NYC Complete Count Fund:

Q & A Addendum Issued on October 7, 2019

Questions regarding the Complete Count Fund Request for Proposals (RFP) and application will be accepted until 11:59 PM EST on October 11, 2019. A final addendum with answers to all questions received by the deadline, including questions answered on the third and final webinar on October 8, 2019, at 10:00 AM EST, will be issued no later than October 16, 2019. To access future addenda, all application materials, or to register for the remaining webinar, please visit www.cuny.edu/census or www.getcounted2020.nyc.

Introduction

In this document you will find answers to all questions submitted regarding the RFP for the NYC Complete Count Fund, as above. Questions have been grouped by theme. All identifying information in questions has been removed, and questions that are completely identical to others in substance have not been included.

OVERVIEW of basic points of clarification:

I. Deadline: 11:59 PM on Friday, October 18, 2019, is the deadline for submission. All applications must be submitted on the online portal at the link provided in the RFP.

II. Budget Template: We have updated the CUNY census website to include a link to the budget template, in addition to its availability within the application. Please be sure to download this template to use to calculate your budget proposal. Budgets in other formats will not be accepted.

   A. The calculation for mobile data has been updated;
   B. The number of staff members able to be hired or allocated (in part or whole FTE) has been increased.

III. Narrative Proposal: The RFP now clarifies that all narrative proposal questions are found in the application portal itself (www.getcounted2020.nyc), and need not and cannot be uploaded separately. These questions are found in the Census Outreach Plan section of the online application portal.

IV. Uploads:

   A. The uploads to the application portal are:

      1. Budget Template;
      2. 501(c)3 status verification (of your organization or its fiscal sponsor with 501(c)3 status);
      3. Annual 2018 budget, with audited financials if possible, and/or Form 990
      4. OPTIONAL: Community support (press, recommendation letters, etc.)
V. Consortium Joint Statement (Required of Consortium Leads only)

VI. Outside Funding: We have received questions from prospective applicants that have applied for or received funding from other sources and whether they’re eligible for Complete Count Fund as well. You remain eligible for this award if your proposal does not duplicate the same scope of work or cover the same costs.

VII. Technical issues: There have been a couple reports of website issues. From our end, the application portal appears to be up and running. Note that registration takes a few minutes and there are instructions on the website. If you are nevertheless continuing to face technical difficulties, please let us know, and if possible send a screenshot of the error you are encountering.

ELIGIBILITY

1. Can media (Bilingual radio program) apply for the Census 2020 Complete Count Fund?

   Any organization with a 501c3 status, or the fiscal sponsorship of such an organization, may apply.

2. Is it possible for entities outside of the 5 NYC boroughs to submit an application for funding for the New York City Complete Count Fund Request for Proposals?

   Eligible organizations are those that currently serve NYC residents.

3. Are CUNY adult literacy programs, located on CUNY campuses, such as, for instance, the Adult Learning Center at Bronx Community College, eligible to apply for funds as per this RFP?

   CUNY is a key programmatic partner of NYC Census 2020 and we are looking forward to working with CUNY in many ways. Regarding its particular programs, they are required to meet the same eligibility requirements as other applications. This includes the requirement that applicants have 501c3 status or be fiscally sponsored by an organization that does. If these programs do not meet this requirement, they are not eligible to apply.

4. Can organizations that receive Community Service Block Grant (CSBG) funding undertake census outreach activities at locations that are supported by CSBG monies? Can those organizations also distribute information related to the 2020 census, e.g., copies of the PDFs available from the Census Bureau website?

   Any organization that meets the eligibility requirements may apply. This includes those with 501(c)3 status or the fiscal sponsorship of an organization with such
status. Applicants should also supply information about other census-related funding at the appropriate place on the application.

5. **Can organizations with 501(c)4 or 503(c)6 status apply?**

Applying organizations must have 501(c)3 status or the fiscal sponsorship of an organization with such status. If your organization has a 501(c)3 and a 501(c)4 arm, the application must be submitted from the 501(c)3 arm and your organization will be held to the same restrictions on use of funds.

6. **Can an out of state organization apply as part of a consortium?**

No, unless it currently serves NYC residents.

7. **Can groups like tenant associations apply and do they have to be 501(c)3s?**

To be eligible, applicants must have 501(c)3 status or the fiscal sponsorship of an organization with such status. A tenant association meeting this requirement is welcome to apply.

**AWARD LOGISTICS**

8. **What is the expected Award Notification Date?**

We expect to announce awardees with award amounts in mid-November.

9. **When is Phase 1 (Education and Start Up Activities) expected to start?**

We expect awardee work to begin in early December.

10. **How much funding is available under this RFP? Is the amount available $19 million or $26 million?**

The Complete Count Fund awards program is a part of the NYC Census 2020 office, which has been funded by the Office of the Mayor and the New York City Council in the total amount of $40 million. The awards program will distribute about $20 million to community-based organizations to work on Census engagement, education, outreach, and mobilization.

11. **Will the basis period for grants awarded be December 2019 through July 2020? Could the grant period be extended to August or September 2020 to allow for wind-down and the phasing out of back-end activities?**
The grant period is expected to be from on or about December 1, 2019, through June 30, 2020. Exact dates will be finalized for each awardee at contracting.

12. Can you clarify the timeframes for Phases 1 and 2 and whether or not they overlap? Specifically, does Phase 1 go through the end of the Census period (July 2020), as noted on page 5, or does it end before Phase 2 begins in March 2020 (as noted on page 7)?

The Phases reflect intention to create resources and time to plan and operationalize the education and outreach work that will coincide with the US Census. Organizations are welcome to begin engagement and outreach as early as they are ready. Funding will end on June 30, i.e. the end of Phase 2.

13. Are awards reimbursable like other city council funding?

The Complete Count Fund is a program of CUNY in partnership with the Mayor’s Office and the City Council. Awards will partially be paid in advance to awardees. As per the RFP, 25% of an award will be paid in advance, with the remainder made in two payments upon successful completion of required deliverables and reporting.

14. Will awards only be made if the full amount proposed is granted, or will partial awards be made as well?

The Complete Count Fund will make awards based on citywide service targets and its total budget. Selected CBOs may be selected to receive awards that are not equal to the total budget amounts proposed.

15. What type of paperwork tracking is expected and how will those be submitted daily, weekly monthly or at the end? And in what format?

NYC Census 2020 will require regular reporting on a set of metrics designed to be accessible and not overly demanding for awardees. These will ensure that awardees are accountable to city tax dollars and will help to inform wider programmatic strategy on an ongoing basis. The exact requirements of program participants will be explained to each awardee at contracting based on the particulars of its scope of work and deliverables.

TARGET COMMUNITIES

16. Does the proposed outreach need to be targeted to specific hard-to-count geographic areas, or can the outreach be targeted to types of hard-to-count
communities throughout NYC (for example, people with disabilities who live in Queens)?

No, outreach does not need to be geographically targeted. The application allows you to select one, two, or three of the following types of communities: geographic, special populations (including people with disabilities), and race/ethnicity. So, you may serve people with disabilities in all of Queens without selecting specific neighborhoods. The only requirement is that you select a group, whether demographic or geographic. It can be one single neighborhood, one single special population, or one single ethnic group. Further, applicants that serve only one such group specifically are highly encouraged to apply.

17. If a CBO works with primarily young people under the age of 18, is information from those individuals acceptable for census counting purposes?

The US Census counts information supplied on a household basis. This information includes all members of a household (or other living quarter), including children of all ages. In many cases, children under 18 will not be issued a Census form however, since they would be counted on the form of the head of household. That said, since children are among the most historically undercounted in the census, CBOs who work with this population are welcome to apply. Such applicants, like all applicants, should outline how their work will contribute to mobilizing community members to self-respond to the census, and should therefore explain how they will connect their efforts with people under 18 to others who are more likely to be those asked to submit a census form (e.g. their co-residing parents or guardians).

POSSIBLE ACTIVITIES

18. Can you please let me know if the grant money could be used to purchase computers?

Yes, award money can be used to purchase technology for staff dedicated to this initiative, as per the RFP.

19. While libraries are not eligible to apply for funds under this RFP, can an organization that receives grant support host an outreach event at a branch of the Brooklyn, New York, or Queens Public Library?

Yes.
20. While funds may not be used to advance religion, is it permissible to undertake engagement activities in places of worship? In prior censuses, some CBOs had engagement events that occurred in churches, mosques, temples, and other places of worship.

Yes, activities may occur in spaces that are normally places of worship, provided all other requirements are met.

21. Can census outreach be undertaken along with SNAP or other benefits outreach?

Yes, as per the RFP, organizations may integrate census-related work into existing service provision and outreach.

22. Can you partner with libraries and schools or PTAs?

Yes, partnerships are encouraged in the course of an awardee’s work. If the question refers to consortium applications, note that all members of a proposed consortium must meet the same eligibility criteria as individual CBO applicants.

23. Are kiosks targeting undercounted allowed under this RFP?

Organizations are welcome, but not required, to submit applications that include pop-up census assistance centers as described in the RFP and in the application.

STAFFING

24. Can the census manager role be filled by 3 people who subdivide their duties? If yes, does each one need to work a minimum of 50% FTE or collectively (for ex. 1 dedicating 10%, another 20%, and another 20%?).

As per the RFP, the Census Manager must be a single person with at least 50% full-time equivalency. If there are additional staff hired or allocated for census work, they may be allocated at less than 50% or more.

25. Is the 50% min. FTE for the Census Manager an average over the course of the contract (i.e. can the Census Manager dedicate a lower percentage of time in some months and a higher percentage in other months for a total of 50% of the individual's time through the contract period)?
Due to the short timeframe for this initiative, the Census Manager must be engaged for at least 50% FTE for the entire duration of the contract.

26. Can the outreach captains be salaried employees – i.e. from existing staff? If yes, how would we reflect that in the template? Can staff 2 and staff 3 (in salaried employees) serve as Outreach Captains?

Yes. If outreach captains will be from staff, please indicate their salary and FTE on the budget template.

27. Are staff 2 and staff 3 in the budget template also limited to a maximum $60,000 annual salary? From the template it seems that staff 2 and staff 3 can dedicate a minimum of 5% of their time to the Census 2020 project. The instructions indicate though (see page 25) that each of these individuals must dedicate at least 50% of their time. Can you please clarify?

As per the RFP, organizations may pay employees any salary; however NYC Census will only cover up to $60,000 per year for any employee hired or dedicated to census work. This rate will be pro-rated based on the assigned FTE.

28. Do we need to have outreach workers or can the staff and volunteers fill the role of outreach workers?

As per the RFP, organizations are not required to hire outreach workers. Regardless, volunteers may be engaged for roles proposed by your organization.

29. Would we be able to hire a research consultant and/or collaborate with another organization to do this work?

While we welcome many kinds of collaboration, CCF awards may not be re-granted or subcontracted to other organizations.

Regarding consultants, if your organization’s proposal depends on services they uniquely provide, then you may propose bringing them on, subject to the staffing and financial requirements of the RFP.

30. Can a Census Manager be additionally supported by other funding?

If another source of funding is covering all of the Census Manager’s salary, then Complete Count Fund awards cannot be used towards this salary. If other funding is covering only a portion of the proposed Census Manager activities, then CCF awards may be used for the remainder.
CONSORTIA

31. Regarding consortiums, I understand each group would get its own contract, but are there any limitations on the funding or is the range of $25,000 to $250,000 per group applicable?

Yes, the range per organization is unchanged for consortium members.

32. Can an organization submit a proposal as a consortium leader and concurrently be included in the proposal of another organization that has organized a consortium?

No. An organization must apply as one and only one of the following: (1) Individual; or (2) Coalition leader; or (3) Coalition member.

33. Does an organization have to be part of a consortium to submit an application?

No. Organizations are welcome and encouraged to apply as individuals. Only organizations with annual budgets of less than $50,000 are required to apply as part of a consortium.

34. In order to facilitate potential collaborations/consortia, will this attendee list’s contact info be circulated?

For privacy reasons, the webinar participants names or contact information cannot be shared.

35. You encourage consortiums to apply, so how does that apply to the "no sub contractor" requirement just stated? Can organizations with budgets over $50,000 apply as a consortium? Can you please clarify the difference between a consortium and is subcontracting allowed?

Organizations with budgets under $50,000 must apply as part of a consortium. Consortium members may also include organizations with budgets above $50,000, though such organizations may also apply individually. Consortium members will each receive awards directly. Consortium Leads nor any other awardee may subcontract or sub-grant.

We do not encourage applicants one way or another as to forming consortia to apply. For many, applying individually will be preferable. No application will be at an advantage or disadvantage simply by virtue of having applied as a
Consortium applicants will each have to ensure that each individual organization meets the eligibility criteria. If the consortium is selected, each member organization will receive an award directly. The Consortium Lead will manage the coordination among consortium members, but will not re-grant funds. Re-granting of funds is not permitted under the NYC Complete Count Fund.

36. **Can multiple programs apply as a consortium?**

Multiple programs within the same organization should apply through the parent organization as an individual application. Multiple programs that are each a part of separate organizations may elect to apply as a consortium.

37. **Would each member of a consortium be required to hire a Census Manager? Or could just one group employ this person?**

Consortia may elect to have fewer than one Census Manager per consortium member. For example, there may be one Census Manager for all of the 3 to 5 organizations allowed in a consortium. In all cases of consortia, there must be at least one Census Manager assigned at least 50% FTE.

38. **As we provide outreach currently to CBOs and schools which are 501(c)3’s — What kind of documentation is required to substantiate their consortium status and do they have to participate in the grant writing process?**

If your organization does outreach to other entities, they need not be a part of a consortium application. If you intend to have those organizations receive Complete Count Fund awards, then they must each individually meet the requirements of individual applicants, including 501(c)3 status or the fiscal sponsorship of an organization with such status.

39. **Does each consortium member need to have a separate budget?**

Yes, each consortium member must meet all requirements, including submission of a complete application with a budget.

**ALLOWABLE USE OF AWARD FUNDING**

40. **Are stipends or incentives allowed for volunteers who may organize or help implement outreach activities?** The volunteers might be retired adults or young people enrolled in school.
Yes, this is allowed if it is a part of an applicant’s plan for census-related work. In this case, all such paid individuals who are not considered Outreach Workers or Outreach Captains in the budget template must still be paid the equivalent of at least $15/hour. The number of hours per week may be determined by the applicant and the total costs included in the “Other” section of the budget template.

41. Can other services be carried out in conjunction to census. For example, if we have other educational info can we share that at the same time as census outreach?

Yes. Proposals should be made for census engagement and education in the form most relevant to an applicant’s community. Applicants may strategically propose to undertake census-related work in conjunction with existing service provision.

42. Can we use the money to use space at different organizations/schools/places of worship for outreach workshops?

CBOs are free to propose a census outreach plan that they believe will be most effective in their communities. Costs for space usage should be included in the budget template as applicable.

43. Can a portion of the money be sub-granted to other CBOs?

No. Sub-granting will not be allowed.

44. Can the funding be used to hire independent contractor outreach workers who may or may not have documentation status and/or who do not meet current Census Bureau application eligibility?

Awardees are subject to local, state, and federal laws and regulations regarding employment.

APPLICATION

45. Should the application include the elements from the Planning Document of phase 1? If not, when is the deadline for the Planning Document to be submitted?

This application is for the entirety of census work – that is, both of the phases indicated in the RFP. Timelines and due dates for each will be determined as contracts roll out. The planning document is not a part of the application, but will
be one of the deliverables for phase one of the contracted work. Your proposal should be a description of the work you will do overall for all phases of work.

46. **On the application the question about “up to 3 largest grants/contracts in the last 2 years”, I am not able to enter any data.**

The fields for this answer allow only numbers to be entered, i.e. no dollar signs.

47. **Does the application allow you to upload recommendations letter from elected officials, partner organizations, etc.?**

There is an optional field in the application for applicants to upload letters of recommendation from community leaders. Letters from elected officials will not be considered.

48. **Can you clarify how you define a CBO’s annual budget? Is it what organization receive and spend annually including private and government?**

Applicants should include in their budgets total income from all sources and total spending, in addition to any additional reserves from previous budget years.

49. **Can a nonprofit submit two proposals for working in 2 boroughs?**

An organization’s proposed census plan should include all of its work with all of the communities it intends to serve through one proposal. The application should speak to how it will serve all the communities it intends to engage.

50. **I am a little confused as to what is the questionnaire portion of the RFP, can you please explain.**

There are several references to a “questionnaire” in the RFP. In SECTION IV: FORMAT AND CONTENT OF THE APPLICATION refers to the application, which is available at [www.getcounted2020.nyc](http://www.getcounted2020.nyc). Others refer to the questionnaire or survey of the US 2020 Census form that will be mailed or submitted online.

51. **Regarding the 2018 organizational budget required by the application, should we include the audited figures?**

Yes, if recent audited figures are available, they should be supplied. NYC Census 2020 will do a thorough vetting of all applicant materials and audited budgets will aid this process.
52. **Should an evaluation component be included in the proposal or should we rely on the evaluation from the grantor?**

You are welcome and encouraged to discuss how your organization’s evaluation component, if it has one, would help your proposed census-related work. However, this is not a requirement in the application and NYC Census 2020 will require reporting and participation in an evaluation by CUNY, at a minimum. These requirements will be accessible and will be made clear to awardees at contracting.

**BUDGET PROPOSAL**

53. **Is the $40 noted in the budget a "per month cost" for service for a tablet and phone?**

The budget template as updated reflects the $40 mobile data cost as a monthly cost for the duration of the contract, which is 7 months. Depending on the number of cell phones and tablets entered, this figure will calculate automatically.

54. **The budget notes indicate 7.65% for Social Security and Medicare fringe rates for hourly employees. How about Workmen's Compensation, Unemployment, Disability, and health insurance?**

If there are other fringe costs for hourly workers documented in your organizational budget in excess of 7.65%, this should be added as a cost in the “Other” section of the budget template. A fringe rate of 35% for hourly employees may also be selected if your organization has a standing policy of providing full benefits for hourly staff.

55. **Do you have any guidance in terms of the expected number of people reached for a given funding level, e.g., for a $50,000 request, how many people would an organization be expected to reach? For $100,000, how many would we be expected to reach?**

We do not have a set engagement level by dollar amount. As part of the application process, we ask that you estimate the number of people your organization will be able to engage and to provide a budget that illustrates the various activities and tactics that will allow you to reach them.
56. Some organizations have a fringe benefit rate that is less than 35%. When preparing project budgets, do such organizations have to use the 35% rate or can they use a lower rate, namely the rate that such organizations typically use?

Yes, a lower rate can be used. The template as posted on the CUNY census website and at www.getcounted2020.nyc allows organization to set a fringe rate for salaried employees between 0 and 35%.

SELECTION

57. Will the decision to decide winners be based on the narrative proposal outline?

Regarding selection, per the RFP, decisions will be based on the quality and achievability of the proposal, in addition to your organization’s track record, reputation, capacity, and communities served.

58. How many grants do you estimate you will make for each borough and what do you estimate will be the average size of grants? Are there plans to distribute the funds by some formula based on the borough’s populations? For example, with 17% of the city’s population will Bronx-based CBOs get 17% of all funds available?

We aim to award support to organizations in total number amounts that reflect the historic undercount in their communities. We do not have pre-determined quotas for any geographic area or other community, and determinations for overall funding levels by area will not necessarily be made only on the basis of population.

59. Where can a guide to scoring the RFP be found?

In the RFP, SECTION VI: SELECTION PROCESS, CRITERIA, AND ELIGIBILITY.

AWARDEE OUTREACH MATERIALS AND ACTIVITIES

60. Please explain what Commitment Cards are and what they are used for to accomplish.

Community members to whom a CBO reaches out may opt to complete a card with their name and contact information, and return them to the CBO so that CBO outreach staff can follow-up during the Get Out the Count campaign. This is a tool to help ensure CBOs can mobilize their communities to self-respond during
the limited window for self-response (March 12 to mid-May). The cards also serve as a measure of CBO outreach and engagement efforts and a barometer of the effectiveness of various tactics.

61. Please more fully explain the expectations of a pop-up center in terms of set up and operation.

Pop-up centers may be proposed by applicants in a format that they believe best suit their communities. These may be in their own offices or elsewhere. They may be staffed full-time daily or may be run at times surrounding regular events (for example, markets, religious services, school events, etc.). No applicant is required to host a pop-up center and need not propose it as an activity.

62. Can organizations use outreach materials other than those provided by the Census Bureau?

Awardee organizations will be free to use the materials they believe will communicate most effectively to their communities. NYC Census 2020 will provide awardee CBOs with materials, including pledge cards and other outreach collateral, and will cover the cost of these materials, including translation into many languages. NYC Census 2020 are not Census Bureau materials; they have been specifically designed for New York City.

63. Will CUNY provide parameters or guidance regarding messaging used in the organization’s project activities? What kind of materials would the Census 2020 provide to the contractors? Eg. Commitment card? Language, info materials?

Yes. CUNY and NYC Census 2020, as partners of the Complete Count Fund program, will provide materials, including printing of materials, for use by awardees. In addition, NYC Census 2020 will ensure that awardees receive support and technical assistance on a range of work areas as needed by each awardee, including (and not limited to) messaging, strategic planning, communications, technology, and outreach.

THE US CENSUS & THE 2020 FEDERAL CENSUS QUESTIONNAIRE

64. How long does it take to conduct an on-line census interview form? I know it depends, but what might the typical amount of time take.

According to the Population Reference Bureau, filling the form takes no more than 10 minutes on average. However, organizations should make assessments as to the particular needs of their communities linguistically and otherwise, keeping in mind that the larger the size of a household, the longer it might take to
complete the form. You can find here a sample of the US Census Bureau’s 2020 Census Questionnaire for purposes of estimating the time it might take members of your community to complete.

65. Are non-citizens to be counted in the Census?

YES. There has been substantial misinformation as a result of the Trump administration’s effort to include the so-called “citizenship question” on this census, but that effort failed. There will be no question on the 2020 census regarding citizenship, and, as in all censuses beginning in 1960, THE US CENSUS WILL COUNT NON-CITIZENS. NYC Census 2020 is particularly concerned about the impact that the misinformation and fear-mongering have had on immigrant communities and will make awards to organizations that are prepared to dispel these fears and educate their communities about the census.

66. Is a single neighbourhood a single census tract? Or, multiple census tracts within a neighbourhood?

Census tracts are generally smaller than neighborhoods. You can find a list of the NYC neighborhoods (as geographically defined by NYC Census 2020 for the purposes of census-related work) with each component census tract here.

OTHER

67. In prior censuses, the New York State government provided census outreach funding. Will the state offer such funding for this census? If one has questions with regards to census outreach funding from the state, does NYC Census have information regarding whom to contact?

NYC Census 2020 is a New York City effort, funded by the Office of the Mayor and the New York City Council, and not the State of New York. For more information, please contact the NYS Department of Labor.

68. What are the 17 organizations that have received the $4 million in funding?

The New York City Council has selected 17 organizations to participate in census-related engagement, many of which will also provide support for awardees of this RFP. They will all work together in partnership with NYC Census 2020 and the City Council Census Task Force. These organizations are: United Way, Hester Street, Asian American Federation, Center for Law and Social Justice at Medgar Evers College, Community Resource Exchange, the Federation of Protestant Welfare Agencies, the National Association of Latino
Elected and Appointed Officials, the New York Immigration Coalition, United Neighborhood Houses, Asian Americans for Equality, the Brooklyn NAACP, the Chinese-American Planning Commission, the Hispanic Federation, and Make the Road.

NOTE TO ALL APPLICANTS:

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