

COUNT ME IN
ILLINOIS 2010 CENSUS INITIATIVE

REQUEST FOR PROPOSALS

April 2009

Count Me In is a collaborative funding initiative of Illinois-based foundations to support a coordinated, statewide campaign to increase participation in the 2010 census in communities that are at significant risk of being undercounted. The collaborating foundations 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 in designated communities in Illinois.

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 labor intensive, nationwide census. 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. Indeed, the federal Government Accountability Office has identified the 2010 Census as one of a handful of “high-risk” immediate challenges facing the Obama Administration. To this end, local efforts to ensure full accounting of residents become even more critical for the following reasons:

- **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. Illinois alone receives more than \$14 billion annually in federal funds allocated on the basis of the census.¹ Census experts estimate that for every person not counted in 2010, local government will lose \$12,000 during the next ten years in federal funding alone; in other words, every 10,000 additional people counted would mean \$120 million more in federal funding for the area.² Millions in additional state funds are also allocated on the basis of census counts.
- **The census 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.
- **The census affects Illinois’ 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, Illinois lost a congressional seat; it would have retained that seat had another 152,000 people been counted.³ Population projections show that Illinois could lose another congressional seat after the 2010 census due to national population shifts.
- **The census affects civil rights enforcement.** Census data are used to monitor and enforce compliance with civil rights laws in employment, housing, voting, lending and education.

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 “US and State Population and Apportionment Counts” factsheet. Illinois Department of Commerce and Opportunity website, downloaded February 19, 2009 at <http://illinoisgis.ito.state.il.us/census2000/censusData/2000/ilpopapp.asp>.

Barriers to Achieving an Accurate Count in 2010:

In every census, certain populations are historically hard-to-count: urban and rural communities with high concentrations of low-income people, minority groups, immigrants, non-English speaking households, migrant workers, female-headed households, renters, homeless people, ex-offenders, grandchildren raised by grandparents, and individuals living in mobile homes, multi-unit residences, gated communities, and hidden housing units. In the 2000 census, for example, experts estimate that millions of Americans were not counted, including 1 percent of all Latinos and 2 percent of all African Americans⁴.

This year, there are additional challenges to achieving an accurate count, including:

- **Census response rates are likely to decrease.** Americans are more mobile than ever, 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.
- **Immigrants are reticent to participate.** In the 2010 census cycle, because of state and local anti-immigrant measures and an increasing number of work-place immigration raids and other government-sponsored dragnets, counting the country's immigrant population, both legal 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.
- **Participation in the decennial census is lowest among many hard-to-count groups – and the size of many of these hard-to-count communities has increased since the last census.** For example, in the Chicago metropolitan area, the immigrant population has increased by almost 15 percent since 2000, the Latino population has increased by 24%, and the Asian population has increased by 29%.⁵

One Bright Spot:

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.

GRANT GUIDELINES

For foundations whose grantmaking aims to benefit high-need populations and empower all residents, the census is critical. Accordingly, a group of Illinois philanthropies – including the Boeing Company, Chicago Bar Foundation, Chicago Community Trust, Joyce Foundation, Lloyd A. Fry Foundation, Grand Victoria Foundation, John D. and Catherine T. MacArthur Foundation, Polk Bros. Foundation, Steans Family Foundation, and Woods Fund of Chicago– has committed to funding a coordinated campaign to improve participation in the 2010 census.

⁴ Andrew Reamer, Brookings Institution, http://www.brookings.edu/opinions/2009/0217_census_reamer.aspx, February 17, 2009

⁵ Brookings Institution, Census Plus database, <http://www.brookings.edu/metro/Living-Cities/census-plus.aspx> downloaded February 18, 2009.

Non-profit organizations that have a proven track record of working in Illinois are eligible to apply.

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

1. **Focus on selected geographic areas in Illinois:** the **Count Me In** campaign supports projects that will focus on towns and cities with populations of 30,000 or more in which 70% or fewer households mailed back their census forms in the 2000 census. *See definition and list on page 5 of this document.* We will consider projects that focus on one or more community areas in Chicago, those that focus on one or more municipalities outside Chicago, and those that focus on both.
2. **Focus on cities, villages, and towns in Illinois at high risk for undercounting in 2010 due to demographic changes since 2000:** applicants proposing to focus on municipalities other than those listed in this document must explain why they believe those areas are at high risk of undercounting, using data from reputable sources to make the case. Proposed municipalities must have populations of 30,000 or more.
3. **Clear and measurable objectives:** Census questionnaires are mailed to households in March 2010 and are supposed to be returned by April 1, 2010. 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.⁶

The objective of this initiative is to increase mail back rates in selected municipalities – that is, the percent of all households that mail back questionnaires to the Census Bureau. This initiative aims to support work that will increase 2010 mail response rates in designated or proposed towns and cities by at least 4 to 5 percentage points above 2000’s.

The Census Bureau posts “final response rates” on its website to show the percent of households to which it mailed census forms that returned forms by mail or response was obtained by phone, internet, and at special “Be Counted” centers. (The internet will not be an option in 2010.) This rate *does not include* those households visited by enumerators from the Census Bureau. **Count Me In** will use “final response rates” as its measure for evaluating its grants’ impact.

Therefore, applicants are asked to explain the strategies they will use to help increase the “final response rate” (rate of forms returned without follow up visits by enumerators) in 2010.

Organizations that work with populations (e.g. Latinos, low income people, ex-offenders) spread across several towns or cities should identify the top municipalities or Chicago community 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 should:
 - Have good track records working on activities that increase civic participation
 - Have established connections to the targeted communities or populations

⁶ Census 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. **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, the Mexican American Legal Defense and Educational Fund (MALDEF), and the Asian American Justice Center
 - City, municipal, and county leaders responsible for an accurate census
 - Complete Count Committees
6. **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 be considered.

EXPECTED GRANTMAKING

The philanthropic community has committed \$1,000,000 to the **Count Me In** initiative. We anticipate awarding a range of grant amounts for activities that range from small- to large-scale.

Grantees must commit to:

- Participate in person or by conference call in two or three meetings with other grantees to share information, resources, and strategies that strengthen the work of all.
- Provide a final grant narrative and financial report.
- Participate in interviews with the project consultant for an initiative evaluation that will capture accomplishments, lessons learned, and recommendations for the 2020 census.

Grants must be used between August 1, 2009 and April 30, 2010.

GRANT APPLICATION PROCESS

- Nonprofit organizations are invited to apply by submitting proposals that meet the full requirements of the application on pages 9 and 10. Complete proposals will consist of a completed Cover Sheet, a narrative (of not more than 8 pages) that responds to questions included in the application, financial information described in the application, and required attachments.
- Two optional information sessions for interested applicants will be held on April 23, 2009. Applicants do not need to participate in order to apply for funding. The first session will be a meeting from 2:00 to 3:30 in a location in the Chicago Loop (downtown). The second session will be a phone session, primarily designed for those outside the Chicago metropolitan area, from 4:00 to 5:00. (*Times to be confirmed with CB*)

Census Bureau officials from the regional office and other leaders working on the census in Illinois 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.

You must pre-register to attend an information session by sending an email no later than April 20, 2009 to ILFundersCensus2010@gmail.com ; please specify which session you want to attend.

- **The deadline for receipt of the proposal is Friday, May 22, 2009 at 5:00 p.m.** (Central time). **One electronic copy and one paper copy** of the full proposal, including supporting documents, must be submitted. Mail or deliver the paper copy to: Illinois Funder Census Initiative, attn Alice Cottingham, The Chicago Community Trust, 111 East Wacker Drive, Suite 1400, Chicago IL 60601. Email the electronic copy to ILFundersCensus2010@gmail.com. **Late proposals will not be considered.**
- Grant decisions will be made in July 2009.

Inquiries about these guidelines should be directed to Alice Cottingham at ILFundersCensus2010@gmail.com or 708/609-9981.

PRIORITY COMMUNITIES

The **Count Me In** initiative aims to improve the percent of households which return the census forms mailed to them. It focuses specifically on cities and towns with large populations, where a significant percent of households did not return census forms by mail in the 2000 census and that are at especially high risk of being under-counted in the 2010 Census.

The Census Bureau posts “final response rates” on its website to show the percent of households in various states/cities/towns to which it mailed census forms that returned forms by mail, phone, internet, 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 by enumerators, **Count Me In** grants will be used to increase the number of households returning census forms by mail. The initiative will compare 2010 “final response rates” to 2000 “final response rates” to measure the impact of its grants.

Specifically, the campaign focuses on Illinois communities with populations of 30,000 or greater that had 2000 “final response rates” of 70 percent or lower, which is on par with the statewide “final response rate” of 69 percent. Those communities are listed below.

City/Town/Village	County	2007 Population	2000 “Final Response Rate”
Alton	Madison	29,414	69
Aurora	Kane	170,855	66
Berwyn	Cook	50,334	68
Calumet City	Cook	37,064	67
Champaign	Champaign	75,515	70
Chicago	Cook	2,836,658	55
Chicago Heights	Cook	30,814	64
Cicero	Cook	80,976	60
Danville	Vermillion	32,476	66
Decatur	Macon	76,674	69
DeKalb	DeKalb	43,714	67
East St Louis	St. Clair	28,996	51
Harvey	Cook	28,239	52
Joliet	Will	144,316	69
North Chicago	Cook	32,897	57
Peoria	Peoria	113,546	70

Rock Island	Rock Island	38,243	70
Rockford	Winnebago	156,596	70
Romeoville	Will	37,136	70
Springfield	Sangamon	117,090	70
Urbana	Champaign	39,484	70
Waukegan	Lake	91,138	66

Sources: Population figures reflect 2007 population estimates from the Census Bureau, downloadable at: <http://www.census.gov/popest/cities/tables/SUB-EST2007-04-17.xls>; 2000 final response rates can be found at: <http://www.census.gov/dmd/www//response/disp-fro.17.txt> and linkable through: <http://www.census.gov/dmd/www/response/2000response.html>

Please note that Alton, East St. Louis, and Harvey are included because they had low 2000 response rates and were over the 30,000 population threshold in 2000.

As noted above, we recognize that some areas may have experienced significant increases in certain hard-to-count populations since 2000 that will make an accurate 2010 count more challenging. Any organization wishing to do work in a locale of 30,000 or more that is not specified on this list is asked to provide data on both the population of the city/town/s and demographic/population data that suggest it will be harder to count in 2010 than in 2000.

ADDITIONAL INFORMATION ON CHICAGO COMMUNITY AREAS/NEIGHBORHOODS

An overwhelming number of hard-to-count Illinois residents live in Chicago, and we expect that many organizations may seek to do work in particular Chicago neighborhoods. While neighborhood-level “final response rates” are not available from the U.S. Census Bureau, below are estimates provided by the Chicago Metropolitan Agency for Planning. CMAP aggregated publicly available data from the U.S. Census Bureau on the “final response rates” of individual census tracts into neighborhood-level rates. There is necessarily a measure of judgment involved when aggregating census tract data into community areas, as they have different geographies. Therefore, while these data may not be perfectly precise, they do indicate that certain neighborhoods may need more encouragement to mail back census forms than others. They also may help guide the plans and expectations of groups wishing to do community-based work. Work in all Chicago community areas may be proposed.

Community Area/Neighborhood	Estimated 2000 “Final Response Rate”
Albany Park	56
Archer Heights	65
Armour Square	56
Ashburn	75
Auburn Gresham	56
Austin	51
Avalon Park	68
Avondale	51
Belmont Cragin	58
Beverly	75
Bridgeport	50
Brighton Park	52
Burnside	58

Calumet Heights	71
Chatham	60
Chicago Lawn	53
Clearing	74
Douglas	51
Dunning	74
East Garfield Park	38
East Side	62
Edgewater	62
Edison Park	78
Englewood	39
Forest Glen	82
Fuller Park	41
Gage Park	57
Garfield Ridge	75
Grand Boulevard	32
Greater Grand Crossing	48
Hegewisch	69
Hermosa	55
Humboldt Park	40
Hyde Park	63
Irving Park	60
Jefferson Park	71
Kenwood	50
Lake View	64
Lincoln Park	60
Lincoln Square	62
Logan Square	49
Lower West Side	39
McKinley Park	55
Montclare	61
Morgan Park	68
Mount Greenwood	80
Near North Side	43
Near South Side	45
Near West Side	37
New City	43
North Center	63
North Lawndale	38
North Park	71
Norwood Park	79
Oakland	41
O'Hare	45
Portage Park	65
Pullman	64
Riverdale (Chi)	52

Rogers Park	53
Roseland	65
South Chicago	48
South Deering	66
South Lawndale	50
South Shore	49
The Loop	48
Uptown	58
Washington Heights	66
Washington Park	38
West Elsdon	70
West Englewood	49
West Garfield Park	40
West Lawn	74
West Pullman	60
West Ridge	62
West Town	42

Source: 2000 “final response rates” for Chicago neighborhoods were provided by the Chicago Metropolitan Agency for Planning, which aggregated tract-level data from the U.S. Census Bureau into community area rates by doing a weighted average and spatial analysis.

PLEASE SEE COVER SHEET AND APPLICATION ON PAGES 9 – 11 BELOW.

Count Me In
Illinois 2010 Census Initiative
Application

Part I – Cover Sheet

Organization:

Street Address:

City:

State

Zip:

Phone:

Fax:

Website:

Executive Director:

Phone:

Email:

Primary Contact: (if different from above)

Phone:

Email:

Amount requested: \$

Please briefly describe your organization's mission, history, and current programs.

Please list: (1) the city/ies, town/s, or village/s; (2) Chicago community area/s (if applicable); and (3) population/s (if applicable) on which you will focus your efforts to increase the mail-in response. Please be as specific as possible.

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

Part 2 – Proposal Narrative

Please answer the following 9 questions in 8 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 list for priority towns and cities.) If your proposal is focused in Chicago, which community area/s will you target? 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 of over 30,000 people not included in the priority list that is part of the RFP 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, Chicago community area/s, or population/s?
 - a. Do you 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 3 – 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 August 2009 through May 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 4 – 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 Friday, May 22, 2009 at 5:00 p.m. (Central time). One electronic copy and one paper copy of the full proposal, including supporting documents, must be submitted. Mail or deliver the paper copy to: Illinois Funders Census Initiative, attn Alice Cottingham, The Chicago Community Trust, 111 East Wacker Drive, Suite 1400, Chicago, IL 60601. Email the electronic copy to ILFundersCensus201@gmail.com. **Late proposals will not be considered.**

PLEASE SEE RESOURCES FOR APPLICANTS ON PAGES 12 & 13 BELOW

Resources for Applicants

A number of web sites 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.
- Chicago Regional Census Office (covers Illinois/Wisconsin/Indiana): <http://www.census.gov/rochi/www/>
- 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, Drafftcb, 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.
- Cook County Census 2000 Complete Count Committee
Can be found here: www.joycefdn.org
This report, "Working Together to Count Everyone," describes in detail the efforts of the Cook County effort to improve census participation in 2000, and includes ideas for high-impact strategies and activities. The Cook County Complete Count Committee was one of the first of its kind in 2000, and served as a model for the approach now recommended by the U.S. Census for all municipalities.
- 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, and LCCR Education Fund has been funded to work on the census in the Midwest with local affiliates of its member organizations. 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.html>
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/>