



Partnership Support Program Application FY 2010
 Dallas Regional Census Center
 2777 N. Stemmons Frwy., Suite 200, Dallas, TX 75207



Name of Organization: _____

Address: _____

Business Phone: _____ Fax Number: _____

Contact person: _____ Email: _____

Amount of support requested (attach a Project Budget) _____

Suggested Vendor: (Please note: Each vendor must have a separate application.)

Name: _____

Address: _____

Phone _____ Email _____

Is the Vendor able to accept payment by credit card? YES NO

Proposed event location/city and date: _____

Number of people to be reached by this project: _____

Hard to count population to be reach (race, ethnicity, etc.) _____

Describe the composition of the hard to reach population (lower economic, age, minority, low literacy, immigrants, etc.)

Partnership Specialist Name & Phone Number: _____

Project Description:

How does the project promote participation in the 2010 Census?

(Please continue any response on another sheet of paper, if necessary. Include organization name and project name.)

Other groups/agencies involved in the planning/implementation of this project and their role, if not defined in the description. (If applicable.)

I certify all the information in this application is accurate and correct.

Printed Name: _____ Date: _____

Signature: _____

FOR BUREAU USE ONLY

Date of recommendation: _____ Approved: _____ Disapproved: _____

Comments: _____

Team Lead Signature: _____ Date: _____

RCC Approving Signature: _____

Title: _____ Date: _____



Partnership Support Program Proposal Approval

Senior Partnership Specialist _____

Phone Number & Email: _____

Partnership Specialist _____

Phone Number & Email: _____

Cardholder's Name _____

Date _____

Name of Organization: _____

Address _____

Business Phone _____ Email: _____

Contact Person _____

Amt of Support Requested (include shipping cost) _____

Suggested Vendor _____

(Each vendor must have a separate approval form.)

Vendor Address _____

Vendor Contact Person / Tel. No. _____

Item Requested: _____ Unit Price: _____

Quantity requested: _____ Total Item Cost: _____

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Item Requested: _____ Unit Price: _____

Quantity requested: _____ Total Item Cost: _____

Shipping cost: _____ Set up charges: _____

Credit Card Payment Acceptable YES NO

Requested Delivery Date _____

Number of People Reached _____

HTC Population _____

Notes: _____



Partnership Support Fund Instructions

Funds allocated for the Partner Support Program authorize the Census Bureau to support census outreach and promotion efforts with partners such as Complete Count Committees, religious organizations, schools, local and tribal governments and various community-based organizations. These activities should be based upon clearly outlined parts of a productive partnership.

Funds obligated and spent in Fiscal Year 2010 (FY10) should be for materials or services that help participants increase mail response, etc. Delivery of purchased materials can be in Nov/Dec 2009 for use in events scheduled for January 2010. The peak period for this program is estimated to be January – April 2010. Therefore, Partners should view the FY10 purchases as early purchases for that peak period in 2010.

Eligibility

Only active partners will be eligible for this program. Active partners include but are not limited to the following: Complete Count Committees, local and tribal governments, schools, religious organizations and community organizations currently involved in census outreach and promotion efforts are eligible.

Each eligible partner will be required to prepare a proposal and submit to the approving Regional Census Center (RCC) management for approval.

Funding Limits

Partnership Support Program funding request may not exceed \$2,999 for products and \$2,499 for services (inclusive of all additional costs such as set up charges, shipping & handling charges).

Use of Funds /Partnerships

The Census has specific statutory money authority within its FY2010 appropriations to spend funds on “promotional, outreach, and marketing activities” necessary to conduct the Decennial Census. This authority enables the Census Bureau to use appropriated funds to purchase items that Census determines to be necessary to carry out its statutory direction to promote and market the Decennial Census. The Census Bureau should not endorse or appear to endorse or provide preferential treatment to any particular company or organization.

Examples of approved uses of funds:

Example 1: The Mattel toy company contacted the Census Bureau concerning production of a collection of dolls called the “2010 Census Barbie Collection.” Under the proposal, the Census Bureau would incur no expenses nor collect any profits from the sale of the doll. However, the Census Bureau believes that the sale of the dolls would assist in the promotion and exposure of the 2010 Census.

This is an authorized activity as the Census Bureau has determined that the Doll Collection would reasonably appear to promote and market the Decennial Census. However, cautions must be taken so as not to give out any appearance of endorsing Mattel or providing any exclusive rights, such as calling the dolls “The Official Dolls Of The Decennial Census.”

Example 2: The Census Bureau is considering purchasing tee shirts, coffee mugs, cups, hats, and key rings with the words “It’s In Our Hands” in English and Spanish for distribution to the public at public events, such as baseball games or parades.

This purchase is authorized. While the purchase of these items is generally prohibited as they are considered personal, Congress has given census specific authority in its appropriation to spend funds on “promotion, outreach, and marketing activities” necessary to conduct the decennial census. Provided the Census Bureau determines the purchase of these items is necessary to promote and market the decennial census, this purchase is authorized.

Example 3: Various religious organizations have agreed to provide space for Questionnaire Assistance Centers and training, to announce to their congregations the importance of the census, and to provide fliers for distribution by the religious organizations.

The use of funds for this activity is authorized. This activity is not a violation of the restrictions upon the Federal government establishing or promoting religion. This activity is authorized, as it is legitimate promotion, outreach, and marketing of the decennial census. However, the Census Bureau should be cautions not to give any appearance of supporting religious activities and to not show any preference of any religious organizations.

Example 4: A local school decides to conduct a census essay and poster contest during Citizenship Week. Census agrees to purchase certificates and ribbons for winners and provide these items to the school. The school agrees to hold a special event to which they invite local celebrities, Complete Count Committee members, and local residents to participate.

The Census Bureau may cooperate with organizations such as schools and purchase certificates and ribbons if the Census Bureau determines holding this event and the

expenditures are necessary to promote or market the decennial census. Advertising the event is authorized to properly bring public attention to the event.

Examples of disapproved use of funds/partnerships:

Example 1: The Census Bureau proposes providing refreshments (coffee, juice, donuts, pizzas) for any of the events under the examples of approved use of funds above.

Generally, absent specific statutory authority, appropriated funds **may not** be spent for free refreshments to the public. However, there may be situations whereby refreshments are used to attract members of the public to events or meetings intended to promote the decennial census. Such an expenditure should be the exception, not the rule and should be carefully monitored in light of the opportunity for abuse.

Example 2: The Census bureau has a proposal from a major department store to have a “Census Day” whereby the store will pay the advertising costs to promote the event provided the store can use the census seal and be able to state that it has exclusive rights among department stores to promote the Census and can state that it is the “Official Department Store for the 2010 Census.”

There are several problems with this proposal. Census may not give exclusive rights to the department store and may not authorize the store to represent itself as receiving an endorsement from the Census Bureau. By doing this, the Census Bureau would be giving preferential treatment to the store and promoting it over other competing stores. Moreover, use of the 2010 Census logo by an outside party is prohibited absent express authorization.

Census Criteria for Use of Funds:

The following factors must be considered when using funds:

- effectively reaching a wide audience of specific hard-to-enumerate groups, or providing valuable resources that further the census effort
- increase mail response rate
- reduce the differential undercount
- communicate a consistent census message
- Support should be provided, as equitably as possible, in order to reach and include as many diverse groups as possible. Communicate availability of support for those groups, and guidelines for support to all partners. Regions may establish additional parameters, as they deem appropriate in order to promote and enhance the regional programs. Regional parameters must adhere to state and federal EEO requirements.

- Use of local vendors and, to the extent allowable, use of small businesses, minority-owned, women-owned businesses, reap equitable benefits from the funds available to spend.
- The appearance to the public of the expenditure should not create any type of embarrassment for the Department.

Proposal Guidelines

It is important to describe the project in as much detail as possible. Specific measurable objective of the proposed project, as well as the 2010 Census component and its relevance to the Census mission of obtaining the most complete and accurate count is integral to the description. The Census component must describe specifically how the proposed project will encourage the targeted audience to fill out and mail back the 2010 Census questionnaire. The project goal must be to increase the mail response rate and reduce the differential undercount.

If more than one group is involved, define the role of each organization. Provide time lines and indicate how success will be measured. Demonstrate the organization's capability to implement the program. This can be done by describing existing outreach to reach the target population. A draft or picture of the item to be developed or produced must be attached. For example, if any promotional items are to be produced or any literature to be copied, a copy of the text must be submitted with the proposal.