

ILLINOIS 2020 CENSUS GRANT PROGRAM

CENSUS NOFO TECHNICAL ASSISTANCE SESSION

AUGUST 8, 2019



**Census
2020**



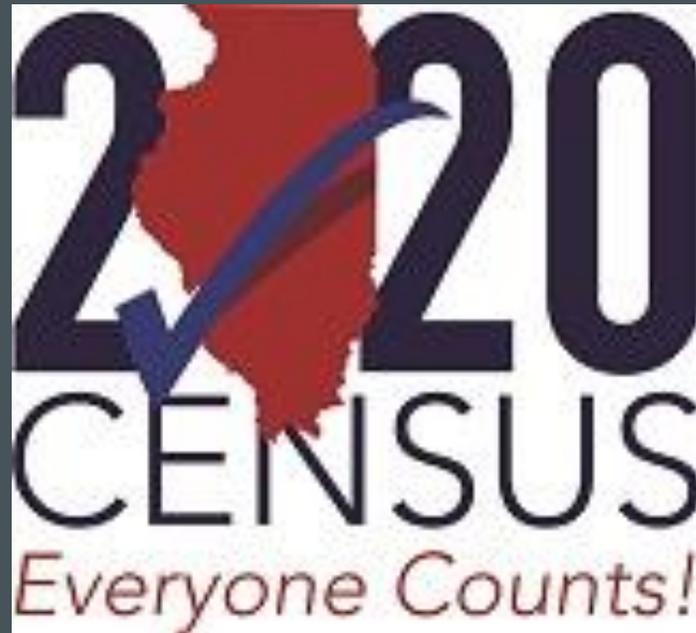
MAKE SURE ILLINOIS COUNTS.

WELCOME AND INTRODUCTION

Grace B. Hou, Secretary
Illinois Department of Human
Services



ILLINOIS 2020 CENSUS
NOTICE OF FUNDING OPPORTUNITY (NOFO)
PROGRAM OVERVIEW



SCOPE OF SERVICES

The 2020 Census Grant Program will support statewide coordinated outreach efforts through Regional Intermediaries to ensure a complete count for the state of Illinois. A key focus is to ensure that identified geographic areas and demographic populations, who are least likely to respond, will participate in the 2020 Census.



SCOPE OF SERVICES

The RI will design and implement a region-wide outreach program which utilizes subrecipients and builds upon existing census efforts. RIs will implement a plan which includes the following components:

1. Collaboration and Coordination of Subrecipients
2. Education, Outreach, and Communication
3. Direct Engagement
4. Questionnaire Assistance and Participation
5. Data Collection and Reporting

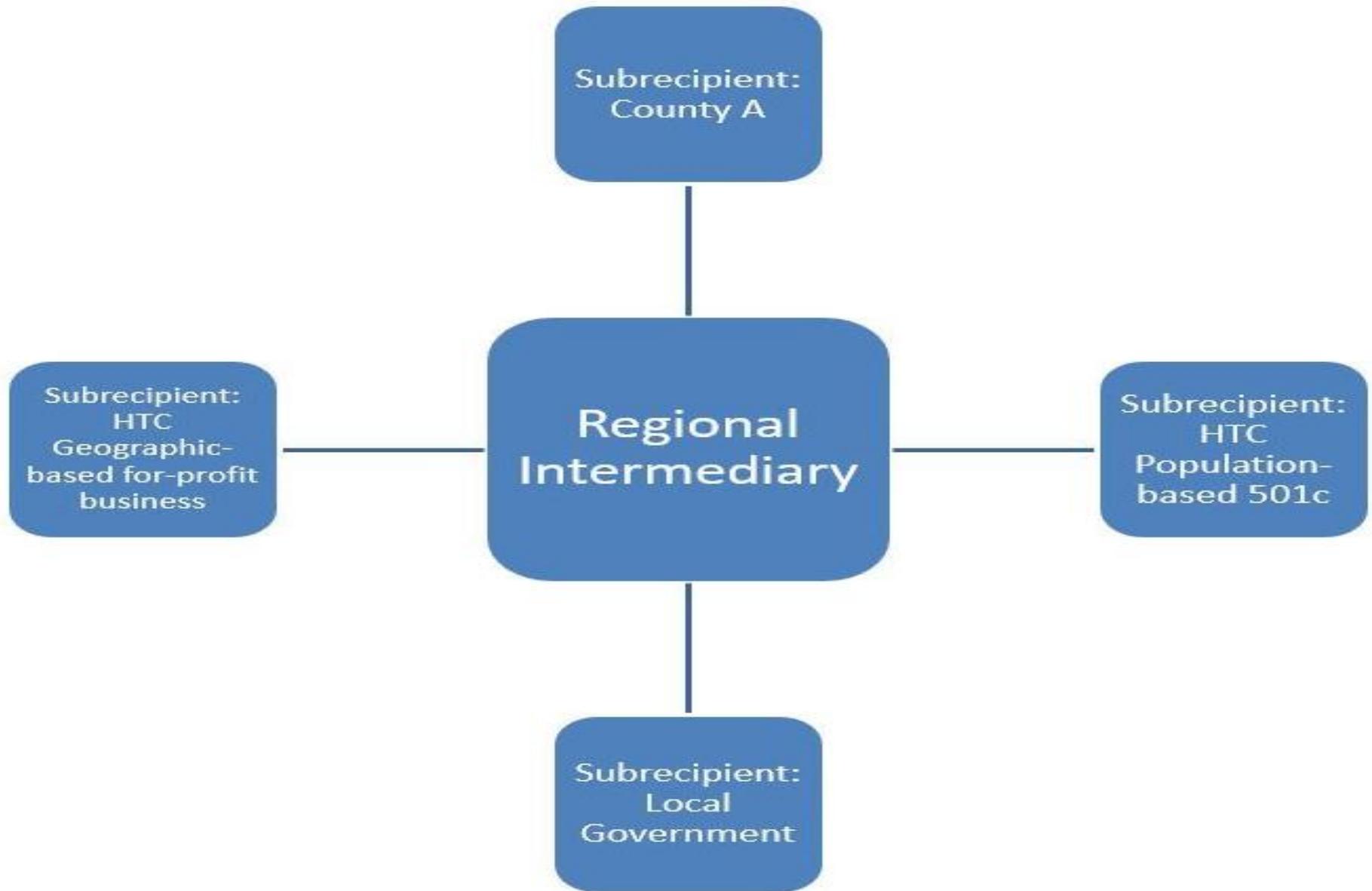


OVERALL STRATEGY AND WORK FLOW

- The State's overall strategy is to ensure a complete count of Illinois in the 2020 Census and prioritize Hard-To-Count (HTC) communities as defined in this NOFO.
- Grants will be awarded to eligible Regional Intermediaries who will make subawards to entities in their regions.

OVERALL STRATEGY AND WORK FLOW

- Through this NOFO, the Census Office is seeking applications from eligible community organizations and local governments to be RIs to focus on HTC geographies and populations within their region(s).
- The Census Office anticipates awarding at least 12 RIs through a "hub and spoke" model, with RIs serving as the hubs, and subrecipients as the spokes.
- RIs and their subrecipients will implement activities described within the Scope of Services and Deliverables, including additional activities and strategies identified by the Census Office during the funding cycle.



REGIONAL INTERMEDIARIES

- The RI can be a community organization or local government entity with the capacity to provide coordination of education, outreach, and survey assistance services to the public and HTC populations for an Illinois Census Office Region.
- The RI will serve as central coordinators of the census outreach efforts in the region, which requires the capacity to execute and monitor subawards with local community/government entities who are viewed as trusted messengers in their communities and are able to provide culturally- and linguistically-appropriate services.
- RIs can also provide direct services.

REGIONAL INTERMEDIARIES

- Each RI applicant should have the capacity to serve all counties in their region and, through subrecipients, reach every HTC community within their entire region.
- The Census Office reserves the right to choose more than one RI within a region, and to negotiate service areas and grant amounts if more than one RI is chosen.
- RIs are responsible for selecting, managing, monitoring, and evaluating their subrecipients.
- Applicants may name confirmed, likely, and targeted subrecipients in their application. However, it is anticipated that additional subrecipients will be identified and selected after awards are made.
- The Census Office reserves the right to connect RI to potential subrecipients in their region.

SUBRECIPIENTS

- An entity that receives a subaward from a Regional Intermediary as a pass-through entity to carry out census activities. Subrecipients are organizations that:
 - Provide census outreach services to smaller geographic area(s) (e.g. neighborhood, village, county, etc.);
 - Serve a specific HTC population(s) (e.g. people with disabilities, children younger than five-years old, people with Limited English Proficiency, older adults, etc.);
 - Provide a specific skill(s) (e.g. ethnic media expertise, community outreach training and technical assistance within a region, etc.) will need to work with the successful RI as a subrecipient.

SUBRECIPIENTS

- All subrecipients' program activities need to be approved by Regional Intermediaries.
- Subrecipients are not allowed to provide subawards to other entities for providing services to HTC populations and geographies.

SUCCESSFUL APPLICANTS WILL HAVE:

- Ability to collaborate and serve their entire region, covering all counties in that region
- Strong organizational capacity
- Experience working with HTC communities and geographies
- Strong relationships with potential subrecipients

SUCCESSFUL APPLICANTS WILL HAVE:

- Experience conducting large-scale education and outreach efforts, including, but not limited to, census efforts
- Ability to leverage expertise, relationships, and other resources for census efforts
- Ability to be agile and creative

HARD-TO-COUNT (HTC) COMMUNITIES

- Funding through this award will focus on increasing the self-response rate of HTC populations and geographies.
- Historically, the U.S. Census has undercounted certain population groups and certain geographic communities, which are composed of people in population groups and geographic areas that are least likely to return census questionnaires without in-person follow-up.
- RIs will be expected to create outreach strategies for these communities.

HTC COMMUNITIES

- Please note that there is not a singular definition of HTC populations, and the groups listed are not mutually exclusive, as one person may identify with multiple experiences.
- Racial and ethnic minorities including, but not limited to:
 - African American/Black
 - Arab American
 - Asian American and Pacific Islander
 - Hispanic or Latino
 - Native American/American Indian
 - Children younger than five years old
 - Foreign-born individuals
 - People with Limited English Proficiency
 - Undocumented immigrants
 - People living close to or below the poverty line

HTC COMMUNITIES

- Renters
- People who are young and mobile
- People experiencing homelessness
- People who live in rural areas
- People with disabilities (including the Deaf and Hard of Hearing)
- Lesbian, Gay, Bisexual, Transgender, and Questioning People
- Older adults
- People who distrust the government
- Additionally, the 2020 Census will be the first decennial census to rely primarily on online responses, therefore persons living in homes with limited Internet access are also at risk of not being counted.

FUNDING INFORMATION

- This NOFO is a competitive solicitation for applications for funding. It is not a guarantee of funding.
- Through the NOFO the Census Office anticipates awarding up to \$20 million to at least 12 RIs.
- If the applicant is interested in serving multiple regions, the applicant must submit a complete application for each region.
 - Applications must be submitted separately.

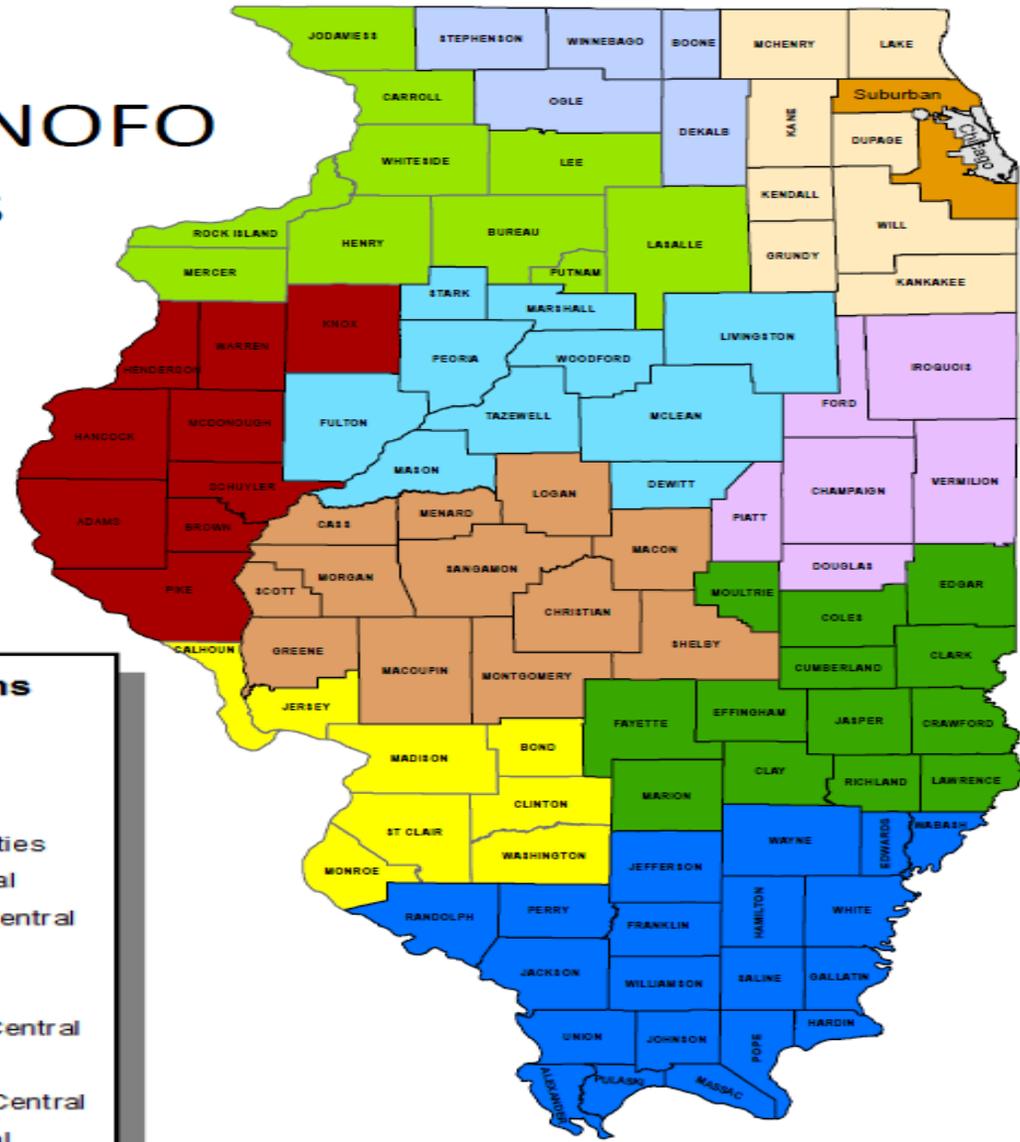
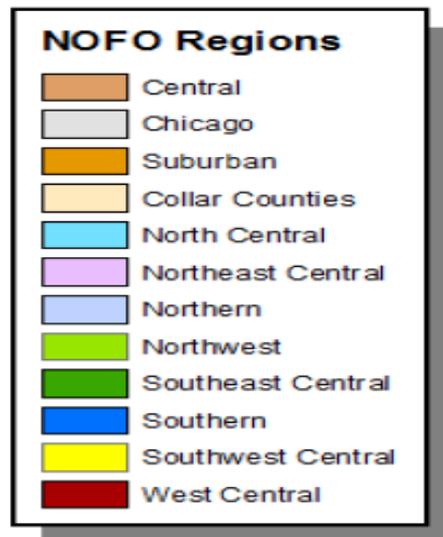
FUNDING ALLOCATION METHOD

- The Census Office is committed to ensuring funds reach every corner of the state. The state is divided into 12 regions (to view map please visit <http://www.dhs.state.il.us/page.aspx?item=118219>)
- The funding will be allocated using two strategies:
 - Funding allocated to each of the **12 regions** is proportional, based on the Illinois Hard-to-Count Index (IL HTC Index). To learn more about the index visit: <http://illinoisdata.com/CensusHardToCount/>
 - **Counties** that have a low IL HTC Index are eligible to receive a base level of funding.

REGIONAL FUNDING RANGES

Region	Minimum	Maximum
Central	\$400,000	\$600,000
Chicago	\$5,000,000	\$8,900,000
Collar Counties	\$1,800,000	\$2,200,000
NE Central	\$500,000	\$695,000
North Central	\$500,000	\$650,000
Northern	\$750,000	\$920,000
Northwest	\$350,000	\$475,000
SE Central	\$290,000	\$400,000
Southern	\$600,000	\$700,000
Suburban	\$2,100,000	\$3,500,000
SW Central	\$530,000	\$660,000
West Central	\$250,000	\$300,000
Grand Total	\$13,070,000	\$20,000,000

Illinois NOFO Regions



PROGRAM DELIVERABLES

Applicants are expected to provide subawards to subrecipients to deliver the services listed below. Applicants can also directly provide some these services.

1. Collaboration and Coordination of Subrecipients
2. Education, Outreach, and Communication
3. Direct Engagement
4. Questionnaire Assistance and Participation
5. Data Collection, Evaluation, and Reporting

COLLABORATION AND COORDINATION OF SUBRECIPIENTS

1. Provide technical assistance and capacity building to subrecipients within the region.
2. Convene and collaborate with entities engaged in census outreach efforts within their region(s)
3. Effectively manage and monitor subrecipients.
4. Collaborate with the Census Office to identify potential unserved/ uncovered HTC populations and/or geographic areas in the region(s) that may require the use of additional subrecipients to achieve a complete count.

EDUCATION, OUTREACH, AND COMMUNICATION

1. Adapt or when necessary develop culturally- and linguistically-appropriate materials, using relevant and tailored messaging in native language(s) and accessible formats, as needed.
2. Develop and implement Census Office-approved outreach and education plans, which must include the types of activities, metrics, and total number of people expected to be reached through a variety of traditional and digital media and platforms.
3. Work with the Census Office on a State-coordinated media campaign to be determined, including circulating education and outreach materials consistent with statewide approved messaging and materials.

DIRECT ENGAGEMENT

1. Organize and participate in community gatherings, events, and other forums to encourage the public to participate in the census.
2. Implement direct engagement activities, which include in-person activities.
3. Engage, train, and utilize trusted messengers and sources to encourage members of the public to participate in the census.

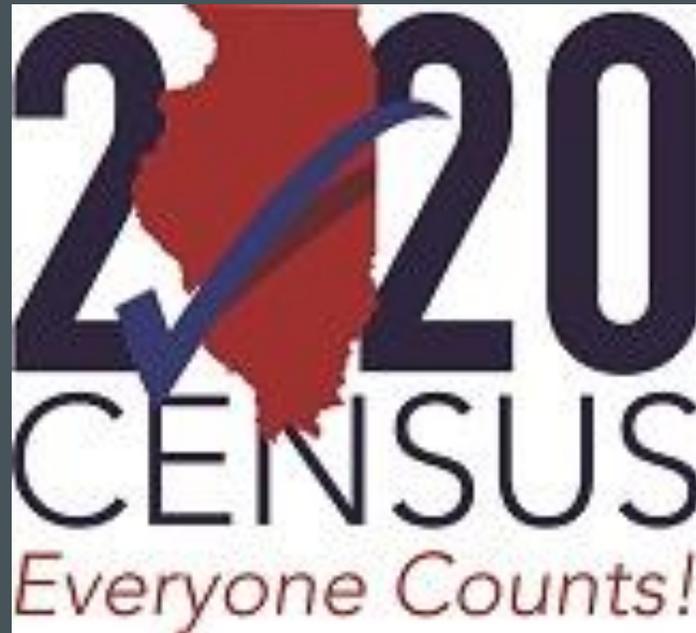
QUESTIONNAIRE ASSISTANCE AND PARTICIPATION

1. Use trusted messengers and sources to assist the public in responding to the questionnaire.
2. Provide internet access to complete the online questionnaire.
3. Establish, manage, and announce locations where the HTC communities may receive information regarding the census in their native language and assistance completing the census questionnaire, when necessary.
4. Establish or utilize comfortable, trusted, and confidential environments in which the HTC communities can participate in the census.

DATA COLLECTION AND REPORTING

1. Monitor and evaluate subrecipients.
2. Submit financial, program, and performance reports to the Census Office on a monthly basis.
3. The Census Office reserves the right to request/require additional reports.
4. Participate in evaluation efforts as directed by the Census Office and collect and report data accordingly.

ILLINOIS 2020 CENSUS
NOTICE OF FUNDING OPPORTUNITY (NOFO)
ELIGIBILITY INFORMATION



FIVE GRANTEE PRE-AWARD REQUIREMENTS (GATA/IDHS COMPLIANCE)

- **1.** Authentication
- **2.** Grantee Registration
- **3.** Grantee Pre-qualification
- **4.** Fiscal and Administrative Risk Assessment (ICQ)
- **5.** Programmatic Risk Assessment

Begin the process at: <http://www.dhs.state.il.us/page.aspx?item=117899>

Full instructions are located at:

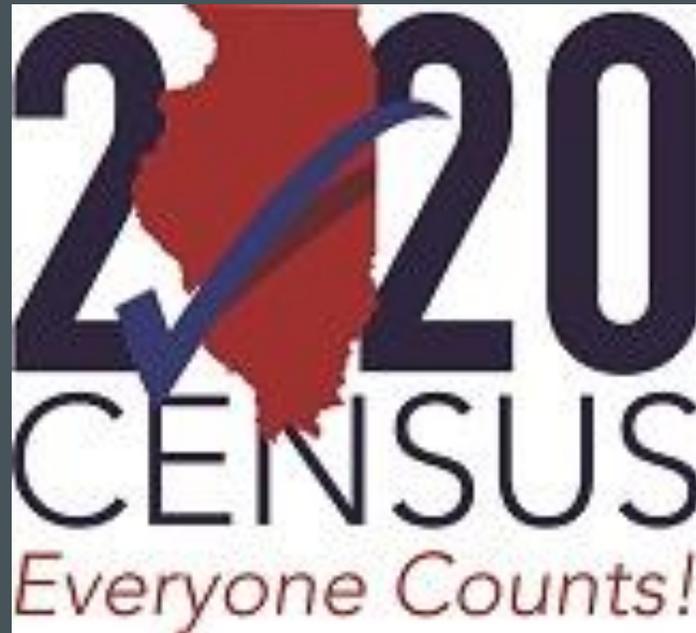
<http://www.dhs.state.il.us/page.aspx?item=117928>

Applicants that do not comply with these requirements by the application deadline are not eligible to receive an award, and their application will not be reviewed.

SUBRECIPIENT REGISTRATION AND PRE-AWARD REQUIREMENTS

- All subrecipients must also meet these same registration and pre-award requirements prior to receiving a subaward.

ILLINOIS 2020 CENSUS
NOTICE OF FUNDING OPPORTUNITY (NOFO)
APPLICATION AND SUBMISSION INFORMATION



PROGRAM NARRATIVE

- Executive Summary (1 page max., not scored)
- Description of Need (2 pages max., 10 points)
- Capacity (4 pages max., 40 points)
 - Entity Capacity 20 points
 - Prior Experience 20 points
- Quality (4 pages max., 42 points)
- Data Collection, Evaluation, and Reporting (1 page max., 8 points)

EXECUTIVE SUMMARY

- Entity description
- History
- Achievements
- Service description
- Financial overview
- Future plans

DESCRIPTION OF NEED

- Description of Region
- Need in region
- Challenges specific to region
- HTC populations and geographies

ENTITY CAPACITY

- Overall
- Administrative
- Personnel
- Leveraging resources/census related efforts

PRIOR EXPERIENCE

- HTC experience
- Census experience
- Collaboration
- Subrecipients

QUALITY

- Program design, project implementation, and outcomes
- Address identified need
- Timeline
- Subrecipients

WORK PLAN – 5 PAGES MAX.

- Collaboration and Coordination
- Education, Outreach, and Communication
- Direct Engagement
- Questionnaire Assistance
- May use sample or own work plan template

DATA COLLECTION, EVALUATION & REPORTING– 1 PAGE MAX.

- Reporting practices
- Processes for monitoring subrecipients
- Participate in evaluation efforts

APPLICATION INFORMATION - ATTACHMENTS

The Attachments must be in the following order:

- Attachment A: Organization Chart
- Attachment B: Resumés of Key Personnel
- Attachment C: Project Implementation Timeline
- Attachment D: 2020 Census Program Work Plan (Not to exceed 5 pages)
- Attachment E: Linkage Agreements (if applicable)
- Attachment F: Approved NICRA (if applicable)

Application checklist is at: <http://www.dhs.state.il.us/page.aspx?item=118335>

Applications that do not include all attachments will not be reviewed.

APPLICATION FORMAT

- Narrative is 12-point Arial font, single spaced, one-sided, white paper
- Narrative does not exceed the total number of pages noted in the NOFO
- Narrative and Attachments are appropriately labeled and ordered based on guidance in the Notice of Funding Opportunity
- Complete application is in a single pdf document (Does not include the budget).

APPLICATION PACKAGE SUBMISSION

- BY SEPT 6TH 5:00PM CT
 - Submit the completed application materials as a single PDF document to:
DHS.CensusNOFO@illinois.gov

Applications that do that do not include all attachments will not be reviewed.

Application checklist:

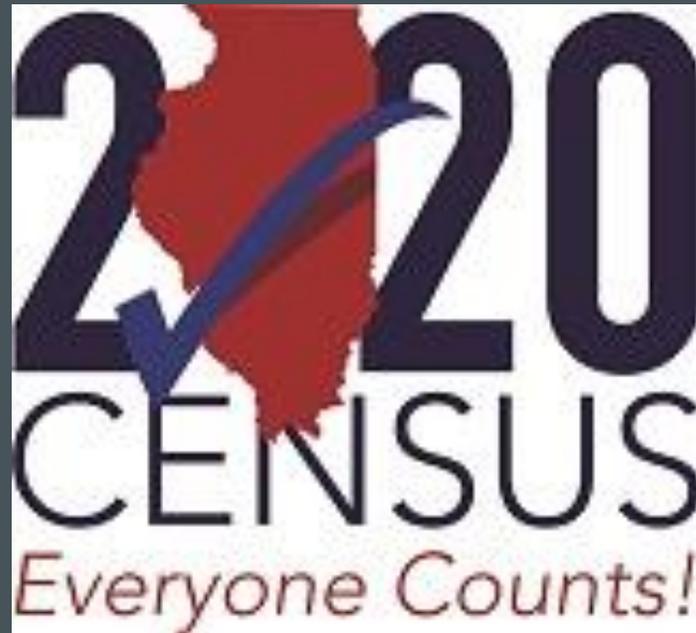
<http://www.dhs.state.il.us/page.aspx?item=118335>

- Specifically, the subject line of the email MUST state:
 - Entity Name,
 - Funding Opportunity Number (20-444-00-2174-01),
 - Region (use suffix from the Q&A page)

MERIT REVIEW

- Independent review of applications
- Team review

ILLINOIS 2020 CENSUS
NOTICE OF FUNDING OPPORTUNITY (NOFO)
FUNDING INFORMATION



BUDGET

- Applicants must submit a budget in the DHS Community Services Agreement (CSA) tracking system.
- The budget must:
 - Follow all applicable State and federal guidelines.
 - Reflect the range of predetermined funding for that region.
 - Reflect a 9-month grant award period.
 - Include sufficient detail and justification.

BUDGET

- The budget is considered to be an attachment of the application and must be entered into CSA by the application due date: 9/6/19 by 5:00pm CT.
 - <https://csa.dhs.illinois.gov/gtpsecure/gtp>
- Budget information entered into CSA should not be considered an approved/final budget amount.
- There are 4 stages to submit in CSA:
 - Entry
 - Submit to Exec for Signature
 - Executive Sign Off
 - Submit to DHS (**This is often missed. A CSA is not considered submitted until this happens.**)

APPLICATIONS WILL NOT BE REVIEWED IF BUDGET IS NOT ENTERED INTO CSA.

ALLOWABLE COSTS

- Staff/personnel
- Contractual (subawards, contracts, etc.)
- Interpretation and translation services
- Supplies (tablet devices, laptops, office supplies, etc.)
- Printing (Census Office-approved collateral and merchandise)
- Advertising
- Telecommunications (internet service, hot spots, data plans, phone banking)
- Travel
- Events, training, and meeting-related expenses which may include food, room rental, AV equipment rental, booth fees.
 - Food and beverage costs must be reasonable, necessary, and directly tied to the goals of the 2020 census grant.

UNALLOWABLE COSTS

- Bad debts
- Contingencies or provision for unforeseen events
- Contributions and donations
- Entertainment, alcoholic beverages, gratuities
- Fines and penalties
- Certain interest and financial costs
- Legislative and lobbying expenses
- Real property payments or purchases

INDIRECT COST RATE

- Federally Negotiated Rate
- State Negotiated Rate
- De Minimis

TWO PAYMENT METHODS

- Advance Payment
- Reimbursement

2019 September

S	M	T	W	T	F	S
1	2	3	4	5	5:00 PM CT 6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**APPLICATION DEADLINE: SEPTEMBER 6, 2019 BY 5:00PM CT
INCOMPLETE AND LATE APPLICATIONS *WILL NOT* BE REVIEWED
AND CONSIDERED FOR FUNDING**

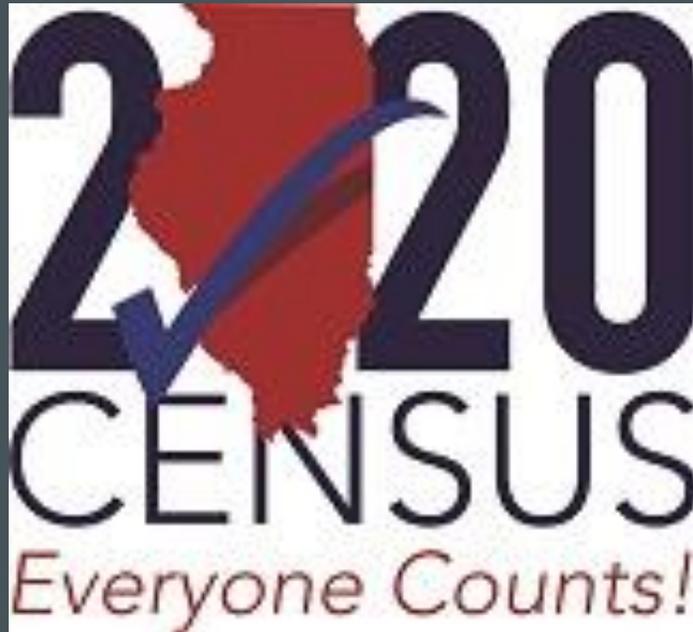
CENSUS QUESTIONS & ANSWERS

- Questions and answers will be posted on the Q&A link on the Illinois Census Office - Grant program website:
<http://www.dhs.state.il.us/page.aspx?item=118217>
- It is the responsibility of each applicant to monitor the website and to comply with any instructions or requirements relating to the NOFO.
- Please sign up for our Newsletter at:
<http://www.dhs.state.il.us/page.aspx?module=17&item=117871&surveyid=1488>
- Deadline for questions via the email and phone: August 27th 5:00pm
- Coming Soon: Dedicated phone number will be announced via website and e-Newsletter as soon as it is established.

IMPORTANT DATES

- **Friday, September 6, 2019 by 5:00pm CT:** 2020 Census NOFO Deadline
- **Week of October 7, 2019:** Anticipated Announcement of Notice of State Agreement (NOSA)
- **Tuesday, October 15, 2019:** Anticipated Grant Agreement Start Date
- **Monday, November 4, 2019:** Start Date for Workplan Implementation
- **Monday, November 4, 2019:** Execute Contractual Agreement with Subrecipient

ILLINOIS 2020 CENSUS
NOTICE OF FUNDING OPPORTUNITY (NOFO)
QUESTIONS AND ANSWERS



IMPORANT LINKS

Regional Maps: <http://www.dhs.state.il.us/page.aspx?item=118219>

Illinois Hard to Count Index: <http://illinoisdata.com/CensusHardToCount/>

Illinois Census Office – Grant Programs: <http://www.dhs.state.il.us/page.aspx?item=117899>

Pre-Award Instructions: <http://www.dhs.state.il.us/page.aspx?item=117928>

GATA and IDHS Registration Instructions: <http://www.dhs.state.il.us/page.aspx?item=95073>

Application Checklist: <http://www.dhs.state.il.us/page.aspx?item=118335>

Email: DHS.CensusNOFO@illinois.gov

Community Services Agreement: <https://csa.dhs.illinois.gov/gtpsecure/gtp>

Sign up for Newsletter: <http://www.dhs.state.il.us/page.aspx?module=17&item=117871&surveyid=1488>

Question and Answer Link: <http://www.dhs.state.il.us/page.aspx?item=118217>