

County of  
Contra Costa  
California



Census 2020:  
Strategic Plan

April xx, 2019  
Contra Costa County Complete Count Steering  
Committee

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Attachment A: Hard to Count Maps

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## **Introduction**

The federally mandated census occurs every 10 years and the next decennial Census will be conducted in April 2020. The census is an actual enumeration of the population living in the United States, citizens or noncitizens alike. The census data collected in April will be used for the next decade to distribute Congressional seats to states and apportion more than \$675 billion in federal grants to tribal, state and local governments. Census data is also used to make decisions at every level of government, such as where to build schools, hospitals and senior centers. Historically, however, certain populations have been undercounted including immigrants, minorities, linguistically isolated groups, homeless and transient populations, and those living in low-income households. According to The George Washington Institute of Public Policy at The George Washington University, an estimated \$1950 in federal funding for each person not counted will be lost every year over the next ten years for much needed programs in our communities. California and our communities have so much to lose if an accurate count is not accomplished.

### **Challenges in 2020**

The Census Bureau faces challenges counting certain households and population groups, regardless of budget and staffing. These include recent immigrants, households with limited English proficiency, households with low income, racial/ethnic minorities, children under 5 years old, persons who are disabled, rural residents, renters, and those with unstable or unconventional housing. California has historically been the hardest-to-count state in the nation. In 2016, about 75% of all Californians belonged to one or more groups that tend to be undercounted.

Contra Costa County has many of these hard to count groups.

- 24.7% are foreign born <sup>1</sup>
- 34.8% speak a language other than English at home <sup>1</sup>
- 5.7% are under 5 years old <sup>1</sup>
- 7.5% have a disability <sup>1</sup>
- 14.8% are at or below the poverty rate <sup>2</sup>

It is essential for the State, counties, cities, and communities to partner with the U. S. Census Bureau to obtain a complete count. The goal for Census 2020 is to achieve the same or higher self-response rate as was achieved in 2010, despite the additional challenges faced by hard-to-count populations and the current political climate. Maintaining a high self-response rate is especially critical, since the Census Bureau is expected to face significant challenges in recruiting well-qualified enumerators as well as a reduced budget for non-response follow up.

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<sup>1</sup> US Census Bureau Population Estimates 2018 (<https://www.census.gov/quickfacts/contracostacountycalifornia>)

<sup>2</sup> California Poverty Method (CPM) 2014-2016 (<http://www.ppic.org/publication/poverty-in-california/>)

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**Goals**

The following are the Goals of the Contra Costa County Complete Count effort.

1. Achieve a Self-Response Rate of at least 76.9% (2010 Self Response Rate according to the US Census Bureau);
2. Increase participation in hard-to-count communities;
3. Collaborate with the U.S. Census Bureau, State, regional groups, the Regional CBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message;
4. Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.

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## **I. Outreach Plan**

Contra Costa County's Outreach Plan is designed to work with local organizations at the grassroots level to ensure all residents, in particular the hard-to-count (HTC) populations, self-respond to the Census 2020 Questionnaire. To make optimum use of the limited funding allocated for Census outreach, the County intends to leverage the efforts of the U.S. Census Bureau Partnership Program, the State of California Complete Count Committee, the Regional Administrative Community Based Organizations, and local foundation/community-based organization efforts. Using a data-driven approach, the outreach plan capitalizes on existing public resources and partners with local government and community-based organizations to catalyze grassroots energy.

Contra Costa County's Outreach Plan centers on the idea that by working with various community partners and providing a range of options for collaboration, we can reach HTC residents through a variety of means. The Outreach Plans has five key programs in which community partners may participate:

1. **Messaging Partners:** Community Partners agree to amplify Census messaging through social media, newsletters, and email blasts. Messages may be targeted to specific populations and in-language as needed.
2. **Host Questionnaire Assistance Centers or Questionnaire Action Kiosks.**
3. **Apply for a Mini-Grant** to implement a Census Outreach idea, such as
  - Community Events
  - Youth Film Festivals
  - Soccer Tournaments
  - CBO outreach efforts (to fund larger CBO outreach events to leverage existing resources)
4. **Adopt-a-Block Program:** Community Organization volunteers to canvass in HTC Census Blocks to encourage residents to fill out their Census questionnaires. This program will work in concert with SwORD's live self-response data to target areas with a low self-response rate. Community Organizations and/or volunteers will be provided with training and a stipend for the canvassing.
5. **Census Speakers Bureau:** The County will work to match requests for a Census 2020 Speaker at community events with local trusted messengers, Complete Count Committee Members, and Census staff to present at various local events.

In addition to the primary outreach programs, County Costa County will collaborate with the Census Bureau and the State to promote events such as Census/Sundays/Saturdays, business partnerships, and Census in Schools events.

Specifics on how we will achieve this are provided below.

## **II. Approach**

### **Identify least likely to respond areas and population vis-à-vis census tracts within the local jurisdiction.**

Contra Costa County used a variety of data sources to determine where our HTC populations are located, including the Census Bureau's Planning Dataset and the State of California HTC Database. In addition, a comprehensive language analysis was completed to better understand the language needs throughout the county.

By using the methods above, the County has identified the following least likely to respond areas.

- Immigrant Communities
- Non-English Speakers
- Cultural and Ethnic Populations
- Minority Populations
- Poverty Population
- Youth, aged 0-5
- Youth, aged 18-24
- Rural Residents
- People with Disabilities
- LGBTQ
- Veterans
- Unhoused Residents
- Areas with limited internet access
- Renters
- Elderly

A map series is attached. (Attachment A)

### **Describe research methodology used to identify HTC/least Likely to respond populations, barriers, challenges and opportunities.**

*Staff will provide this information in more detail.*

### **III. Partnership Coordination**

Having a strong understanding of both local needs and resources from Federal, State, and Regional efforts, the County has developed a plan to coordinate with Census partners at all levels. The following outlines the key components of the plan.

1. Overview of Role and Resources document is in development, which outlines what resources are provided by the US Census Bureau staff, State Complete Count Committee, the Regional CBOs, the County, and local cities and community organizations.
2. Identify community organizations serving local HTC population and inform organization about resources available for Census outreach.
3. Ongoing Communication
  - a. Scheduled meetings with Census, State, and Administrative Community-Based Organization (ACBO)
  - b. Steering Committee and Regional Subcommittee Meetings
  - c. Communication Network for opportunities

### **IV. Resources and Infrastructure**

Contra Costa County has designated Kristine Solseng as the primary GIS contact to interface with SwORD mapping portal. Kristine has worked as a GIS planner for 12 years and has extensive knowledge of ESRI mapping products, including ArcOnline and Portal.

Questionnaire Assistance Centers (QACs) and Questionnaire Action Kiosks (QAKs) will be a key resource to ensuring there is a complete count in 2020. The following outlines the potential types of QACs and QAKs that will be deployed in Contra Costa County.

- QACs are locations staffed with Census Partnership Staff, knowledgeable personnel, or a trained Census Volunteer to assist residents to complete their forms. These may be established as one-time events or be open throughout the survey period.
- QAKs are digital Census Kiosks that are available for residents to have questions answered through an easy to use interface or via Census Ambassadors. The kiosks may reside on existing computers at libraries or service locations. Alternatively, they may be as simple as a tablet device or app that is portable. QAKs will be activated prior to and throughout the survey period.

The number of QACs and QAKs will largely depend on resources and partnerships with the Census Bureau, the State, and the Administrative Regional Community Organization. The County will identify potential sites including:

- Libraries (QAKs)
- County Service locations (QAKs)
- Community Based Organizations (QACs or QAKs) that volunteer host a QAC or QAK

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- Churches, Synagogues, Mosques, Temples, and other Faith Based locations (QACs or QAKs) that volunteer to host a QAC or QAK
- Schools (QAK)
- Other locations determined at Kick-Off Event and other community outreach events

## **V. Geospatial Data or Mapping of the following:**

The County has or will be developing the following data products:

- HTC/least likely to respond
- County Resources/office to be leveraged in HTC areas
- County Census Partners
- Detailed language maps (<https://arcg.is/0HLe8v>)

A copy of Hard to Count/Low Response Score maps are attached. (Attachment A)

## **VI. Language Access Plan**

Over 36% of Contra Costa County residents speak a language other than English at home, with over 150,000 speaking English less than very well. Given the largest city in Contra Costa County is about 130,000, non-English speakers comprise a larger portion of the population than any given city. For this reason, having a robust language access plan is critical.

A comprehensive spreadsheet has been developed to identify the number of people in Contra Costa County who may need in-language resources, the resources available from the Census Bureau, the State, the Regional ACBO, the County, and local community organizations that speak each language. This spreadsheet will be also used to identify gathering locations that may be suitable for QAC/QAKs for each language. This is a working document to help the County best direct existing resources and identify areas in which additional language assistance may be required. A copy of the spreadsheet is attached. (Attachment B)

Our efforts will build on the ACBO and State of California efforts to provide in-language services. The ACBO is required to provide a plan for at least the top six non-English languages in the region. The ACBO could provide QAC/QAKs, call centers, mobile resources, or other tools to provide in-language services. The State of California is anticipated to provide materials and resources as well as consistent messaging.

Additionally, the County will provide both written and verbal translating services at workshops and other outreach events when needed.



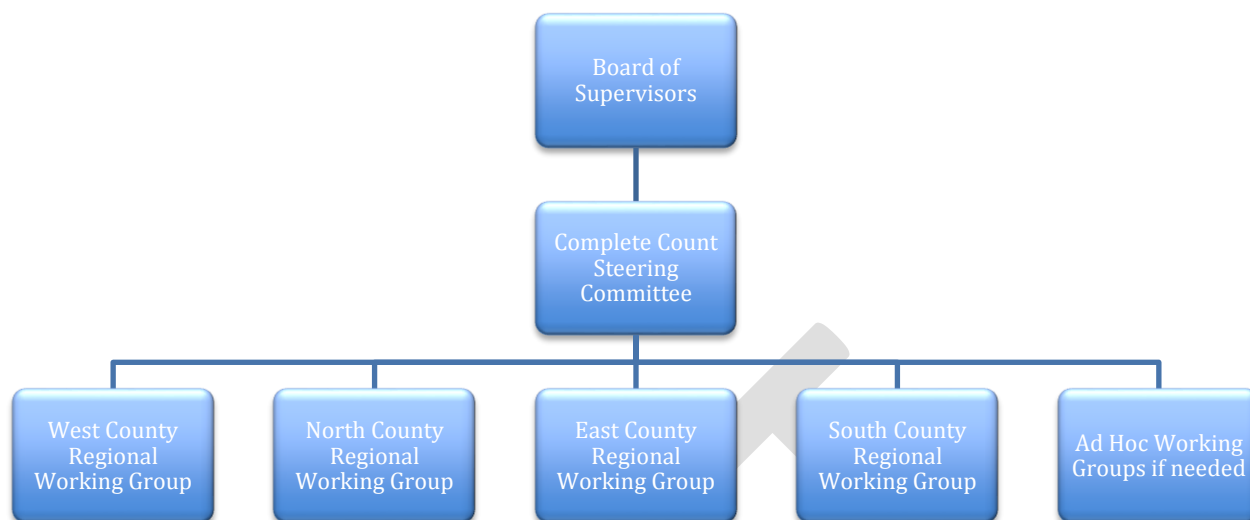
## **VII. Complete Count Committee**

Contra Costa County Complete Count Committee is structured with a core Steering Committee supplemented with Regional Work Groups. The Board of Supervisors appointed the Complete Count Steering Committee members on February 12, 2019.

The Steering Committee consists of 16 members led by, and including, Chairperson, County Supervisor Diane Burgis and Vice Chairperson, County Supervisor Candace Andersen. Each of the five County Supervisors designated a member and there are nine at-large members, all of whom were appointed by the Board of Supervisors following an open recruitment and interview process. The members include:

Supervisor Diane Burgis – County Board of Supervisors	Chair
Supervisor Candace Andersen – County Board of Supervisors	Vice Chair
Lina Velasco – City of Richmond Community Development Director	District I
Aparna Madireddi – San Ramon Diversity Coalition and Culture in the Community Committee	District II
Linda Soliven – Retired teacher and Community Advocate	District III
Lauren Babb – Planned Parenthood, Public Affairs Director	District IV
Lynn Reichard-Enea – Board of Supervisors District Representative	District V
Fran Biderman – First Five, Family Economic Security Partnership Coordinator	At Large Seat
Alvaro Fuentes – Community Clinic Consortium, Executive Director	At Large Seat
Samuel Houston – Small Business Owner, Member Economic Opportunity Council, and Changing Lives Community Ministry Volunteer	At Large Seat
Melody Howe-Weintraub – Multi-faith ACTION Coalition, Chair	At Large Seat
Terry Koehne – County Board of Education, Chief Communications Officer	At Large Seat
Mariana Moore – Ensuring Opportunity Campaign to End Poverty in Contra Costa, Director	At Large Seat
Mark Orcutt – East Bay Leadership Council and Contra Costa Economic Partnership, Communications Director	At Large Seat
Andres Orozco – College Student, Community Volunteer, and St. Mary’s College Resident Advisor/Head Receptionist	At Large Seat
Ali Saidi – Stand Together Contra Costa (immigrant justice), Director	At Large Seat

Contra Costa County’s Complete County Committee reports to the Board of Supervisors. There are four Regional Working Groups, which serve as a liaison from the Steering Committee to the local community. The Regional Working Groups will be instrumental in developing the Implementation Plan. In addition to the Regional Working Groups, additional subcommittees or working groups may be identified to work on specific topics. The structure of the Complete Count Committee is provided below.



The Regional Working Groups will be comprised elected officials and staff from local government, community groups, faith-based organizations, and anyone else who is interested in Census 2020 outreach. Additional work groups may formed at the direction of the Steering Committee to better understand a particular population sub group (i.e. immigrants, youth, or the homeless population) or a particular organization type (service providers, schools, etc.) if needed.

The Local Complete Count Committee is staffed by the County Administrator’s Office.

## **VIII. Workforce Development**

The County has developed a Census 2020 webpage as a resource that links to the Census recruitment page, as well as the State Resource Page, to include the development of a database to capture and develop relationships with interested community groups.

Additionally the County’s Workforce Development Board will post job opportunities in career centers, make staff and clients aware of them, and shared them with our networks (via email and in meetings). The email lists operated by the Workforce Development Board reach about 140 partners, including government agencies, education partners, contractors, and community based organizations. These partner organizations then share postings with their networks.

The Workforce Development Board will integrate outreach for Census jobs with a number of their existing career center workshops, including “Beyond the Basics” and “Applying for Government Jobs.” The Career Centers also have a Resource Room with computer labs and can assist residents in applying for Census jobs.

## VIII. Budget

Tasks	Total	County Staff	
		In Kind	State Grant
Grant Administration	60,260	24,000	36,260
GIS (data analysis and map production)	50,000		50,000
Complete County 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
Outreach (includes meeting venues, materials, food, mileage, etc)	132,000	60,000	77,000
In-Language Outreach (staff coordination)	10,000		10,000
Transition Services	10,000		10,000
QAC/QAK	15,000		15,000
On Site Staff (Census or Census Ambassador)	20,000	20,000	
Interpretation Contract	10,000		10,000
Non Response Follow Up	12,000		12,000
Communication Partners Program	25,000	10,000	15,000
Speaker Bureau	10,000		10,000
<b>Total</b>	<b>599,605</b>	<b>237,000</b>	<b>362,605</b>

## IX. Timeline

See Timeline Attached (Attachment C)

## **X. Measure Results**

### **Accountability Measures by program**

- Community Messaging Partners
  - Number of Forms from Community Partners
  - Report of number of estimated people reached per message
  - Number of in-language messages
- QAC/QAKs
  - List of potential locations
  - List of language needs
  - List of final QAC/QAK locations, languages provided, number of people served
- Complete Count Steering Committee Meeting
  - Meeting Agendas and Records of Action
- Regional Working Groups
  - List of invitee list
  - Summary of Workshops
  - Summary of Working Group meetings
- Workforce Development
  - List of jobs advertised and list of partners
- Speakers Bureau
  - List of local leaders to speak on the Census
  - Calendar of events and assigned speaker
  - Toolkit for Speakers
- Media
  - Summary of social media posts and engagement analytics
  - List of Press Releases and Events and associated media mentions

### **Data to be Collected**

Data collected to be categorized by the programs Contra Costa County community partners might engage in

- **Community Partners**
  - Community Partner Location,
  - Service areas,
  - HTC population served,
  - Program commitments (messaging, QAC/QAK, mini-grant, adopt-a-block, speaker host)
- Other TBD as implementation plans are developed

### **Evaluation/Methodology/Approach:**

The final self-response rates will be the ultimate test in determining the effectiveness of Contra Costa County's Complete Count outreach efforts. In particular, the self-response rate for traditionally hard to count communities.

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A review of data collected and how it is correlated to census participation will include

- Correlation between community events and self-response rates
- Correlation between Adopt-A-Block program and self-response rates
- Correlation between QAC/QAK locations and self-response rates

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