CommunityConnectLabs

Proposal for Community-Based Address Canvassing For LUCA for Central Falls

4/3/2018

Dear Matthew,

We are excited to send you this draft proposal to help Central Falls conduct a complete LUCA.

We share your passion to ensure that low-income people get a chance to be counted in the upcoming Census.

Through this proposed project, we will train canvassers, securely collect addresses and deliver addresses to your office.

CommunityConnect Labs has conducted similar programs in San Jose, Fresno and San Francisco. Our work with the City of San Jose was written up as a case study by Cities of Service. (https://citiesofservice.org/resource/citizen-sourced-data-city/).

My team and I are eager to do this important work together with you. We look forward to further developing this proposal based on your feedback. Please reach out with any questions.

Thank you,

Perla Ni
Founder and CEO
CommunityConnect Labs www.communityconnectlabs.com
Census Outreach Project www.censusoutreach.org
Ph: 415-902-2659
perlani@communityconnectlabs.com

Approved as to form and correctness

City Solicitor

ok
4/19/18

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James A. Diossa, Mayor   4/23/18

Background:

In order to have a fair and accurate Census in 2020, it's necessary for every household in the country to receive the Census letter when it gets mailed in April of 2020, and to receive follow-ups.

The Census Bureau's contact list, however, fails to include many addresses where low-income minority and immigrant people live.

CommunityConnect Labs has been providing tools, training and coordination of community-based address canvassing for LUCA with cities and counties including LA County, City of San Jose, and San Mateo County.

Central Falls Community-Based Address Canvassing Activities

Training

Canvassers will be given a half day in-field, supervised training.

Training materials and training curriculum covers content including how to:
- accurately identifying unconventional housing not in the MAF
- interact with people in the neighborhood, including answers on privacy and use of data
- accurately and thoroughly collecting data
- submit survey answers by mobile phone

Written training materials are available in English, Spanish and Vietnamese

Supporting Field Canvassing

Address canvassers will visually look for unconventional housing, fill out a couple of answers via text messaging on their phone, and submit the info to a secure, encrypted Amazon servers operated by CommunityConnect Labs.

Our support staff will be available for troubleshooting and answering questions, including on weekends.

Technology and Data Delivery

Data Submission via Secure Web servers

CommunityConnect Labs has worked with the Census Bureau to create standard reporting fields for Community-Based Address Canvassing that meets LUCA requirements and makes it easy for local governments to upload the list of addresses.

The CommunityConnect Labs Address Canvassing Reporting Tool is used by address canvassers. It's easy, convenient and works on any mobile phone.

The data collected is stored on CommunityConnect Labs' secure web servers. Live data is available on-demand through our secure, online platform for the Central Falls.

Deliverables

Within 1 week of the completion of Community-Based Address Canvassing, CommunityConnect Labs will provide a clean, formatted file of submitted addresses to Central Falls.

Budget:

Activity	Amount	Key Responsibilities
Planning: Set goals, timelines, responsibilities and deliverables	$2,000	Meet with stakeholders at Central Falls and conduct project kick-off
Customizing mobile tool	$2,000	Survey to include questions unique to multi-unit buildings in Central Falls
Training Canvassers	$4000	Half day- in-field, training with supervised canvassing. Training materials in 3 languages. Includes travel costs

Support Canvassing	$2,000	Phone and email support for nonprofit canvassing.
Technology	included	Software security & maintenance
Data Formatting and Data Delivery	included	Formatting and Secure delivery of address data
Project Management	included	Manage overall execution of project deliverables
TOTAL	**$10,000**	

Please reach out with any questions.

Thank you,

Perla Ni
Founder and CEO
CommunityConnect Labs
Census Outreach Project
415-902-2659

About Census Outreach Project/CommunityConnect Labs

Executive Team:

Perla Ni, Founder of CommunityConnect. She is the founder of CommuityConnect Labs, GreatNonprofits and the founder of the *Stanford Social Innovation Review*, the leading journal on nonprofit management and philanthropy. She's served on the boards of Goodwill, America's Charities and Network for Good. She holds a JD from Harvard Law School and a BA from UC Berkeley.

Jacob Model, PhD, VP of Data & Research. Jacob is a quantitative sociologist. Previously he was a research assistant at Harvard Business School, and strategy consultant at Bridgespan Group focused on nonprofits and government. He leads program design, evaluation and analysis. He has a PhD from Stanford Graduate School of Business and a BA from Harvard College.

Organization:

The Census Outreach Project is a 3 year initiative to provide tools and services to ensure that all people get counted for the 2020 Census.

It is a project of CommunityConnect Labs.

CommunityConnect Labs provides texting solutions to government agencies and human services providers to reach low-income people.

Our clients include the California Wellness Foundation, Common Sense Media, the United Ways of California, Remake Learning Network, the California Endowment, Sirum, El Camino Hospital and Robinhood Foundation.