

MARYLAND CENSUS GRANTS PROGRAM

FISCAL YEAR 2020

GRANT GUIDELINES

*Completed grant applications
must be submitted ONLINE by
Friday, March 1, 2019 at 11:59 pm*

Access the grant application form here:

<https://planning.maryland.gov/MSDC/Pages/census/census-grant-2020.aspx>



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SUMMARY OF PROGRAM

The 2020 Census Grant Program (or the "Program") was created by the General Assembly in 2018 as a vehicle to support the accurate counting of the population of the State and its local jurisdictions and the collection of basic demographic and housing information of the population of the State for the 2020 Census. The Program offers matching grants to non-profit organizations and local jurisdictions in their sponsorship of activities designed to support successful enumeration and data collection efforts during the 2020 Census. Funds are administered by the Maryland Department of Planning (MDP); the statutorily-defined Census Grant Panel, which awards the grants, is staffed by the Department of Legislative Services (DLS).

Grant awards will range from a suggested minimum of \$25,000 to a suggested maximum of \$250,000.

If you have questions, or for assistance in completing the application, contact Randall Nixon at randall.nixon2@maryland.gov or 410-767-8796.

PROGRAM GOALS

The Census Grant Panel will award grants to eligible applicants to conduct census outreach activities throughout Maryland to accomplish the following goals:

- Ensure a fair, accurate and inclusive census count for Maryland.
- Increase the self-response rates of hard-to-count communities and populations in Maryland (see below).

Priority will be given to projects that focus on hard-to-count communities and populations in Maryland. The Census Grant Panel understands hard-to-count populations and communities to include residents that are: a) Hard to Locate such as those who are homeless, or live in unconventional housing; b) Hard to Persuade, or those who are fearful of government; c) Hard to Contact, like residents who are highly mobile, or live in gated communities; or d) Hard to Interview, such as individuals with language barriers, low levels of literacy, or are hearing and/or visually impaired.

Historically, the census has undercounted young children, college students, the homeless, veterans, ex-offenders, people of color, rural residents, and low-income households, as well as people with disabilities, seniors, and LGBTQ+ and recent immigrants. For 2020, households with no computer or inadequate Internet access may also be at risk of an undercount since this will be the first ever on-line census.

More specifically, hard-to-count communities and populations in Maryland include:

- Immigrants and the foreign born
- Linguistically isolated individuals (non-English speaking individuals over age 14)
- The hearing and / or visually impaired

- Children under five years of age
- Households with no computer or inadequate internet access
- Non-two parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Persons without permanent homes
- Areas with higher rates of vacant housing units
- Specific ethnic and minority populations
- Renters
- Densely populated communities with multi-unit housing
- Native American and Tribal populations

More detailed information from the U.S. Census Bureau can be found here:

<https://www.census.gov/roam>

ELIGIBLE APPLICANTS

- Non-profit organizations and local jurisdictions are eligible to apply for Program funding.
- Non-profit organizations must be in good standing with the State Department of Assessments and Taxation, qualified to do business in Maryland, and have the legal capacity and authority to incur obligations involved in the Program. Please see **Exhibit 1: Guidance for Non-Profit Entities**.
- State and federal government entities are not eligible to apply for Program funding

ELIGIBLE PROJECTS

- Grants awarded through this Program may be used only for projects which support the overall goals of the 2020 Census Grant Program. Namely, successful applicants should submit sophisticated outreach strategies designed to encourage census response from hard to count geographies and population subgroups. Projects should supplement and amplify national, State, and local efforts to encourage every Maryland household to respond to the census, but especially target hard-to-count populations (as defined under “Program Goals” above). Examples of eligible activities include, but are not limited to:
 - Events, kiosks / community presence, training, special events
 - Brochures, flyers, newsletters, mailers
 - Public service announcements
 - Advertising (transit ads, point of sale ads, bus wraps)
 - Websites and social media and communications
- Efforts should leverage and build on, rather than duplicate, existing efforts; innovative approaches are encouraged, particularly those used to engage new populations, or using new and culturally relevant outreach and education methods.

- Grant funds MAY NOT be used for projects that are already underway or complete. Grant funds may not be used to supplant funding for any previously planned activities, such as to underwrite existing Complete Count Committee activities, or existing communication efforts that are amended to include census communications.
- An overview of eligible and ineligible costs is included below under “Project Budget”.

SELECTION CRITERIA

The proposed project should increase return rates, particularly within low response score communities and populations. Applicants are encouraged to strike a balance between measures which have proven successful in the past and innovative, collaborative efforts. Grant proposals will be reviewed using criteria outlined under general headings listed below.

- 1. Goals and objectives:** The project demonstrates and plan and strategy that closely aligns with the goals and criteria of the Census Grant Program and the US Census, particularly in reaching hard to count populations and geographies. The project identifies obstacles to participation in the 2020 Census and identifies workable strategies for overcoming these challenges.
- 2. Project readiness and timeline:** The project is ready to proceed at an appropriate time relative to the US Census and the Census Grant Program’s administrative timeline. The project will be ready to begin after July 1, 2019 and be completed by June 1, 2020.
- 3. Budget:** Costs are realistic, reasonable, and eligible, and the budget is well defined.
- 4. Applicant qualifications and organizational capacity:** The applicant organization will:
 - a. Demonstrate established relationships with targeted communities.
 - b. Leverage existing resources.
 - c. Demonstrate success with past activities that increased community engagement or civic participation, such as community organizing, public education, outreach, or advocacy.
 - d. Demonstrate stable structures for organizational leadership and financial oversight.
- 5. Project impact:** The project demonstrates measurable and reportable project impact, especially against targeted hard to count populations and geographies as defined under “Project Goals”, above. The project will lead to increased Census participation, particularly during the self-response period.
- 6. Project focus:** The project focuses on reaching at least one, but preferably more than one, of the hard to count populations or geographies as defined above under “Program Goals”.
- 7. Partnerships:** The applicant proposes teaming with strong and diverse community partners with a demonstrated expertise or experience reaching hard to count populations.

TIMELINE

- You will need to demonstrate that you will be able to complete the project within the 11 month window for performance under the grant (July 1, 2019-June 1, 2020).
- All grant activities should align with the outreach schedule of the 2020 U.S. Census Bureau operations as follows:

- Summer 2019: Partnership engagements and outreach efforts to raise awareness that 2020 Census is just months away.
- Fall 2019: Statistics in Schools launch – efforts to educate children about 2020 Census.
- January-February 2020: Launch of Census Advertising campaign – Awareness Phase
- March – May 2020: Census Advertising – Motivation Phase to promote self-response
- March 2020: Mailings / forms arrive at households
- April 1, 2020: Census Day
- May-June 2020: Census Advertising – Reminder Phase to promote response to door-to-door enumerators counting non-responding households.
- GRANT ADMINISTRATION SCHEDULE:
 - March 1, 2019: Full Grant Application must be submitted ONLINE by 11:59 p.m. Submission must include a completed application, with all required attachments submitted via e-mail.
 - March 1 – April 1, 2019: Application evaluation and scoring: After an initial "threshold" review (for application completeness and project and applicant eligibility) conducted by MDP staff, the Census Grants Panel will evaluate, rank, and recommend funding levels for eligible applicants and projects.
 - April 1, 2019: Date of award announcement.
 - April 1-July 1, 2019: Execution of Grant Agreements: Legal Documentation is submitted by grant applicant for review by MDP staff. Grant Agreements are drafted by MDP staff and executed by grantee (first) and MDP.
 - July 1, 2019: Grant project commencement date. Costs incurred by the grantee prior to July 1, 2019 will not be reimbursed. Grant funds may not be used to supplant funding for any previously planned activities, such as to underwrite existing Complete Count Committee activities, or existing communication efforts that are amended to include census communications. *Please note: The first disbursement of funds will occur once the Grant Agreement is signed by both the Grantee and MDP. Grantee should expect to receive this payment approximately thirty days after receipt of a fully-executed Grant Agreement.*
 - June 1, 2020: Deadline for completion of project work and last date to incur costs.
 - August 1, 2020: Deadline for submission of final report and all required financial documentation.

PROJECT BUDGET AND MATCH

- Grant awards will range from a suggested minimum of \$25,000 to a suggested maximum of \$250,000.
- Grantees must submit a budget spreadsheet showing cost breakdowns using the template available here: <https://planning.maryland.gov/MSDC/Pages/census/census-grant-2020.aspx>

- All Grant recipients are required to match the grant dollar-for-dollar in cash and/or an equivalent dollar value of in-kind services acceptable to the Census Grant Panel.
- We anticipate that the grantee will receive an initial payment of 50% of the grant funds after execution of the Grant Agreement by MDP (but no earlier than July 1, 2019). Up to an additional 40% of the remaining grant funds will be disbursed at the mid-point of the project schedule, as defined in the Grant Agreement, upon completion of a Mid-Project Report. The balance of grant funds will be disbursed upon receipt of a Project Completion Report and full financial documentation. **Grantee should expect to receive payment at least thirty days after MDP's acceptance of the request for disbursement and any required project report and supporting documentation.** Failure to submit required reports and financial documentation will result in forfeiture of the grant award.
- You must provide documentation that your matching funds are committed no later than October 15, 2019. Documentation of actual match expenditures must be provided with the Project Completion Report. **Failure to meet the match requirement will result in forfeiture of the grant award.**
- A grantee may use more than one source of State funds on a single project as long as the scope of work is divided and the funds do not overlap. State grants or other State funds (salaries, etc) may not be used as match for this grant.
- Any project grant expenditures, including match must:
 - Not have been used as match for any other State-assisted program;
 - Be expended on the grant project for expenses that are necessary and reasonable for proper and efficient accomplishment of the grant project;
 - Be eligible expenses authorized by the grant agreement;
 - Be verifiable and documented;
 - Be incurred and contributed within the grant period, as defined by the Grant Agreement.
- Ineligible Match:
 - State of Maryland funds or State staff time
 - Expenditures made before July 1, 2019 or after June 1, 2020
 - Expenditures that do not relate to the grant project
 - Expenditures that have not been approved in the Grant Agreement or in any amendment to the Grant Agreement
- Examples of Cash Match:
 - Cash expenditures
 - Expenditures supported by a non-State grant or loan
 - Applicant organization staff salaries for work specifically allocable to the project
- Examples of In-Kind Match:
 - Volunteer time for work on the project (the current value of volunteer time in Maryland is \$27.50)
 - Donated professional services (can be valued at their professional rate, but only if working on the project in their professional role (e.g. an architect donating architectural designs))

- Donated materials/supplies
- Discounted services (the amount that is discounted is in-kind match)
- Staff salaries for work specifically allocable to the project from partner organizations (non-State staff only)
- Proposed match documentation may consist of one or more of the following:
 - Approved budget from a non-State governmental agency documenting funds are budgeted for the project
 - For a nonprofit entity, a financial or bank statement from applicant with letter committing those funds
 - Commitment from 3rd-party donor of money, in-kind services or staff time; the letter needs to show clearly that the intended donation may be used toward the grant project. For volunteered time or donated services, a signed statement from the donor stating the number of hours expected to be donated, the hourly rate, and the total amount of the donation, as well as a description of the services to be provided. For donated materials, a signed statement or receipt / invoice from the donor attesting to the value of the materials.
 - Award letter or grant agreement for a non-State grant that will be used as match; documentation must be included to demonstrate that the grant may be used toward the census grant project.
- Final financial documentation will be required during the course of the grant project to ensure that grant and matching funds are expended in accordance with the Grant Agreement.

APPLICATION FORMAT

All applications must be submitted ONLINE by Friday, March 1, 2019 at 11:59 p.m.

The grant application is a Google Form. Access the grant application form here:

<https://planning.maryland.gov/MSDC/Pages/census/census-grant-2020.aspx>

All supporting documents must be e-mailed to dlmdp-censusgrants_mdp@maryland.gov by Friday, March 1, 2019 at 11:59 p.m. Documents cannot be attached to the Google Form application.

Applicants will be required to submit the following supporting document with their applications:

- A detailed project **budget** (See sample budget provided here: <https://planning.maryland.gov/MSDC/Pages/census/census-grant-2020.aspx>)

It is suggested that applicants submit the following supporting documents with their applications:

- List of officers / members of Board of Directors or Board of Trustees, including names and affiliations
- Current organizational budget or financial statement
- Latest audit or IRS Form 990

DISCLAIMERS

Each applicant shall comply with all applicable federal, state, and local laws and policies regarding drug-, alcohol-, and smoke-free work places, disabled access and equal opportunity in employment, housing and credit practices, and prohibiting discrimination on the basis of race, color, creed, religion, national origin, gender, marital status, familial status, or physical and/or mental disabilities in any aspect of the grant project.

Please be advised that in accordance with provisions of Executive Order 01.01.1983.18, if your application contains any information that may constitute personal information as defined below, you should be aware of the following:

1. Any personal information (“personal information” means any information about a natural person or his/her immediate family which identifies or describes any characteristics including but not limited to education, financial transactions or worth, medical history, criminal or employment record or things done by or to that natural person or his/her immediate family) requested by the Maryland Department of Planning (the “Department”) and supplied by the applicant will be used principally for the Department’s determination of the feasibility of the application;
2. Failure to accurately and adequately supply requested information may jeopardize the Department’s approval of the application;
3. The Department will permit the individual whose personal information is included in an application to inspect, amend, and correct such personal information;
4. Any document supplied to or obtained by the Department may be a public record generally available for public inspection under the Maryland Public Information Act and COMAR 05.01.02; however, under the Maryland Public Information Act trade secrets, information privileged by law, confidential commercial data, and records describing an individual person’s finances may not be disclosed; and,
5. Personal or privileged information supplied to the Department in an application may be shared with other state, local, or federal government agencies involved with the proposed financing or project.

EXHIBIT 1: GUIDANCE FOR NON-PROFIT ENTITIES

All non-profit applicant entities who are selected to receive grants must submit the following documentation.

- Organizational documents, including:
 - Articles of incorporation and Bylaws.
 - If you do not have these, they will need to be drawn up either by your organization or by your organization's attorney. Examples or templates may be found online and adapted to your organization's specific needs, if appropriate.
- IRS letter of determination of non-profit status, which includes an Employer Identification Number (EIN), if awarded a grant.
 - See <http://www.irs.gov/Charities-&-Non-Profits> for instructions if your organization is not already registered. You can search the IRS database at <http://www.irs.gov/Charities-&-Non-Profits/Search-for-Charities> to see if your organization is already registered.
 - If applicant's tax-exempt status derives from the tax exemption of a parent organization, you may provide an "umbrella" IRS determination letter, such as for the governing body of a religious organization. However, this must be accompanied by evidence of the applicant's inclusion under a group exemption letter, such as the applicant's annual information return (i.e. IRS Form 990) showing the governing body's group exemption ID number.
- Evidence of registration to do business and good standing status with the Maryland State Department of Assessments and Taxation.
 - If you are unsure if your organization has already registered, you can search for registered organizations here: <http://www.dat.maryland.gov/>. By clicking "Search the Business Database" in the sidebar, you may search for your organization by name. You should search using both the full name of the organization and, if you do not find it, also search using parts of the name (i.e. search under Asbury United Methodist Church AND search under Asbury). Clicking on "View Business Details" beneath any of the results will show you additional information about the entity. If you are not sure if your entity is the one you see listed, you should contact SDAT.
 - If your organization is not already registered, contact SDAT to register. This process will require you, among other things, to file articles of incorporation, to pay an initial filing fee, to file annual reports/personal property returns, and pay annual filing fees.
 - The "General Information" page will show contact information and status for your organization. If the status line reads "Active", "Revived", or "Incorporated", your organization is in good standing. If the status line reads "Forfeited" or "Dissolved", or if the information shown on the "General Information" page is not up-to-date (including "Resident Agent"), you must contact SDAT to resolve any outstanding

issues and revisit the SDAT website to ensure the status is updated to “Active”, “Revived”, or “Incorporated”.

- MDP will require the applicant to be in good standing at the time a grant agreement is signed by MDP, and throughout the grant term.
- Corporate resolution authorizing applicant to execute grant documents.

EXHIBIT 2 - GRANT TERMS AND CONDITIONS

All grantees will be required to enter into a grant agreement with MDP, which generally contains the following standard terms and conditions:

- Grant Term - All grant funds generally must be expended within the 11 month grant period, beginning July 1, 2019 and ending June 1, 2020.
- Reporting - Written progress and final reports must be submitted to MDP during the grant term. Reporting requirements will be specified in the Grant Agreement. The Grantee will also be required to submit supporting financial documentation with progress and final reports identifying project costs incurred to date.
- Grant Disbursements – [For details on disbursement schedule, see section on “Project Budget and Match”.] Disbursement requests shall identify all costs incurred to date and include documentation of the expenditures and payments.
- Procurement Procedures - Grantees are expected to ensure that costs for goods and services obtained to carry out the project are reasonable and customary for the type of work performed and materials procured.
 - 1) **Government agencies:** Government grant recipients shall follow their normal procurement procedures, must be able to document that applicable procurement procedures have been followed, and must make such documents available for inspection upon request by MDP.
 - 2) **Non-profits:** Non-profit grantees shall utilize a procurement process that allows them to obtain project goods and services at reasonable and customary prices, must be able to document that expenditures are reasonable and customary, and must make such documents available for inspection upon request by MDP.
 - a) Procurements greater than \$500 and less than \$10,000: Grant recipients are strongly encouraged to obtain written bids from two or more vendors for any goods and services for which costs are expected to be **greater than \$500 but not more than \$10,000**.
 - b) Procurements greater than \$10,000: If costs for any goods or services are expected to **exceed \$10,000** written bids from at least 3 vendors must be obtained. Grant recipients must be able to provide documentation that at least 3 written bids were obtained
 - 3) When bids are obtained, grantees are not required to select the lowest bid, but must be able to provide documentation supporting the rationale for why a vendor other than the low bidder was selected and what criteria other than the most favorable bid price were considered.
 - 4) Sole-source procurement of goods and services should not be utilized unless there is a demonstrable and justifiable need on the grounds that competitive procurement is impractical because only one product or service vendor can meet specific project requirements. As with all procurements, expenditures must be reasonable and customary for the type of goods and services being obtained. Grantees must be able to document project requirements that justified the sole source procurement and that expenditures are reasonable and customary for the goods and services obtained, and must make such documents available for inspection upon request by MDP.
- Standing with SDAT -- Your organization must maintain good standing with the State Department of Assessments and Taxation before MDP will execute a grant agreement, and must maintain good standing throughout the course of the project. To verify your organization's standing, please check here: <http://www.dat.maryland.gov/>

- Nondiscrimination - Grantees shall comply with all applicable federal, state and local laws and policies regarding drug, alcohol and smoke free work places, disabled access and equal opportunity for employment, housing, credit practices and prohibiting discrimination on the basis of race, color, creed, religion, national origin, gender, marital status, familial status or physical and/or mental disabilities in any aspect of the grant project.
- Acknowledgment - Grantees are required to provide appropriate acknowledgment of the grant assistance for all projects in accordance with requirements outlined in the grant agreement, and must include the Maryland 2020 Census logo on all publications.
- Compliance with Applicable Laws – Grantees are responsible for complying with all federal, state, and local laws applicable to the project.