



# Funding Opportunity Utah Complete Count Committee

The Utah Complete Count Committee Grants maximizes the impact of public resources to support the desired outcome of a robust, fair, and accurate 2020 Census count across the state through community mobilization.

Funds are provided by the Utah State Legislature. The fund is administered by the Utah Department of Heritage and Arts.

## WHAT IS THE CENSUS?

Every 10 years, the United States Constitution requires that every person living in the United States be counted through a nationwide census.<sup>1</sup> The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020.

## WHY DOES THE CENSUS MATTER?

If you aren't counted in the Census, you won't be reflected in data about your community. Government, businesses, non-profits, and others rely on accurate census data to inform their planning, outreach, and funding efforts. Census data are a critical component in drawing political boundaries, from federal to local offices.

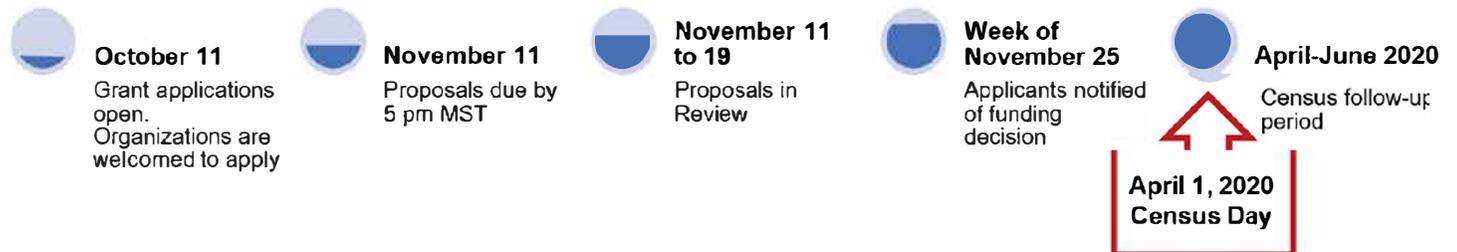
## STATE FUNDING GOALS

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

## EXAMPLES OF FUNDING ACTIVITIES

Census Education, Outreach, and Assistance Funding supports organizations in raising awareness around the 2020 Census, including outreach, education, and questionnaire assistance. This funding can support events, tabling, or other integration of census related activities.

## FUNDING TIMELINE AND PROCESS



### SUMMARY INFORMATION

**ANNOUNCEMENT DATE:** October 11, 2019

**PROPOSAL DEADLINE:** November 11, 2019 by 5:00 pm MST

**TOTAL AMOUNT AVAILABLE:** Up to \$500,000

The Utah Complete Count Committee will have a total of up to \$500,000 available for grants. This fund is administered by the Utah Department of Heritage and Arts.

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

**ELIGIBILITY:** Must have an IRS W9 number or organizations with a fiscal sponsor. Organizations and coalitions working in the identified historically undercounted communities and geographies are encouraged to apply.

**FUNDING RANGE:** There is no limit on the amount that may be requested, however, grant requests should be tailored to the actual needs and scope of work. Applicants should demonstrate prudent and fiscally responsible use of funds. This is a competitive grant program with limited funds. Award amounts may be less than the full amount requested.

<sup>1</sup> United States Census Bureau. [www.2020census.gov](http://www.2020census.gov)

## 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. Known challenges 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. With federal budget shortages, there has been limited testing of the new system. An new format will be especially difficult for those with limited internet access and those concerned with data protection and privacy.



**Contested Citizenship Question:** The citizenship question will not be on the 2020 Census, however research shows that the conversation created by the proposed citizenship question has led to increasing fear of completing the census and increased percentage of questions skipped.

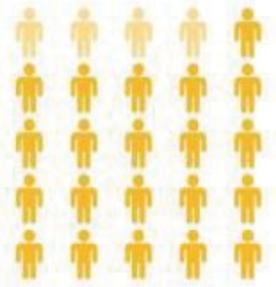


**Data Security and Privacy:** Online response, the citizenship question, and other factors have made people question the security and privacy of their responses to the Census. The Census Bureau cannot release any identifiable information about you, your home, or your business, even to law enforcement agencies.<sup>2</sup>

## WHO ARE HISTORICALLY UNDERCOUNTED COMMUNITIES?

Although the decennial Census aims to count everyone once, only once and in the right place, historically the census has missed some populations. These populations can include young children, highly mobile persons, racial and ethnic minorities, non-English speakers, low-income persons, persons experiencing homelessness, immigrants, persons distrustful of government, and people living in rural parts of the country.<sup>3</sup>

In Utah, these populations statewide are estimated to be: <sup>4, 5, 6</sup>



- 9% (or 254,014) of Utahns are children under age 5
- 21% (or 628,736) of Utahns identify as racial or ethnic minorities
- 30% (or 284,936) of Utah households are renter-occupied
- 5% (or 133,326) of Utahns speak a language other than English as a first language
- 8% (or 153,811) of Utahns were born abroad
- 11% (or 100,038) of Utah households have no internet access
- 40% of Utah's population growth since 2018 has been people identifying as racial or ethnic minorities
- Nearly 280,000 Utahns live in tracts that have been noted in research to potentially be very hard to count

The list of priority populations for the Utah Complete Count Committee Grants include:

- Renters
- Low-income persons
- Racial and ethnic minority groups
- Immigrants
- Refugees
- Mobile young adults and university students
- Children under 5
- Non-English speakers and English Language Learners
- Rural communities
- Indigenous communities
- LGBTQIA persons
- Persons experiencing homelessness

<sup>2</sup> U.S. Census Bureau, "How the Census Bureau Protects Your Data", 2020census.gov

<sup>3</sup> U.S. Census Bureau, Project Management Review, "2020 Census: Counting Everyone Once, Only Once, and in the Right Place: A Design for Hard to Count Populations", October 19, 2019

<sup>4</sup> 2013-2017 American Community Survey 5-Year Estimates, Tables DP05, B25003, S1601, B05002, B28002

<sup>5</sup> Kem C. Gardner Policy Institute, U.S. Census Bureau Estimates for Race and Hispanic Origin, Vintage 2018

<sup>6</sup> CUNY Hard to Count Map

## APPLICANT ELIGIBILITY CRITERIA

- Organizations with an IRS W9 number and/or tribes
- Community groups fiscally sponsored by IRS W9 numbered organizations
- Organizations and coalitions working in the identified historically undercounted communities and geographies

## TIMELINE

- **October 11 - November 11: Grant Applications Open** in which eligible groups may submit a proposal for consideration for funding.
- **November 11, 2019: PROPOSAL SUBMISSION DEADLINE.**
- **November 11-19, 2019: 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: 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: 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 make collective funding recommendations in line with funding priorities.
- **Week of November 25, 2019: Applicants notified of funding decision.**
- **Funding will be released to grant recipients mid - December 2019**
- **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

### Examples of funding activities include:

- Local nonprofits and community-based groups create trainings, awareness campaigns, and educational materials about the census.
- Outreach activities in their diverse communities to educate and create awareness about the census.
- Direct support with questionnaire 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 historically undercounted communities.
- Outreach efforts and messaging during nonresponse follow-up phase.

## HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION

Proposals must be submitted online by 5:00 pm MST on Friday, November 8, 2019. The application can be found online at [uamgrants.utah.gov](http://uamgrants.utah.gov).

### FOR MORE INFORMATION PLEASE CONTACT:

Racquel Cornali,  
801-236-7541 or [rcornali@utah.gov](mailto:rcornali@utah.gov)  
for assistance with the online grant  
system

Shannon Simonsen,  
801-538-1076 or  
[utahcensus2020@utah.gov](mailto:utahcensus2020@utah.gov) for  
assistance with the grant application

### GRANTEE INFORMATION SESSION

An in-person information session for grant recipients will be held in early January. Attendees will learn more about the 2020 Census, how to use our media kit, and general grant questions. Translation may be available upon request.

### STAY UP-TO-DATE BY VISITING OUR WEBSITES:

Utah Census 2020 Complete Count Committee:

<https://gomb.utah.gov/census-2020-state-complete-count-committee/>

United States Census Bureau:

<https://www.census.gov/programs-surveys/decennial-census/2020-census.html>

Kem C. Gardner Policy Institute, Census 2020:

<https://gardner.utah.edu/demographics/2020-census/>

