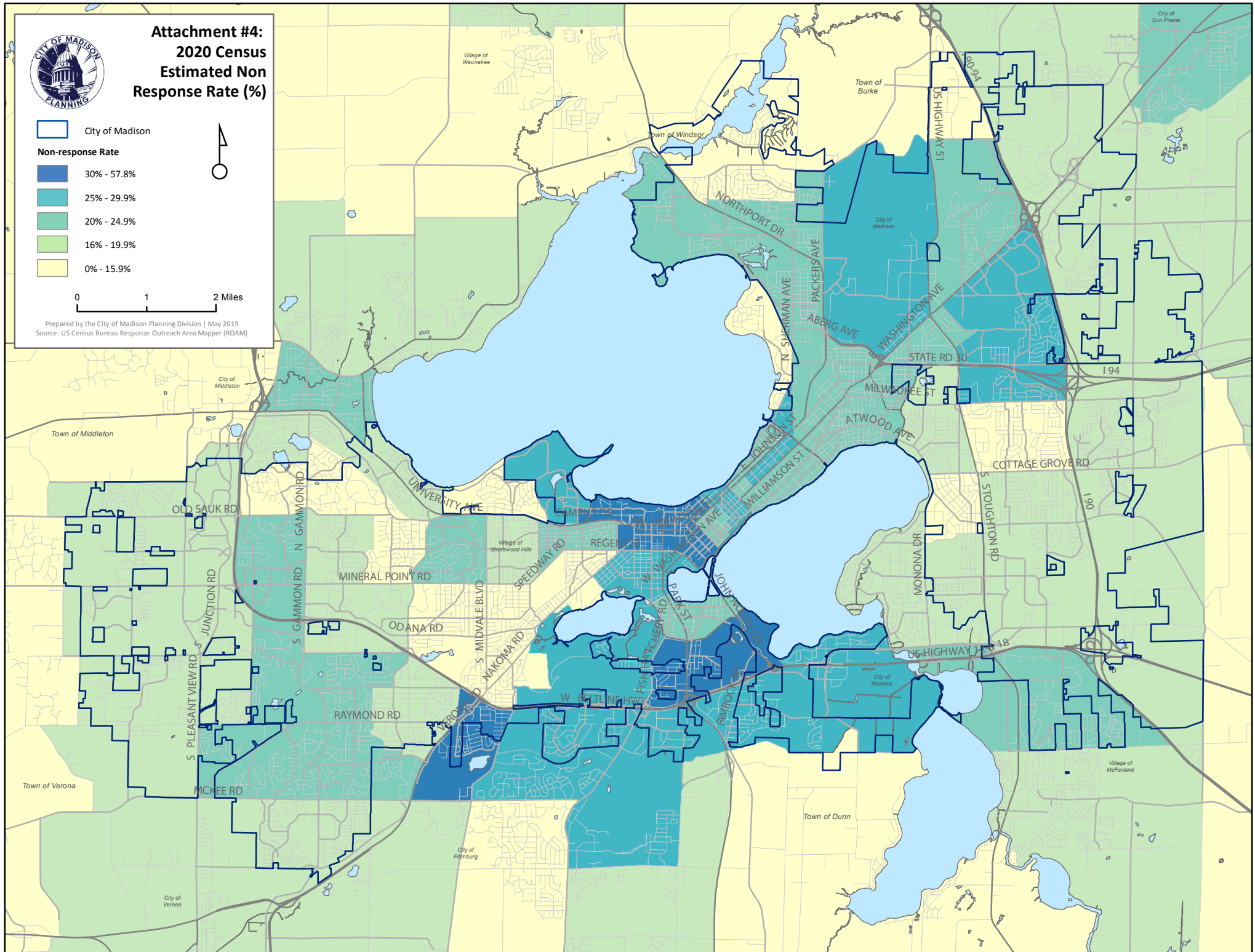
City of Madison

Non-response Rate



0 1 2 Miles

Prepared by the City of Madison Planning Division | May 2019
Source: US Census Bureau Response Outreach Area Mapper (ROAM)



2020 Census Outreach - Letter of Interest Application Form

Attachment 5

It's easy to apply to be a 2020 Census Outreach partner. Simply fill out this form to express your interest, identifying the population(s) you or your organization is/are strongly connected to, and how you are particularly qualified to engage this (these) population(s). **If possible, please fill out the letter of interest form online at**

<https://www.surveymonkey.com/r/Census2020Application>. If you are unable to fill out the form online, applicants may request a Word document version of the LOI by emailing 2020Census@cityofmadison.com. Word document or paper copies should be submitted either:

- By email to 2020Census@cityofmadison.com (use "Census Community Partner LOI" as the subject)
- Or dropped off or mailed to:
City of Madison Planning Division
Attn: Ben Zellers
215 Martin Luther King Jr Blvd. Ste 017
PO Box 2985
Madison, WI 53701-2985

Completed forms must be received by July 3, 2019 at noon.

Lead Community Organization:	Primary Contact Name:		
Email:	Phone:		
Address:			
Other Organization(s) Involved (optional):	Contact Name:		
Email:	Phone:		
Address:			
Please identify which historically "hard to count" population(s) your proposal will focus on:			
<input type="checkbox"/> African American	<input type="checkbox"/> Hmong	<input type="checkbox"/> College Students	Other: _____
<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Immigrants	<input type="checkbox"/> Low Income Households	
<input type="checkbox"/> Homeless	<input type="checkbox"/> Renters	<input type="checkbox"/> Families with Young Children	
1. How are you or your organization connected to the population(s) you identified above? If more than one population is selected above, is there a primary population you anticipate being most effective at reaching? (350 words or less)			

2. How are you or your organization particularly qualified to engage this (these) population(s) for 2020 Census outreach? (300 words or less)

3. Describe the outreach methods you expect to use to connect with and motivate residents to complete their 2020 Census form. (300 words or less)

4. If the applicant is an organization, do you plan to have existing staff conduct the outreach or would you hire one or more people from the community to conduct the outreach? Please explain. (100 words or less)

5. If the applicant is an organization, how do you plan to reach residents that your organization does not already serve or have a connection to? If your organization serves a specific geography, describe how you would broaden census-related outreach beyond that geography. If your organization serves a specific population, describe how you would reach residents that are not already served by your organization. (100 words or less)

6. How many hours do you anticipate working and what is your proposed hourly wage for this work (excluding mileage or other travel reimbursements)? Please note: It is acceptable to list a range. The City reserves the right to negotiate rates with respondents as part of the development of a Memorandum of Understanding (MOU).