

COMPLETE COUNT COMMITTEE OVERVIEW

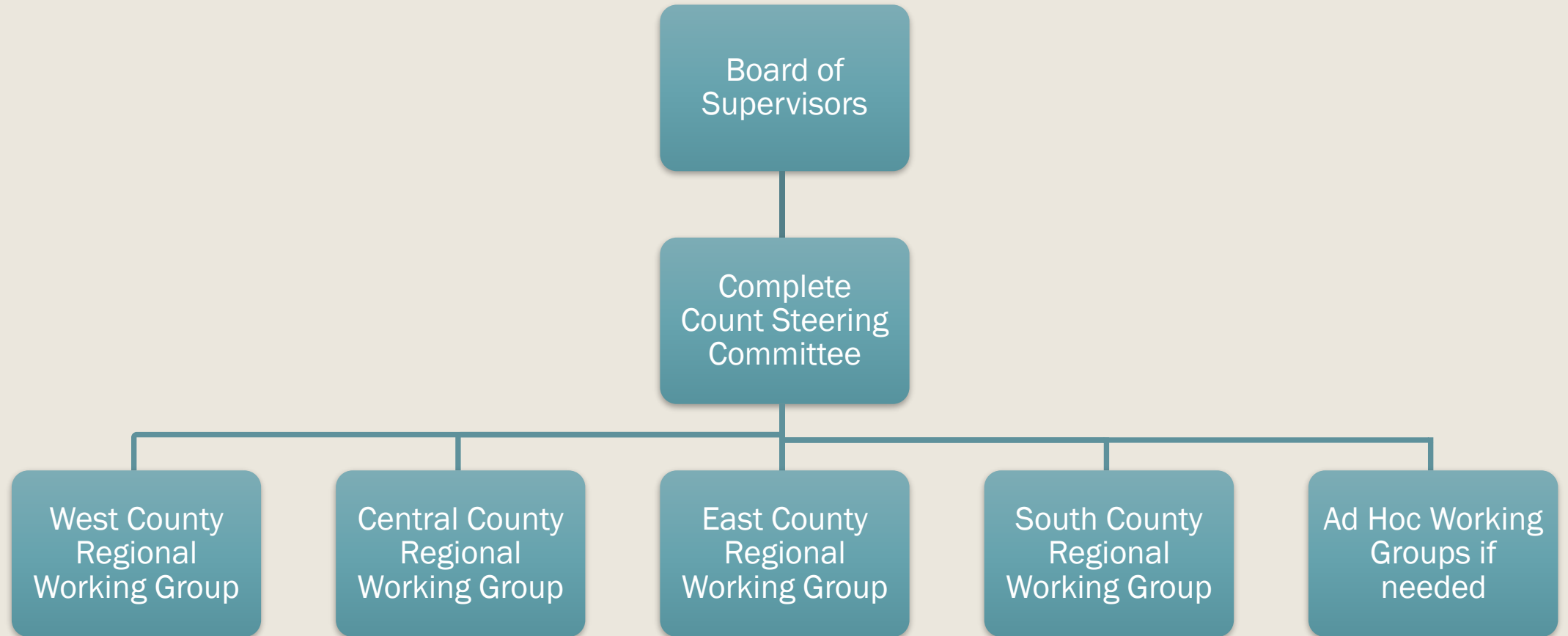
What is a Complete Count Committee

- 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 |