

CONTRA COSTA

CENSUS

2020



Count Me In



PRESENTATION OUTLINE

- Overview of Importance of Census
- Updates and Summary of Activities to date
- Summary of Regional Census Solution Workshops
- Proposed Budget
- Proposed Request For Proposal (RFP)

CENSUS 2020 GOAL

Ensure that everyone is
counted once, only once, and
in the right place.

IMPORTANCE OF THE CENSUS

Representation

Census count determines Congressional Representation for each state and provides data to draw federal, state, and local legislative districts.

Funding

Apportion more than \$675 billion in federal grants to tribal, state and local government.

Policy

Governments use census data to make policy decisions for our communities such as school siting, libraries service, and transportation infrastructure.

Planning

Plan future locations for retail stores, new housing developments and other community facilities.

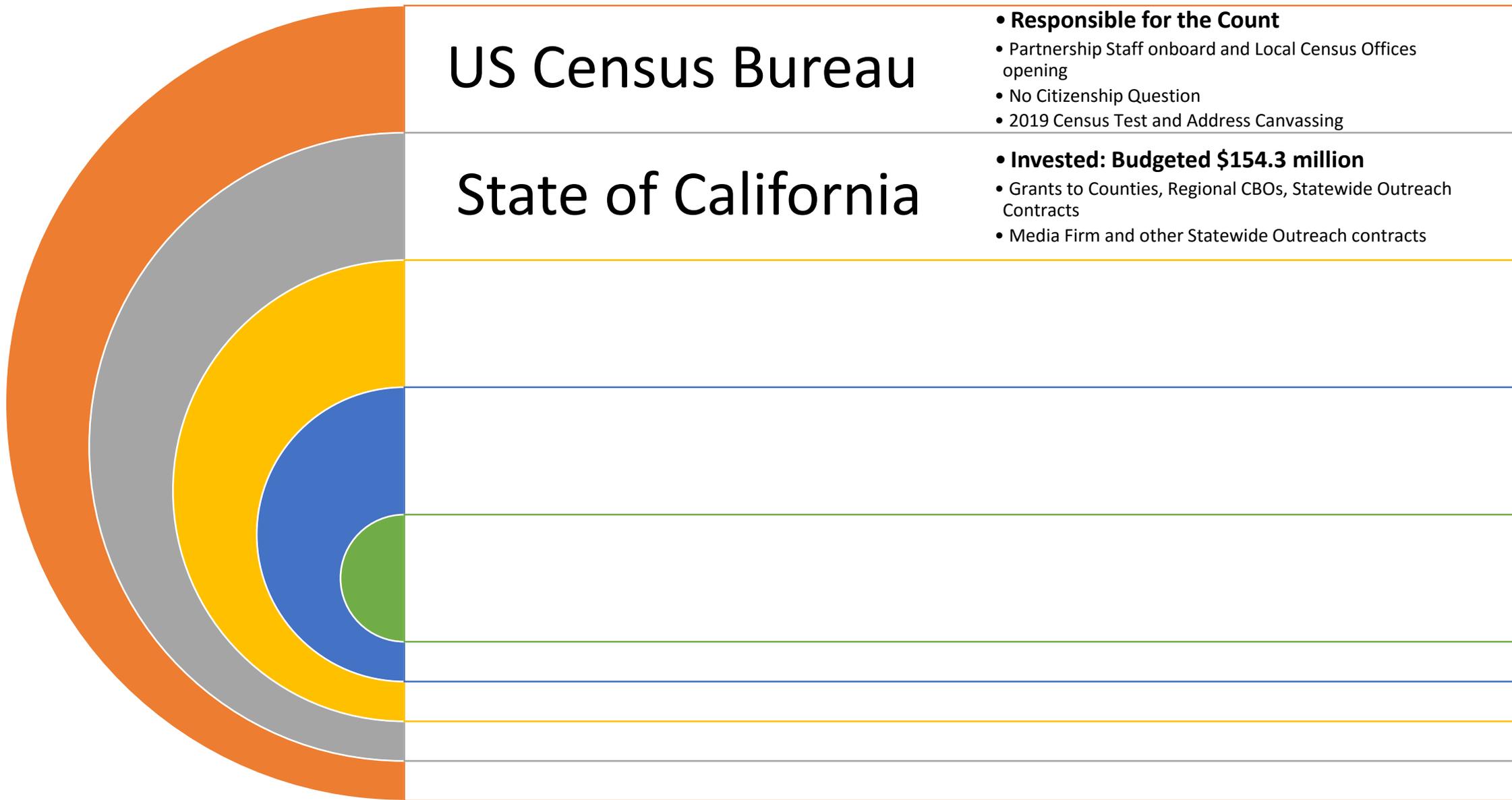
Census Updates



US Census Bureau

- **Responsible for the Count**

- Partnership Staff onboard and Local Census Offices opening
- No Citizenship Question
- 2019 Census Test and Address Canvassing

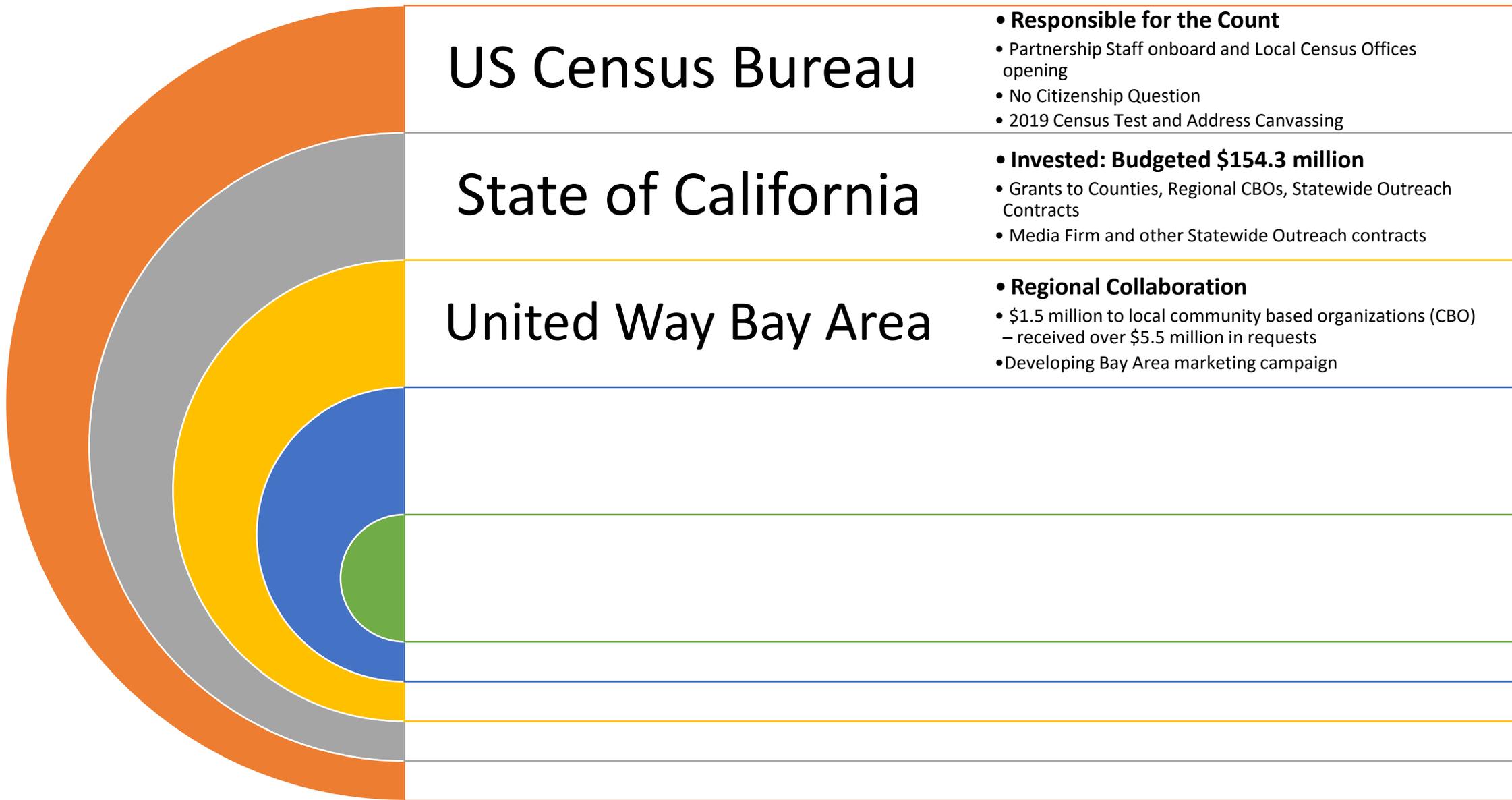


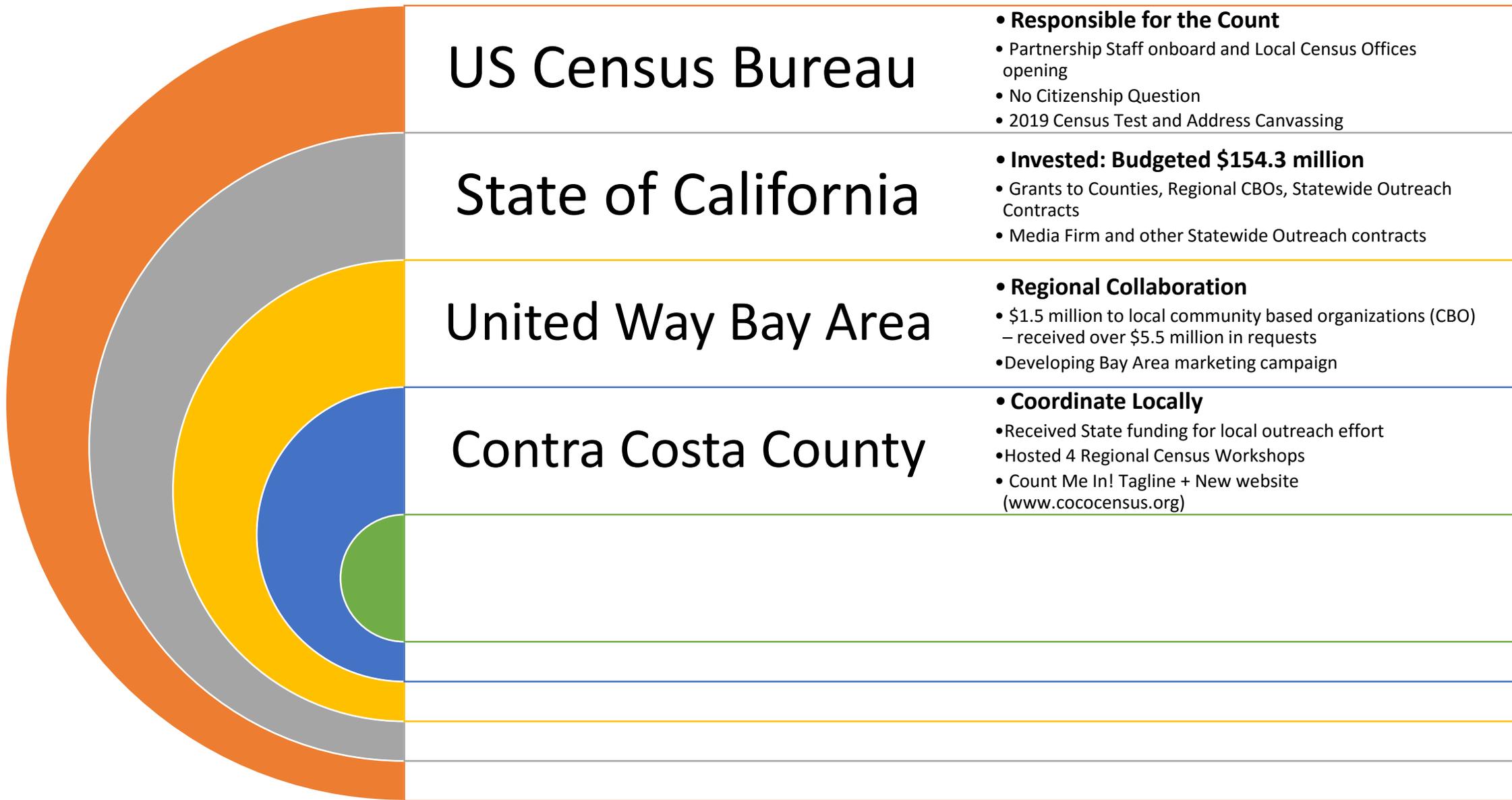
US Census Bureau

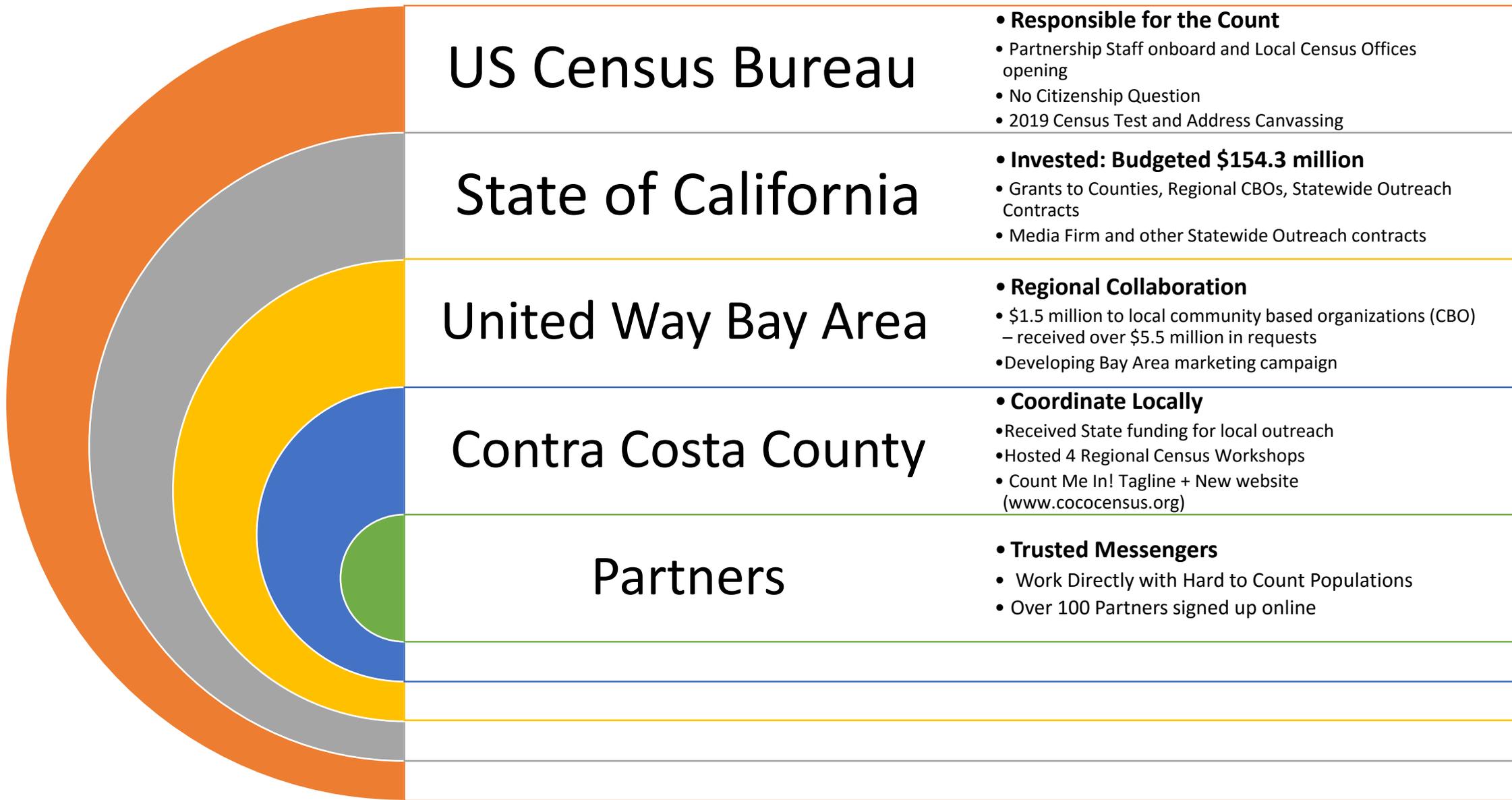
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- Partnership Staff onboard and Local Census Offices opening
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State of California

- **Invested: Budgeted \$154.3 million**
- Grants to Counties, Regional CBOs, Statewide Outreach Contracts
- Media Firm and other Statewide Outreach contracts







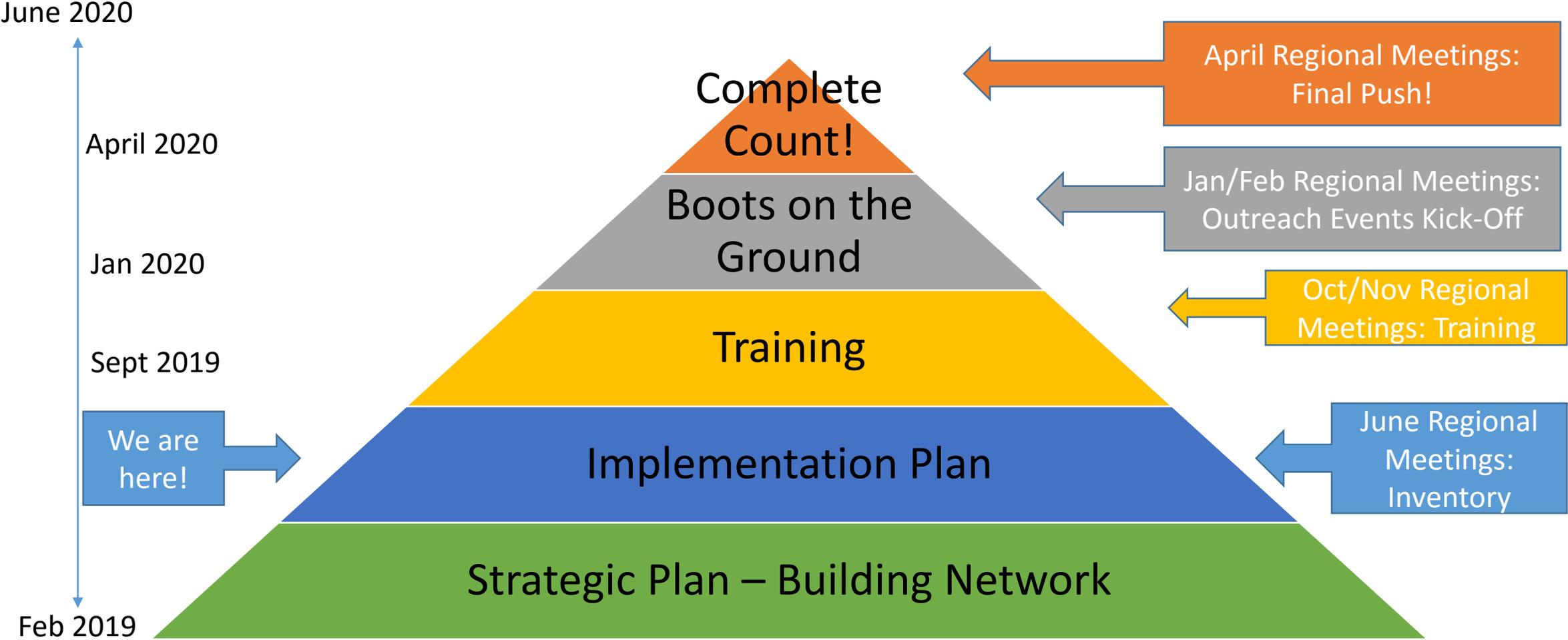
ADDITIONAL ACCOMPLISHMENTS

Speakers Bureau: Supervisor Burgis, Steering Committee Members, and staff have presented at nearly all the cities, the Mayor's Conference, the League of Women Voters, Special Districts Association, San Ramon Cultural Events, East County Non-Profit Capacity Building Workshop, West County Community Engagement Forum, and other locations as requested.

Media Coverage: Census Steering Committee members have been interviewed on KCBS, East Bay Times, and on the San Ramon Neighborhood Watch YouTube Video

Regional Census Solutions Workshop Summary

CONTRA COSTA COUNTY OUTREACH PROCESS



KEY INFORMATION

- 4 Meetings
 - Promoted through social media, press release, existing database, and partner connections
- 40 + attendees
- Lots of great feedback
- Each Workshop provided an overview of Census Importance and Importance to Contra Costa County followed by Breakout Sessions to gather input on Outreach effort.
- There were also maps and posters set up to gather information about potential location for Questionnaire Assistance Centers/Census Outreach events and to answer the questions “What is Important to You” and “What Support do you need”

BREAKOUT SESSIONS, MAP, AND POSTERS

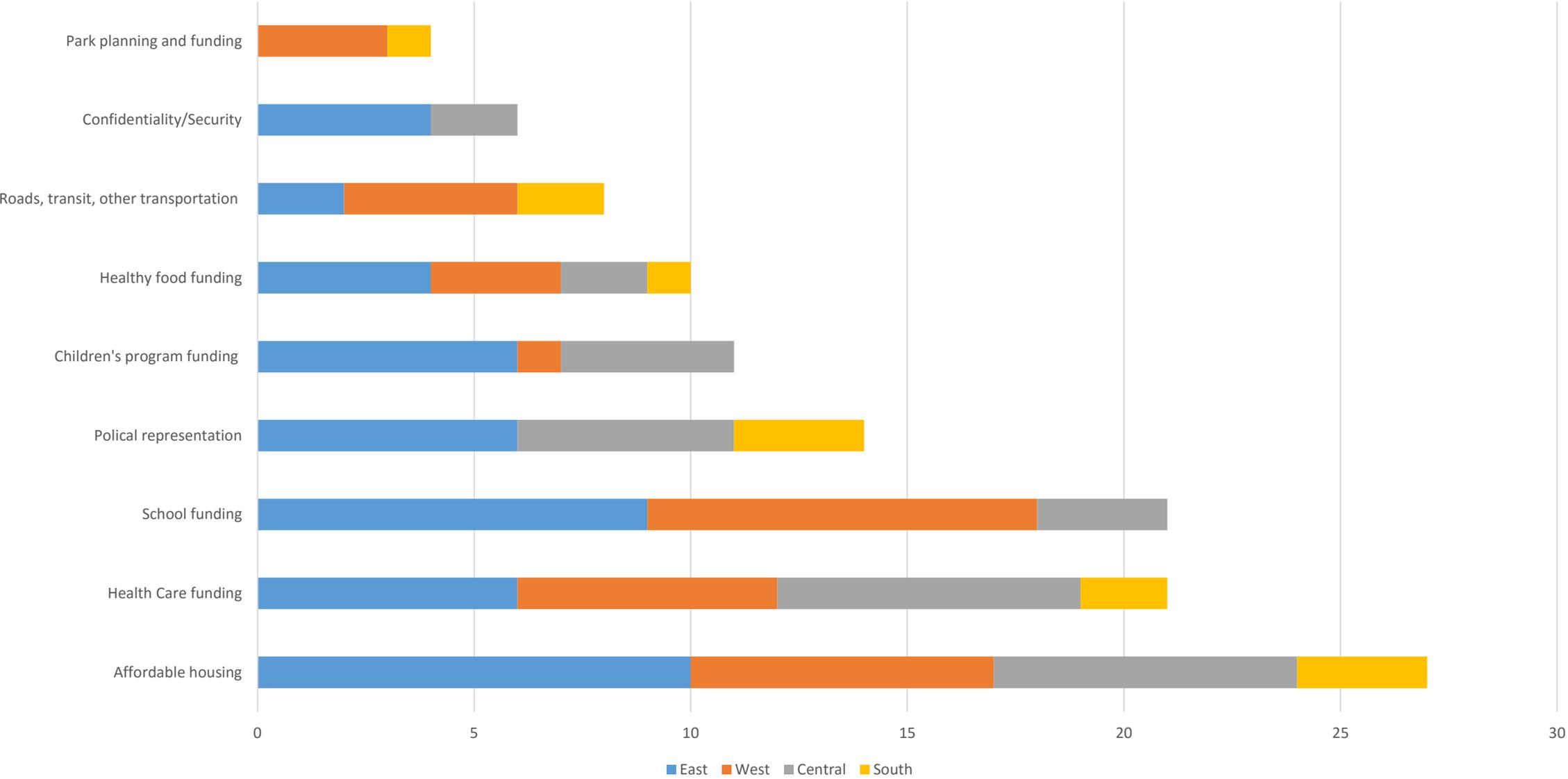


Count me in for...
Why is the Census important to YOU?

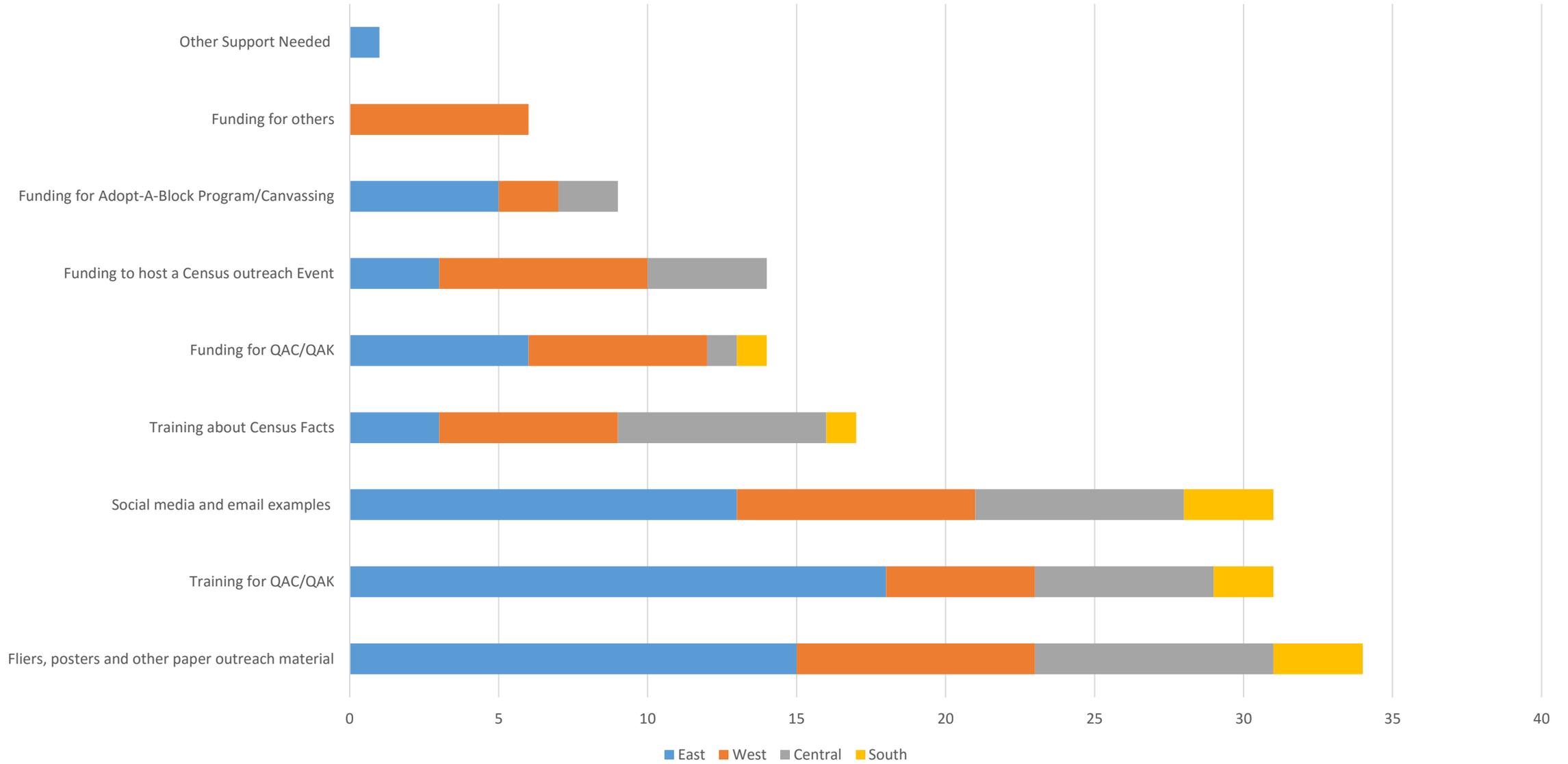
Please place your three Red dots on the issues most important to the community above. You may vote for three different issues or place multiple dots in one issue.

Schools Title I Grants, School Lunch Program, Special Education Grants, Federal Pell Grant	•••••
Political Representation	•••••
Confidentiality / Security There is distrust in sharing data with the government.	•••••
Health Care (Medicaid), Health Care Centers	•••••
Parks	
Roads / Transit / Other Transportation	
Healthy Food CalFresh, WIC, other nutritional programs (WIC)	•••••
Children Head Start, Foster Care.	•••••
Affordable Housing Low Income Home Energy Assistance, Section 8, Public Housing	•••••

Count Me In for...



Support Needed



BREAKOUT SESSION

WHAT ARE THE BARRIERS?

Fear / Distrust

- General Distrust of the Government
- Concerns about Confidentiality
- Fear of Scams
- Fear of how the data will be used
- Homeschool Community Mistrust
- Past Experiences with the Census Bureau

Accessibility

- Language
- Technology
- Physical Disabilities

Lack of Understanding about the Census

- Not knowing who gets counted – in particularly complex family structures
- Lack of Understanding about why it is important
- Assumption that those receiving a subsidy are already “in the system” and don’t need to fill out a form

Disconnect between Census Bureau and HTC

- Lack of representation
- Concern planned communication plan won’t work
- Census workers (and other government workers) don’t look like Hard to Count population
- Need more data analysis
- People are busy
- Lack of interest or don’t want to be bothered

Finding Hard to Count Populations

- Cities and other government agencies move encampments
- Lots of Rain during Census enumeration
- For homeless population, pets often keep individuals from getting services and are hard to find
- Households with young children tend to move a lot
- Seniors are often isolated

BREAKOUT SESSION

WHO ARE THE TRUSTED MESSENGERS?

Schools

Health
Workers

Neighborhood
Groups and
HOAs

Veterans

Places of
Worship

Libraries

Firefighters
and Police*

Peers and
Family

Service
Providers

Community &
Cultural
Groups

Senior Centers

Speaks
language

BREAKOUT SESSION

COMMUNICATION AND MEDIA NEEDS?

Social Media

- Nextdoor, Facebook, and Twitter
- #CountMeIn #Icount
- Website redirects

Traditional Media

- Number of Media Outlets
- Issue Op Ed and Press Releases

Newsletters

- City and Rec Departments
- Library
- Service Organizations

Incentives

- "I Count" Stickers
- T-Shirts
- Magnets

Ethnic Media

- Recommended Specific outlets
- Multiple Languages, especially dialects

Leverage Business Community

- Chamber of Commerce
- Big Business Outreach (Chevron, Amazon, etc)

City/Government Communications

- Community Center Banners
- Newsletter

Faith Community Communications

- Newsletters
- Bulletins
- Sermons

Community Gatherings

- National Night Out
- Festivals

School Communication

- Train students who help parents
- Texts
- Robo Calls
- E-Reader Boards

Homeless Outreach

- Focus on Needs, including Pet needs
- Coordinate with County /Service Providers
- Posters and Social Media/Texts

Other Ideas

- 211 Call Center
- Phone Trees

BREAKOUT SESSION

WHAT ISSUES ARE IMPORTANT?

Schools

Health

Housing

Nutrition
Programs

Personal
Connection

Transportation

Open Space

Basic Needs

Transparency

Links to
Community

How will data
be used?

Immigration
Vista

BREAKOUT SESSION

HOW CAN WE COLLABORATE?



BREAKOUT SESSION

WHERE DO PEOPLE GATHER?

Farmer's
Market /U-Pick

Community
Festivals

Community
Centers

Parks

School and
Youth Sports
Events

Libraries

Churches

Immigration
Forums

Food Truck
Events

National Night
Out

Retail
Locations

Gyms and Run
Events

BREAKOUT SESSION

WHO IS MISSING?

This question generated a list of over 35 ideas

Some of the ideas are organizations already on our list, but not at the Workshops

Many ideas were broad categories such as businesses, colleges, and places of worship.

We will use this list to do additional outreach

Proposed County Budget Allocation

BUDGET OVERVIEW

Category	State Funding	Proposed County Funding	Other Funds (amounts not known)
Grant Administration	\$ 36,260		
GIS – Data development, analysis, and map production	\$ 50,000		
Outreach Coordinator Staff	\$ 150,000		
Media Buys	\$ 26,345		US Census Bureau, State, United Way Bay Area
Outreach Costs (venues, materials, food, mileage, etc.)	\$ 50,000		
Language Contracts	\$50,000		City of Richmond in-kind
Grants to Outreach Partners		\$350,000	Census Funders, United way, and City of Richmond
Technology Access		\$125,000	State? United Way?
Homeless Outreach Programming		\$ 25,000	
Total	\$362,605	\$500,000	Unknown

Request for Proposals

GOAL OF THE REQUEST FOR PROPOSALS

- **Target the Hard to Count Communities**
- **Work with Trusted Messengers**
- **Provide local resources for people to get Census assistance, including in multiple languages**
- **Find innovate outreach strategy to reach hard to count communities**
- **Invest in our local non-profits and community organizations**

FUNDING PROGRAMS – TWO PHASES

- Phase 1: Larger Grants (\$2,000 - \$20,000+)
 - Outreach, Education, and Awareness
 - Non-English Language Outreach, Education, and Awareness
 - Innovative Strategies
 - Questionnaire Assistance
 - Non-English Language Questionnaire Assistance
- Phase 2: Mini-Grants (\$500 - \$3,000)
 - Host an events to raise awareness about Census
 - These grants would be available on a rolling basis if the organization meets all the criteria

FUNDING PROGRAMS – PHASE 1

	Outreach, Education, and Awareness	Non-English Promotion of Outreach, Education and Awareness	Innovative Strategy	QAC/QAK	Language Assistance (Language QAC/QAK)
Description	Promote educate, and outreach to targeted HTC populations to increase awareness and participation in the 2020 Census. For example: canvassing Cultural Events, etc.	Promote educate, and outreach to targeted non-English speaking populations to increase awareness and participation in the 2020 Census.	Design and implement innovative strategies to reach HTC populations to increase participation in the 2020 Census	Serve as a census hub and assist Bay Area community members in accessing, understanding, and completing the questionnaire. QAC/QAK can be either a single event or throughout the Census.	Support the language access needs for HTC populations
Grantee Requirements	Attend Census Training Submit Grant Report	Attend Census Training Submit Grant Report If needed, assist in translation of outreach and promotion material	Attend Census Training Submit Grant Report Meeting with County Staff about project	Attend Census Training Submit Grant Report Meet QAC/QAK Requirements	Attend Census Training Submit Grant Report Meet QAC/QAK Requirements If needed, assist in translation of outreach and promotion material
County Provides	Census Training Resource Library Census Button Census Swag	Census Training Resource Library Census Button Census Swag	Census Training Resource Library Census Button Census Swag	Census Training Resource Library Census Button Census Swag QAC/QAK in a Box	Census Training Resource Library Census Button Census Swag QAC/QAK in a Box
Funding Level	\$2,000 - \$10,000	\$5,000 - \$15,000	You Tell Us!	\$5,000 - \$15,000	\$5,000 - \$20,000

FUNDING PROGRAMS – PHASE 2

	Census Event
Description	Host an Event to bring together HTC community members to increase awareness about Census. This could be a block party, a church potluck, a soccer game, or any other event that brings people together to learn more about the importance of the Census.
Grantee Requirements	Attend Census Training OR have a someone with Census Training attend the event Submit Grant Report Host a Census Speaker Provide Census Information
County Provides	Census Training Resources Library Census Button Census Swag
Funding Level	\$500 - \$3,000 (depends on size of event)

ELIGIBLE APPLICANTS

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 501(c)4, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents
- **School Groups:** Must provide educational services to residents and students in Contra Costa County
- **Government Agencies:** Contra Costa County cities, Contra Costa County districts, and County Departments.
- **Coalitions:** Groups comprised of two or more organizations, school groups, or government agencies.

GRANTEE REQUIREMENTS

- Use Grant funds only for Census 2020 activities.
- All grantees must send one or more representative to Census Training.
- Submit reports on census activities to the County as requested.
- Attend additional trainings and meetings if requested (dates/locations TBD).
- Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.
- All Applicants will be required to enter into the County's Short Form contract.

PROPOSED TIMELINE

Phase 1

- September 1, 2019: RFP is released
- September 9 , 2019 (tentative): Bidders Conference
- September 30, 2019: RFP Due
- October 21, 2019: Grants Awarded (Steering Committee)
- October 28 – November 29th: 4 Regional Working Group Census Trainings

Phase 2

- January 1st, 2020: RFP Released
- January 15, 2020 – May 15, 2020: Grants submissions accepted
- Grants are awarded if application meets all the criteria

ADDITIONAL QUESTIONS OR IDEAS

Reach out to staff at

Kristine.Solseng@dcd.cccounty.us

(925) 674-7809

THANK YOU!!



We All Count