

COUNT ME IN: TEN for '10
LONG ISLAND 2010 CENSUS INITIATIVE
REQUEST FOR PROPOSALS

August 2009

Count Me In: Ten for '10 is a collaborative funding initiative of Long Island-based grantmakers to support a coordinated, island-wide campaign to increase participation in the 2010 census in communities that are at significant risk of being undercounted. The collaborating funders invite proposals from non-profit organizations for activities – public education, outreach, communications, special events, and mobilizing – specifically aimed at increasing mail returns of census forms and cooperation with census takers in designated communities on Long Island.

The Importance of the 2010 Census:

The U.S. Constitution requires that all residents (including non-citizens and undocumented immigrants) be counted every ten years through a nationwide census, a process that requires years of planning and preparation and is now the country's largest peacetime mobilization. The census is essential to ensuring all Americans are represented in our democracy and well served by it. Yet due to delays in planning during the past several years and an inadequate level of funding, it is anticipated that federal implementation of the 2010 census will be highly problematic. It is vital that community-based organizations help ensure that response rates are as high as possible and that *all* Long Islanders step up to be counted. Why?

- **Because the census affects federal and state funding:** Nationally, the census helps determine the distribution to state and local governments of roughly \$400 billion a year in federal funds – or \$4 trillion over a ten-year period. New York alone receives more than \$38 billion annually in federal funds allocated on the basis of the census, which translates into nearly \$2,000 per person.¹ This means that for every New Yorker not counted in 2010, local government will lose \$20,000 over the next ten years in federal funding; in other words, every 10 additional people counted would mean \$200,000 more in federal funding for the state.² Millions in additional state funds are also allocated on the basis of census counts.
- **Because the census affects New York's—and Long Island's—voice in the federal government:** The census determines how many seats each state has in the U.S. House of Representatives and influences how congressional and legislative districts are drawn. Based on the count from the 2000 Census, New York lost two congressional seats.³ It might not have lost both seats if more New Yorkers had been counted.

PLEASE SEE PAGE 11 FOR MORE INFORMATION ON THE CENSUS

What is "Ten for '10"?

In 2010, only the "short form" questionnaire will be used. The former "long form" received by many households was more onerous to complete and included questions that many found objectionable. The use of a single form should simplify public education efforts and make it easier to fill out. Completing a short form takes about 10 minutes – a message that goes over well with the general public.

¹ Preliminary analysis by Andrew Reamer, Metropolitan Policy Program, Brookings Institution, based on FY2007 federal funding streams.

² The federal government allocates \$400 billion annually on the basis of the census, divided by roughly 300 million people.

³ See <http://www.census.gov/population/www/censusdata/apportionment/index.html> for more information on apportionment.

GRANT GUIDELINES

For funders whose grantmaking aims to benefit high-need populations and empower all residents, the census is critical. Accordingly, a group of Long Island philanthropies – including the Hagedorn Foundation, the Long Island Community Foundation, the Roslyn Savings Foundation, and the Unitarian Universalist Veatch Program at Shelter Rock—has committed to funding a coordinated campaign to improve participation in the 2010 census and get a more accurate count.

Non-profit organizations that have a proven track record of working on Long Island are eligible to apply. All current and past grantees of the above-named grantmaking institutions are also eligible to apply.

Proposals will be evaluated on the basis of the following criteria:

1. **Focus on selected geographic areas on Long Island:** The **Count Me In: Ten for '10** campaign supports projects that will focus on “Hard-to-Count” communities in any of Long Island’s cities, towns, hamlets, and villages, since Hard-to-Count populations have substantially lower census response rates. (See p. 5 for more on Hard-to-Count communities.) We will consider projects that focus on one or more areas on Long Island.
2. **Focus on municipalities on Long Island at high risk for undercounting in 2010 due to demographic changes since 2000:** Applicants proposing to focus on municipalities other than those highlighted as Hard-to-Count on the attached maps must explain why they believe those areas are at high risk of undercounting, using data from reputable sources, if available, to make the case.
3. **Clear and measurable objectives:** Census questionnaires are mailed to households in March 2010 and are supposed to be returned in April. In late April, census takers (“enumerators”) go door to door to obtain responses from households that did not return a questionnaire. When residents mail back their questionnaires – rather than responding through follow-up calls and visits to households – it is less expensive and more accurate, and guarantees greater privacy for respondents.⁴

The objective of this initiative is twofold: 1) to increase mail-back rates in selected Hard-to-Count municipalities – that is, the percentage of all households that mail back questionnaires to the Census Bureau—and 2) to ensure that members of Hard-to-Count communities cooperate with census takers if they fail to mail in their forms. This initiative aims to support work that will increase 2010 response rates in designated or proposed Hard-to-Count areas of Long Island’s cities, towns, hamlets, and villages.

Organizations that work with populations (e.g. Latinos, low-income people, ex-offenders) spread across different areas on Long Island should identify the top municipalities or areas where their efforts are likely to make a measurable difference.

Allowable activities include, but are not limited to, public education campaigns, media/communications, community outreach, trainings, special events, and organizing.

4. **Experience and relationships with targeted communities:** Applicants must:
 - Have good track records working on activities that increase civic participation
 - Have established connections to the targeted communities or populations

⁴Census experts estimate that it costs the Census Bureau \$3 for every questionnaire returned by mail and \$35 for every questionnaire obtained through in-person visits by Census Bureau enumerators to residences.

5. **Collaboration:** Grant applicants are encouraged to work in collaboration with other organizations to maximize the strength of their outreach effort. Collaborative requests for funding will receive special consideration and will possibly be funded at higher levels.

6. **Understanding of other census efforts:** Applicants should demonstrate how they plan to build on current efforts to increase census participation in Hard-to-Count communities and work with other groups engaged in such efforts. (Resources for Applicants on the final pages of this RFP may be useful.) Preference will be given to grant applicants that have a demonstrated understanding of the efforts of:
 - The U.S. Census Bureau
 - National nonprofit organizations doing significant work on the census, such as the Leadership Conference on Civil Rights Education Fund, Latino Justice PRLDEF, the National Association of Latino Elected Officials (NALEO), and the Asian American Justice Center
 - Village, town, and county leaders responsible for an accurate census
 - Complete Count Committees (if these have been established in your area)
 - Census Partners

Additional funding will be available to organizations that agree to serve as lead organizers on Long Island of the **ya es hora ¡HAGASE CONTAR!** census outreach campaign sponsored by the National Association of Latino Elected Officials (NALEO). The principal goal of the **ya es hora, ¡HAGASE CONTAR!** (*It's time, MAKE YOURSELF COUNT!*) initiative is to increase response rates among Latino households in the U.S. through sustained and aggressive community education provided by an extensive network of community-based organizations. Their work will be bolstered by an equally aggressive media campaign on the part of the preeminent Spanish language media companies Univisión, Entravisión, and impreMedia. **Ya es hora** will provide outreach material to local organizations that agree to recruit campaign spokespeople and enumerators, train volunteers, and serve as **ya es hora, ¡HAGASE CONTAR!** information centers and questionnaire assistance centers, among other activities. More details about **¡HAGASE CONTAR!** will be provided during an information session to be held for prospective grantees on September 15, 2009.

Similar partnering opportunities and additional grant monies will be available to grantees engaging in census outreach to Long Island's African American population. As these opportunities become available, we will let you know.

EXPECTED GRANTMAKING

The collaborating funders have committed \$270,000 to the **Count Me In: Ten for '10** initiative, and more foundation and corporate commitments are expected. We anticipate awarding a range of grant amounts for activities that range from small- to large-scale. Organizations should apply for funding only for activities realistically suited to their capacity.

Grantees are expected to:

- Participate in person or by conference call in three meetings (in January, March and June) to share information, resources, and strategies that strengthen the work of all and to discuss circumstances that may require modifications to originally proposed plans
- Provide a final grant narrative and financial report
- Participate in interviews with the project coordinators for an initiative evaluation that will capture accomplishments, lessons learned, and recommendations for the 2020 census

Grants must be used between November 1, 2009 and August 1, 2010.

GRANT APPLICATION PROCESS

- Nonprofit organizations are invited to apply by submitting proposals that meet the full requirements of the application on pages 8 to 10. Complete proposals will consist of a completed Cover Sheet, a narrative (of not more than 4 pages) that responds to questions included in the application, financial information described in the application, and required attachments.
 - An optional information session for interested applicants will be held on September 15, 2009. Applicants do not need to participate in order to apply for funding, though they are strongly encouraged to attend to deepen their understanding of census work. Census Bureau officials from the regional office and other leaders working on the census on Long Island will share current information on the timeline for census work, existing plans to ensure an accurate count, and information and materials available for use and adaptation by nonprofits.
- **The deadline for receipt of the proposal is Wednesday, September 30, 2009 at 5:00 p.m. Three paper copies** of the full proposal, including supporting documents, must be submitted.

Mail or deliver the paper copies to:

Long Island 2010 Census Initiative
Long Island Community Foundation
1864 Muttontown Road
Syosset, NY 11791-9652

Late proposals will not be considered. Grant decisions will be made in October 2009.

Inquiries about these guidelines should be directed to Sandra Dunn, Immigration Program Officer, or Liz Axelrod, Grants Administrator at the Hagedorn Foundation: 516-767-5754 or info@hagedornfoundation.org

PRIORITY COMMUNITIES

The **Count Me In: Ten for '10** initiative aims to raise the percentage of households that return the census forms mailed to them. It focuses specifically on areas with Hard-to-Count populations, where a significant percentage of households do not return census forms by mail and that are at especially high risk of being undercounted in the 2010 Census.

The Census Bureau posts Hard-to-Count scores and "final response rates" on its website. Final response rates show the percentage of households in various states/cities/towns to which the Bureau mailed census forms that returned forms by mail, phone, internet⁵, and at Be Counted centers. This rate *does not include* those households visited by enumerators from the Census Bureau. Because it is significantly less costly, more accurate, and provides greater privacy for households to return forms by mail, rather than by follow-up visits from enumerators, **Count Me In: Ten for '10** grants will be used in Hard-to-Count communities to increase the number of households returning census forms by mail but may also be used to encourage collaboration with census takers when they follow up with households that did not return the form.

In every census, certain populations have been undercounted. In the 2000 census, for example, the Census Bureau estimates that millions of Americans were not counted and that there was a net undercount of 1 percent for Latinos and 2 percent for African Americans.⁶

Some areas may have experienced significant increases in certain Hard-to-Count populations since 2000 that will make an accurate 2010 count more challenging. A substantial number of Hard-to-Count residents live on Long Island, as indicated on the attached maps of Nassau and Suffolk counties.⁷ Hard-to-Count populations include many, but not all, African American, Asian American, Native American, and Hispanic communities. They also include female-headed households, young children, immigrants, residents with limited formal education, low-income individuals, people who do not speak English well, migrant workers, homeless people, renters, and individuals living in mobile homes, multi-unit residences, gated communities, and hidden housing units, e.g., accessory and basement apartments, garages, etc. Among the most undercounted populations are also ex-offenders on probation and parolees. Census evaluations show that men of color aged 18-49 have the highest undercount rates of all population subgroups. Finally, the recent foreclosure crisis has created a new population of displaced people who might be living temporarily with family or friends, or in transient "housing" such as hotels or even vans, cars, or tents. People displaced by home foreclosures also might be unemployed, another hard-to-count characteristic.

Because the data collection process is fluid and ongoing, we will provide additional maps as they become available. However, any organization wishing to do work in a locale that is not designated on the attached maps is asked to provide data on the population of the town, hamlet, or village and demographic or other reliable data that suggest it will be harder to count in 2010 than in 2000. These maps show Long Island's Hard-to-Count communities with response rates and foreclosure risk rates superimposed.

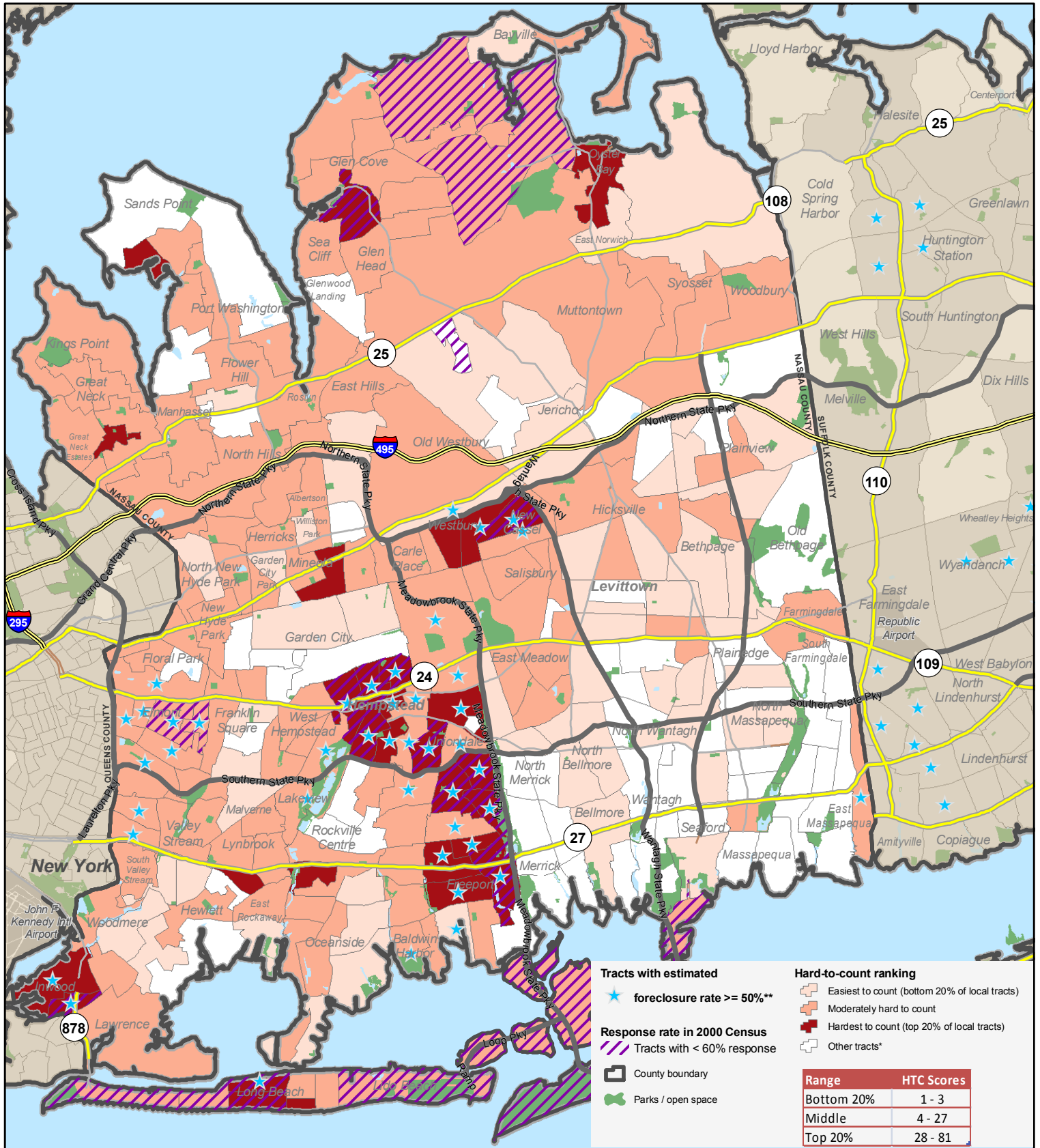
****PLEASE SEE MAPS ON PAGES 6-7****

⁵The internet will *not* be an option for the 2010 census.

⁶ Andrew Reamer, Brookings Institution, http://www.brookings.edu/opinions/2009/0217_census_reamer.aspx, February 17, 2009.

⁷ Steven Romalewski, CUNY Mapping Service at the Center for Urban Research, <http://www.urbanresearch>. See <https://wfs.gc.cuny.edu/SRomalewski/CensusHTC/Longisland> for additional census-related maps of Nassau and Suffolk counties.

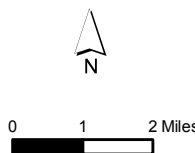
"Hard to count" Census tracts in Nassau County based on 2000 Census relative to local population characteristics, plus '07-08 foreclosure risk data



*NOTE: "Other tracts" either have < 100 housing units, or population < 250 , or group quarters $> 50\%$ or $> 35\%$ population age 65+, or HTC value was 0.

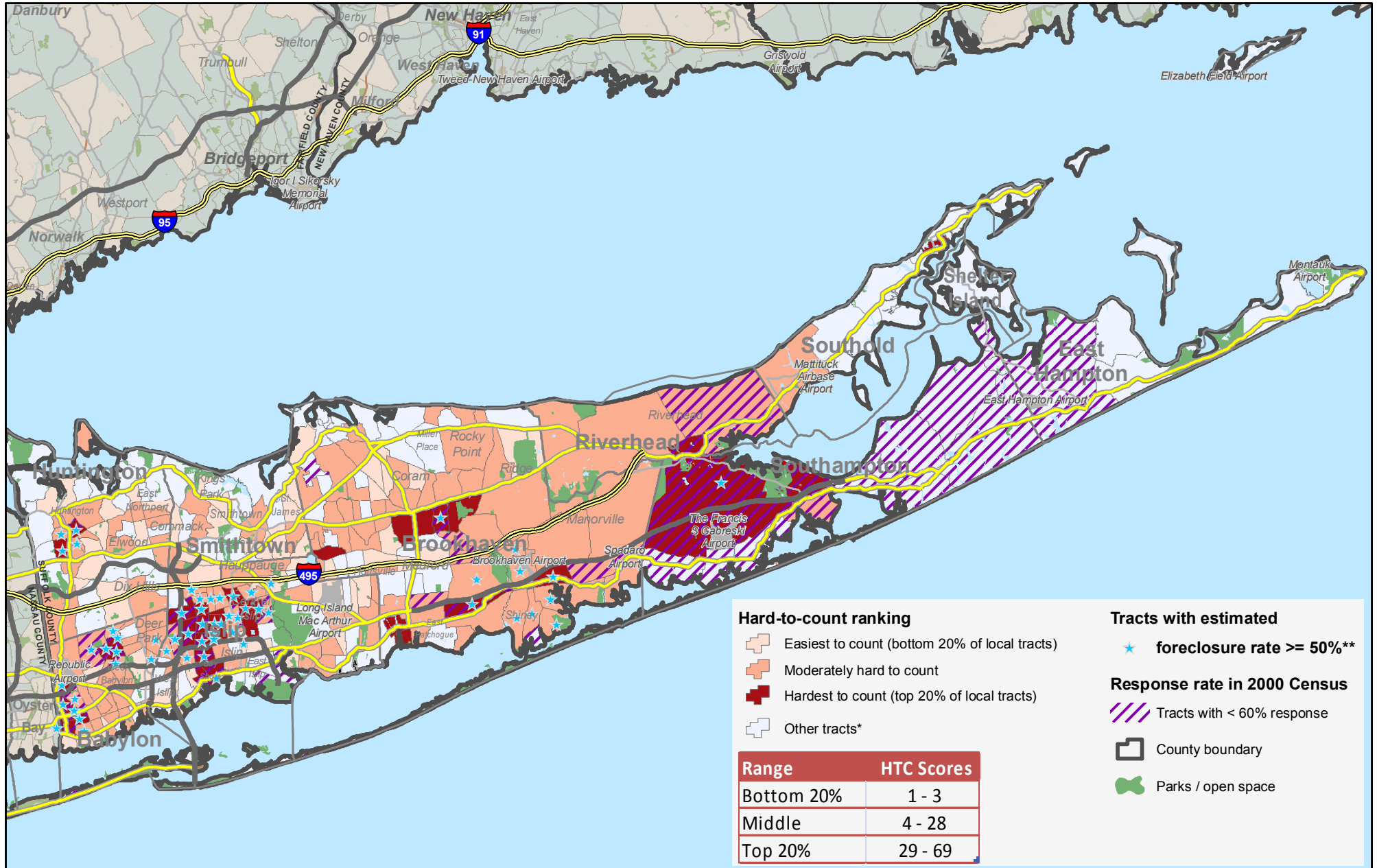
**Foreclosure risk from HUD analysis of # of foreclosure starts b/w 2007 through June 2008 divided by # of mortgages b/w 2004 and 2006 times 100.

Cartography by the Center for Urban Research, CUNY, 2009 (based in part on "ESRI Data & Maps" and ColorBrewer.org).



The Census Bureau describes "hard to count" tracts as areas with the greatest challenges to counting the local population for the upcoming 2010 decennial census. This map highlights the tracts that are hardest to count compared with other tracts within this county. Other areas nationwide might have higher hard-to-count scores based on the Census Bureau's analysis.

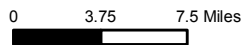
"Hard to count" Census tracts in Suffolk County based on 2000 Census relative to local population characteristics, plus 2000 response rate & 2007-08 foreclosure risk data



*NOTE: "Other tracts" either have < 100 housing units, or population size < 250 , or group quarters $> 50\%$ or $> 35\%$ population age 65+, or where HTC value was 0.

**Foreclosure risk from HUD analysis of # of foreclosure starts b/w 2007 through June 2008 divided by # of mortgages b/w 2004 and 2006 times 100.

Cartography by the Center for Urban Research, CUNY, 2009 (based in part on "ESRI Data & Maps" and ColorBrewer.org).



The Census Bureau describes "hard to count" tracts as areas with the greatest challenges to counting the local population for the upcoming 2010 decennial census. This map highlights the tracts that are hardest to count compared with other tracts within this county. Other areas nationwide might have higher hard-to-count scores based on the Census Bureau's analysis.

Long Island 2010 Census Initiative Proposal Cover Sheet

Date: _____

Legal Name of Organization: _____

Address: _____

Executive Director: _____

Phone: _____ Fax: _____ Email: _____

Amount requested: _____

Proposal Contact Person & Title (if not ED): _____

Phone: _____ Fax: _____ Email: _____

Staff (FT & PT): _____ Website: _____

Is your organization a 501(c)(3) not-for-profit? Yes No If no, Please explain: _____

NOTE: Organizations that are not a 501(c)(3) or whose 501(c)(3) status is pending are required to have a Fiscal Sponsor (agent). If this applies to you, please attach a letter from the sponsoring agent/organization acknowledging its agreement to serve as fiscal sponsor and listing its mission statement.

Briefly describe your organization's mission, history, and current programs: _____

Briefly describe your proposed activities and the impact they will have: _____

Geographic Area and Population Targeted: _____

Collaborative Effort: Yes _____ No _____

If yes, please provide the name and contact information of the other organization:

Organization: _____

Address: _____

Executive Director: _____

Phone: _____ Fax: _____ Email: _____

Briefly describe how you plan to work in collaboration (one or two sentences): _____

Executive Director's Signature: _____

(Of main contact organization from the top of the page)

Part 1—Proposal Narrative

Please answer the following questions in 4 pages or fewer. Be sure to answer all questions and number all answers.

1. Has your organization been involved with any previous census work or a similar campaign to promote participation in specific civic action, such as voter registration or mobilization? If yes, describe what it was and the results your organization was able to produce.
2. Which priority municipality/ies will your 2010 census work target? (See attached maps for priority areas.) If your proposal is to focus on a particular population, please address where that population resides so that you can set goals for your work that can be measured by final mail response rate data from the Census Bureau. If you believe that an area not designated on the attached maps should be a focus, we will consider your proposal if you make a convincing case that includes data from reputable sources.
3. What is your connection to the targeted municipality/ies, community/ies, area/s, or population/s?
 - a. Does your organization have members? How many?
 - b. How do you reach your members, constituents, or program participants?
4. Describe the demographic characteristics of your target area/s or population on which you'll focus.
5. What are the barriers that are likely to impede participation of residents of your target area or of the members of the population on which you'll focus?
6. What strategies and activities will your organization employ to increase the 2010 census final mail response rate? Why do you think they'll be effective?
7. How does this approach build on current efforts to increase the 2010 mail responses? Please include information about participation with Complete Count Committees and if your organization has signed up to be a Census Partner.
8. Describe any planned collaborations including responsibilities, process for decision making, how a grant will be allocated, and oversight. How long has the collaboration existed and why was it formed?
9. What specific outcomes do you expect as a result of your efforts and how will you measure them?

Part 2 – Budget Information

1. Please provide a budget for the entire organization for the current fiscal year with projected expenses and sources of income.
2. Please provide a project budget and narrative for November 2009 through August 2010, with the following:
 - a. Salaries/Wages
 - b. Fringe Benefits
 - c. Contract Services/Professional Fees
 - d. Communications
 - e. Office Space
 - f. Equipment/Supplies
 - g. Travel/Related Expenses
 - h. Indirect Costs
 - i. Other
3. What other sources of funding, if any, will you use or are you seeking to support your census activities? Include source names and amounts.

Part 3 – Attachments

Please include a copy of your organization's:

- IRS letter of tax exempt status.
- Most recent audit (an organization not required to conduct an audit may submit a copy of its most recent federal 990) *and* most recent financial statement. If you plan to use a fiscal sponsor, the same financial information from the sponsoring organization is required.
- List of board of directors (with affiliations) and key staff of the proposed project (with brief bios).

The deadline for receipt of the proposal is Wednesday, September 30, 2009 at 5:00 p.m. Three paper copies of the full proposal, including supporting documents, must be submitted.

Mail or deliver the paper copies to:

Long Island 2010 Census Initiative
Long Island Community Foundation
1864 Muttontown Road
Syosset, NY 11791-9652

FOR MORE INFORMATION ON THE CENSUS AND RESOURCES FOR APPLICANTS PLEASE SEE PAGES 11-13

IMPORTANCE OF THE 2010 CENSUS (cont'd from p. 1)

The federal Government Accountability Office has identified the 2010 Census as one of a handful of “high-risk” immediate challenges facing the Obama Administration. In addition to its critical role in determining how much money municipalities receive from federal and state government and how many seats each state has in the U.S. House of Representatives, the census also affects

- **Community and economic planning:** Census data guide both government and private sector planners on where to build new roads, schools, and businesses; provide services for the elderly; locate job training centers; and more.
- **Civil rights enforcement:** Census data are used to monitor and enforce compliance with civil rights laws in employment, housing, voting, lending, and education.

Barriers to Achieving an Accurate Count in 2010:

In addition to the usual barriers to achieving an accurate count, especially among Hard-to-Count populations, this census cycle there are additional challenges, including:

- **Census response rates are likely to decrease.** The United States continues to be a highly mobile society; not all residents of Louisiana and Mississippi displaced by Hurricane Katrina have returned to their homes; public participation in surveys of all kinds is declining; and people are more concerned about the confidentiality of their personal information, especially in the post 9-11 environment. In ongoing census bureau surveys like the American Community Survey, the mail response rate is down about 5 percentage points since 2000.
- **Immigrants are reticent to participate.** In the 2010 census cycle, because of state and local anti-immigrant measures and an increasing number of workplace immigration raids and other government-sponsored dragnets, counting the country’s immigrant population, both documented and undocumented, is certain to be more difficult than in the past.
- **The economy and housing/foreclosure crises pose new challenges.** As a result of the recession in general and the housing/foreclosure crisis in particular, more people may be doubling up with family or otherwise living in temporary quarters, increasing the chances of not being counted.
- **The size of many Hard-to-Count population groups, which are reluctant to participate in the census, has increased since the last census.** For example, the number of foreign-born residents of Nassau County went from 238,414 in the 2000 Census to an estimated 266,858 in the 2007 ACS. For Suffolk County the number of foreign-born residents went from 158,525 in the 2000 Census to an estimated 196,469 in the 2007 ACS. In the same time period, Nassau’s Hispanic/Latino population increased by 30%, its Asian population increased by 45%, and its Black/African American population increased by 7%. From 2000-2007 Suffolk’s Hispanic/Latino population grew by 39%, its Asian population by 40%, and its Black/African American population by 12%.⁸ Because immigration to Long Island has continued since 2000, it is clear that it is critical to Long Island’s economic, social, and civic wellbeing that these groups stand up and be counted in 2010.

⁸ US Census Bureau 2007 ACS American Fact Finder, http://factfinder.census.gov/home/saff/main.html?_lang=en

Resources for Applicants

A number of websites offer a range of useful information on the 2010 Census, including census plans and operations; key policy issues affecting the census; historical perspective; national, regional, and local projects in support of an accurate census; and materials and toolkits for census-related work.

- U.S. Census Bureau:
<http://www.census.gov/2010census/>
This is the Census Bureau's main web page for the 2010 Census.

- U.S. Census Bureau New York Regional Office
395 Hudson Street, Suite 800 New York, NY, 10014-7451
(212) 584-3400 or 1-800-991-2520 Fax: (212) 478-4800 TDD: (212) 478-4783
E-mail: new.york.regional.office@census.gov

- 2010 Census Planning Database
This database includes operational and demographic indicators from the 2000 census, including detailed, census tract-level information on final response rates and the characteristics that account for an area's "hard to count" score assigned by the Census Bureau. The database, and a document explaining what it's all about, can be found here: http://2010.census.gov/2010census/more_information/007657.html.

- 2010 Census Communications Campaign
Information on the extensive communications campaign that the Census Bureau is planning, in partnership with an external communications firm, Draftfcb, can be found in two places. A 30 page synopsis of the plan can be found here:
http://2010.census.gov/2010census/pdf/Census_Plan_Synopsis_5-9-09.pdf.
A 350 page full plan can be found here:
http://2010.census.gov/2010census/pdf/2010_ICC_Plan_Final_Edited.pdf

- 2010 Census Jobs
<http://2010.census.gov/2010censusjobs/>
This web page will direct people to job opportunities with the 2010 census in their local community.

- The Census Project
<http://www.thecensusproject.org/>
This web site offers up-to-date information on the 2010 census and key policy issues -- including what is happening in Congress and the Administration -- and stakeholder activities. Interested stakeholders can also sign up to receive free, electronic Census News Briefs, which summarize important 2010 census policy and operational developments on a regular basis.

- American Statistical Association
<http://www.amstat.org/>
"Search this site . . ." using the keyword "census" to see press releases concerning 2010 Census.

- Asian American Justice Center
<http://www.advancingequality.org/census/>
This web site includes information on the 2010 Census, with a particular focus on Asian Americans.

- Committee on Oversight and government Reform -Subcommittee on Information Policy, Census and National Archives <http://informationpolicy.oversight.house.gov/> On this website you will find testimony, statements, and other information from past hearings, as well as upcoming hearing schedule.
- Leadership Conference on Civil Rights
<http://www.civilrights.org/issues/census>
This web site has information on the LCCR Education Fund's 2010 Census Public Education Campaign, which includes participation by numerous civil rights groups. This is a national effort to improve participation in the 2010 Census. One of its activities is to provide census education materials and training to interested local organizations.
- National Association of Latino Elected and Appointed Officials (NALEO)
<http://www.naleo.org/naleoeducationalfund.htm>
This web site has information on the Census, with a particular focus on Latinos.
- National Hispanic Leadership Agenda – 2008 Hispanic Public Policy Agenda
http://www.latinopolicy.org/lp/NHLA_v3.pdf
The "Civil Rights" section of this report addresses and emphasizes the need for an effective and accurate 2010 Census.
- National Institute for Latino Policy
<http://www.latinopolicy.org/lp/introduction.html>
On this website you will find information on NILP's three program areas: Policy Analysis and Advocacy; Civic Participation; Policy Networking. Links to NLIP's affiliations are also available.
- Population Resource Center
<http://www.prcdc.org>
This website features general overview information on the 2010 Census, as well as materials from past presentations sponsored by the Population Resource Center
- The Brookings Institution <http://www.brookings.edu/metro.aspx> and <http://www.brookings.edu> This web site features a number of reports and summaries of forums on the importance of census data for metropolitan policy and uses of census data to support policy decisions. Search the keyword "census" to find more on the website.

The following organizations are likely to add resources on the 2010 census in the near future:

- National Council of Black Mayors <http://www.ncbm.org/>
- National Coalition on Black Civic Participation <http://www.ncbcp.org/whoweare.html>
- National Urban League <http://www.nul.org/>