



## Grant Program Application

### Alabama Department of Economic and Community Affairs

To be considered for funding, you must return a completed application and required supporting documentation to [icount@census.alabama.gov](mailto:icount@census.alabama.gov) by **5 p.m. Central Time on Friday, Oct. 11, 2019**. Any applications received after that date and time will not be considered for funding.

#### General Information

Organization Name:  
Address:  
Tax ID #:  
Fiscal Sponsor (if necessary):  
Name of Executive Director  
Email Address:  
Phone Number:  
Name of Secondary Contact:  
Email Address:  
Phone Number:

Baldwin County

Baldwin County Administration Building, 312 Courthouse Square, Suite 12 Bay Minette, Alabama 36507

Baldwin County Commission

sherry-lea.botop@baldwincountyal.gov

(251) 972-8579

Tanner Jones

tjones@baldwineda.org

(251) 970-4081

#### Mission

Please provide a brief summary of your organization's mission.

Baldwin County encompasses fourteen municipalities. According to the 2010 U.S. Census, the population of Baldwin County was officially recorded at 182,265 residents and the majority of Baldwin's population resides in the rural, unincorporated areas. The county government is headquartered at the county seat in the City of Bay Minette and is governed by a four-member county commission with all four members elected by a vote of the entire county. The county's public school system includes all public schools in the unincorporated & incorporated areas.

## **Abstract**

Provide a brief 2 paragraph description of proposed project including funding amount requested, overview, and impact on the intended audience.

Baldwin County will work with partners around the county, including the primary partner the Baldwin County Economic Development Alliance to execute a comprehensive, countywide marketing strategy for the 2020 Census in an effort to increase response rates for hard-to-count communities and populations throughout the County. As Alabama's fastest growing county, Baldwin County provides one of Alabama's greatest opportunities to report significant population growth. According to the U.S. Census Bureau, Baldwin County added 35,757 net new residents between the 2010 Census and the 2018 population estimates, with that number expected to increase by another 8,000 to 10,000 residents by 2020. Since 2012, Baldwin County has been responsible for 37% of Alabama's total net population growth and it is important to both Baldwin County and the State of Alabama that each new resident, in addition to current resident, is counted.

The marketing plan outlined in this application includes innovative strategies for reaching the hard-to-count residents of Baldwin County, including a geo-targeted social media campaign, partnership with the 34,000-student Baldwin County Public School System, partnership with Baldwin County's utility providers, strategic efforts with Baldwin Realtors to reach long-term renters who reside around Alabama's most popular tourist destination, the Baldwin County Area Council on Aging, libraries around the county, church leaders, chambers of commerce, civil rights organizations and much more. This marketing plan will allow Baldwin County to geo-target residents in previously undercounted Census tracts, promote the Census to parents of Baldwin County's 34,000+ students, count long-term visitors to Alabama's number one tourism market, and reach other hard-to-count groups, such as the aging population, people with disabilities, young children, and more.

## **Type of organization applying for funds (select *one* that applies)**

- ☐ Organization with tax exempt 501 (c)(3) status, and/or tribes
- ☐ Community group fiscally sponsored by a 501(c)(3) organization
- ☐ Organization or coalition working in the identified hard-to-count communities
- ☒ Local governmental entity or public agency working regionally or working with organizations and coalitions in the identified hard-to-count communities and geographies

## **Demographic communities**

Please select the demographic communities in which you will focus on. Check all that apply:

- ☒ Young children
- ☒ Recent immigrants
- ☒ Racial and ethnic minorities, including populations that speak limited or no English
- ☒ Renters or those who move frequently
- ☐ People living in "group quarters" (for example, college dorms, residential treatment centers, nursing homes)
- ☒ People with lower incomes
- ☐ People unemployed
- ☐ People with lower educational attainment
- ☐ Formerly incarcerated people
- ☒ The aging population
- ☒ Persons with mental or physical disabilities
- ☒ College or university students
- ☐ Members of the military
- ☒ Households with no computer or no internet access to complete census form online
- ☒ Other:

(Specify) Public Transit - BRATS Riders

## **REQUIRED ATTACHMENTS**

### **Project Description (No more than 7 pages total)**

- Describe the specific geographic areas or demographic communities in which you will focus. What is your organization's link to those target areas or communities?
- Describe how your organization's mission supports your plans to organize specific geographic areas or demographic communities in Alabama that are at a high risk of being undercounted in the 2020 Census
- Provide a clear outline of how your plan incorporates the state's 2020 Census Action Plan and logo (available at [www.census.alabama.gov/grants](http://www.census.alabama.gov/grants)) to launch your public education campaign; your grassroots strategies for organizing and outreach; and your media/communications strategy and description of events and/or motivation efforts regarding the 2020 Census
- Discuss your previous experience in organizing these communities, including successes and challenges
- List clear and measurable goals and objectives to address a possible undercount in your targeted community or demographic, including the number of people to be engaged, weekly or monthly
- Provide a timeline of specific activities and/or events
- What barriers do you anticipate facing and how will your plan seek to overcome them?
- Identification of your partners, including roles and responsibilities
- A description of how you will document your outreach and evaluate your application's success

### **Tract Selection**

- Identify the counties and specific tracts that you will serve based on the US Census Low Response Score Map (Tract numbers are included on the interactive map available at [www.census.alabama.gov/grants](http://www.census.alabama.gov/grants))

### **Budget**

**Grant Amount Requested:** \$ 20,000

Total Project Budget (including in-kind or cash match at least equal to the grant amount requested, documentation of commitment for matching funds must be provided no later than November 8, 2019.)

- Describe the other resources that will be used to support your census activities

## Supporting documents

- A copy of your (or your fiscal agent) most recent Form 990
- A copy of your most recent financial statement with accountant opinion
- A copy of your organization's most recent signed IRS Form W-9
- A copy of your executive director signature and some evidence of board approval
- Copy of organizations' most recent annual report, if available
- Letters of support or memoranda of understanding from project partners, if applicable
- List of current board of directors, trustees or governing board with individuals' affiliations. If using a fiscal sponsor, these documents should come from your fiscal sponsor
- Organization's operating budget for the current fiscal year. If using a fiscal sponsor, these documents should come from your fiscal sponsor



[census.alabama.gov](http://census.alabama.gov)  
[adeca.alabama.gov](http://adeca.alabama.gov)