



2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

(An Ad Hoc Committee Established by the Board of Supervisors)

February 19, 2019
2:00 P.M.

255 Glacier Drive, Conference Room A,
Martinez

Supervisor Diane Burgis, Chairperson

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Agenda Items:

Items may be taken out of order based on the business of the day and preference
of the Committee

1. Welcome and Introductions (*Supervisor Burgis*)
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).
3. Census Overview and State & Federal Update (*Lia Bolden, Northern California Partnership Coordinator, U.S. Census Bureau*)
4. OVERVIEW of Complete Count Committee and Regional Working Groups. (*Kristine Solseng, Conservation and Development Department*)
5. REVIEW AND DISCUSS Strategic Plan and Budget. (*Kristine Solseng, Conservation and Development Department*)
6. DISCUSS the Census 2020 Kick-off Event -- April 1, 2019. (*Barbara Riveira, County Administrator's Office*)
7. REVIEW tentative meeting schedule and work plan. (*Supervisor Burgis*)
8. The next meeting is currently scheduled for March 18, 2019 (*Location to be determined...*).

ADJOURN

The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 651 Pine Street, 10th floor, during normal business hours.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact Staff:

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us

Kristine Solseng, Conservation and Development Department
Phone (925) 674-7809,
kristine.solseng@dcd.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

Meeting Date: 02/19/2019

Subject: CENSUS OVERVIEW - STATE & FEDERAL UPDATE

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Lia Bolden, U.S. Census Bureau

Contact: Barbara Riveira (925)
335-1018

Referral History:

Lia Bolden has over 15 years of experience working with the US Census Bureau. She is currently serving as a Data Dissemination Specialist with the Customer Liaison Marketing Services Office where she has conducted hundreds of data centric workshops to the public including federal, State and local governments, educational institutions, community agencies and business groups. She has an extensive background in community initiatives with the Census Bureau, serving as a team leader in the Partnership and Data Services programs in 2000 and 2010 Census. During the interim years, Lia was a Co-Managing Partner of a consulting firm specializing in providing planning, training and project management services to local communities and organizations engaged in community/ economic development. Lia's workshops are engaging and bring a spark of light to the world of statistics.

Referral Update:

Please see attached Presentation and Fact Sheet provided by the U.S. Census Bureau.

Recommendation(s)/Next Step(s):

RECEIVE presentation providing a census overview and update on State and federal guidelines and instructions.

Attachments

Official Partner

Fact Sheet

Presentation

Why Your Company Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. The 2020 Census' detailed demographic information holds exceptional value for your company—they help inform your decisions to expand, develop products, market, hire, mitigate risk, and increase return on investment. The U.S. Census Bureau partners with corporations to get the word out to clients, customers, and employees. You have invested heavily in understanding how to reach and how to communicate with your customers and employees. You are trusted brands and trusted voices. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government decisions and drive your company's decisions.

What is a 2020 Census partner?

As a partner, you join a network of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your company's focus, available time, resources and customer base. Some companies can help with our operational needs. Some can assist technologically since this is the first time the public can respond to the census online. We work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your business.

What does a partner do?

There are lots of ways to help. We work with you to find what's right for your company, its resources and time. The Census Bureau will provide messaging and customizable social media posts, poster, e-mail and newsletter content as well as other content options that you can use to make it easy to help. Here are some examples:

- Include information about the 2020 Census in correspondence with customers (e-mails, bills, a Web site banner).
- Provide a link to the 2020 Census on your Web site.
- Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.



Contact Us Today!

census.partners@census.gov

census.gov/partners

- Provide free wired or wireless internet connectivity to households in underserved communities.
- Provide free call time or cell phone data for people responding to the 2020 Census via phone.
- Provide free online advertising opportunities to promote the 2020 Census and job openings.
- Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
- Deliver 2020 Census educational content to children's tablets and electronic games to help combat the undercount of young children in the 2020 Census.
- Launch text message campaigns to promote the 2020 Census and related job opportunities.
- Launch social media campaigns or host Twitter chats or Facebook Live events on 2020 Census job opportunities and the 2020 Census to educate customers and employees.
- Submit online letters to the editor, op-eds, and commentary on why participating in the 2020 Census is so important for businesses like yours.
- Actively monitor, fact check, and correct misinformation on social networks about the 2020 Census.
- Post and distribute 2020 Census materials on privacy and confidentiality to employees, constituents, and customers, both in hard copy and through online channels.
- Host a 2020 Census informational or Q&A session for your employees or local community.
- Invite a Census Bureau speaker to your organization or event.
- Include an incentive to your customers in their purchases to complete the 2020 Census.
- Host a contest promoting the 2020 Census and feature the winner.

How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

How does my company benefit from being a partner?

During the 2020 Census, you benefit by fulfilling your CSR goals, accessing our personalized data training and information services, networking with other businesses you otherwise wouldn't encounter, and engaging with your customers and employees around a civic duty. The 2020 Census data will help you create projections of growth to identify prime locations to open new operations or close old ones. You can enhance your hiring practice and identify skilled workers. Our data provide valuable information on your customer base (income level, household size, homeownership status) to inform your pricing and location strategies.

When should I become a partner?

Today! It is never too early to start talking with customers and employees about the 2020 Census or the jobs available to support it. The Census Bureau is recruiting 2020 Census workers now—help us get the word out to your customers and clients.

Why We Ask

The 2020 Census is easy. The questions are simple.

The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Determine how many seats your state gets in Congress.
- Guide how [more than \\$675 billion](#) in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

Population Count (Number of People Living or Staying)

We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts and school districts.

Any Additional People Living or Staying

Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

Owner/Renter

We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation's economy and help in administering housing programs and informing planning decisions.

Phone Number

We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

Name

We ask for names to ensure everyone in the house is counted. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.



Sex

We ask about the sex of each person to create statistics about males and females. Census data about sex are used in planning and funding government programs, and in evaluating other government programs and policies to ensure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations and policies against discrimination in government programs and in society.

Age and Date of Birth

We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations and policies against age discrimination in government programs and in society.

Hispanic, Latino or Spanish Origin

We ask about whether a person is of Hispanic, Latino or Spanish origin to create statistics about this ethnic group. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act.

Race

We ask about a person's race to create statistics about race and to present other statistics by race groups. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts.

Whether a Person Lives or Stays Somewhere Else

Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

Relationship

We ask about the relationship of each person in a household to one central person to create estimates about families, households and other groups. Relationship data are used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

Citizenship

A question about a person's citizenship is used to create statistics about citizen and noncitizen populations. These statistics are essential for enforcing the Voting Rights Act and its protections against voting discrimination. Knowing how many people reside in the community and how many of those people are citizens, in combination with other information, provides the statistical information that helps the government enforce Section 2 of the Voting Rights Act and its protections against discrimination in voting.



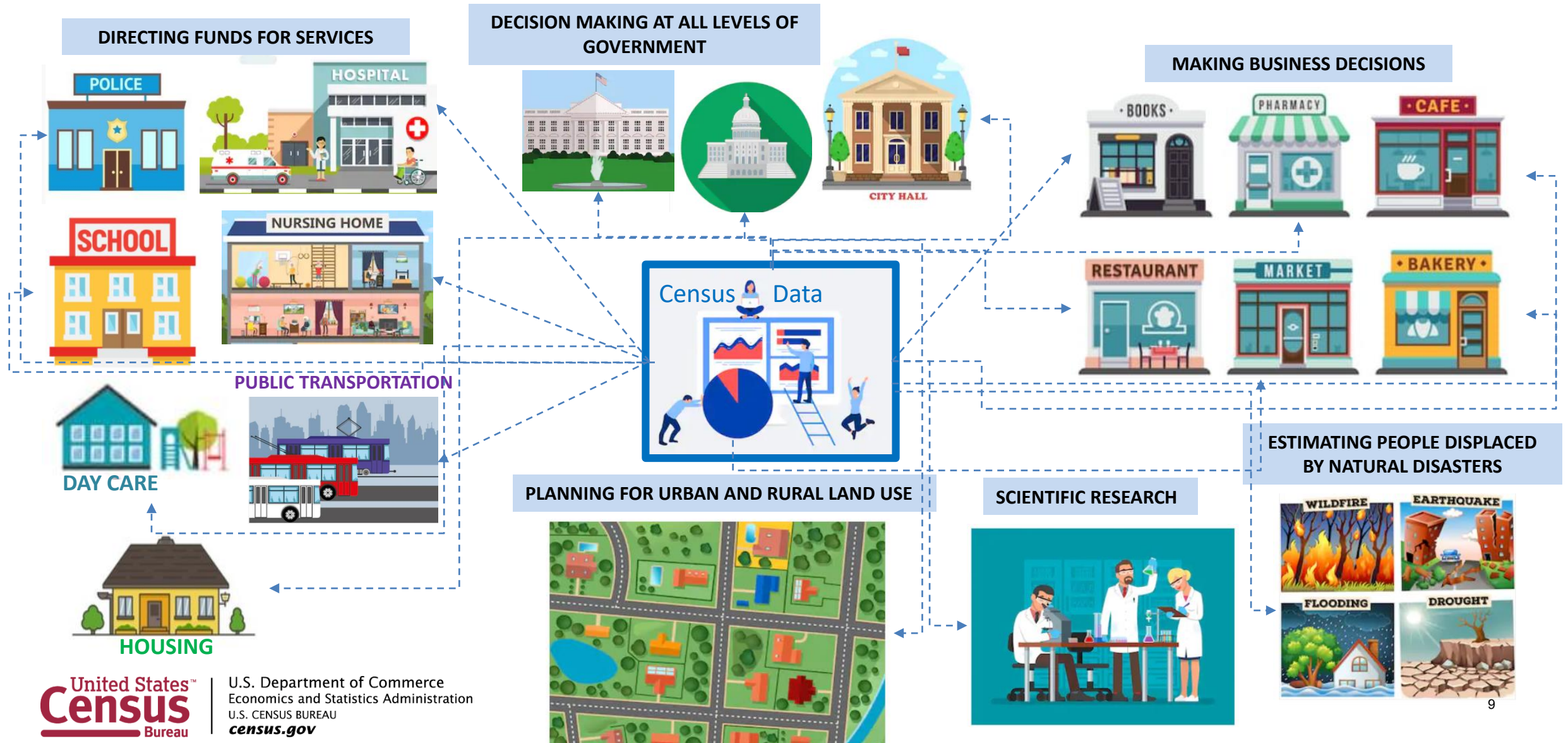
Partnering for a Successful 2020 Census

Complete Count Committee Kick Off



Partnership Coordinator, Northern California
U.S. Census Bureau
Los Angeles Regional Census Center

How Census Data Is Used



2020 Census

- **Decennial Census Purpose:**
 - To conduct a census of population and housing and disseminate the results to the President, the States, and the American People
- **Primary Uses of Decennial Census Data:**
 - Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:
 - *Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.*
 - Draw congressional and state legislative districts, school districts and voting precincts
 - Enforce voting rights and civil rights legislation
 - Distribute federal dollars to states
 - Inform federal, tribal, state, and local government planning decisions
 - Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
 - Provide population benchmark for nearly every other United States survey

Your Answers are Protected by Title 13 of the US Code

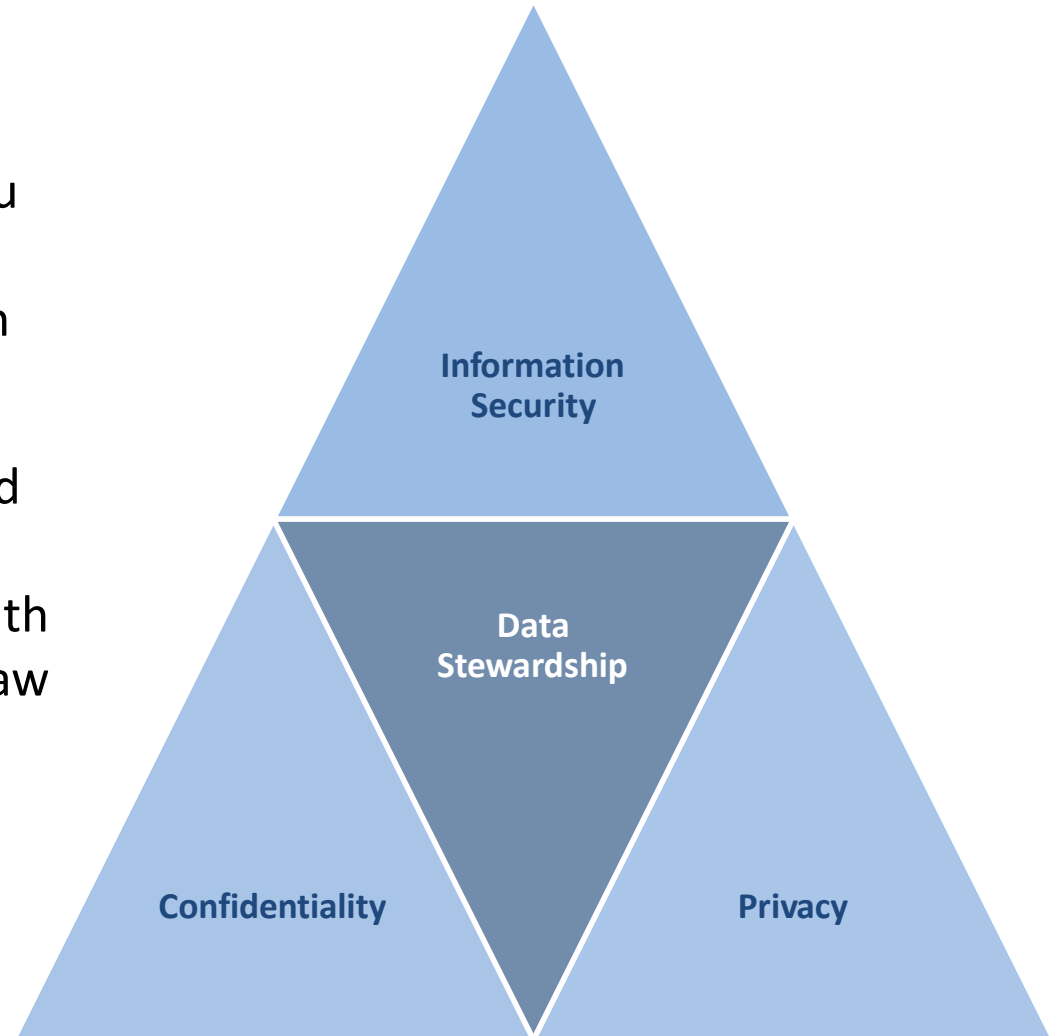
- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000.

Census Data Stewardship

Our Culture Values Data Security

Data Stewardship is the formal process the Census Bureau uses to care for respondent information — from the beginning, when a respondent answers, to the end, when the statistical data products are released.

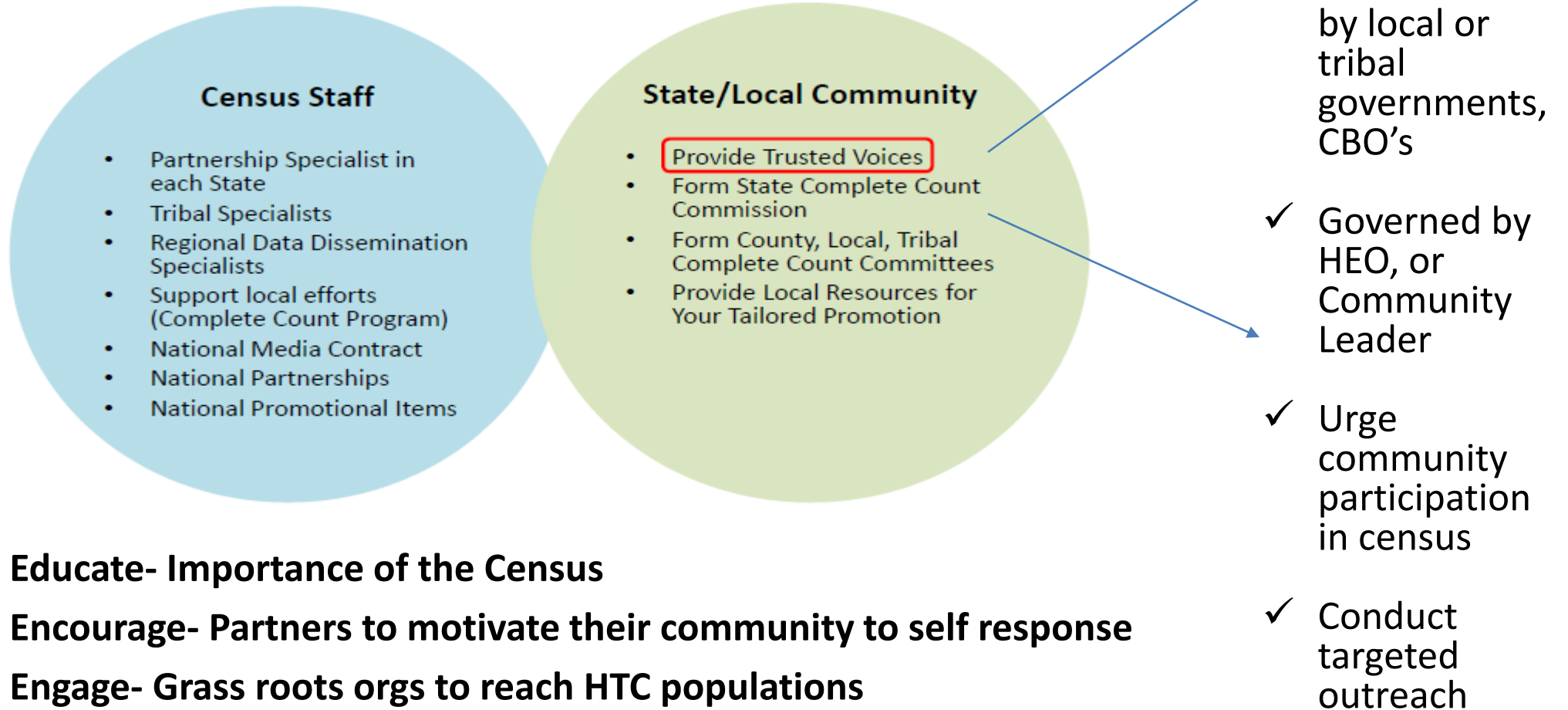
Data Stewardship is a comprehensive framework designed to protect information over the course of the information lifecycle, from collection to dissemination, and it starts with creating a culture of confidentiality that is based on the law and designed to maintain public trust.



What's New for 2020 Census

- Plans to hire 1,501 partnership specialists at the local level, up from 800 partnership specialists hired during the 2010 Census. (about 310 in LARCC 7 State region)
- The most accessible survey in census history. The 2020 Census will feature an internet self-response option, making it easier for anyone, anywhere to respond at any time.
- Leveraging digital and social media to tailor and direct messages, often times in multiple languages.
- Overall, the Census Bureau will spend \$480 million on marketing and advertising for the 2020 Census, up from \$376 million in 2010.

COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM



Who are the Hard-to-Count

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

2020 Census Partnership Elements

- State Complete Count Commissions
- Complete Count Committees
 - Counties and Municipalities
- American Indian and Alaska Native (AIAN) Program
 - Tribal Government's Liaison Program
 - Tribal Complete Count Committees (TCCCs)
 - Urban Organizations
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Leveraging Trusted Voices
- Mobile Response Program
- Foreign Born and Immigrant Program
- Thank You Campaign



Supporting Linguistically Diverse Populations

Language Access

- **Available in Spanish**
 - ✓ Enumerator Instruments (hand held)
 - ✓ Paper questionnaire and other mailings
 - ✓ Field enumeration materials
- **12 non English languages**
 - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- ✓ Internet option/online questionnaire
- ✓ Census Questionnaire Assistance (CQAs)
- **Items available in 59 non-English languages**
 - ✓ Language glossary
 - ✓ Language identification card
 - ✓ Language Guides/Print and Video
- **Additional efforts from the Census Bureau**
 - ✓ Partner with grass roots organizations to localize the Census message
 - ✓ Hire locally

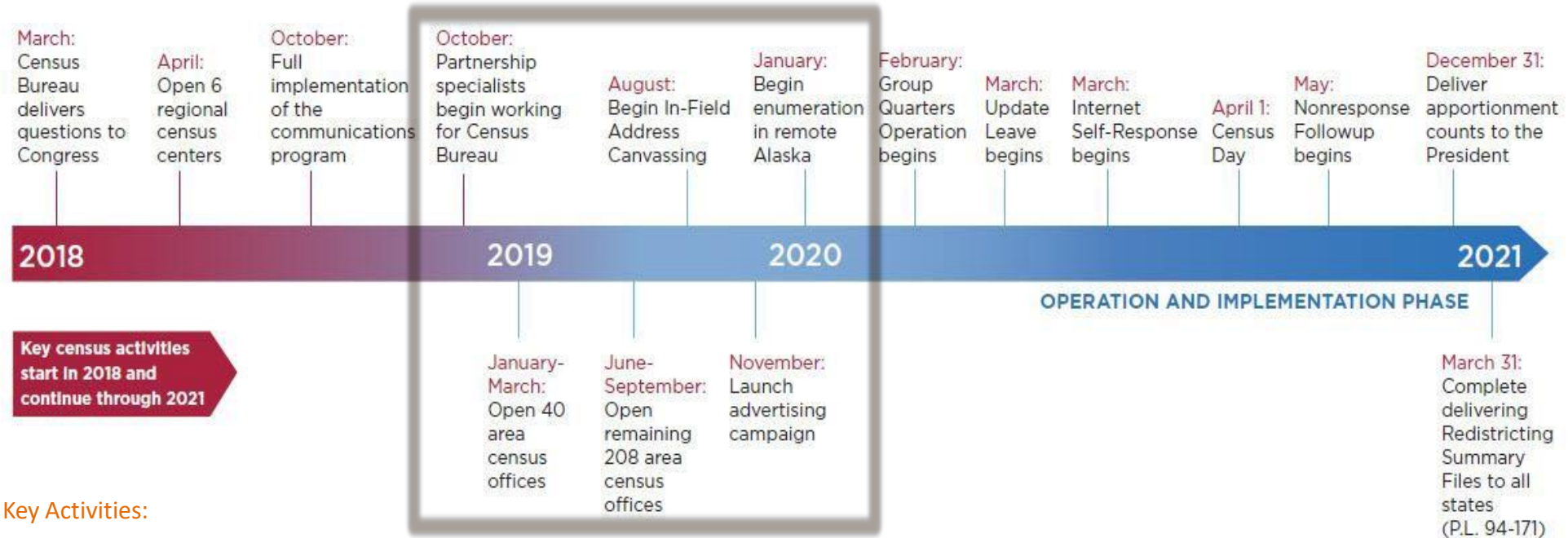
2020 Census Language Program

Language List: All Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

2020 Census

Where Are We Now



Key Activities:

- **2018 End-to-End Census Test:** Census Day for the test was April 1. The Self-Response and Nonresponse Followup phases ended on July 31. The Group Quarters operation started on July 30 and will end on August 24.
- **Area Census Office Leasing:** Lease awards have been granted to all 40 Wave 1 ACOs and 70 of the 208 Wave 2 ACOs. Wave 1 offices are scheduled to open in January 2019 and Wave 2 offices are scheduled to open between June and September 2019.
- **Communications Program Planning:** As the research is being completed this Summer, we are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- **Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists:** We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.
- **Complete Count Committees:** 39 states or state-equivalents have formed 2020 Census Complete Count Committees, and an additional 11 are considering forming committees. Complete Count Committees comprise a broad spectrum of government and community leaders that develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage a response.

The Los Angeles Regional Census Office



- **7 States- CA, AK, HI, NV, ID, OR, WA**
- **228 Counties**

Regional Wave 1 ACOs – January 2019

- Bakersfield, CA
(covers Central Valley and Nevada)
 - **Oakland, CA (Bay Area and Northern Coast)**
 - Riverside, CA (San Diego, Orange County, and Inland Empire)
 - Van Nuys, CA (Los Angeles County)
- Anchorage, AK (Alaska)
 - **Seattle, WA (Washington)**
 - Salem, OR (Oregon)

Wave 2 Area Census Offices – July 2019

Wave 2 ACO Locations Bay Area

Concord, CA
Pleasanton
San Francisco
San Mateo
Santa Rosa
San Jose
Sunnyvale

Wave 2 Offices by State

California – 26
– Hawaii - 1
– Idaho – 1
– Nevada - 2
– Oregon - 2
– Washington - 4

Recruiting and Staffing Numbers for Area Census Office (ACO)

- Fall 2018
 - ✓ Wave 1 ACO Management, (approx. 10 per ACO)
 - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
 - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Spring 2019
 - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
 - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)
- Fall 2018/Winter 2019
 - ✓ Partnership Specialists
- Recruiting Information for All Positions
 - www.2020census/jobs
 - www.usajobs.gov
 - **1-855-JOB-2020**



2020 Census Jobs available in Alameda and Contra Costa Counties

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		\$20.00 per hour
Office Operations Supervisors		\$26.00 per hour
Census Field Supervisors		\$27.50 per hour
Enumerators (Census Takers)		\$25.00 per hour
Recruiting Assistants		\$27.50 per hour



- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Apply today!

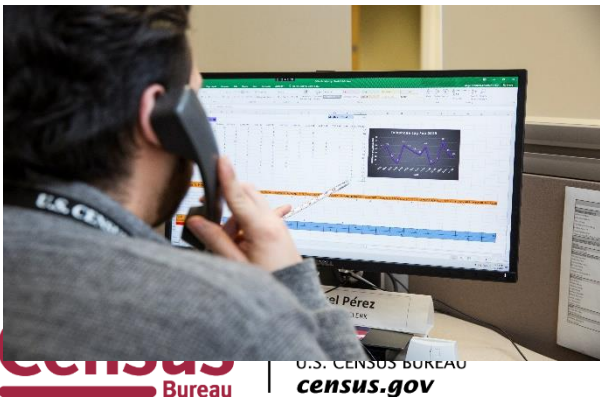
2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer



Force
Administration

Census Job Site

2020 Census Jobs



Earn extra income while helping your community.

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

[APPLY NOW](#)

Job Details

We are hiring for a variety of temporary jobs, including census takers, recruiting assistants, office staff, and supervisory staff. To be eligible, you must be at least 18 years old, have a valid Social Security number, and be a U.S. citizen.

[Review job qualifications](#) >

How to Apply

Candidates must complete an online job application. The application includes assessment questions about your education, work, and other experience.

[Learn more about the application process](#) >

Locations

Positions for the 2020 Census are located throughout the United States and Puerto Rico. Explore our interactive map to find the pay rates in your county or municipio.

[Check pay rates in your area](#) >

Next Steps

- Decide to engage and educate your community about the importance of the 2020 Census
- Identify trusted voices, best messages and partner with local Census Staff to work towards a full and accurate count of your communities
- Apply for Census Jobs and help us to recruit a diverse staff for the Area Census Office.

Census 2020 Links

2020 Census

<https://www.census.gov/programs-surveys/decennial-census/2020-census.html>

Census Job Site

<https://2020census.gov/jobs>

Census Complete Count Committee site

https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Response Outreach Area Mapper: ROAM

<https://www.census.gov/roam>

Newsroom

<https://www.census.gov/newsroom.html>

Contact Information

Los Angeles Regional Census Center

555 W. 5th St, 30th Floor

Los Angeles California, 90013

Partnership- 213-314-6275

Los.Angeles.rcc.partnership@2020census.gov

General- 213-314-6500

Lia Bolden, Partnership

elaine.lia.bolden@2020census.gov

510-935-9886

Recruiting Information for All
Positions

- www.census.gov/2020jobs
- www.usajobs.gov
- **1-800-992-3529 (Recruiting Hotline)**



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

Meeting Date: 02/19/2019
Subject: Overview of the Complete Count Steering Committee
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.: 1
Referral Name: Complete Count Steering Committee
Presenter: Kristine Solseng **Contact:** Kristine Solseng, (925) 674-7809

Referral History:

The Board of Supervisors, on December 18, 2018, authorized the establishment of a Complete Count Steering Committee to guide the County's 2020 Census outreach effort.

The Complete Count Steering Committee is an *ad hoc* committee created for the limited duration of the 2020 Census effort. The Board of Supervisors appointed Supervisor Diane Burgis to chair the Steering Committee, one representative from each Supervisorial District, and nine members to represent the public at large, for a total of 15 members.

Steering Committee members are expected to serve as ambassadors for the 2020 Census within their region and/or across diverse sectors and communities countywide, and will need to think strategically about how to engage residents in hard to count populations, help to organize community events, communicate through their networks, and make presentations to community groups. They must be able and willing to commit the time required (estimated to be 5-10 hours/month) and regularly attend Complete Count Committee meetings, which will be held monthly in the afternoons. Periodic meetings will be held in the evening or on weekends.

The charge of the Committee is to:

- Set clear, achievable goals and objectives;
- Identify areas of the community that may need extra outreach efforts, either a geographical area or a population group that might be hard to count;
- Use a “grassroots” approach to working with community-based organizations and groups who have direct contact with households who may be hard to count;
- Customize promotional materials for local area;
- Implement special events;
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications;
- Support and complete these tasks through the work of regional working groups in Central

- County, East County, South County, and West County;
- Develop a proposed Census 2020 budget for consideration by the Board of Supervisors by March 26, 2019.

Referral Update:

This is the first meeting of the Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

It is recommended that Steering Committee members develop rapport with community organization, faith leaders, schools, and other community groups in order to further the goals of the local census effort.

Fiscal Impact (if any):

No fiscal impact.

Attachments

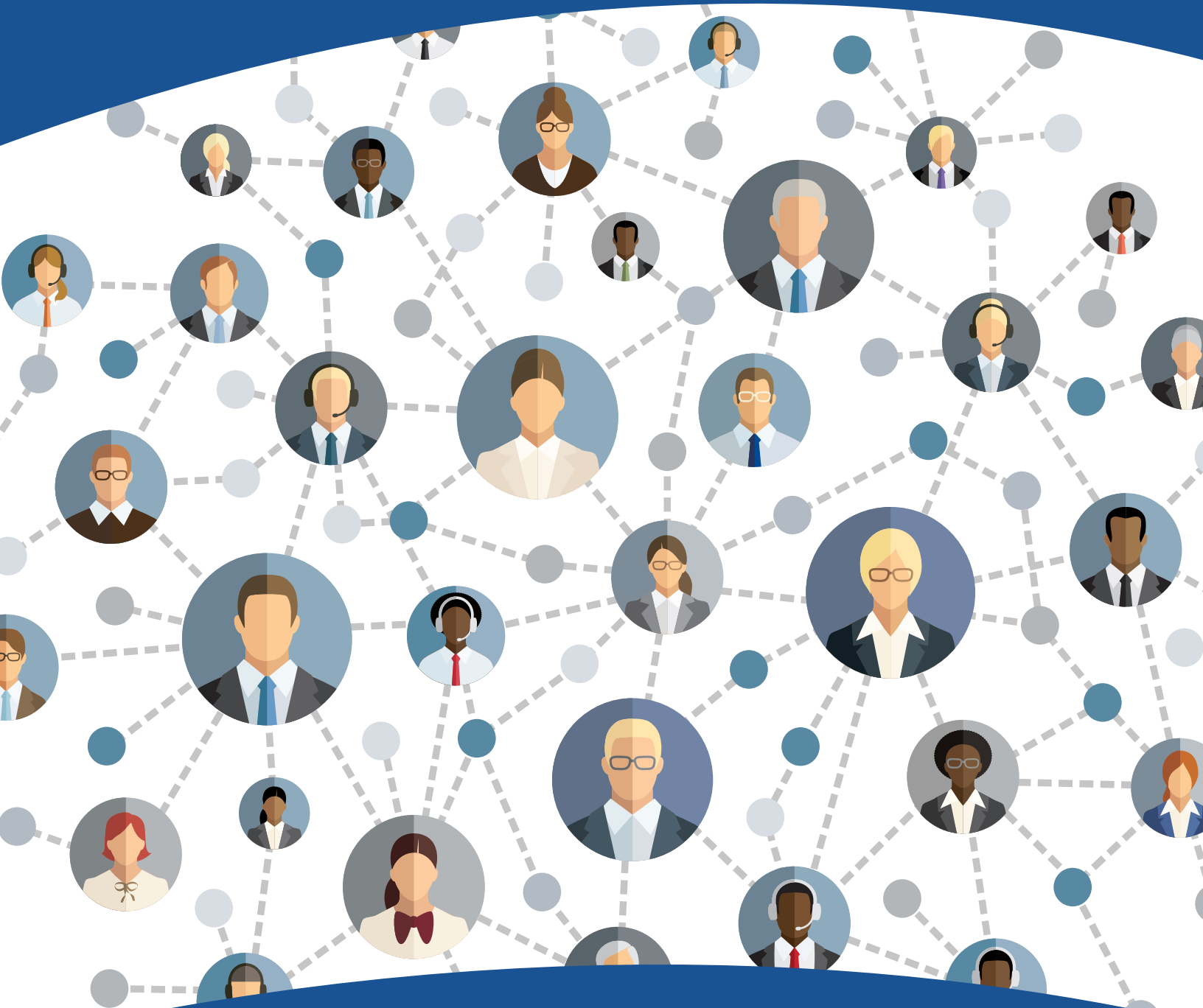
Complete Count Committee Guide

Complete Count Committee Overview Powerpoint

2020 Census Complete Count Committee

Guide

D-1280



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WHY DO WE TAKE THE CENSUS?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and one has been conducted every 10 years since then.

The population totals from the census determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative and school districts. The next census occurs in 2020.

The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020.

The population totals also affect funding in your community, and data collected in the census help decision makers know how your community is changing. Approximately \$675 billion in federal funding is distributed to communities each year.

Will the 2020 Census be the same as 2010?

There are some important changes in 2020:

- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
- For the first time, you will be able to respond online, by phone, or by mail.
- We will use data that the public has already provided to cut down on in-person follow up visits to nonresponding households.



HOW ARE CENSUS DATA USED?

Census data are widely and wisely used.

Census data are used in many ways. Some examples include:

- Distribution of more than \$675 billion annually in federal funds back to tribal, state, and local governments.
- Redistricting of state legislative districts.
- Forecasting future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs, services, and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.



ARE CENSUS DATA REALLY CONFIDENTIAL?

ABSOLUTELY!

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. We will never share a respondent's personal information with immigration enforcement agencies, like ICE; law enforcement agencies, like the FBI or police; or allow it to be used to determine their eligibility for government benefits. The results from any census or survey are reported in statistical format only.

Individual records from the decennial censuses are, by law (Title 44, U.S. Code), confidential for 72 years.

In addition, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.



WHAT ARE COMPLETE COUNT COMMITTEES?

Complete Count Committees

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

There are three kinds of Complete Count Committees (other than the State Level CCC):

- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A Complete Count Committee should be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

Let's take a look at these and review the differences between the common types and sizes.

Tribal and Government Complete Count Committees

Complete Count Committees are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, a mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, and community groups. Most local government CCCs are small to medium size, depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city may be medium to large size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful

committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a subcommittee structure. Examples of subcommittees and what they do are covered under “What Is the Subcommittee Structure of a CCC?”

Examples of Tribal and Complete Count Committee Strategies

Nationwide, there were over 10,000 Complete Count Committees formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.
- Use a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count.
- Create promotional materials and products customized for the local area.
- Implement special events such as Census Day “Be Counted” parades.
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

Sample Activities of Tribal and Government Complete Count Committees

2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop (see Appendix C) with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.

January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the start of self-response or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage households to complete the census online, by phone, or return the questionnaire by mail.

- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

Community Complete Count Committees

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. A tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Small committees may not need subcommittees, however larger committees may find this structure helps them focus and work more effectively.

Examples of Community Complete Count Committee Strategies

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission.

Here are some suggestions that worked for them:

- Set clear achievable goals and objectives.

- Identify what the committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that includes activities and events which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your community.
- Implement special events that will generate interest and participation in the census.
- Use social media to engage your community.

Sample Activities of Community Complete Count Committees

2018–2019

- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted to community members.
- Host a Census Solutions Workshop with other community-based organizations in your area to come up with innovative and engaging ways to reach your communities.
- Check the community calendar in your area for events. Contact organizations to see if you can have a census table to pass out census materials to increase awareness.
- Plan and solicit sponsors for a “Census Day/Night Street Festival” in late 2019. Think of creative games or activities where census information can be incorporated.
- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they

will sponsor census activities or promote census awareness.

- Ask organizations to include a census article or message in all of their publications and social media channels from April 2019 to July 2020.

January–March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census.

April 2020

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate individuals to respond.
- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a census worker may come to their home. Encourage households to cooperate with census workers.

May 2020

- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for your community and briefly report this information to your census contact.
- Celebrate your success and thank all those involved in making it happen.



WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

Get Organized RIGHT NOW!

Although the 2020 Census may seem a ways off, the census awareness campaign should start TODAY. The 2020 Census jobs are being advertised. Households will begin to experience, by the end of 2019, some type of census operation such as address listing. These operations are necessary to verify the accuracy and location of each address in the United States.

The immediate formation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.

The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.



WHAT IS THE SUBCOMMITTEE STRUCTURE OF A CCC?

The Structure

The Census Bureau partnership staff will serve as a liaison or an informational resource.

The operation of the CCC flows from the tribal leader or highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.

The tribal leader or highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the CCC and the Census Bureau.

The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.

The CCC should involve every aspect of a local community in its subcommittee structure—government, education, faith-based organizations, media, community-based organizations, business, and recruiting. **The Census Bureau does not manage Complete Count Committees.**

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a Complete Count Committee are those community members who have expertise, influence, and experience in the area of

the respective committee. Committees that invest time, resources, and energy in this project are more productive and successful.

Recruiting subcommittee—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available and types of jobs available.

Government subcommittee—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Statistics in Schools materials.

Faith-based subcommittee—Creates and coordinates activities and materials that can be used by any local faith-based institution in the

promotion of the 2020 Census awareness and participation.

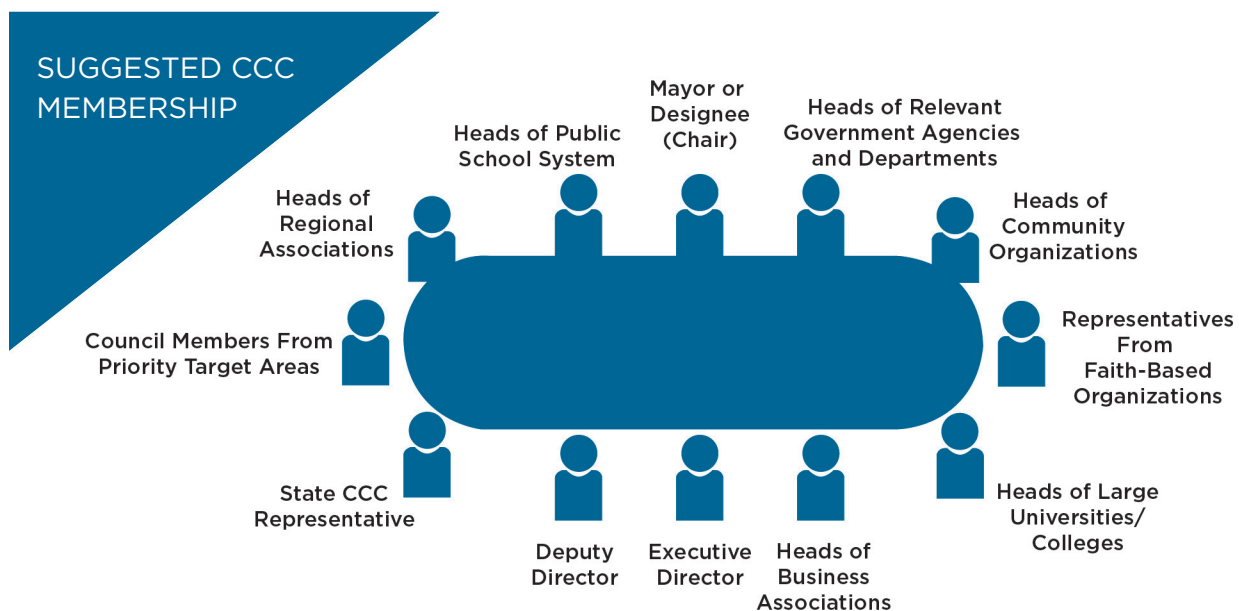
Media subcommittee—Facilitates ways to get the census message to all community households, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, social media, radio, and television.

Community-based organizations subcommittee—Collaborates with community organizations to inform individuals of the importance of participating in the 2020 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags) and the inclusion of the census logo and message on sales promotion materials.

Figure 1.

Suggested CCC Membership



*Partnership Specialist is advisor and Census Bureau liaison to Municipal CCCs



SUMMARY: THE BENEFITS OF COMPLETE COUNT COMMITTEES

CCCs speak the language of and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.

The CCCs will help ensure an accurate 2020 Census count.

The CCCs gain valuable knowledge about the census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.

The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

APPENDIX A:

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as background for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

APPENDIX B:

UNDERSTANDING THE

LANGUAGE OF THE 2020 CENSUS

GLOSSARY

The 2020 Census From A to Z

A

Address Canvassing

The Address Canvassing program implements methods to improve and refine the U.S. Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

American Community Survey (ACS)

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it replaced the long form for the 2010 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic areas and population groups.

Area Census Office (ACO)

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting households to conduct the 2020 Census.

C

Census Bureau

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The Census Bureau conducts approximately 200 annual surveys, conducts the

decennial census of the U.S. population and housing, the quinquennial economic census, and the census of governments.

Census Day

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 Census. April 1, 2020, is the reference date, Census Day, for the 2020 Census.

Census Information Center (CIC)

The CIC program was established in 1988, when the Census Bureau and the National Urban League entered into a joint agreement to create a pilot project to make census data and information available to minority communities. Over the next 2 years, the Census Bureau added four additional organizations to the pilot program; the National Council of La Raza, the Asian and Pacific Islander American Health Forum, Americans for Indian Opportunity, and the Southwest Voter Research Institute (now the William C. Velasquez Institute).

In 2000, the CIC network became an official Census Bureau program. That year, the Census Bureau expanded the network to a total of 59 organizations.

Census Solutions Workshop

A Census Solutions Workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. The Census Solutions Workshop is specifically geared to generate new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.

Commitment

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)

A volunteer committee established by tribal, state, and local governments, and/or community organizations to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality

The guarantee made by law (Title 13, U.S. Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

D

Decennial Census

The census of population and housing taken by the Census Bureau in each year ending in zero. Article I, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

E

Enumeration

The process of interviewing people and recording the information on census forms.

Enumerator

A Census Bureau employee who collects census information by visiting households during census field operations.

G

Group Quarters (GQ)

The Census Bureau classifies all people not living in housing units as living in group quarters. There are two types of group quarters: institutional group

quarters (for example, correctional facilities for adults, nursing homes, and hospice facilities) and noninstitutional group quarters (for example, college/university student housing, military quarters, and group homes).

H

Hard to Count (HTC)

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, and low income households.

Hard to Enumerate (HTE)

An area for which the environment or population may present difficulties for enumeration.

Highest Elected Official (HEO)

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place, tribal leader, or chairman.

Household (HH)

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

M

Master Address File (MAF)

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

N

Nonresponse (NR)

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

Nonresponse Followup (NRFU)

A field operation designed to obtain a completed interview from households where a self-response was not received. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will collect respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the individuals of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

P

Partner

A partner is a group or individual that commits to participate in some way with census activities.

Partnership

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

Partnership Specialist

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

R

Regional Census Center (RCC)

One of six temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

Regional Office (RO)

One of six permanent Census Bureau offices that direct and advise local census offices for the 2020 Census. The Regional Office also conducts some one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Response Outreach Area Mapper (ROAM)

A Web mapping application developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey estimates available in the Census Bureau Planning Database, available at <www.census.gov/roam>.

S

Self-Response

Self-response is where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit the house to obtain their responses in person. Self-response—by internet, mail, or phone—is significantly less costly than in-person followup.

State Data Center (SDC)

The State Data Center (SDC) program is one of the Census Bureau's longest and most successful partnerships. This partnership between the 50 states, the

District of Columbia, Puerto Rico, the island areas, and the Census Bureau was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional, and local governments.

The SDC lead organization is appointed by the Governor of each state/commonwealth, Puerto Rico, the Island Areas (American Samoa, Guam, The Commonwealth of the Northern Mariana Islands, Virgin Islands) or the mayor of the District of Columbia.

Since its creation, the SDC network has provided access and education on Census Bureau data and products as well as other statistical resources to millions of data users.

Statistics in Schools (SIS)

A national program component of the 2020 Census with an emphasis on kindergarten through eighth grade students in schools located in hard-to-count areas. The purpose of Statistics in Schools is to educate all of the nation's K-12 students about the importance of the 2020 Census.

T

Title 13 (U.S. Code)

The collection of laws under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Transitory Locations

Sites that contain movable or mobile housing that may include transitory units such as boats, motorized recreational vehicles or trailers, tents, or other types of portable housing.

Transitory locations also include hotels or motels if being occupied on a transitory basis because the occupants have no other residence.

U

Update Enumerate (UE)

The UE operation is designed to update the address and feature data and enumerate respondents in person. UE is designated to occur in areas where the initial visit requires enumerating while updating the address frame, in particular in remote geographic areas that have unique challenges associated with accessibility.

Update Leave (UL)

This operation is designed to update the address and feature data and leave a choice questionnaire package at every housing unit (HU) identified to allow the household to self-respond. UL is designed to occur in areas where the majority of HU do not either have mail delivered to the physical location of the housing unit, or the mail delivery information for the HU cannot be verified.

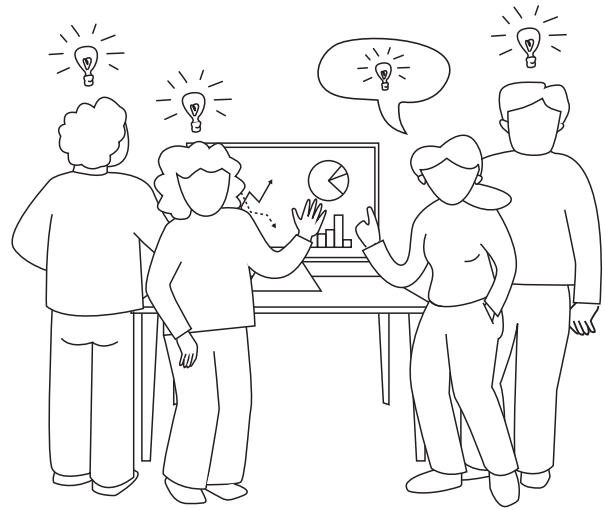
V

Value Added

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for training, use of staff time, and use of other business resources.

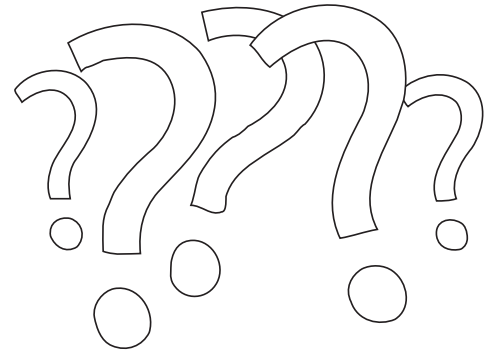
What Is A Census Solutions Workshop?

A solutions workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. A Census Solutions Workshop generates new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.



Why It Matters

A complete count ensures accurate census data that is critical for government programs, policies, and decision-making, but participation in Census Bureau surveys has declined in recent decades. We want to support your efforts to generate innovative and engaging ways to reach your communities.



How Can You Host A Workshop?

Businesses, city officials, community-based organizations, or anyone else can host a workshop. We created a toolkit to give you step-by-step guidance on how to host one.

The toolkit is available at:
www.census.gov/partners.

For more information, please contact us at:
census.partners@2020census.gov.





CONTACT INFORMATION

For additional information about the Complete Count Committee Program, please contact your regional census center.

If you reside in:	Please contact:
Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina	ATLANTA Atlanta.rcc.partnership@2020census.gov
Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin	CHICAGO Chicago.rcc.partnership@2020census.gov
Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming	DALLAS Dallas.rcc.partnership@2020census.gov
Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington	LOS ANGELES Los.Angeles.rcc.partnership@2020census.gov
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico	NEW YORK New.York.rcc.partnership@2020census.gov
Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia	PHILADELPHIA Philadelphia.rcc.partnership@2020census.gov

COMPLETE COUNT COMMITTEE OVERVIEW

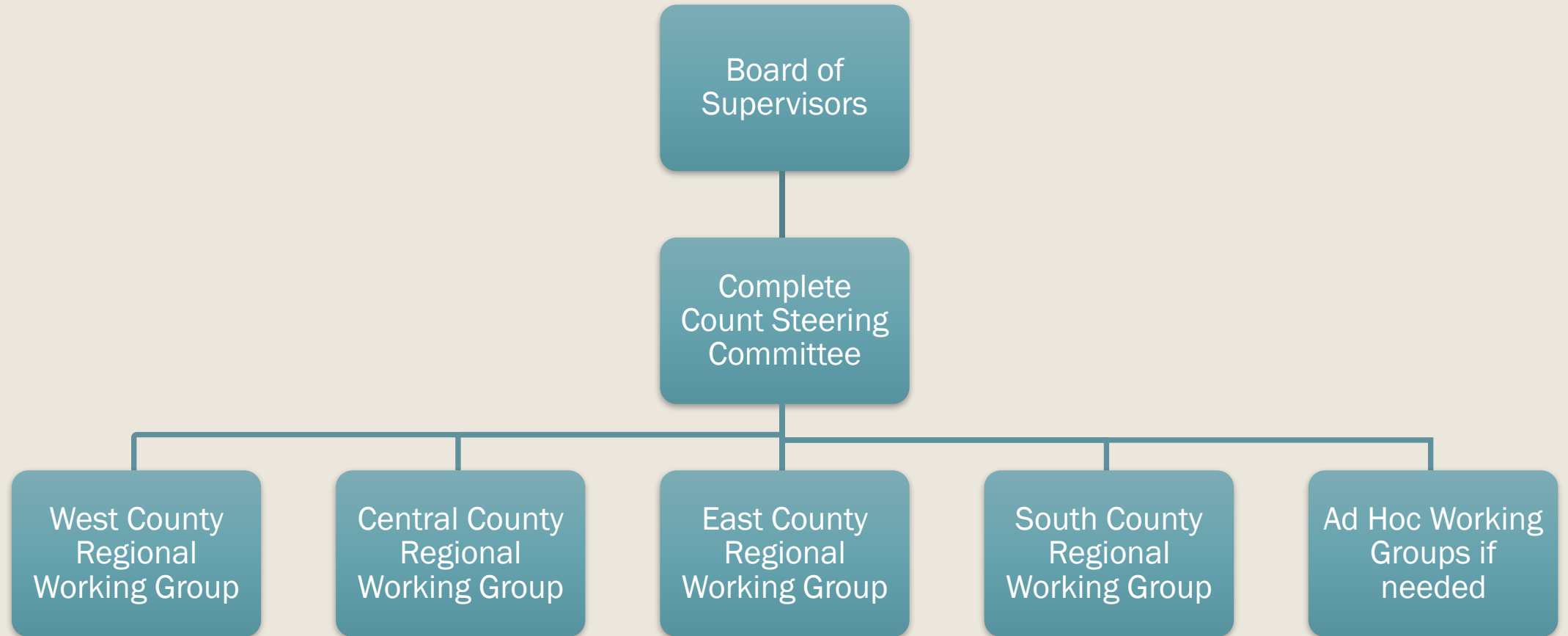
What is a Complete Count Committee

- The committee will include a broad spectrum of government and community leaders that work together to develop and implement a 2020 Census awareness campaign.
- Members will have unique knowledge of the local community to assist with targeted outreach efforts.

Role of Complete Count Committee

- Communicate a consistent message that the Census is Easy, Safe, and Important.
- Set clear, achievable goals and objectives;
- Identify areas of the community that may need extra outreach efforts, either a geographical area or a population group that might be hard to count;
- Use a “grassroots” approach to working with community-based organizations and groups who have direct contact with households who may be hard to count;
- Customize promotional materials for local area;
- Implement special events;
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications;
- Support and complete these tasks through the work of regional working groups in Central County, East County, South County, and West County;
- Develop a proposed Census 2020 budget for consideration by the Board of Supervisors by March 26, 2019.

Structure



Working Groups

- Regional Working Groups will include Board of Supervisors staff, City Council Members and/or staff, local community based organizations, business, and faith communities.
- Designate a volunteer facilitator for each Region.
- Working Groups are not Board appointed committees, but rather open invitations for as many community organizations to participate as possible.
- There will be four Regional Working Groups (West, East, North Central, South Central).
- Other Ad Hoc Working Groups may be considered as needed.

Integrating with Other Census Outreach

	Nov 2018 - March 2019 Phase I: Infrastructure	April - August 2019 Phase 2: Strategy	September 2019 - May 2020 Phase 3: Implementation
Census Bureau	Training & Support	Research, Messaging, Materials	Media, Partnership, Fielding
California State	Guidance and Funding	Best Practices, Messaging, Materials	Media Campaign and Outreach Tracking
Contra Costa County	Launch Complete Count Committee	Census Kick Off Event, Working Groups, Campaign Development, Localized Messaging	Community Outreach, Implement Outreach Activities
Cities	Participate in Regional Working Groups		Community Outreach
Community Groups	Participate in Regional Working Groups		Implement Programs



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

Meeting Date: 02/19/2019
Subject: Strategic Outreach Plan and Budget Development
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.: 2
Referral Name: Census 2020 Complete Count Committee
Presenter: Kristene Solseng, DCD **Contact:** Kristine Solseng 925-674-7809 or
Barbara Riveira 925-335-1018

Referral History:

The County shall design and implement a multi-faceted, multi-channel, multi-lingual cohesive strategic outreach plan to reach all census audiences in the County. The overarching strategic plan should address broad census goals and objectives, and specific outreach strategies, as well as integrate with other outreach efforts. The plan is required to be submitted to the State within sixty days of entering into contract. The California Complete Count Office must approve the Strategic Plan (see attached Strategic Plan Requirements).

Referral Update:

None at this time.

Recommendation(s)/Next Step(s):

Next Step: Steering Committee is asked to recommend a budget to the Board of Supervisors in March to meet the State Strategic Plan due date.

Attachments

Strategic Plan Elements

Draft Budget

Strategic Plan and Budget Presentation

5. RESPONSIBILITIES & REQUIREMENTS

The board resolution, order, motion, ordinance or similar document shall be approved by the State before the parties can enter into a valid contract. The Contractor shall not perform any tasks prior to contract execution. A list of all tasks and deliverables are set forth below.

Administrative Requirement - Board Resolution	
Each county is required to have a Board legally binding resolution, order, motions or ordinance or similar document from the local governing body authorizing execution of the agreement.	
Task 1 -- Strategic Plan	
Within sixty (60) days of entering into contract, the Contractor must provide the State with the Contractor's Strategic Plan, which shall address subtasks 1.1 through 1.11. The CCC Office must approve (in writing) the Strategic Plan.	
1.1	Outreach Plan – Contractor shall provide a plan that includes a local, grassroots approach to reaching the least likely to respond with specific strategies, tactics and timeline(s), as well as description of specific collaboration(s), partnership(s), and leveraging of resources to achieve the highest self-response rate on the census 2020 questionnaire. Further components are listed below:
1.2	Approach -- Contractor shall describe its approach to outreach, including: <ul style="list-style-type: none"> • Identification of least likely to respond areas and populations vis-a-vis census tracts within the local jurisdiction. • Describe research methodology used to identify HTC/least likely to respond populations, barriers, challenges and opportunities for outreach
1.3	Partnership Coordination -- Contractor shall provide a plan showing its integrated and coordinated approach working with the US Census Bureau, the CCC Office, cities, schools, CBOs, and other civil society organizations to avoid duplication and to identify methodology to address gaps.
1.4	Resources and Infrastructure -- Contractor shall provide a primary designee who has geographic information systems (GIS) knowledge that will interface with the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. Contractor shall also provide a plan for establishing, managing, and announcing QACs and/or QAKs which should include locations and resources. Contractor shall work with their assigned State RPM to activate a reasonable number of QACs/QAKs within their local jurisdiction.

1.5	Contractor shall provide geospatial data or mapping of the following: <ul style="list-style-type: none"> • County HTC/least likely to respond areas • County resources/office to be leveraged in outreach to the HTC/least likely to respond • Potential partners including CBOs and any other partners across various sectors
1.6	Language Access Plan – California has over 200 non-English languages spoken across the state. Contractor shall provide a plan that includes strategies, tactics and resources, including partnerships, to address language access in the local jurisdiction.
1.7	Local Complete Count Committee (LCCC) -- Structure of the county's LCCC and organization chart, if available.
1.8	Workforce Development -- Plan describing how the county may assist the U.S. Census Bureau with local hiring of census enumerators and other personnel. Based on previous census efforts, it is known that hiring locally for these critical jobs is an important factor in establishing trusted messengers that may impact the enumeration positively.
1.9	Budget -- Contractor shall provide a budget proposal of the County's allocated funding provided by the State including, but not limited to: <ul style="list-style-type: none"> • Administrative costs (not to exceed 10% of total allocation) • Outreach (e.g. events, meetings, materials, etc.) • Media
1.10	Timeline of activities during the term of this contract.
1.11	Contractor to describe its plan to measure results throughout the contract such as: <ul style="list-style-type: none"> • Accountability Measures • Data to be collected – Type and Quantity • Evaluation Methodology/Approach
Task 2 - Monthly Meetings	
2.0	Immediately upon contract execution, the Contractor shall participate in monthly in-person meetings or phone calls with the area's assigned State Regional Program Manager (RPM) to discuss operations and provide updates of the strategic plan and progress. The monthly meetings shall continue through September 30, 2020. The Contractor shall be responsible for scheduling monthly meetings with the RPM.
Task 3 - Quarterly Written Reports	

Tasks	Option 1 - State Grant & County In-Kind				Option 2 - Moderate Additional County Funding				Option 3 - Robust Additional County Funding, with City/CBO Match Requirement				
	Total				Total			County*	Total				
		County Staff In Kind	State Grant (1)			County Staff In Kind	State Grant (1)			County Staff In Kind	State Grant (1)	County* (5)	City/CBO Match (5)
Mandated Taks													
Grant Administration	\$ 60,260	\$ 24,000	\$ 36,260	(2)	\$ 60,260	\$ 24,000	\$ 36,260	(2)	\$ 60,260	\$ 24,000	\$ 36,260	(2)	
GIS (data analysis and map production)	\$ 50,000		\$ 50,000	(3)	\$ 50,000			\$ 50,000	\$ 50,000			\$ 50,000	
Complete Count Committee/Sub-Committee Meetings	\$ 155,345	\$ 88,000	\$ 67,345		\$ 154,345	\$ 88,000	\$ 66,345		\$ 154,345	\$ 88,000	\$ 66,345		
Partnership Coordination	\$ 10,000	\$ 5,000	\$ 5,000		\$ 10,000	\$ 5,000	\$ 5,000		\$ 10,000	\$ 5,000	\$ 5,000		
Media	\$ 51,000	\$ 15,000	\$ 36,000		\$ 51,000	\$ 15,000	\$ 36,000		\$ 51,000	\$ 15,000	\$ 36,000		
Workforce Development	\$ 19,000	\$ 10,000	\$ 9,000		\$ 20,000	\$ 10,000	\$ 10,000		\$ 20,000	\$ 10,000	\$ 10,000		
Initial Outreach	\$ 132,000	\$ 60,000	\$ 72,000		\$ 132,000	\$ 60,000	\$ 72,000		\$ 132,000	\$ 60,000	\$ 72,000		
In-Language Outreach	\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		
Translation Services	\$ 10,000		\$ 10,000	(4)	\$ 10,000			\$ 10,000	\$ 10,000			\$ 10,000	
QAC/QAK	\$ 15,000		\$ 15,000		\$ 15,000		\$ 15,000		\$ 15,000		\$ 15,000		
On Site Staff (Census or Census Ambassador)	\$ 20,000	\$ 20,000			\$ 20,000	\$ 20,000			\$ 20,000	\$ 20,000			
Interpretation Contract	\$ 10,000		\$ 10,000	(4)	\$ 10,000			\$ 10,000	\$ 50,000			\$ 30,000	\$ 20,000
Non Response Follow Up	\$ 12,000		\$ 12,000		\$ 12,000		\$ 12,000		\$ 12,000		\$ 12,000		
GIS / Sword (3)	\$ 5,000	\$ 5,000			\$ 5,000	\$ 5,000			\$ 5,000	\$ 5,000			
Communication Partners	\$ 25,000	\$ 10,000	\$ 15,000		\$ 25,000	\$ 10,000	\$ 15,000		\$ 25,000	\$ 10,000	\$ 15,000		
Potential Tasks													
Speaker Bureau	\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		
Expanded Outreach			\$ 5,000		\$ 55,000		\$ 45,000	\$ 15,000	\$ 125,000		\$ 45,000	\$ 50,000	\$ 35,000
Expanded QAC/QAK													
Interpretation Contract (Increased Capacity)					\$ 20,000			\$ 20,000	\$ 20,000			\$ 20,000	
Hackathon Kiosk App Development Award Contract					\$ 5,000			\$ 5,000	\$ 10,000			\$ 7,500	\$ 2,500
Mini Grant Program					\$ 20,000		\$ 20,000		\$ 20,000		\$ 20,000		
Grant Amounts (Contracts)					\$ 120,000			\$ 120,000	\$ 220,000			\$ 170,000	\$ 50,000
Adopt a Block Program / Organizational Canvassing					\$ 10,000		\$ 10,000		\$ 10,000		\$ 10,000		
Payment/Incentives to Canvassers (Contracts)					\$ 20,000			\$ 20,000	\$ 46,000			\$ 33,000	\$ 13,000
Tools (phones? Data? Maps?)									\$ 15,000			\$ 7,500	\$ 7,500
Additional Communication Tools									\$ 244,000			\$ 122,000	\$ 122,000
TOTAL	\$ 594,605	\$ 237,000	\$ 362,605		\$ 844,605	\$ 237,000	\$ 362,605	\$ 250,000	\$ 1,344,605	\$ 237,000	\$ 362,605	\$ 500,000	\$ 250,000

*** NOTE: County Funding HAS NOT Been approved and is subject to BOTH available funds and Board of Supervisor Recommendations**

General Note: Costs are for County and/or Census Coordinator Position(s) unless otherwise noted

(1) State Grants Funds for a Census Coordinator Position(s) unless otherwise indicated

(2) Maximum amount for costs associated with grant administration

(3) Department of Conservation and Development staff time

(4) Outside Consultant(s)/Contractor(s) to provide translation services

(5) County contributions over \$250,000 require a 1:1 match from cities or CBOs

Acronyms Notes

DCD - Contra Costa County Department of Conservation and Development

CAO - Contra Costa County County Administrator Office

GIS - Geographic Information System

CBO - Community Based Organization

QAC - Questionnaire Assistance Center

QAK - Questionnaire Assistance Kiosk

RCBO - Regional Community Based Organization - Funded by State for Regional Outreach Efforts

STRATEGIC PLAN

Overview of Initial Ideas/Concepts

Strategic Plan

- A high level plan required by State of California as part of our funding and **must include**:
 - *Outreach Plan to include:*
 - ***Outreach Approach – Hard to Count***
 - *Partnership Coordination*
 - *Resources and Infrastructure, especially for QACs or QAKs*
 - *Mapping*
 - *Language Access Plan*
 - *Local Complete Count Committees*
 - *Workforce Development*
 - ***Budget***
 - ***Timeline***
 - *Benchmarks/Deliverables*
 - *Accountability Measures*
- Due 60 days after Contract with the State has been executed (estimated due date: 4/15/2019)

Draft Strategic Plan Framework

*Required Elements

Outreach*

Partnership
Coordination

Additional Tools

Messaging
Partners*

QAC/QAK*

Mini Grant
Program

Adopt a
Block

Speaker
Bureau

Large
Scale Text

Targeted
Mailers

Targeted
Ad
Placement

Outreach /
Apps

What are we missing?

*Required Elements

Outreach*

Partnership Coordination

Additional Tools

Messaging
Partners*

QAC/QAK*

Mini Grant
Program

Adopt a
Block

Speaker
Bureau

???

Large
Scale Text

Targeted
Mailers

Targeted
Ad
Placement

Outreach /
Apps

???

Outreach Approach

- Target Hard to Count Areas – GIS and mapping
- Identify Language Needs and provide in-language outreach
- Utilize existing public infrastructure (Schools, Public Services, etc.)
- Reach out to Community Groups, where they are already meeting
 - *Attend Community Organization Meetings*
 - *Attend Mayors Conference and City Council Meeting*
 - *Attend Community Events (Farmers Markets, etc.)*
- Host Census Specific Meeting
 - *Host Census Events and Faith Breakfast*
- Invite Groups to Census Kick-Off Event and Regional Working Groups

Budget

Tasks
Mandated Taks
Grant Administration
GIS (data analysis and map production)
Complete Count Committee/Sub-Committee Meetings
Partnership Coordination
Media
Workforce Development
Initial Outreach
In-Language Outreach
Translation Services
QAC/QAK
On Site Staff (Census or Census Ambassador)
Interpretation Contract
Non Response Follow Up
GIS / Sword (3)
Communication Partners
Potential Tasks
Speaker Bureau
Expanded Outreach
Expanded QAC/QAK
Interpretation Contract (Increased Capacity)
Hackathon Kiosk App Development Award Contract
Mini Grant Program
Grant Amounts (Contracts)
Adopt a Block Program / Organizational Canvassing
Payment/Incentives to Canvassers (Contracts)
Tools (phones? Data? Maps?)
Additional Communication Tools
TOTAL

Tasks	Option 1 - State Grant & County In-Kind			
	Total	County Staff In Kind		
			State Grant (1)	
Mandated Taks				
Grant Administration	\$ 60,260	\$ 24,000	\$ 36,260	(2)
GIS (data analysis and map production)	\$ 50,000		\$ 50,000	(3)
Complete Count Committee/Sub-Committee Meetings	\$ 155,345	\$ 88,000	\$ 67,345	
Partnership Coordination	\$ 10,000	\$ 5,000	\$ 5,000	
Media	\$ 51,000	\$ 15,000	\$ 36,000	
Workforce Development	\$ 19,000	\$ 10,000	\$ 9,000	
Initial Outreach	\$ 132,000	\$ 60,000	\$ 72,000	
In-Language Outreach	\$ 10,000		\$ 10,000	
Translation Services	\$ 10,000		\$ 10,000	(4)
QAC/QAK	\$ 15,000		\$ 15,000	
On Site Staff (Census or Census Ambassador)	\$ 20,000	\$ 20,000		
Interpretation Contract	\$ 10,000		\$ 10,000	(4)
Non Response Follow Up	\$ 12,000		\$ 12,000	
GIS / Sword (3)	\$ 5,000	\$ 5,000		
Communication Partners	\$ 25,000	\$ 10,000	\$ 15,000	
Potential Tasks				
Speaker Bureau	\$ 10,000		\$ 10,000	
Expanded Outreach			\$ 5,000	
Expanded QAC/QAK				
Interpretation Contract (Increased Capacity)				
Hackathon Kiosk App Development Award Contract				
Mini Grant Program				
Grant Amounts (Contracts)				
Adopt a Block Program / Organizational Canvassing				
Payment/Incentives to Canvassers (Contracts)				
Tools (phones? Data? Maps?)				
Additional Communication Tools				
TOTAL	\$ 594,605	\$ 237,000	\$ 362,605	

Tasks	Option 1 - State Grant & County In-Kind				Option 2 - Moderate Additional County Funding			
	Total				Total			County*
		County Staff In Kind	State Grant (1)			County Staff In Kind	State Grant (1)	
Mandated Taks								
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Potential Tasks								
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TOTAL	\$ 594,605	\$ 237,000	\$ 362,605		\$ 844,605	\$ 237,000	\$ 362,605	\$ 250,000

Tasks	Option 1 - State Grant & County In-Kind				Option 2 - Moderate Additional County Funding				Option 3 - Robust Additional County Funding, with City/CBO Match Requirement				
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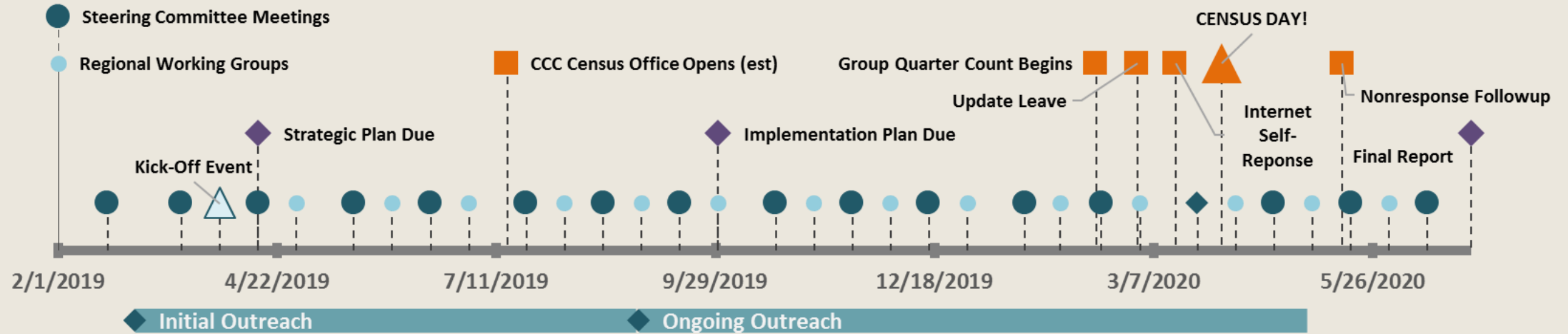
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Timeline



Messaging Partners	Commitments	Educate Messages	Motivate Messages		
QAC/QAK	Initial Locations	Finalize Locations	Training	Implementation	
Mini-Grants	Outreach	Phase 1	Phase 2	Phase 3	Mini-Grant Projects
Adopt-A-Block	Initial Commitments	Identify Missing Areas	Training	Canvassing	
Non Response Follow Up	Initial Plan	Plan Development	Implement		

Complete Count Website

- www.contracosta.ca.gov/census2020
- For Complete Count Committee and Community Partners
- Form for interested parties
- Will have additional resources for outreach efforts



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

Meeting Date: 02/19/2019

Subject: KICK-OFF EVENT

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Barbara Riveira, County Admin Office **Contact:** Barbara Riveira (925)
335-1018

Referral History:

The Census 2020 Steering Committee will plan and host a Census 2020 Kickoff event to promote the Census and provide an overview of the Census and highlight the impact the Census will have on Contra Costa County over the next decade, how the data is used to determine the State's representation, and how individuals and organizations can get involved in the process. The event should include speakers and workshops that will provide information about how individuals and organizations can get involved in the process and build regional collaboration and partnerships for outreach activities to reach the various hard-to-count populations within the county. April 1, 2019 has been selected as the Kick-Off date to coincide with the U. S. Census Bureau's Announcement of the 2020 Census Slogan, as well as the State Census Event and other events around the State.

Referral Update:

This is the initial discussion of this topic.

Recommendation(s)/Next Step(s):

DISCUSS Census 2020 Kick-off Event -- April 1, 2019 and offer suggestions for the venue and structure of the event.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

Meeting Date: 02/19/2019
Subject: PROPOSED MEETING SCHEDULE AND WORK PLAN
Submitted For: Diane Burgis, District III Supervisor
Department: Board of Supervisors District III
Referral No.:
Referral Name: PROPOSED MEETING SCHEDULE AND WORK PLAN
Presenter: Supervisor Diane Burgis **Contact:** Barbara Riveira (925)
335-1018

Referral History:

It is anticipated that the Steering Committee will meet at least monthly through Fall 2020 to complete the actual Census and oversee any post-Census activities.

Referral Update:

Attached is a proposed meeting schedule and work plan for the next 11 months. The work plan is designed to coincide with the key milestones identified, so far, by the State. Additional meetings may be required as new information becomes available, but we ask Committee members to anticipate these meeting dates in their personal schedules, as achieving a quorum will be essential for the Steering Committee to be able to consistently meet and conduct the necessary business.

Recommendation(s)/Next Step(s):

Review tentative meeting schedule and work plan.

Attachments

Tentative Steering Committee Meeting Schedule

2020 Census Complete Count Steering Committee
2019 Meeting Schedule
XXX Monday at 2:00 p.m.

Meeting Date	Subject	Staff Contacts
February 19	<ul style="list-style-type: none"> • Census Overview/Updates • Complete Count Committee Overview • Strategic Plan/Budget • Working Group Structure • Kick-Off Event –April 1, 2019 • Meeting Schedule 	
March	<ul style="list-style-type: none"> • State/Federal Update • Strategic Plan / Budget Recommendation to Board of Supervisors • Working Group Reports • Kick-Off Event –April 1, 2019 Update 	
April	<ul style="list-style-type: none"> • State/Federal Update • Kick-Off Event Update • Working Groups Report • Hard to Count Population 1 Study Session • Draft Mini-Grant RFP Review 	
May	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates • Hard to Count Population 2 Study Session • Mini-Grant RFP Approval 	
June	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates • Hard to Count Population 3 Study Session • Initial Non Response Follow Up Ideas 	

July	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates • Hard to Count Population 4 Study Session • Mini-Grant Phase I Recommendations to BOS • “Educate” messaging plan 	
August	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates • Hard to Count Population 5 Study Session • Review Draft Implementation Plan 	
September	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates / Mini-Grant Updates • Approve Implementation Plan 	
October	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates / Mini-Grant Updates • Mini-Grant Phase II Recommendations to BOS • Adopt a Block Missing Areas Review 	
November	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates / Mini-Grant Updates • Review Draft Training for QAC/QAK and Canvassing 	
December	<ul style="list-style-type: none"> • State/Federal Update • Working Group Updates / Mini-Grant Updates • “Motivate” messaging plan 	