



The Department of State  
2020 Complete Count Commission (DOS2020C3-CTY)  
County Grants Program

Fiscal Year 2020

Grant Guidelines Counties

Application Due Date and Time:  
October 31, 2019, by 5:00 p.m.

Access the SOS2020C<sup>3</sup>- Cty grant guidelines by clicking this link:  
<https://www.nj.gov/state/njcounts.shtml>

I am privileged to serve as New Jersey's Secretary of State and Chair of our state's Complete Count Commission. The Complete Count Commission's recent report details New Jersey's robust response to the 2020 Census.

Less than a year from now, the 2020 Census will be in full swing, with most households receiving their Census materials by mid-March. New Jersey must pursue a Census that counts all communities equally—a Census that provides reliable, comprehensive economic and demographic data to guide prudent policymaking and resource allocation.

To ensure that New Jersey is fairly and accurately represented in the Census, the DOS2020C3-CTY Program invites Counties to submit competitive applications. Each applicant will be entitled to receive funding dependent on criteria's that include but are not limited to: County previous Census response rates; the prevalence of hard-to-count communities (areas where the return rate of the Census form was/is low) within the County. The approved amount of award shall be contingent on availability of funds.

Risks associated with the first high-tech Census and other challenges make this Census more difficult than the last. But our larger, more diverse population demands that we get this right.

I encourage Counties to engage in this expansive DOS2020C3-CTY grant program relating to New Jersey's ongoing Census efforts.

My office is available to provide technical and other assistance to stakeholders interested in getting out the count in New Jersey.

Applications must be completed on the Dept. of State's System for Administering Grants Electronically (SAGE) by October 31, 2019.

Should you have any questions, please contact my office at 609-777-2581.

I appreciate your consideration. I look forward to working with you on these and other matters.

With warm regards,



THE HON. TAHESHA WAY  
SECRETARY OF STATE  
COMMISSION CHAIRPERSON

## **Summary of the DOS2020C3-CTY Grant Program**

The DOS2020C3-CTY County grant program will ensure that New Jersey is fairly and accurately represented in the 2020 Census. A complete count can be accomplished by encouraging a full participation of hard-to-count (HTC) populations through active outreach efforts. Those in the special target populations considered HTC include but are not limited to: African Americans, Latinos/Latinx, Asians, Non-Native English speakers, indigent, homeless persons, college students, children under five years of age, men ages 18-49, the elderly, persons displaced by natural disasters, persons who are incarcerated, and members of the LGBTQ community. It is important to educate the public that participating in the Census is a matter of civic responsibility.

The program anticipates that counties will undertake activities directly or through using grant money to fund and assist in supporting and coordinating Census activities by municipalities and local nonprofits and related LCCCs with close ties to hard-to-count communities. Applications must be submitted by county governments only.

### **DOS2020C3-CTY County Goals**

1. Educate the public;
2. Encourage participation;
3. Establish presence on social media;
4. Promote Census 2020 job fairs;
5. Conduct community specific activities through Local Complete Count Committees (LCCC);
6. Create multi-media activities;
7. Increase the number of public information forums;
8. Participate in community events to promote and bring awareness to the census;
9. Establish Community Census Support Centers.

### **Schedule of Tasks**

<b>Event</b>	<b>Key Dates</b>
Application Available:	September 16, 2019
Funding Level	\$50,000 - \$450,000 (Funding levels are based on population, hard-to-count areas, and previous low response rates.)
Deadline to Apply	October 31, 2019 by 5:00 p.m.
Grant Period	November 12, 2019 - June 30, 2020
Interim Report Due	March 31, 2020
Final Report Due	July 30, 2020

Applicants must comply with all pertinent state and federal statutes and regulations including, but not necessarily limited to, the Americans with Disabilities Act (ADA) of 1990, the federal and state Fair Labor Standards Acts (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), including the minimum wage provisions of N.J.S.A. 34:11-56a4; N.J.S.A. 43:21-1 et seq (the Unemployment Compensation Law); the Civil Rights Act of 1964; the New Jersey Law Against Discrimination (N.J.S.A. 1:5-1 et seq.) Section 504 of the Rehabilitation Act of 1973, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; and the Drug-Free Workplace Act of 1988 (guaranteeing the maintenance of same).

#### **Eligibility Requirements for Sub Awardees:**

Partnerships with municipalities, and community-based nonprofits organizations should be aware that sub-awardees must meet the following criteria:

- Be a New Jersey municipality; or community-based nonprofit organization;
- The community-based nonprofit organization must demonstrate that it has been in operation for at least two years at the time of application;
- The community-based nonprofit organization has to be tax-exempt by determination of the Internal Revenue Service in accordance with Section 501( c )3;
- The community-based nonprofit organization must be registered with the NJ Department of Treasury, Division of Revenue and Enterprise Services;
- The community-based nonprofit organization has to be in good standing with the NJ Department of Treasury, Business Service Center;
- The community-based nonprofit organization must be in compliance with the New Jersey Division of Consumer Affairs, Charitable Registration and Investigation Section.

#### **Ineligible Applicants for Sub Awardees:**

- Houses of Worship;
- Public schools, charter schools, or private schools; colleges, universities;
- Organizations that have been in operation for less than two years at the time of the application;

#### **Funding Requirements:**

- There are no match requirements;
- 20% of the total award can be used for personnel that will work directly and solely on the DOS2020C3-CTY program;
- 10% of the total award can be used for administrative costs. Administrative costs, are costs that have yet to be realized for the successful implementation of the DOS2020C3-CTY program.

**Applicant Requirements:**

Applicants must demonstrate the existence of and a commitment to both working with hard-to-count populations and ensuring that New Jersey has a complete count of its population.

The County can submit a single application that supports the Census effort in multiple Hard-to-Count (HTC) areas. (e.g., municipalities.)

The application must indicate there exists a county level Local Complete Count Committee (LCCC) or that the county is in the process of forming a LCCC, or intends to establish a county LCCC. It should also explain how the County plans to work with or coordinate with that LCCC as well as other organizations and other LCCCs (e.g., municipal level, community level), within the county. To download the 2020 Census Complete Count Committee guidelines click this link: <https://www.nj.gov/state/njcounts.shtml>. The application must include:

- An overview of the county's existing or previously-planned activities that demonstrate or underscore its commitment to New Jersey's 2020 Census efforts. Activities can include but not limited to: Participating in an established LCCC; Prior involvement with community groups, the faith-based community, community-based organizations etc., targeting HTC populations.
- A description of the general outreach activities designed to encourage Census response and amplify New Jersey's statewide outreach initiatives.
- A comprehensive plan for collaborating with diverse community partners, including community based nonprofit organizations, and municipalities around reaching hard-to-count populations.
- An action plan based on local circumstances, aimed at identifying resources and tactics that will be most effective in counting the HTC in the identified geographic location(s).
- Identification of obstacles to Census participation and workable strategies to overcome such challenges.

**Eligible Expenses**

- Salaries and wages, 20% of the total award can be used for personnel that will work directly and solely on the DOS2020C3-CTY program;
- Contracted services/outside fees and services;
- Printing, publicity, marketing, postage and telephone;
- Staff training;
- Rent;
- Equipment purchase, installation, and lease (e.g., computers, technologies, software, display materials, Hotspots);
- Travel and transportation;
- Fees associated with the use of space for public 2020 Census Awareness and Educational campaigns;
- Insurance;

- Planning for compliance with the Americans with Disabilities Act;
- Snacks, food, water.

### **Ineligible Expenses**

- Capital improvements, including the construction of structures and work such as roofing, replacement of gutters, windows, doors, and the removal or addition of interior walls, and major landscaping projects;
- Exterior maintenance;
- Purchase of real estate, motor vehicles, or leasehold improvements;
- Acquisitions;
- Deficits and debt service;
- Endowment;
- Any item not explicitly listed as an approved item is ineligible for funding unless the Department of State has pre-approved the expenditure in writing.

### **Review Panels and Committees**

All applications submitted by the due date will be reviewed by independent peer reviewers comprised of experts familiar with conducting community outreach that target HTC populations. It is the applicant's responsibility to submit a complete application. Panels will evaluate all proposals against the stated criteria and all proposals will be rated based on the merit of the application. In order to be considered for funding an applicant must score 70 or higher. Applicants that score 69 or lower will not be considered for funding. Panelists will make recommendations for final funding decisions.

## APPLICATION REQUIREMENTS

The proposal is to be submitted via the Department of State - System for Filing Grants Electronically (SAGE) no later than **5:00 PM, October 31, 2019**

**All applications must consist of and include the following items in order to be considered complete. Applications missing requested information will be disqualified from review.**

### **Grant Awards are Subject to the Availability of Funding.**

Application Requirements and Rating Criteria			
Section	Limits	Description/Criteria	Maximum Rating
Project Summary	4,000 Characters	<ul style="list-style-type: none"><li>• Indicate the title of the project. Indicate the amount that you're applying for and the purpose of the program;</li><li>• Indicate how the organization has been working in advocating for a complete count for the Census or that it has a detailed action plan to do so.</li></ul>	<b>5 Points</b>
Organization Capacity	4,000 Characters	<ul style="list-style-type: none"><li>• Indicate how the county will advocate for a complete count, or that it has in fact been operating in such a manner already.</li></ul>	<b>10 Points</b>
Statement of Need	4,000 Characters	<ul style="list-style-type: none"><li>• Indicate why conducting an awareness and educational campaign regarding the 2020 Census is necessary for the county and your local municipalities.</li></ul>	<b>15 Points</b>
Statement of Collaboration	4,000 Characters	<ul style="list-style-type: none"><li>• Describe the collaborating partners (municipalities, non-profit organizations, LCCCs) that the county has worked with and/or will work with in targeting the HTC community.</li></ul>	<b>10 points</b>
Project Design	4,000 Characters	<ul style="list-style-type: none"><li>• Provide a detailed description of the county's plan of action as described on page 5 of this application.</li><li>• Upload the projects logic model under "Required Appendices."</li></ul>	<b>15 Points</b>

<b>Application Requirements and Rating Criteria</b>			
<b>Section</b>	<b>Limits</b>	<b>Description/Criteria</b>	<b>Maximum Rating</b>
Target Population	N/A	<ul style="list-style-type: none"> <li>Provide a detailed overview of the significant established relationships within the HTC communities, where they reside, and what barriers are there in identifying the population.</li> </ul>	<b>15 Points</b>
Goals & Objectives	4,000 Characters	<ul style="list-style-type: none"> <li>Indicate the goals and objectives associated with the project as identified on page 3 of this application.</li> </ul>	<b>10 Points</b>
Evaluation	4,000 Characters	<ul style="list-style-type: none"> <li>Indicate how you will measure whether and to what extent program success has been achieved.</li> </ul>	<b>5 Points</b>
Budget & Budget Narrative	N/A	<ul style="list-style-type: none"> <li>Complete all budget in SAGE;</li> <li>20% max of grant funds can be used for personnel.</li> </ul>	<b>15 Points</b>
<b>Total</b>			<b>100 Possible Points</b>

**Restrictions and Limitations**

- ◆ Nondiscrimination by Religious Organizations and Entities  
Applicants agree that if provided funds from the New Jersey Department of State Office, they will not discriminate against any employee or applicant for services or participation in the proposed program on the basis of religion, race, gender and/or physical disabilities.
- ◆ Reporting Requirements
- ◆ Recipients must supply the interim and final reports; and fiscal reports on the dates indicated in this application.
- ◆ Applications that fail to meet these requirements detailed in this Grant Guideline will not be reviewed and the application will be disqualified. Each county will be notified by email regarding the outcome of its application.

- ◆ A county may use the award solely for carrying out the project(s) for which the grant was awarded. Payments for organized fundraising or solicitation, construction and purchase of real property, medical/health-related activities or items that are ineligible costs will not be approved uses of the award, and may be subject to recapture.
- ◆ Funds may not be used to build an organization's capacity to provide programs or services that include inherently religious activities. If a recipient provides programs or services that include inherently religious activities, such activities must be separate in time or location from the programs or services that the organization is seeking to improve through this grant.
- ◆ Grantees' activities are governed by all applicable State laws and regulations.
- ◆ The New Jersey Department of State reserves the right to reject any and all proposals when circumstances indicate that it is in its best interest to do so including, but not limited to, loss of funding for the contract, insufficient infrastructure, the applicant's failure to provide adequate services, indication of misrepresentation of information and/or non-compliance with any existing State or Federal laws and regulations, contracts or procedures. Grantees' applications document the applicant's readiness to implement the project.

#### **Selection and Notification of Award**

- ◆ All applications will be evaluated for eligibility and conformity with the specifications in the Grant Guidelines. Applications that fail to meet these requirements will not be reviewed and will be disqualified.
- ◆ Applicants are not pre-selected. All applications are rated by a panel of independent, objective reviewers according to the precise selection criteria specified in the Grant Guidelines.
- ◆ The independent committee reviewing and scoring applications will not include individuals employed by or affiliated with the applicant county or proposed partner, their board members, contractors, training providers, providers of cost share or in-kind support, or any organization/individuals affiliated in any way with the county or any proposed partner organization.

## **Post Award Requirements**

Grantee will be required to sign a contract with the state and will be monitored to assure compliance with grant requirements. In the event of non-compliance or should the grantee fail to comply with these requests, sanctions may be implemented up to and including the repayment of all funds associated with this grant award. Among other things, grantees will be expected to:

- ◆ Promptly Respond to Requests for Communication and Information
- ◆ Participate in all Required Events, Activities and Evaluations
- ◆ Comply with all Contracting, Fiscal Monitoring and Other Reporting Requirements