



CITY OF KIRKLAND
City Manager's Office
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MEMORANDUM

To: Kurt Triplett, City Manager

From: James Lopez, Assistant City Manager
David Wolbrecht, Neighborhood Services Outreach Coordinator

Date: April 26, 2019

Subject: OPTIONS FOR SUPPORTING A COMPLETE COUNT FOR THE 2020 CENSUS

RECOMMENDATION:

That the City Council review options for the City to support a complete count of the 2020 Census through grant funding and provide direction to staff regarding preferred next steps.

BACKGROUND:

At its March 19 meeting, the Council received a briefing about and provided direction on two opportunities to support a Complete Count of the 2020 decennial Census. First, staff requested direction from the Council on whether to support the Mayor's participation in a Complete Count Committee for East King County, about which the Council indicated support.

Staff also sought direction on whether the Council wanted to contribute to the Regional Census Fund created by a partnership of King County, the City of Seattle, and the Seattle Foundation, which will provide grant funds to organizations that could reach hard-to-count communities throughout King County. As indicated during that staff presentation, if Kirkland was to participate in the Regional Census Fund, then the City's funds could be dedicated to fund organizations that serve hard-to-count communities in Kirkland. During its discussion at the March 19 meeting, the Council inquired about potential organizations that might be the recipients of such funding, discussed the possibility of committing funds to support organizations to engage hard-to-count communities in Kirkland, and asked whether participating in the Regional Census Fund would be the most effective investment of money. The Council directed staff to return with options including the City participating in the Regional Census Fund and the City administering its own grant funds.

Staff have identified three options for Council review, identified below.

Option A – Participate in the Regional Census Fund

The City has been invited to contribute to and participate in a Regional Census Fund organized by King County, the City of Seattle, and the Seattle Foundation, a community foundation

-serving the greater Seattle area. The Seattle Foundation contributed \$500,000 for county-wide engagement activities, King County contributed \$250,000 also for county-wide engagement activities, and the City of Seattle contributed \$250,000 for engagement activities primarily occurring in Seattle. Since the March 19 Council meeting, the City of Bellevue has committed to signing on to participate in the Regional Census Fund and has committed \$50,000 to fund engagement activities that support a hard-to-count Census engagement in Bellevue.

Similar to the City's use of Share1app as the online portal for applicants of Kirkland's Human Services Grants, the Seattle Foundation operates as the administrator of the Regional Census Fund, providing both a single portal for applicant organizations across the region and coordination amongst the partner organizations in the fund.

If Council decides to participate in the Regional Census Fund, the Memorandum of Agreement (MOA) could stipulate that City funds be granted to organizations and agencies that primarily serve the Kirkland community. This is the strategy employed by the City of Seattle, as referenced in the signed MOA between the Seattle Foundation, King County, and the City of Seattle (see page A3 Attachment A). This is similar to the strategy that the City of Bellevue is pursuing. Additionally, a representative from the City, such as the Mayor or a designee, could sit on the Selection Committee for the fund.

Lastly, if Council decides to participate in the Regional Census Fund, staff estimates that the staff time needed to review and sign the MOA, promote the fund through the City's communication channels, and support the City's representative on the Selection Committee could be accommodated in existing department work plans. There would be no administrative fee from the Seattle Foundation for participating in the Regional Census Fund.

Option B - Community Grant Program administered by the City

Similar to the Community Sparks microgrant program that the City administered during the spring of 2018, an alternative to participating in the Regional Census Fund could be the creation and administration of a community grant program by City staff. In addition to granting funds, another potential outcome of a City-ran community grant program could be the establishment or strengthening of relationships between the City and community-based organizations and non-profit agencies serving the Kirkland community.

To accomplish a community grant program to support hard-to-count Census activities in Kirkland, staff have identified the following tasks that would need to be completed:

- Setting criteria for applicants
- Establishing a prioritization system for evaluating applications
- Creating an application form and submission process
- Developing informational materials, including an RFP
- Evaluating applications
- Notifying applicants of awards
- Contracting with awarded applicants
- Releasing of funds to awardees

Based on the Community Sparks grant process of 2018, staff estimates that the time involved in the above tasks would necessitate modifying existing work plans for 2019. Such a modification

would most likely impact other civic engagement work plan items, such as the City's processes of public participation to collect feedback on policy decisions. Alternatively, the City could hire a consultant for the creation and administration of the community grant program.

It should be noted that the above tasks do not include promotion of the community grant program, which could be accommodated in existing department work plans.

Option C – No dedicated funding for hard-to-count Census activities

If Council chose to not provide dedicated funding for hard-to-count Census activities, the Mayor and City staff would still be able to participate in the East King County Communities Count Committee that is currently forming.

Considerations for the Options

Perspectives from Community Stakeholders

Prior to the March 19 Council meeting, staff sought insight from community stakeholders on their perspectives about the Regional Census Fund. Staff inquired with members of the Inclusion Network and other contacts who represent or work for organizations that serve hard-to-count populations in Kirkland. The feedback was that, if Kirkland chose to dedicate funding for hard-to-count Census activities, a single portal option, like that provided by the Regional Census Fund, would be the preferred strategy.

Those surveyed described that having a single-portal, regional fund would reduce confusion about which fund to apply to. This is especially true for those organizations that serve communities in multiple jurisdictions. Those surveyed also indicated that having a single portal versus multiple granting agencies would reduce barriers to community-based organizations with less staff resources by decreasing the amount of applications that an applying organization would need to submit.

Timeline

As of the writing of this memo, the Seattle Foundation is currently accepting applications for the first round of Regional Census Fund applications, with a due date of May 15, 2019. The Request for Proposals (RFP) for this first round of funding is attached as Attachment B. As indicated on the RFP, a second round of funding is planned for the early Fall, with a specific date to be determined.

If Council decided on **Option A - Participate in the Regional Census Fund**, then the Fall round of funding could be the City's main point of involvement in the funding process. Staff confirmed with the Seattle Foundation that the MOA could stipulate that the City's funds could be dedicated to the Fall round of funding. This timing would allow for comprehensive promotion of the fund by the City and could possibly align with City events, such as the annual City Hall for All event, tentatively set to occur in October.

If Council decided on **Option B - Community Grant Program administered by the City**, then City staff could start development of the program within the next three months, with a potential launch date of late summer or early fall. As with Option A above, this timing would

allow for comprehensive promotion of the fund by the City and could possibly align with City events, such as the annual City Hall for All event, tentatively set to occur in October.

Funding Amount

For either Options A or B, if Council chose to dedicate funding at a proportionate level to population as the Cities of Seattle and Bellevue, Kirkland's level of funding would be \$30,000, or \$0.34 per capita. Staff have supplied this as the suggested amount below.

NEXT STEPS

Staff are seeking direction on which, if any, of the three options described above would Council prefer:

Option A – Participate in the Regional Census Fund at \$30,000. This is the staff recommended option.

Option B – Community Grant Program administered by the City at \$30,000

Option C – No dedicated funding for hard-to-count Census engagement activities

If Council decides to dedicate funding for hard-to-count engagement in the Census, the suggested source is the Council Special Projects Reserve. With Council direction at the May 7 Council meeting, staff could return to the May 21 meeting with a fiscal note authorizing the expenditure.

Attachment A - Memorandum of Agreement between Seattle Foundation, King County, and City of Seattle

Attachment B – Request for Proposals for the Regional Census Fund

Memorandum of Agreement (MOA) between King County, City of Seattle, and The Seattle Foundation for 2019/2020 Census Grant Program

Purpose

This MOA expresses the shared intent of King County, Seattle Foundation, and the City of Seattle, to work together, along with community partners, on the collective goal of a complete and accurate count for the 2020 census in our region. Specifically, it expresses the conditions which lead to the shared intent to create a Regional Census Fund (RCF) to empower organizations and coalitions that work specifically with historically undercounted communities to engage, educate, and activate residents, that are traditionally undercounted, about the importance of the decennial census. The census has historically missed certain communities—communities of color, urban and rural low-income households, immigrants and young children at disproportionately high rates. The Regional Census Fund is committed to ensuring organizations and coalitions representative of these communities have the support and capacity to maximize the opportunities for these populations are counted.

Background

The Census Bureau estimates that *\$883 billion* in federal assistance was distributed in 2016 using census data. According to the George Washington Institute (GWI) of Public Policy, for Fiscal Year 2016, Washington State received a total of *\$16.7 billion* or *\$2,321 per capita* of census guided federal funds. In the 2017-2018 biennium, the King County region is expected to receive a total of *\$8 billion* of direct and indirect federal funds and based on the GWI figures. The City of Seattle in 2017 received a total of *\$81,821,649 million* in direct and indirect federal grant revenue, of which *\$44,746,159 million* went to fund Human Services.

In our communities of color, low income, non-English speaking, and immigrant and refugee communities, as well as other communities that are traditionally undercounted, fear regarding participation in the 2020 Census based on current federal policies could lead to a disproportionately high undercount of these populations and a potential loss of federal funding in King County. For example, an undercount of one percent of the Asian and Hispanic/Latino populations, which compromises a large portion of the Hard-to-Count communities in our region, would result in the loss of *\$87.8 million* of federal funds to this region per year for the next decade.

Parties to this MOA rely on census data to help to understand community conditions, develop and implement strategies that are most responsive to communities, and evaluate the effectiveness of our work. An undercount in our region would have a tremendous impact on our ability to know who we are serving and where we should be providing service, among other things. It would impact our ability to serve our communities effectively. More importantly, an undercount would perpetuate the inequities we seek to eliminate. Being undercounted deprives communities of equal political representation, private and public resources.

Parties to this MOA also recognize and value community-based organizations (CBOs) as resources and experts with deep roots within their own communities. Tenets of our collective commitment to Equity, Race and Social Justice align well to resource and support the capacity of CBO's to increase engagement, education, and outreach with historically and traditionally underserved communities concerning census education. This partnership model will expand our collective capacity and efficiency in census organizing efforts through providing support to organizations with deep roots within undercounted communities.

Objectives

The overarching desired outcome of the Regional Census Fund is to organize, educate, and activate residents in historically underrepresented communities that are at risk of being disproportionately undercounted regarding the importance of participating in the 2020 Census. In that context, our efforts will focus on identified historically undercounted communities. This partnership is intended to provide resources, connections, and relationships in order to increase engagement and participation among historically underrepresented and undercounted communities in King County.

Responsibilities

To achieve the stated objectives, it is the mutual intent of the Seattle Foundation, King County, and the City of Seattle, to:

- Engage, with each other and with community partners, in planning and design work that will further detail the partnership's outcomes and process steps for the identification of parameters and decision-making for investment in census engagement efforts.
- Utilize collective knowledge to ensure Regional Census Fund is created with best, current, and most accurate information.
- Work proactively to leverage additional community partners and resources under this collective effort.
- Commit to regional alignment to enhance the efficiency of the partners' efforts, prevent duplication of efforts, and streamline and coordinate efforts in all aspects of execution.
- Commit to strong and transparent communications, and craft common language to describe the Regional Census Fund. Develop monitoring and tracking framework that provides feedback for continuous improvement, course corrections, and takes into account the impact of the partnership on partnering organizations and communities.

Funding


In support of our common objectives, all parties will release funding to support the creation of the Regional Census Fund:

- Seattle Foundation agrees to serve as the lead administrator and manager of contracts with awarded organizations.
- Executive or designee of King County, The City of Seattle, Seattle Foundation will serve on the Selection Committee as fund sponsors.
- Awards will be selected collectively by the fund sponsors, with advice from the community representatives of the Selection Committee. Committee membership shall be the following: (2) two representatives of Seattle Foundation, (2) two representatives from King County, and (2) representative from the City of Seattle.

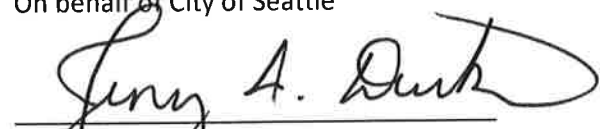
- Grants will be coordinated and distributed from the Seattle Foundation. Staff from signing entities will support this work where appropriate.
- King County moneys will be distributed contingent upon a contract with the Seattle Foundation and upon awardee abiding by King County ordinance 18665.
- The City of Seattle moneys will be distributed contingent upon awardee abiding by the City of Seattle's Federal Immigration Enforcement Activities protocol.
- King County has appropriated \$250,000 for expenditure between Jan 1, 2019 and June 30, 2020 to fund and resource community partners with capacity to be successful in accomplishing the our collective goals. These funds shall be spent on census organizing activities in King County.
- Seattle Foundation certifies that it has dedicated funds of at least \$500,000 between Jan 1, 2019 and June 30, 2020 to fund and resource community partners with capacity to be successful in accomplishing our collective goals.
- The City of Seattle certifies that it has appropriated \$250,000 between Jan 1, 2019 and June 30, 2020 to fund and resource community partners with capacity to be successful in accomplishing our collective goals. These funds shall be spent on Census organizing activities primarily occurring within the municipal boundaries of the City of Seattle.

Signatures


On behalf of King County


 Dow Constantine, King County Executive
 April 1, 2019
 Date

On behalf of City of Seattle


 Jenny A. Durkan, Mayor
 April 1, 2019
 Date

On behalf of Seattle Foundation


 Tony Mestres, President and CEO
 April 1, 2019
 Date

Funding Opportunity

WASHINGTON CENSUS EQUITY FUND AND THE REGIONAL CENSUS FUND

The **Washington Census Equity Fund**¹ is a statewide philanthropic pooled fund to support the 2020 Census efforts to ensure a robust and accurate census. This fund is managed by Philanthropy Northwest.

The **Regional Census Fund**² is a partnership of the Seattle Foundation, City of Seattle and King County aimed at a robust and accurate census throughout King County. This fund is managed by Seattle Foundation.

WHAT IS THE CENSUS

Every 10 years, the United States Constitution requires that all residents, including non-citizens and undocumented immigrants, be counted through a nationwide census. The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020. Accurate census data are essential for federal funding allocations to states and localities. Federal resources are divided up between jurisdictions according to what census data tell us about various communities' demographic characteristics, needs, and assets. For Washington to receive its fair share, the Census Bureau must master the difficult task of accurately counting the state's dynamic, diverse population.

STATEWIDE AND REGIONAL FUNDING GOALS

The Washington Census Equity Fund and the Regional Census Fund maximize the impact of philanthropic resources to support the desired outcome of a robust, fair and accurate 2020 Census count across the state and to create a model for community mobilization beyond. In order to support coordination between funders and equitably resource efforts across the state, the Washington Census Equity Fund and the Regional Census Fund are working together with a shared request for proposal and application portal. The Washington Census Equity Fund will focus on efforts across Washington and the Regional Census Fund will focus on work in King County.

The overarching desired outcomes of this effort are to organize, inform, and activate residents in historically underrepresented communities that are at risk of being undercounted in the 2020 Census.

¹ Composed of philanthropic fund partners, aligned funders and representatives from community organizations including the Census Alliance. "Resources" throughout the document refer to both financial and non-financial support.

² The Regional Census Fund comprises Seattle Foundation, City of Seattle, and King County.

SUMMARY INFORMATION

ANNOUNCEMENT DATE: April 15, 2019

PROPOSAL DEADLINE: May 15, 2019

Second round of funding planned for Fall 2019

TOTAL AMOUNT AVAILABLE FOR ROUND ONE:

Statewide Fund: \$800,000 will be available for grants (grant amounts will vary). Fund is administered by Philanthropy Northwest.

Regional Fund: \$700,000 will be available for grants (grant amounts will vary). Fund is administered by Seattle Foundation.

DESCRIPTION: Funding will support planning and engagement activities through the 2020 Census such as education and outreach, one-on-one technical assistance, and other gatherings and/or events to support participation of hard to count communities.

GRANT TYPES: Organizations are invited to apply at one of two levels: **Census Planning and Mobilization** support ongoing coordination and implementation activities at up to \$50,000. **Census Education and Outreach** will support periodic efforts to raise awareness and support participation of hard to count communities. *(A future grant cycle will provide funding to additional organizations to support outreach during the Census).*

ELIGIBILITY: 501(c)(3) organizations (or organizations with a 501(c)(3) fiscal sponsor) and/or tribes.

INFORMATION SESSIONS: "Census Friday" calls are scheduled on April 19 and 26, and May 3 at 10 am PST. In-person info sessions will be available in King County. Please check either Philanthropy Northwest's or Seattle Foundation's for more information.

We are prioritizing applications from:

- Community-based and grassroots nonprofits, and tribes
- Led, staffed or guided by individuals, reflecting the race, ethnicity and culture of the communities being served;
- Showcase a history or demonstrated ability to reach and engage members from their communities; and
- Have a plan for engaging historically undercounted communities.

WHAT IS NEW AND DIFFERENT IN THE 2020 CENSUS?

Currently, the 2020 Census is facing challenges that can potentially impact the accuracy of the count. Two known barriers include:



Federal Census Budget Cutbacks: estimates show that the 2020 Census is likely to be one of the most underfunded census counts in history, resulting in fewer federally funded resources necessary to reach residents in all communities.



Technology Constraints: 2020 is the first census count that will be conducted mostly online. Yet, with federal budget shortages, previously planned testing has not been completed and an online format will be especially difficult for those who do not have access to the internet.

WHAT IS THE "HARD-TO-COUNT" POPULATION?

Historically, the census has missed large numbers of people of low income, indigenous people, immigrants, racial and ethnic minorities, young persons, the highly mobile (such as the people experiencing homelessness and renters), and people living in rural parts of the country.

In Washington, several populations are at greater risk of being **undercounted**:



- **15 percent** of Washington’s population, or 1.1 million people, are foreign-born.
- **11 percent**, or 790,000 people, live in hard-to-count neighborhoods.
- At least **53,000** Washingtonians live in rural, tribal, or non-traditional tracts that are harder and more expensive to count.
- Nearly **13 percent** of Washington's households have no or limited internet service, undermining their participation in the first high-tech census.
- Nearly **one in six children** under age five live in hard-to-count communities.

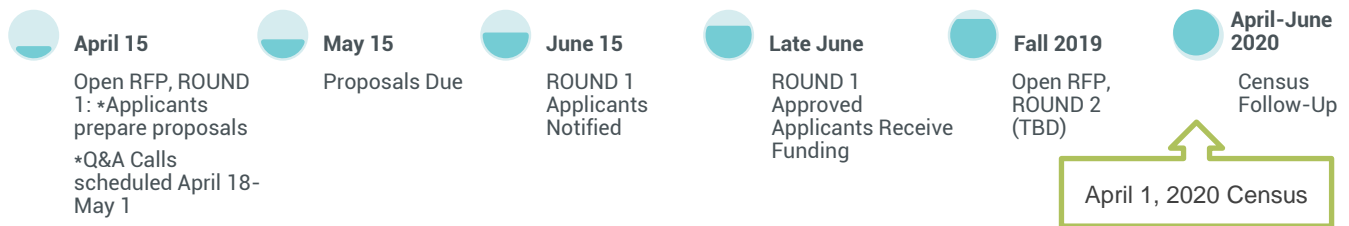
In Washington, the list of priority populations for funding include:

- Communities of color
- Indigenous persons
- Immigrant and refugee communities
- Low-income persons
- Persons experiencing homelessness
- Persons with mental or physical disabilities
- Non-English speakers
- LGBTQIA persons
- Young persons (18 years old and younger)
- Geographic localities (e.g., rural)

APPLICANT ELIGIBILITY CRITERIA

- Organizations with tax exempt 501(c)(3) status, and/or tribes
- Community groups fiscally sponsored by a 501(c)(3) organization
- Organizations and coalitions working in the identified hard-to-count communities and geographies

FUNDING TIMELINE AND PROCESS



- **April 15 – May 15, 2019: Round One Open Request for Proposals (RFP)** in which eligible groups may submit a proposal for consideration for funding. Informational sessions, over-the-phone, and email support are available. Contact information is listed in the “How to Submit a Proposal” section.
- **May 15, 2019:** Proposal submission deadline.
- **May 16, 2019 – Early June: Review and selection** will be based on satisfactory responses to the proposal questions and availability of funds, as well as other criteria noted below:
 - **Eligibility and Criteria:** are the factors that will determine who is selected for funding. Eligibility determines who can apply for funding. Criteria guides the decisions made to fund eligible applicants.
 - **Proposal Review Panel:** the review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.
 - **Selection:** grant selection will be a consensus-based process in which reviewers’ rate individual applications and seek consensus based upon equitable demographic diversity of the full slate.
- **June 15, 2019:** Round One applicants notified by email of funding decisions.
- **Late June 2019:** Round One grantees awarded funds; interim updates on grant activities expected periodically through the grant period.
- **Fall 2019:** Round Two open request for proposals.
- **April 1, 2020:** 2020 Census Day.
- **April – June 2020: Census Non-Response Follow-Up** (reaching those who have not completed the census).
- **July 2020:** Final grant report due.

FUNDING ACTIVITIES

With the current availability of funds, our goal is to support an early launch to help organizations raise awareness about the census, make plans, coordinate efforts, and understand their community needs and gaps that need to be addressed for a full census count. In this first round of funding (Spring 2019), applicants are encouraged to assess their readiness to plan, organize and implement activities and decide on one of the funding approaches below that is best suited for their capacity and commitment to undertake census efforts in their community.

Census Planning and Mobilization – \$20,000 to \$50,000

This tier of funding supports a sustained effort over the next year that provides ongoing outreach, education and technical assistance related to the census up to and through the count. This level would support ongoing operations within a lead organization to lead or coordinate the census work.

Examples of funding activities include:

- Local nonprofits and community-based groups create trainings, awareness campaigns, and educational materials about the census.

- Trusted community organizations and leaders engage their constituents to develop a plan for census outreach and participation in April 2020.
- Anchor organizations selected by community to facilitate partnerships and coordinate census planning activities for the next stage of targeted outreach and technical assistance.

Census Education and Outreach – \$5,000 to \$15,000

This tier of funding supports one-time or periodic activities to raise awareness of the census and support those completing the count. This level supports events, tabling or other integration of census related activities into programmatic activities of applicants.

Examples of funding activities include:

- Outreach activities in diverse communities to raise awareness about the census.
- Technical assistance and communications support such as internet access, language translation, and other accessibility accommodations.
- Workshops, public campaigns, and informal gatherings to address census-related concerns and questions.
- Trainings with nonprofits on effective outreach tactics and methods for identifying and engaging hard-to-reach communities.
- Outreach efforts and messaging during nonresponse follow-up phase.

A second funding round will take place in Fall 2019, as we anticipate additional funding resources, and these grants will focus efforts on ensuring participation of historically undercounted communities.

RFP QUESTIONS

Please address the following questions (see review criteria on page 7):

Indicate the funding opportunity of interest:

- Washington Census Equity Fund
- Regional Census Fund

Identified Population/Community

a) Which historically undercounted communities do you serve? (Check all that apply)

- Communities of color

Specify: _____

- Indigenous people

Specify: _____

- Immigrant and refugee communities

Specify: _____

- Low-income persons

- Persons experiencing homelessness

Specify: _____

- Persons with mental or physical disabilities

Specify: _____

- Non-English speakers

Specify: _____

- Rural communities

Specify: _____

- LGBTQIA persons

Specify: _____

- Young persons (18 years old and younger)

Specify: _____

Comments (if the population is not reflected here):

b) Where will the proposed activities take place?"

City (ies): _____

County (ies): _____

Neighborhood (s): _____

Others: _____

c) Briefly describe the major barriers the identified community faces to participating in the census? (250 word limit)

Proposed Activities

Planning and Mobilization: this tier of funding supports a sustained effort over the next year that provides ongoing outreach, education and technical assistance related to the census up to and through the count.

Education and Outreach: this tier of funding supports one-time or periodic activities to raise awareness of the census and support those completing the count.

Approach and Alignment with Census Fund Goal

- a) Please share how you plan to engage the identified population/community to overcome barriers of participation and ultimately participate in the census count.

In the template below, please document anticipated activities, timeline and location related to phases of 2020 Census work.

Census Phase (Examples: Planning, Awareness and Education, Questionnaire Assistance, No Response Follow-Up, add your own)	Activities	Locations	Months

- b) Have the identified historically undercounted communities been involved in this proposal in any manner? If so, briefly describe how. (250 word limit)
- c) Describe plans for tracking information about the progress and results of proposed activities. (250 word limit)

Capacity and Collaboration

- a) Please describe your organization’s experience engaging with the identified communities. If your effort does not have a history of working to mobilize the identified community, please provide a reference letter from a community leader/organization/partner/foundation that can speak on behalf the work you have done together. (500 word limit)
- b) How does your organization’s leadership and/or staff reflect the race, ethnicity and/or languages spoken of the identified community? (250 word limit)
- c) List partners or organizations needed to help in the successful implementation of your proposed activities. (Community centers, libraries, specific businesses, schools, media)

Implementation and Budget

- a) Describe the key activities and budget necessary for this proposed project to meet success:

Activities	Estimated Cost (round to whole dollars)

- b) Budget explanatory notes (optional) (250 word limit)

Other Information – Optional

- a) **What else would you like us to know that is relevant to the proposed funding request and not addressed in earlier responses?**
- b) **Have you applied for other funding opportunities related to census planning and engagement?**
- c) **How did you hear about this opportunity?**
- d) **Did your organization apply for the Seattle Foundation’s 2019 Voter Education Fund?**

CRITERIA CATEGORIES

Criteria below will guide the funding decisions. **Please note that they are listed in order of priority.**

Identified population/community

- Focuses on hard to count communities/geographic areas.
- Organization reflects strong understanding of the needs within their identified community.
- Identifies specific strategies and plans that address the unique cultural needs of the community.
- Aims to track the results of proposed activities and has ability to modify practices based on lessons learned.

Approach and Alignment with the Washington Census Equity Fund and the Regional Census Fund

- Articulates how proposed strategies and/or activities will contribute toward increased census participation among hard to count communities.
- Identifies strategies and/or efforts that are informed and led by the people within the identified community described in the application, and engages that community in the ongoing work, planning and leadership.

Capacity and Collaboration

- Has experience working within historically undercounted communities, if not, they can demonstrate understanding of their role as partner with a reference letter.
- Staff/board/designated leaders are representative of the communities they are working with.
- Demonstrates the necessary capacity to carry out the proposed strategy or effort.
- Understands their own community’s barriers to participating in activities to address issues of public and community concern and demonstrates potential to mobilize communities of engagement beyond 2020 Census.

Implementation and Budget

- Response demonstrates activities consistent with the approach and anticipated results designed to increase participation in the census count.
- Budget presents a realistic estimate of costs associated with census activities.
- Funding request is reasonable given the scope of work.

HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION

Proposals must be completed online by **5:00 p.m. on May 15, 2019**. Alternatively, if the proposal is mailed, it must be received no later than May 15, 2019 at Seattle Foundation, 1601 Fifth Ave., Suite 1900, Seattle, WA 98101.

For additional questions on submitting a proposal, **please email:**

Washington Census Equity Fund (Statewide): Leslie Silverman at CensusEquity@PhilanthropyNW.org

Regional Census Fund (King County): Bao-Tram Do at B.Do@seattlefoundation.org

INFORMATION SESSIONS

For those interested in learning more, please consider attending one of the optional information sessions over the phone or in-person.

Washington Census Equity Fund and Regional Census Fund open call information sessions:

- Friday, April 19, 2019 (phone call): 10:00 -11:00 am
- Friday, April 26, 2019 (phone call): 10:00 -11:00 am
- Friday, May 3, 2019 (phone call): 10:00 -11:00 am

Regional Census Fund in-person information sessions will be scheduled shortly, please check the Seattle Foundation's website for updates.

Stay up-to-date by visiting our websites:

Washington Census Equity Fund (Statewide): <https://philanthropyNW.org/washington-census-equity-fund>

Regional Census Fund (King County): <https://www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities>