



Dear 2010 Census Partner:

Thank you for all your help and support to date for the 2010 Census. Your commitment and activities are a valuable asset in achieving the mission to count everyone, count them once, and count them in the right place. As we get closer to Census Day, April 1, 2010, there is an opportunity to help Census Partners increase their outreach efforts. It is called the Partner Support Program (PSP).

Congress has allotted funds for the PSP to help support outreach and promotional efforts with 2010 Census Partners in their communities. PSP objectives include effectively reaching a wide audience of hard-to-count groups and providing valuable resources that further the census efforts. Funds are provided to assist outreach activities that are part of an existing, productive 2010 Census partnership. Funds are not intended as an incentive or enticement to recruit potential or inactive partners.

The PSP provides up to \$2,999.00 for awareness-building products, projects, and services that promote 2010 Census participation, motivation and cooperation. Active Census Partners are eligible to request funds to purchase promotional items such as T-shirts, coffee mugs, frisbees, hats, and key rings with approved census slogans and logos. Also, Census Partners can use PSP funds for expenditures related to special events that market the 2010 Census including printing, speakers or special guests.

PSP is not a grant program, and in fact, no funds are ever disbursed to partners. These funds cannot be used to make direct payment to partners, purchase advertising, purchase goods or services with a useful life beyond the 2010 Census time span, or pay for items that display a commercial organization's name and/or logo. PSP funds are paid by the Census directly to vendors that provide census outreach products or services based upon request forms submitted by Census Partners. Partners are encouraged to recommend local vendors. Census partners obtain support by submitting funding requests that outline specific program objectives and components. Submitted requests will be reviewed, approved, and processed based on program requirements and guidelines.

We encourage you to seek support for your 2010 Census promotional projects by completing and returning the enclosed Partner Support Program request form. The deadline to submit PSP requests is on the last day of every month. Also enclosed are guidelines and instructions on how to submit funding requests. For questions regarding these guidelines and submitting requests, please contact the Kansas City Regional Census Center Partnership Program at 816-994-2045 or email at kansas.city.rcc.partnership@census.gov.

Thanking you in advance for your prompt response to this opportunity. We greatly appreciate your continued support for a successful 2010 Census.

Sincerely,

A handwritten signature in black ink that reads "Dennis R. Johnson". The signature is written in a cursive style.

Regional Director

Attachment A



2010 CENSUS: IT'S IN OUR HANDS

Partner Support Program FAQs for Partners

- Q. What is the Partner Support Program (PSP)?
- A. The Partner Support Program, formerly known as the In-Kind Program in Census 2000, supports the outreach efforts of partner organizations. The purpose of this program is to better reach hard-to-count populations by establishing relationships with 2010 partner organizations.
- Q. Is the PSP a grant program?
- A. No, the PSP is not a grant program. The Census Bureau has no authority to issue grants. No funds are given directly or indirectly to 2010 partner organizations. All purchases are made by Census Bureau personnel in compliance with the Federal Acquisition Regulation and the Commerce Acquisition Manual and disbursed directly to vendors.
- Q. If funds are not given to 2010 partner organizations directly, why are 2010 partners required to complete a PSP Request Form?
- A. No funds are given to 2010 partners. Instead, funds are disbursed directly to the vendors providing products and services to the 2010 partners. The funds are used to support or supplement existing outreach activities in hard-to-count communities that have been identified by 2010 partner organizations. 2010 partners have and will continue to develop low cost and no cost outreach activities in support of the 2010 Census. If in the development of these 2010 Census activities, the partner organization identifies an additional need, which they are unable to fund, they will be able to share this with the Partnership Specialist in their community and complete a PSP Request Form to recommend that the Census Bureau consider funding this outreach activity.

For example, a 2010 partner organization may have already planned to organize and host a 2010 Census Day in their hard-to-count community. The partner's outreach activity may include the donation of staff time to organize the event, donation of the facility to host the event, and donation of materials and resources to promote the event via radio, e-mail campaigns, flyers, etc. In evaluating the effectiveness of the 2010 Census Day event, the partner organization determines that the event will be greatly enhanced with the addition of a banner to publicize the event. However, due to the partner's limited resources, they determine that they will not be able to fund the purchase of the banner. The partner organization then requests (by completing a PSP Request Form) that the purchase of the banner be made by the Census Bureau, as it would (a) add tremendous



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value to the outcome of the event *and* (b) is consistent with the Census Bureau's goals to reach a wide audience of hard-to-count groups.

Q. What is the maximum amount of funds the Census Bureau can spend on each PSP Request?

A. \$2,999 for product-based requests and \$2,499 for service-based requests.

Q. What are examples of acceptable products and services which the Census Bureau is authorized to purchase in support of 2010 partner outreach activities?

A. Examples of products include: promotional banners, pens, pencils, T-shirts, stress balls, balloons, stickers, chip clips, magnets, water bottles, baseball caps, bags, paper weights, hand fans, etc.

Examples of services include: labor hours to pay for clowns to perform at an event, a translator to translate materials from English to Thai, a graphic designer to design various printed materials for a hard-to-count community.

The vast majority of requests are expected to be product based.

Q. Are there any items or services that the Census Bureau can not purchase in support of existing 2010 partner organization outreach activities?

A. Yes. Food can not be purchased with these funds. Advertisements/media can not be purchased with these funds.

Q. Will the items purchased by the Census Bureau be delivered to the 2010 partner organization's address?

A. Deliveries will be made to the address identified on the PSP Request Form. Each 2010 partner organization will be required to send the proof of delivery (packing slip), which will be included with the delivered items. Upon receipt of the materials, the shipping documentation (packing slip) must be provided to the Census Bureau. The Partnership Specialist will be the point of contact to whom the 2010 partner organization will coordinate the submission of all delivery documentation.



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- Q. Will 2010 partner organizations be required to identify or suggest a vendor?
- A. No. Though partners are not **required** to identify a vendor, we encourage partners to suggest vendors in writing to their Partnership Specialist. The Regional Census Center Management Team has the ultimate responsibility for identifying vendors.
- Q. If a vendor does not accept government credit cards, does this exclude them from being considered as a suggested source for Partner Support purchases?
- A. No, however, the inability to accept government credit cards may create a delay in processing the request.
- Q. Will partner organizations be required to demonstrate that they are “active” 2010 partners? If so, what are some examples that may demonstrate an active partner?
- A.
- organization adopted a proclamation/resolution supporting the 2010 Census
 - organization designated a member to be a Census liaison
 - organization printed information, articles about 2010 Census in their newsletter or Web site
 - organization paid for promotional items for the 2010 Census
 - organization donated advertising space or airtime for the 2010 Census
 - organization donated space for meetings, training or testing
 - organization displayed 2010 posters at their facility
 - organization formed or served on a Complete Count Committee
- For more examples, contact your Partnership Specialist.*
- Q. What should be considered when completing a PSP Request Form?
- A. The following questions should be considered before completing a PSP Request Form that supports 2010 outreach activities within hard-to-count communities.
- Will the outreach activity effectively reach an audience of specific hard-to-count groups?
 - Does the outreach activity provide valuable resources that further the census effort?
 - Will the outreach activity increase the awareness of the 2010 Census?



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- Will the outreach activity encourage and motivate residents to complete and return their census questionnaire?
- Will the outreach activity communicate a consistent census message: *It's Easy, It's Important, It's Safe?*
- Does the outreach activity include the use of local vendors? (The use of local vendors is strongly encouraged and to the extent allowable, use of small businesses, minority-owned, and women-owned businesses.)
- Will the outreach activity create any type of embarrassment for the Department of Commerce or the Census Bureau?
- Does the outreach request identify measurable objectives, by which the effectiveness of the activity can be evaluated?

Q. Is the Partner Support Program designed for National Partners?

A. No. The Partner Support Program was designed to generate local grassroots support within hard-to-count communities.

Q. Can a partner submit more than one PSP Request?

A. No. A partner can only submit one PSP Request.

Q. Who should 2010 partner organizations contact to obtain copies of PSP Request Forms?

A. Please contact your Partnership Specialist.

Q. Who should 2010 partner organizations contact for additional information on the PSP?

A. Please direct all inquiries regarding the PSP to your local Partnership Specialist.

Q. What is the time line for which the PSP will be implemented?



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- A. Regions begin implementing the PSP in May 2009. Organizations should send PSP Request Forms to their regional Census Bureau office no later than December 1, 2009. We encourage partner organizations to use these resources for the purpose of educating their constituents about the 2010 Census and encourage them to return their completed questionnaire during the mail back phase that takes place in March 2010.
- Q. If my organization participates in the PSP, does this mean that the Census Bureau will no longer provide to my organization regular resources such as DVDs, brochures, etc., as well as promotional materials, electronic materials, drop-in articles or technical support for the formation and administration of a Complete Count Committee in my community?
- A. No, your organization will continue to receive regular resources and promotional material, including electronic and printed resources.
- Q. What does the Census Bureau hope to achieve through the PSP?
- A. The goal of the PSP is to equip a 2010 partner with very specific community materials (printed materials and promotional give-aways). These items are above and beyond what Census will provide through its normal channels. The ultimate objective is to elevate awareness about the census and achieve a high rate of return of the 2010 Census questionnaire within hard-to-count communities.



Partner Support Program Guidelines

The Partner Support Program formerly known as the In-Kind Program during Census 2000, supports the outreach efforts of partner organizations. In the 2010 Census awareness campaign partner groups, organizations and businesses will contribute in various ways to enhance participation. The Census Bureau has designed the Partner Support Program (PSP) which will provide limited funds to support active partners in promoting outreach and promotional efforts in local communities.

Program Objective

To assist and support our active partners in their efforts to reach hard-to-count populations through outreach efforts.

Program Goals

These funds are to help support basic activities that support the following Census goals:

- Reach hard-to-count groups
- Increase census questionnaire mail response rates
- Increase the rates of minority participation in the 2010 Census
- Communicate a consistent message

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 promotional efforts.

Funds for the Partner Support Program cannot be used to entice or recruit potential or inactive partners. Eligible partners must submit proof of commitment to the 2010 Census. Examples of proof of commitment include, but are not limited to, the following; proclamations, resolutions, letters of appointed liaison, partnership agreements, letters of support, articles published in partner's newsletters, production of "area specific" promotional items or logos, donations of newspaper advertising or media air time, commitments to allow the Census Bureau to use free space for meetings, training or testing, or any other commitment deemed appropriate by the approving Kansas City Regional Census Center (KCRCC) management designee.

A signed partnership agreement **is not required** in order to meet the criteria for eligibility. However, the partner must demonstrate their commitment to support the 2010 Census. Eligibility of each partner will be determined by the KCRCC management staff, as designated by the Regional Director.

General Information

The PSP Program provides a maximum of \$2,999 for product-based requests and a maximum of \$2,499 for service-based requests. Requests for products and services may be combined, however the maximum amount per request may not exceed \$2,999. Each eligible partner will be required to prepare a request form and submit to the KCRCC Partnership department. Each PSP request must include products and/or services needed between now and the end of the summer 2010.

As an active Partner, you can participate in the program only once during the program period. An approved 2009 request must be used for products and services between now and May 2010. If you submit a request form and it is approved during 2009, you will not be eligible to receive additional funds for the program during 2010.

Examples of Approved PSP Requests

Provided below are a few examples of approved requests. **Please note: Food cannot be purchased using PSP funds.**

1. Product-Based

Active Census Partners are eligible to request funds to purchase promotional items to include, but are not limited to, T-shirts, coffee mugs, Frisbees, hats, and key rings with approved census slogans, logos and organizational branding.

Example: A partner is considering purchasing T- 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 various public events, such as baseball games or parades beginning immediately and continuing through the end of census activities.

2. Service-Based

Partners can use these funds for expenditures related to special events that market the 2010 Census for printing, speakers or special events.

Example: A school district is planning to sponsor a 2010 Census Community Fair and wishes to use Partner Support funds to hire a Census awareness clown for this event. The School district will provide a location and promotion for this event, for example

printed flyers, the local PTA will provide volunteers, and local businesses will donate food.

3. Products and Service Based Combination

Products and services may be combined in a single PDS request. The amount of the combined product and service requests cannot exceed \$2999.

Example: A local school decides to conduct a census essay and poster contest during Citizenship Week. The Regional Census Center agrees to purchase certificates and ribbons for the winners and provide funds to pay the DJ. The school agrees to hold a special event. They invite local celebrities, Complete Count Committee members, government officials, and local residents to participate as judges.

Vendor guidelines

Though partners are not required to identify a specific vendor, we encourage partners to suggest vendors in writing as part of their PSP request submission. All vendors must be approved by the Regional Census Center management team. To the extent possible, it is the intention of the Census to provide opportunities to local, small, minority-owned, and women-owned businesses. This approach is beneficial to the local economy where these events will occur.

- ❖ Delays in processing requests may occur when a selected vendor does not accept a government credit card
- ❖ Submissions must include Vendor's name, address, phone number and price quote

Completing the 2010 Census Partner Support Request Form Instructions

As an active partner, you must submit a 2010 PSP request form. This form outlines specific program requests and components for funding between now through May 2010. An example of a completed PSP request form is attached to provide clarification for the following components. These components include:

- *Eligibility* – Partner's Proof of Commitment to 2010 Census which are the details (dates, quantities, photocopies) of activities proving your organization's commitment to the 2010 Census.
- *Project Requirements*
 - ❖ Description of the project
 - ❖ Specifics on the measurable objective of the project-see attachment D
 - ❖ Components of your project and how it is relevant to the census mission
 - ❖ Collaboration – if you are working with another group what is that organization's role
 - ❖ Timeline of events and products and/or service distribution

- *Certification*
 - ❖ Submission of proof of commitment, sample, photo, and/or draft text of item(s) being requested, Vendor's name, address, phone number, and price quote
 - ❖ If the recommended vendor accepts credit cards as payment
 - ❖ Completion date of project(s)

Program Time Line

We will begin implementing the Partner Support Program effective immediately. All PSP requests are due to the Kansas City Regional Census Center no later than **Friday, May 29, 2009**.

Mail all requests to the following address:

U.S. Census Bureau
Attn: PSP Partnership Program
2001 NE 46th St.
Kansas City, MO 64116

Or e-mail to: kansas.city.rcc.partnership@census.gov

Program Administration

Partnership Specialists in the Kansas City six-state region will be contacting all active partners to assist with the request process. Funding requests will be reviewed, approved, and processed based on program requirements and guidelines. Below are some factors that will be considered when reviewing PSP requests:

- Effectively reaches a wide audience of hard-to-count groups, or providing valuable resources that further the census effort
- Increase census questionnaire mail response rates
- Increase the rates of minority participation in the 2010 Census
- Communicate a consistent message
- The expenditure(s) should not create any type of public embarrassment or misleading information for the Department of Commerce or the Census Bureau

Program Monitoring & Tracking

With this census comes significant, thorough and constant oversight and monitoring. Therefore, use of these funds will always be efficiently and consistently documented. Our region will maintain a detailed record of each transaction. We are required to track and monitor any goods or services that partners have agreed to receive and use with their communities through PSP.

These guidelines are intended to provide basic program parameters. The type of support offered is left to the discretion of the Regional Director based upon the needs and focus of the regional program. That discretion includes, with certain limitations described within these guidelines, any good(s) and/or service(s) determined as a necessary expense to promote, advance, enhance and support the 2010 Census effort.

-X-



U.S. Department of Commerce
 U.S. Census Bureau
Kansas City Regional Census Center
 kansas.city.rcc.partnership@census.gov

2010 Partner Support Program Request Form

Name of Partner: _____

Address: _____

City, State, Zip: _____

County: _____

Contact Person: _____

Contact Person's Title: _____

Organization Phone #: (____) _____

Organization e-mail: _____

Fax Number: (____) _____

ELIGIBILITY- Partner's Proof of Commitment to 2010 Census:

Please list details (dates, quantities, photocopies) of activities proving your organization's commitment to the 2010 Census. Examples include: copies of a proclamation, resolution, letter of appointed liaison, partnership agreement, letter of support, article(s) published in partner's newsletter information on partner's Web site, evidence (sample/photo) that you've produced "area specific" promotional items or logo, proof of donations of newspaper advertising or media air time, proof of commitment to allow the Census Bureau to use free space for meetings, training or testing.

Please check off which past activities your organization have been involved in to help increase awareness about the 2010 Census. If not listed, please provide a description of your prior commitment activities in the space provided.

To receive full consideration, proof of the activities checked off must be attached.

- _____ our organization adopted a proclamation/resolution supporting Census 2010
- _____ our organization designated a member to be a Census liaison
- _____ our organization printed information, articles about Census 2010 in our newsletter or Web site
- _____ our organization paid for promotional items for Census 2010
- _____ our organization donated advertising space or airtime to Census 2010
- _____ our organization donated the use of free space for meetings, training or testing
- _____ our organization made a 2009 Partnership Support Program donation in the form of an exhibit booth
- _____ our organization had a presentation made at one of our meetings about Census 2010
- _____ our organization helped put up posters or pass out flyers about Census 2010

Proof of

Commitment: _____

PSP REQUIREMENTS

Product and/or services based activity.

Specify the measurable objective of the project.

Specify the Census 2010 component of your activity and explain its relevance to the census mission. How will the proposed activity encourage the targeted audience to fill out and mail back their census questionnaire(s)?

If you are collaborating with another group(s), define each organization's role.

Timeline of events and products and /or services.

By affixing my signature, I certify that:

1. All information contained in this request is correct.
2. I have reviewed this request with the members of my organization, group and/or Complete Count Committee.
3. This submission contains the following:
 - ___ Proof of Commitment
 - ___ Sample, photo, and/or draft text of item(s) being requested
 - ___ Vendor’s name, address, phone number, and price quote
4. The recommended vendor accepts credit cards as payment.
5. The anticipated completion date of this activity is _____.

 Signature and Title

 Date

Send Request to: U.S. Census Bureau, **PSP Partnership Program**, 2001 NE 46th St. Kansas City, MO 64116
 or e-mail to kansas.city.rcc.partnership@census.gov



U.S. Department of Commerce
U.S. Census Bureau
Kansas City Regional Census Center

2010 Partnership Support Program Request Form Example

Name of Partner: Anytown School District
Address: 100 Main
City, State, Zip: Anytown, USA 12345
County: Hardtcount county
Contact Person: Ms. Adams
Contact Person's Title: CCC chairperson
Organization Phone #: (816) 555-5555
Organization e-mail: anytownkc@aol.com
Fax Number: (816) 555-5556

ELIGIBILITY- Partner's Proof of Commitment to 2010 Census:

Please list details (dates, quantities, photocopies) of activities proving your organization's commitment to the 2010 Census. Examples include: copies of a proclamation, resolution, letter of appointed liaison, partnership agreement, letter of support, article(s) published in partner's newsletter information on partner's Web site, evidence (sample/photo) that you've produced "area specific" promotional items or logo, proof of donations of newspaper advertising or media air time, proof of commitment to allow the Census Bureau to use free space for meetings, training or testing.

Please check off which past activities your organization have been involved in to help increase awareness about the 2010 Census. If not listed, please provide a description of your prior commitment activities in the space provided.

To receive full consideration, proof of the activities checked off must be attached.

- our organization adopted a proclamation/resolution supporting Census 2010
- our organization designated a member to be a Census liaison
- our organization printed information, articles about Census 2010 in our newsletter or Web site
- our organization paid for promotional items for Census 2010
- our organization donated advertising space or airtime to Census 2010
- our organization donated the use of free space for meetings, training or testing
- our organization made a 2009 Partnership Support Program donation in the form of an exhibit booth
- our organization had a presentation made at one of our meetings about Census 2010
- our organization helped put up posters or pass out flyers about Census 2010

Proof of Commitment: The Anytown School District has formed a 2010 Census Complete Count Committee and is actively working as 2010 Census Partners. Our Committee has met monthly since May 2009.

PSP REQUIREMENTS

Describe the product and/or service based activity.

As part of our efforts to raise census awareness, the Anytown school district (ASD) Complete Count Committee is holding a series of “Census Fairs” in the 19 elementary schools throughout our district. All 19 elementary schools are in HTE areas and ASD will promote all 19 Census Fairs to families throughout the school year.

Census Fairs are scheduled throughout the school year with a minimum of two fairs per month. Each elementary school will have a Census Fair and the ASD will promote the event to families of the ASD. Anytown School District will use Partner Support Program to contract services with a local Clown to perform at each event.

Specify the measurable objective of the activity.

Anytown school district estimates 100 families at each event with a total estimated attendance of 1,900 families. The purpose of the Census Fairs is to raise awareness and to educate families in our school district on the importance of the 2010 Census. Measurable outcomes of this event will be a increased participation of school district families in the 2010 Census.

Specify the Census 2010 component of your activity and explain its relevance to the census mission. How will the proposed activity encourage the targeted audience to fill out and mail back their census questionnaire?

The use of a Clown for this event will deliver the 2010 Census message in an entertaining manner and will compliment the overall awareness message of this event. Our contracted Clown service vendor speaks Spanish and English, two languages spoken in our community. A draft of the key 2010 Census message of this vendor is attached.

If you are collaborating with another group(s), define each organization’s role.

The Anytown School District is working with Parent Teachers Associations (PTA) in each school and with the local business to conduct these events. A representative of each partner is seated on the district’s Complete Count Committee. ASD Complete Count Committee has 22 member with 19 organization who support our efforts.

Timeline of events and products and/or services.

Our first Census Fair will begin with 3 schools in October of 2009 and will continue monthly throughout the school year. An estimated schedule is attached.

By affixing my signature, I certify that:

1. All information contained in this request is correct.
2. I have reviewed this request with the members of my organization, group and/or Complete Count Committee.
3. This submission contains the following:
 - Proof of Commitment
 - Sample, photo, and/or draft text of item(s) being requested
 - Vendor's name, address, phone number, and price quote
4. The recommended vendor accepts credit cards as payment.
5. The anticipated completion date of this activity is May 3, 2010.

Signature and Title

Date

Send Request to: U.S. Census Bureau, **PSP Partnership Program**, 2001 NE 46th St. Kansas City, Mo.
64116 or e-mail to kansas.city.rcc.partnership@census.gov