

Q & A Census Info. Session 9/20/19

Application-Related Questions

Online Application/RFP Questions

- Do you have to create a new account if your organization has registered for Give StL Day?
Yes, those two systems are not the same. This new Foundant online process has only been open for two other grant programs, so most organizations will have to create a new account.
- Are there word limits and can you save as you go?
There are character limits. You can save as you go but do not forget to hit submit.
- Distinguish between grant purpose vs. project purpose
Grant purpose: overall goals of the RFP. Select one or many.
Project purpose: “essay” question=how you will be addressing that goal
- Distinguish between activities vs. outputs
Activities=what you are doing
Outputs=estimate of how many people you will reach with those activities, results
- What will the grant reporting requirements be for this?
We do not yet have the answers on that. There will be some report, mostly asking about activities completed, people reached, etc.
- Slides will be available on www.givestl.org on Monday or Tuesday of next week on the St. Louis Census Fund page.

Allowable Activities

- What is covered in the grant, i.e. salary, admin, equipment?
Any of those are fine but need to be justified in the grant.
- When can we start doing the activities?
Timeline: November 2019 through May 2020
- Can we do education and outreach while Census is open?
Yes, all the way until August 2020 when the non response follow up ends.
- What does the technical assistance look like for the outreach?
Examples in the RFP, not an exhaustive list, are access to internet, access to computer/tablet, access to languages, etc.
- Can we have incentives at our events if Census takers are present?
Yes. Private organizations can use their funds to incentivize people to respond to the Census, but the Census bureau will not do it. You can apply for that in a grant application. We are willing to consider that, it just needs to be justified in the application.
- Will the grant cover interpreter costs?
Yes, justify the need.
- The citizenship question compounded with the immigrant climate in the country right now may be a barrier for them filling it out. Has there been messaging created for this?
Missouri Foundation for Health is developing core messaging, to be out in November, that has been tested nationally and statewide. The messages do not mean as much coming from MFH, but will mean more coming from trusted non profits that already have a relationship with those families. Clarification the citizenship form is not on there. Fact sheets on Census.gov discussed Title XIII about confidentiality of Census information. Begin to familiarize yourself with that information.

- There has been discussion of Census materials. Do you want us to use those or create our own?
Census Bureau has materials that are nationally focused. Missouri Foundation for Health will have state focused materials. Organizations can feel free to create their own branded materials, using the trust the community has in them, using the core messaging from MFH.
- For the homeless population, what technical assistance can we provide?
The Census has an operational plan for reaching the homeless. If you already serve that population, it makes sense for you to reach out. If not already serving them, not a good fit.

Review Questions

- If we are serving similar groups and there are many credible applications, what are the priorities?
We have to see what we get. Justify in the application who you are serving, your target hard to count organization, and why you're the best choice to do this work. There is a networking period at the end of this meeting. If you are working with similar populations, this is a great opportunity for collaboration to make a stronger application.
- We serve children, youth, and families. Is there one population we should focus on as a priority?
Elizabeth George will respond once the Census Funders Group has a chance to discuss.
- What is the reviewer pool?
Nine of the ten funders each bringing one person/one vote make up the reviewer pool plus Gateway Center for Giving as voice no vote. The votes have equal weight. There is a lot of interest in this funding. \$350,000 with grants of \$2,000 to \$40,000. We will likely break up the applications into smaller groups and assign them so that reviewers can go more in depth with each application and come to the table ready to speak about them in November.
- If not awarded, team up with the Complete Count Committee in your city, county, or region. Try not to reinvent the wheel. Newsletters, events, giveaways, etc. \$675 billion is distributed annually based on population count.

Census Bureau-Related Questions

Census Materials/Resources

- In 2010 we had a lot of Multilanguage materials, posters, etc. Will that be available again?
You can request materials now and they will also be available online.
- In 2010 there was a large Census mobile van that came through. Will that happen again?
Yes, that will be available again. You can let the Census Bureau know in advance of an event and they can try to schedule the mobile van or send materials.
- How do we find out about or schedule the mobile van?
This will not ramp up until January 2020.
- Can we get yard signs?
Yes, the Census Bureau has those.
- Has the Census determined the funding or where kiosks will be this time around?
There will be four Centers but they are not yet open.

Calendar

- Can we get more information about the canvassing events that are happening now to let our clients know what to expect?
Currently address canvassing, which should not involve knocking on doors. Census does let local police know when they will be in a neighborhood. August 4th to October 4th, 2019.
www.census.gov/roam is a good resource for finding hard to count populations. Census is on

April 1, 2020. Educate, Encourage, and Engage is the Census Bureau's focus, which aligns with the Census Funders Group three main goals. Missouri Foundation for Health will put together a public facing list of Census contacts for organizations and distribute once it is available. There will be a language line for 12 languages and language cards in 59 languages. There will be four Centers in this area. Can respond online, call in, or mail in a paper form. 95% of households will receive something in the mail.

- Calendar of Census events?

Missouri Foundation for Health will be sending out information on that too. Census.gov also has a wealth of information and a timeline. There is a Regional Operational Plan that outlines all the timelines. Now, address canvassing is going on. Self response phase is mid March to end of April 2020. Nonresponse follow up is April through August. Majority of the work should be looking at ramp up from the grant award time in January to end of self response time in April.

Responding to the Census

- Can we have Census takers at our organizational events?

Yes, that is fine and we encourage you to ask the Census to show up to provide Census information and help people respond to the Census at an event.

- Many of the organizations work with the same clients. Is there a way to prevent duplicates?

The Census is aware of this possibility and will review this information. If the information is the same on both/all forms for that household, then the duplicates will fall out. If the information is different, then an enumerator will come knock on the door.

- Census has identified areas with little access to internet. Those areas will get paper forms. Others will get an initial postcard with instructions for how to do it online, then you'll get another reminder, then a person knocking on the door. If you respond, you won't get the follow-up contacts.

- If I get a paper form in the mail, will it come with a paid envelope to respond?

Yes.

- Can you access the link to the Census to complete the form through your cell phone browser?

Yes.

- I have a granddaughter in college: who fills out her Census?

She will fill it out based on her place of residency on April 1, 2020.

- Can people fill out the Census before mid March 2020?

No, the online forms will not open until March.

- Do you have to receive a personal invitation to complete the form or can you go in and complete it anytime, starting in mid March?

You can complete it as soon as it is open, it is a public link. Example is libraries can put the Census response link as the home page during the self response period or your organization can put the link up as well.

Announcement

- Parents as Teachers focuses on children under age 6, a hard to count population. They have a national conference in October 2019. They will have a plenary session on 10/16/19 from 9 to 11am and will livestream that session for education purposes.