



Native Hawaiian and Pacific Islander Census Outreach Request for Proposals

Funding Availability: up to \$200,000

Maximum Funding Availability for Individual Projects: \$10,000

Project Period: September 2019-July 2020

Eligibility: Any federal or state non-profit community groups or organizations that exist in or provide service to Native Hawaiian and Pacific Islander (NHPI) Hard to Count (HTC) communities

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The Council for Native Hawaiian Advancement (CNHA) is looking to provide grants to organizations that can support outreach and engagement initiatives for the 2020 US Census.

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I. Background/Introduction

The US Census is the most inclusive civic activity in our country; counting every person in every household. The data collected affect our nation's ability to ensure equal representation and equal access to important governmental and private sector resources for all Americans, including across racial and ethnic lines. Census results are used to allocate seats and draw district lines for the U.S. House of Representatives, state legislatures, and local boards; to target more than \$800 billion annually in federal assistance to states, localities, and families; to guide community decision-making affecting schools, housing, health care services, business investment, and much more. These functions depend on a fair and accurate census.

Historically, some areas and populations have been deemed "hard to count" (HTC). These include areas heavily populated by Native Hawaiians and Pacific Islanders (NHPI). CNHA believes that it is important to us to ensure an accurate and complete count so that all members of these communities receive the full measure of political representation and federal resources to which they are collectively entitled.

II. Project Goals and Scope of Services

The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy. The Census Bureau honors privacy, protects confidentiality, shares expertise globally and conducts work openly. It is guided on this mission by scientific objectivity, a strong and capable workforce, a devotion to research-based innovation, and an abiding commitment to its customers.



CNHA is seeking partnerships with local community non-profit organizations to assist with outreach and engagement. Partner organizations would be responsible for working with the NHPI Complete Count Committee to hold community meetings, to distribute fact sheets/brochures, to assist in informing people about the US Census, to guide and orient enumerators when they come out to the communities to interact and count community members.

Activities planned for each discrete HTC community may include but not be limited to the following:

- Attend training provided by CNHA at the Native Hawaiian Convention, which is consistent with training provided by the US Census Bureau
- Collaborate with CNHA and its partners distributing the message to HTC communities
- Hold meetings/workshops to spread awareness and information about the census
- Attend other community gatherings and spread census awareness
- Distribute physical materials (brochures/pamphlets) specifically aligned with the culture and values of the community you serve
- Identify effective communication platforms within each community and use them to the extent feasible
- Answer or direct questions about census to US Census Partnership Specialists
- Assist enumerators with census count
- Exist in or have established relationships in one of the below listed House Districts:



Hawaii Island		
House District	Towns	HTC %
1	Hamakua, North and South Hilo	26.10%
3	Hilo, Keaau, Kurtistown, Volcano	34.20%
4	Puna	37.70%
5	Honalo, Kealakekua, Captain Cook, Honaunau-Napoopoo, Naalehu	33.10%
6	Kailua-Kona, Holualoa, Kalaoa, Honokohau	26.80%
7	North Kona, North and South Kohala	29.70%

Maui County		
House District	Towns	HTC %
8	Kahakuloa, Waihee, Waiehu, Puuohala, Wailuku, Waikapu	26.30%
10	West Maui, Maalaea, North Kihei	36.10%
12	Sprecklesville, Pukalani, Makawao, Kula, Keokea, Ulupalakua, Kahului	26.30%
13	Paia, Kaiku, Keanae, Nahiku, Hana, Kaupo, Molokai, Lanai, Kahoolawe	37.40%



Oahu County		
House District	Towns	HTC %
28	Kalihi Valley, Kamehameha Heights, Lower Kalihi	28.10%
31	Moanalua, Red Hill, Foster Village, Aiea, Fort Shafter, Moanalua Gardens, Aliamanu, Lower Pearlridge	24.90%
35	Pearl City, Manana, Waipio	22.30%
38	Waipahu	26.30%
43	Ewa Villages, Kalaeloa, Honokai Hale, Nanakai Gardens, Ko Olina, Kahe Point, Nanakuli, Lualualei, Maili	26.60%
44	Waianae, Makaha, Makua, Kaena	30.50%
45	Schofield, Mokuleia, Waialua, Kunia, Waipio Acres, Mililani	27.30%
46	Wahiawa, Whitmore Village, Launani Valley	25.40%
47	Waialua, Haleiwa, Pupukea, Kahuku, Laie, Hauula, Punaluu, Kaaawa, Waikane, Waiahole	35%
50	Kailua, Kaneohe Bay	22.20%
51	Kailua, Waimanalo	17.43%

Kauai County		
House District	Towns	HTC %
14	Hanalei, Princeville, Kilauea, Anahola, Kapaa, Wailua	31.30%
15	Wailua Homesteads, Hanamaulu, Lihue, Puhi, Old Koloa Town, Omao	24.10%
16	Niihau, Lehua, Koloa, Waimea	29.40%

III. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

Request for RFP: August 8, 2019

Deadline for Bidders to Submit Questions: August 20, 2019

CNHA Responds to Bidder Questions: August 27, 2019

Selection of Top Bidders/ Notification of Unsuccessful Bidders: TBD

Contract Award: TBD



IV. Timeline

CNHA needs this project completed by July 1, 2020.

V. Elements of Proposal

A submission must, at a minimum, include the following elements, each weighed equally:

- Description of the organization that includes a general overview, names and credentials of leadership, number of employees/volunteers anticipated
- Outline of your organization's strengths and distinguishing skills or capabilities as they might relate to civic engagement and community organization.
- Proof of Federal or State Non-Profit status
- A plan of action to provide outreach and engagement prior to and during census that includes but is not limited to:
 - Community meetings to be held and expected attendance and demographics
 - Canvassing plans
 - Assistance with language/computer literacy outreach plans
 - Anticipated volunteer numbers and hours expected to volunteer
 - Budget Proposal

VI. Evaluation Criteria

The successful respondent will:

- Have been an existing community organization for a minimum of 2 years
- Have experience either hosting community events or doing outreach campaigns
- Have expertise of working with the NHPI HTC population
- Be able to provide qualifications of the organization and the individuals who will be providing services