



EPISCOPAL HEALTH
FOUNDATION

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE: AUGUST 9, 2019

PROJECT TITLE:

**CENSUS 2020: DEVELOPMENT AND IMPLEMENTATION OF A
STRATEGY TO REACH HARD TO COUNT COMMUNITIES**

BACKGROUND

About the Episcopal Health Foundation

The [Episcopal Health Foundation \(EHF\)](#) believes all Texans deserve to live a healthy life - especially the poor and those with the least resources. Our public health orientation leads us to focus on upstream work that goes beyond providing healthcare services in a doctor's office and seeks to address the underlying social, economic, behavioral, and environmental causes of poor health. We are most interested in work that takes a systems approach to improve community health, which leads us to focus on creating and supporting intentional connections between and among institutions aimed at not just improving healthcare delivery but transforming the health of an entire community. With more than \$1.2 billion in estimated assets, EHF operates as a supporting organization of the Episcopal Diocese of Texas and works to help improve the health and well-being of the 11 million people living throughout a 57-county region of Texas.

About Census 2020

Accurate Census data are essential for the fair distribution of political representation at the national, state and local levels, and for the prudent, equitable allocation of government resources. More than \$600 billion in federal assistance to states, localities, and families is distributed based on Census data annually. Texas receives \$43 billion per year in funding based on numbers derived from the Census, which equates to \$1,578 per Texas resident annually.

Yet historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and the poor, leading to inequality in political power and access to public funding and private investment for these communities. For Texas, a one percent undercount would equate to a loss of \$291,908,615 per year in federal funding, the largest potential loss in the country.

The 2020 Census is facing unprecedented challenges: a leadership void at the Census Bureau, insufficient funding resulting in canceled tests and scaled back preparations, cybersecurity threats (real and perceived) and the digital divide which can make it more difficult for those without access to technology to participate in a new, high-tech Census process. In addition, regions throughout EHF's 57 counties face additional barriers with displacement due to Hurricane Harvey, a large immigrant population who may be fearful of responding due to the potential inclusion of a citizenship question on the Census form, limited infrastructure to support an online Census response, and limited investment of resources by State and local governments.

PROJECT OVERVIEW

Purpose of the Project

Despite the unique barriers to a fair and accurate 2020 Census, EHF is committed to mobilizing communities and individuals we serve to ensure they will not be further marginalized for the next decade. EHF has a vested interest in activating communities to address health-related opportunities and challenges affecting their neighborhoods. One of the critical ways in which organizations can engage community members, particularly low-

income and vulnerable populations, is by ensuring a complete count in the upcoming 2020 Census.

Between now and the end of the year, there is a need for broad education and outreach efforts. Between January and March 2020, there will be a need to encourage households to complete the Census form. Between April and July 2020, there will be a need to mobilize households that did not self-respond to the Census.

Scope of Work

EHF is seeking a contractor to convene relevant partners in an effort to plan and implement a coordinated approach to support Get-Out-The-Count (GOTC) efforts in one or more of EHF's 57 counties. This contractor will ensure aligned strategies, outreach, messaging, and assistance activities amongst partners focused on the hardest to count and reach populations.

The contractor shall develop and implement a strategy for reaching hard to count populations in at least one county within EHF's 57-county service area. This strategy should leverage – and not duplicate – other local, state, and federal efforts and should ensure the infrastructure amongst partners is sufficient to sustainably address the need. Successful applicants will coordinate with City and County efforts, where those opportunities exist, and in major metropolitan areas, the ideal contractor will operate as a backbone organization in order to fulfill the responsibilities of coordinating community-wide Census efforts. A proposed strategy should also consider the various levels of support and capacity building each relevant partner may need; contractors must have the capability to allocate and distribute resources, including monetary funds, to relevant partners in an efficient and timely manner.

This work will focus on direct community engagement efforts and excludes funds for the development and testing of Census-related messaging.

Deliverables

Deliverables include (1) a fully-vetted strategy for reaching hard-to-count populations that is specific to one or more counties within EHF's 57-county service area and (2) implementation of the plan, including ensuring efforts are coordinated and partners are appropriately compensated for their outreach efforts.

APPLICATION PROCESS

If you or your organization is interested in this opportunity, please submit application materials to asteiner@episcopalhealth.org by 5:00 pm CT on Friday, August 9, 2019. Your application should include:

1. A cover letter describing your areas of expertise and prior experience relevant to the work described in this request for proposal.

2. A 3-4-page proposal that includes a timeline, budget, and a work scope describing how you plan to execute the deliverables outlined in the “Project Overview” section above. Ensure inclusion of relevant partners engaged in the proposed work.
3. Information about all individuals and organizations you may use to support the development and execution of your proposal, including their resumes, their areas of expertise, and prior experience in the area encompassed by the scope of work.
4. At least two references for similar projects completed within the last five years. Each reference should describe the project, dates of work, outcomes achieved, and a client reference that includes name, title, email, and phone contact.

Proposals will be scored with an even weight placed on 1) qualifications and experience and 2) quality of the proposal submission.

Please direct all questions to Anna Steiner at asteiner@episcopalhealth.org.