



County of Marin Community Service Fund Program Application Form

Application Date September 30, 2019

Fiscal Year July 1, 2019 - June 30, 2020

Organization Information

Full Legal Name: Community Action Marin

Organization URL: Community Action Marin

Mission/purpose of your organization:

Community Action Marin is designated by the Marin Board of Supervisors as the county’s official antipoverty agency, and the largest non-profit provider of services to low-income Marin residents. Our mandate is to eliminate the causes and consequences of poverty. We’re an independent 501(c)3 created through Lyndon Johnson’s War on Poverty and the Economic Opportunity Act of 1964. We serve over 4,000 Marin residents a year with roughly 300 employees at 18 sites, through five service areas: Safety Net, Economic Opportunity, Children and Family Services, Mental Health, and Equity Initiatives. We provide vital supports for those living in poverty and homelessness, families, veterans, elderly, immigrants and non-English speakers. Our mission is to make it possible for people to achieve wellbeing by providing the education, mental health, and vital services they need, breaking down the barriers that get in the way of fair and lasting change in service to better outcomes for all.

Grant Request Information

Program/Project Name: Marin Census 2020: Everyone Counts in San Rafael and Marin City

Summary of how County funds would be used for project:

Your grant would promote critical participation in the 2020 Census among the hardest to count communities in Marin, and impact federal funding for a decade, by underwriting multi-lingual outreach and powerful public art in San Rafael & Marin City.

Amount Requested Dollar: Your grant would promote critical participation in the 2020 Census among the ha

Total Project Cost: \$92,000.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

We aim to achieve unprecedented representation in the 2020 Census for people of color in San Rafael and Marin City through a major multi-lingual outreach and powerful public art initiative.

The stakes of an accurate census count are high: If the 2020 census repeats the estimated undercount of the last census, our County could stand to lose over \$78 Million in federal funding for programs that benefit low-income and marginalized Marin residents.

The County has selected us, alongside Canal Alliance, as co-lead agencies for census outreach in Marin, and we’ve begun leading a coalition of Marin agencies to inspire broad engagement in the Census among historically undercounted Marin people, including immigrants, people of color, families with young children, and those living in poverty and homelessness.

We’re seeking your support to underwrite specific costs of strategic outreach tactics in our county’s two hardest to count tracts - San Rafael and Marin City. These communities require a distinct approach and a more concerted, tailored effort. Both have an overwhelming majority of households comprised of renters, with many living in overcrowded conditions who fear eviction if landlords find out how many people live in the unit. Over half of residents are foreign born, over half have incomes below the poverty line, and nearly half have limited English proficiency.

Your grant will underwrite multi-lingual Questionnaire Assistance Centers staffed by trusted messengers (staff and volunteers), and a powerful community engaged art project in in Marin City emphasizing the importance of being seen and counted, led by Dominican University and Marin City agencies.

The 2020 Census count will affect funding decisions for ten years. These two communities have so much to gain or lose from their participation. The barriers of language and reasonable mistrust are high. Please help us inspire their trust and participation in innovative and effective ways.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

The 2020 Census results will have a long-term impact on low-income families and all of Marin. Census results provide the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support vital programs impacting affordable housing, education, transportation, employment, health care and public policy. The Census is only conducted once every decade; each person undercounted could cost us a loss of \$1,000 a year in program funding for 10 years.

Some of the programs affected by the Census include Medi-Cal (health insurance for low-income people), SNAP / CalFresh food programs, housing assistance, highways and education.

In San Rafael and Marin City, your grant will help us encourage Census participation among immigrants, non-English speakers, and people of color. We'll use a highly personal, creative and community-based approach to build engagement and overcome mistrust and concerns about how personal information will be protected.

As a pillar of our approach, we'll establish and staff multi-lingual Census "Questionnaire Assistance Centers" at trusted public sites - libraries, schools, and community centers - to offer in-person information on a daily drop-in basis, with Spanish-speaking staff and volunteers trained to answer Frequently Asked Questions about privacy protections and the Census process.

Our Marin City outreach will feature a "Community Engaged Art" project organized by the Dominican University Social Justice program in partnership Marin City Community Services District, Marin City Housing Authority and a host of other agencies. This innovative project will use visual and performing artists and student volunteers to engage the Marin City community around why Marin City counts, and capture attention by beautifying public spaces with art that raises awareness about connections between communal identity, the Census and political representation.

This organization has never received Community Service funds.

List of County funding received for this project or others.

Census 2020 - Lead Agency subcontract to Canal Alliance (\$30,000)

Peer Support Specialists - County Probation Contracts (\$215,938)

Nutritional Education and Obesity Prevention - County Health & Nutrition for Head Start (\$8,000)

Project/program cannot be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$10,000	\$0	
Federal Grant		\$0		
State Grant		\$0		
Individual Contributions		\$0	\$0	
Other Local Agencies		\$32,000	\$16,000	
In kind services		\$20,000	\$20,000	
Other		\$30,000	\$0	<i>County Lead Agency subcontract</i>
Total Sources		\$92,000	\$36,000	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$55,300	\$5,760	<i>Coalition & materials developmt</i>
Services and Supplies		\$36,700	\$1,900	<i>Design & production</i>
Capital		\$0	\$0	
Other		\$0	\$0	
Total Expenses		\$92,000	\$7,660	