

Earn It! Keep It! Save It! 2020 Tax Season EKS and Census Collaborative Application

If you have already applied for Census funding from UWBA in June 2019, please do not submit an additional application. We will contact you soon regarding your in progress application. New applicants, please read on!

What is the 2020 Census?

The United States Census is a constitutional mandate to count every person living in the United States and is one of the most important processes conducted every 10 years. Census data is used to allocate billions of dollars in federal funds to support our country's infrastructure and determine political representation at all levels of government.

When is the Census happening?

Starting mid-March 2020, households across the country will receive a letter/postcard with a PIN to go online and respond to the Census. People will also be able to respond by phone and in person at Questionnaire Assistance Center (QAC). If a household does not complete the census by May, they will receive several follow ups in-person by someone from the US Census Bureau. Census Day is officially April 1, and we are encouraging everyone to respond online, by phone, or at a QAC in March and April – right in the middle of tax season!

Why is Census outreach important?

Historically, people of color, immigrants, low income communities, children, seniors and many others have been undercounted in the census. An undercount could result in a decrease in congressional representation and federal resources in communities across the United States. California faces several challenges to a complete and accurate count, with nearly 75% of the population identified as Hard to Count (HTC). It is projected that each undercounted person will cost the State over \$1,000 in federal funding per year for the next 10 years. Our goal is to ensure that every person in the Bay Area is COUNTED.

HTC populations include communities of color, foreign-born individuals, people with limited English proficiency, people experiencing homelessness, low-income people, people with limited access to broadband/internet, LGBTQ people, veterans, disabled people, people in crowded/unconventional housing, families with young children 0-5, seniors, and formerly incarcerated individuals.

How can VITA Sites get involved?

- Outreach - You can promote Census messaging with your VITA clients as early as January.
- Questionnaire Assistance Centers (QACs) – Your VITA Site can serve as a census hub and assist Bay Area community members in accessing, understanding, and completing the Census from March 18 to April 15.

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Resources

UWBA is the Region 3 Administrative Community Based Organization (ACBO) selected by the California State Census Office. As the ACBO, we are providing the following resources to VITA Sites that want to operate as QACs and/or conduct outreach:

- Technical assistance (marketing resources, flyers, toolkits, trainings, toolkits)
- Small grants
 - \$1,000 for all VITA Sites conducting outreach only
 - \$5,000 for VITA Sites conducting outreach AND operating as QAC's for 4 weeks in March and April 2020.

Eligibility

- Funding can be used to support operating expenses (designated person or facility expenses).
- Operations:
 - All:
 - Sites must have at least one designated Census lead able to attend UWBA trainings and coordinate subsequent staff/volunteer training on Census
 - Sites must be the ones to provide staffing for outreach and/or in-language questionnaire assistance (no additional staffing provided by UWBA)
 - QACs only:
 - VITA Site must be open and able to operate as a QAC at least 3 days/week from March 18 to April 15, 2020
 - Sites must have computers with internet access (ability to complete the census online on site)
- Required training
 - All: 1-hour train-the-trainer webinar for VITA leads in January 2020
 - QACs only: 1-hour train-the-trainer webinar for VITA leads in February 2020

Reporting Requirements

- Regular reporting using a simple, easy-to-use template on the following:
 - All
 - Number of people assisted (incl. those who received flyers)
 - QACs only
 - Hours of operation
 - Number of census responses collected
- Frequency:
 - Jan-Feb 2020: biweekly
 - Mar-Apr 2020: weekly

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Application Information:

1. *Are you interested in conducting outreach, operating as a QAC, or both?*
2. *Describe the hard-to-count populations that you expect to serve at your VITA site. (See HTC description in the “Why is Census outreach important?” section.*
3. *In what language(s) will your staff/volunteers be able to provide outreach/assistance with the census?*
4. *Does your site meet the operations, training, and reporting requirements detailed in this application? Describe any potential issues/barriers.*
5. *QACs only:*
 - a. *During what dates, days of the week, and hours will your VITA Site be open between March 18 and April 15, 2020?*
 - b. *Describe the equipment you will make available to assist with online Census assistance. Will you have desktop or laptop computers? Wireless or hardwired internet? Landline or cell phones?*