

CENSUS 2020 OUTREACH GRANT

Program Guidelines | January 2020



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Section I – Statement of Purpose

The Census 2020 Outreach Grant Program is intended to support the efforts of local organizations in Pennsylvania participating in census outreach. More specifically, the program provides funding for projects that demonstrate the importance of the 2020 Census and the need for community participation. The Census Bureau recognizes a range of sociodemographic and other groups as hard-to-count. The following persons, many served or engaged by nonprofits, are at risk of being undercounted in the 2020 census. These individuals are considered hard-to-locate; hard-to-contact; hard-to-persuade; and/or hard-to-interview.

- Complex households including those with blended families, multi-generations, or non-relatives
- Displaced persons affected by a disaster
- LGBTQ community
- Low income persons
- Persons experiencing homelessness
- Persons less likely to use the Internet and others without Internet access
- Persons residing in places difficult for enumerators to access, such as buildings with strict doormen, gated communities, and basement apartments
- Persons residing in rural or geographically isolated areas
- Persons who do not live in traditional housing
- Persons who do not speak English fluently (or have limited English proficiency)
- Persons who have distrust in the government
- Persons with mental and/or physical disabilities
- Persons without a high school diploma
- Racial and ethnic minorities
- Renters
- Undocumented immigrants (or recent immigrants)
- Refugees
- Young children, especially those under the age of 5
- Young, mobile persons, including college students
- Older persons

Grants are awarded to those projects which, in the judgment of the Census Review Team, comply with the provisions of these program guidelines and meet all requirements of DCED's Single Application for Assistance. Applications received under this program may also be considered for funding from under other programs administered by DCED.

Section II – Eligibility

A. Eligible Applicants

Eligible applicants for the Census 2020 Outreach Grant Program include, but are not limited to:

1. Non-profit organizations incorporated under the laws of the Commonwealth of Pennsylvania, including religious institutions and faith-based organizations.
2. Institutions of Higher Education

B. Use of Funds

Grants provided under the Census 2020 Outreach Grant Program must be used to fund proactive, targeted 2020 Census outreach.

Eligible use of funds for the Census 2020 Outreach Grant Program include, but are not limited to:

1. Local media buys, such as print, television, and radio advertisements.
2. Sponsorship of Census related events in the community.
3. Equipment rentals, such as technology for Census participation.
4. Event costs related to Census outreach and activities, which have no religious component.
5. Administrative costs of the applicant necessary to administer the grant. Administrative costs will include documented 2020 Census related staff expenses such as travel, letterhead, and other related costs. Administrative costs shall not exceed 2% of the grants.

Ineligible use of funds for the Census 2020 Outreach Grant Program include:

1. Grantee Payroll
2. Payment of existing debt obligations
3. Religious services or programming: No Commonwealth funds may be used for religious purposes or to support religious activities. Grantee must provide services and programs that are open to all, regardless of race, creed, color or religious preference.

Section III – The Application Process

A. General

1. Project applications must be submitted using the DCED Electronic Single Application for Assistance via dced.pa.gov/singleapp. Electronic applications will be accepted from 01/15/2020 through 02/14/2020.
2. An applicant must follow the detailed instructions for completing the DCED Electronic Single Application for Assistance. The narrative must include:
 - What do you plan to accomplish with this project? (Identify the problem that need to be resolved.)
 - How do you plan to accomplish it? (Include expected outcomes that are measurable, obtainable, clear and understandable, and valid.)
 - How do you plan to use the funds? (Should include specific use of funds and reflect the budget provided with the application.)
 - The Budget Narrative in the budget section of application will clarify how to break down the use of funds, similar to the ‘How do you plan to use the funds’ response.

B. Selection

1. Applications will be reviewed on a rolling basis. Projects will be selected based upon whether they meet the eligibility criteria and thoroughly demonstrate the project goals, objectives, and outcomes.
2. The applicant will receive an e-contract to sign electronically once the contract is fully executed; once signed the applicant will receive an invoice/payment requisition to complete and return to DCED for payment. The applicant must maintain full and accurate records with respect to the project. DCED must have complete access to such records (including invoices for goods and services and other relevant data and records), as well as the right to inspect all project work. The applicant will promptly furnish all data, reports, contracts, documents, and other information requested by DCED. Successful applicants are required to submit a final closeout report that provides an overview of the completed activities and the measurable outcomes.
3. Grantees may request advanced payment up to 25% of the grant award which includes any costs incurred from January 1, 2020 to the date of the grant award and additional anticipated costs. The remaining 75% of the grant award will be paid on a reimbursement basis. Funding will be directly deposited in grantees’ bank accounts via an Automatic Clearing House transfer of funds in accordance with the grant contract.
4. A Grant Closeout Report (GCR) is required for contracts funded with commonwealth funds. GCR forms and instructions can be found at dced.pa.gov/compliance.
5. Organizations that are not compliant with audit or closeout report requirements for prior contracts with DCED are ineligible to receive additional financial assistance from DCED until such audit or closeout report requirements are met.
6. For consulting contracts over \$10,000, Grantee shall comply with open and competitive bidding procedures. Open and competitive bidding requires the Grantee to obtain arm’s length bids from at least three bidders capable of providing or performing the services requested by the Grantee. “Arm’s length” means the parties are unrelated, each party is acting in his or her own self-interest, and the transaction is based on a fair market value determination.

C. Evaluation Criteria

Applications for the Census 2020 Outreach Grant Program will be evaluated using the criteria including, but not limited to the following:

1. **Geographical Priorities:** Eligible applicants from all Pennsylvania counties may apply. Preference may be given to rural areas and Third Class Cities.
2. **Hard to Count (HTC) Populations Outreach:** Applications may receive preference for services that reach hard to count populations.
3. **Regional Impact:** Census outreach activities that have a strong regional impact may be given preference.
4. **Partnerships:** Applicants that partner with a local Complete Count Committee may be given preference.

D. Final Report

Following the completion of the project, grantees must submit a project close-out report by 12/31/2020. This should address the grant activities that occurred, the successes/impact of the project, and any follow-up required.

Section IV – Grants

- A. Grants shall not exceed a total of \$50,000.
- B. Grants may be awarded at a lower amount than requested.
- C. Project costs must be incurred within the timeframe established by the grant agreement, January 1, 2020 – September 30, 2020, to be considered eligible expenses.
- D. All grantees must maintain full records to include contracts, bid tabulation, invoices, cancelled checks, and other documentation verifying costs incurred for eligible uses of the grant funds. If the full amount of the grant is not used for eligible expenses, the unused or ineligible portion of the grant must be returned to the Commonwealth of Pennsylvania.

Section V – Commonwealth Census Branding

The DCED Marketing Office has developed a distinctive brand to promote the 2020 Census across Pennsylvania. All promotional and marketing materials must include the commonwealth's branded logo that includes a link to the state's census web site. Logos and branded material in different languages can be found at pa.gov/census.

Section VI – Limitations and Penalties

- A. An applicant may not make or authorize any substantial change to an approved project without first obtaining DCED's consent in writing.
- B. If the full amount of the grant is not required for the project, the unused portion shall be returned to the DCED.
- C. Failure to comply with these Guidelines may result in penalties, including repayment of funds with interest.
- D. When a project is funded, the recipient must place the grant funds in an interest bearing account. Any interest earned on invested grant funds must be returned to the commonwealth.

Section VII – Program Requirements

A. Nondiscrimination

No assistance shall be awarded to an applicant under this program unless the applicant certifies that the applicant shall not discriminate against any employee or against any person seeking employment by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act, which prohibits discrimination on the basis of race, color, religious creed, ancestry, age, sex, national origin, handicap or disability, or in violation of any applicable federal laws. All contracts for work to be paid with grant funds must contain the Commonwealth's official nondiscrimination clause.

B. Conflicts of Interests

An officer, director, or employee of an applicant who is a party to or has a private interest in a project shall disclose the nature and extent of the interest to the governing body of the applicant, and may not vote on action of the applicant concerning the project, nor participate in the deliberations of the applicant concerning the project. Family members of the grantee or businesses with which a family member of the grantee is associated (including spouses, parents, grandparents, siblings, in-laws, aunts, uncles, cousins) may not be recipients of contracts for services under this grant.

C. Project Records

The applicant must maintain full and accurate records with respect to the project and must ensure adequate control over related parties in the project. The program office requires access to such records, as well as the ability to inspect all work, invoices, materials, and other relevant records at reasonable times and places. Upon request of the program office, the applicant must furnish all data, reports, contracts, documents, and other information relevant to the project.

D. Pennsylvania Prevailing Wage

The Pennsylvania Prevailing Wage Act (43 P.S. §165-1 et. seq.) may be applicable to a project funded under this program. Prevailing Wage requirements are generally applicable to grants for construction, reconstruction, demolition, alterations, repair work, renovations, build-out and installation of machinery and equipment in excess of \$25,000. If applicable, the applicant is responsible for including prevailing wage rates in all bid documents, specifications, and construction contracts pertaining to the project funded under this program. The Department of Labor and Industry (L & I) has final authority to make prevailing wage applicability determinations. Questions may be directed to (717) 787-3681.

Section VIII – Contact Information

All application inquiries should be directed to:

PA Department of Community and Economic Development
Customer Service Center
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, PA 17120-0225

1-866-466-3972

E-mail: ra-dcedcs@pa.gov

Note: If you receive a funding notice from DCED, please direct any inquiries to DCED Customer Service. Also, please have the assigned application number available.

Section IX – Vendor Registration

Note: Grantee organizations must be registered with the commonwealth's Vendor Registration System before a grant may be approved. The system tracks information regarding all vendors that do business with or receive grant funds from the commonwealth and assigns a Vendor Number to the organization. In the event an application is funded, the grantee must be registered in this system before a contract can be issued.

If you have any questions regarding Vendor Registration status, please contact the Vendor Data Management Unit at the address and phone number below. Please have your nine-digit Federal Identification number available when you call.

Commonwealth of Pennsylvania
Vendor Data Management Unit
Payable Services Center
9th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17101

Toll Free: 877-435-7363

Local: 717-346-2676

Email: ra-pscsupplierrequests@pa.gov

If an organization is not registered with the Vendor Registration System, please visit www.vendorregistration.state.pa.us. Click on the Non-Procurement Registration Form link and follow the instructions.

The Single Application for Assistance will be accepted only as an on-line submission via dced.pa.gov/singleapp found on DCED's website dced.pa.gov.