

## **Regional Working Group Role and Responsibilities:**

The Regional Working Groups are a liaison between the Complete Count Steering Committee and the local community at-large to maximize participation and response rates by increasing awareness of the census to ensure an accurate 2020 Census count. There are Regional Working Groups in Central County, East County, South County, and West County. See attached map.

Members of the Regional Working Groups speak the language and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival – neighbor informing neighbor.

The Regional Working Group should solicit a volunteer or select a chairperson/spokesperson to bring the group together to focus on and set clear achievable goals and objectives and report back to the Steering Committee. They may recruit members for their respective teams; ideal candidates for a Work Group 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.

### **Activities include:**

#### **1. Support Complete Count Steering Committee in developing Implementation Plans (April – August, 2019)**

- 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;
- Identification of potential locations for Questionnaire Assistance Center (QAC)/Questionnaire Action Kiosks (QAK)
- Provide input on outreach program structure, including Messaging Partners, Mini-Grants, and Adopt-A-Block programs.
- Host Census Solutions Workshops to brainstorm and collaborate on the best ways to reach hard-to-count communities within the region. The following groups should be included in the Census Solutions Workshops.
  - CBO's - Non-profits, community organizers, neighborhood organizations, advocacy groups, etc.
  - Cultural Groups – Community organizations, advocacy group, neighborhoods sharing the same culture
  - Faith Based Organizations - Congregations, churches, spiritual communities, temples, synagogues, mosques, etc.,
  - Immigrant Communities - Community organizations, advocacy groups, and non-profits serving immigrant communities

- Labor - Labor unions and local affiliates will be engaged through Contra Costa County
- Higher Education- Representatives from our community colleges and universities
- Business - Entities who can promote Census participation to their customers or clients, existing marketing channels, etc.
- K-12 - School District and Charter Network Representatives (such as student services, family engagement, communications, etc.)
- Unincorporated Community Advisory bodies– Representatives for the unincorporated areas of Contra Costa County
- Cities - Representatives from each city (as assigned by city leadership)
- People with Disabilities - Organizations supporting people with intellectual, physical, or mental impairments who will need assistance and/or accommodations to fully participate in the Census.
- Elected Officials - Representatives from elected officials (Federal, State, & Local)
- Seniors - Service providers, advocacy organizations, & individual leaders serving senior citizens
- Affordable Housing - Affordable housing developers, service providers, and housing authorities
- Children 0-5 - Childcare, early education programs, and non-profits serving children ages 0-5 (*First 5 and Early Care & Education*)
- Health - Public Health Departments, clinics, hospitals, and other health-related service providers
- LGBTQ - Community organizations, service providers, and individuals advocating for LGBTQ folks
- Unhoused - Organizations, service providers, and advocates supporting the unhoused community
- Workforce- Workforce Investment Board representatives and job training programs (*This group will be focused on recruiting for Census jobs, especially enumerators*)

## **2. Assist in Recruiting for Census Jobs (March – January 2020)**

- Disseminating information about census job openings for the 2020 Census. Information will include the number of jobs available and types of jobs available.

## **3. Implementing Strategic Plan (September, 2019 – July 2020)**

- Collaborate with community organizations to inform individuals of the importance of participating in the 2020 Census and the benefits derived from census data.
- Assist in implementing and promoting QAC and QAK locations

- Encourage local organizations, businesses, and faith communities to participate in the Census Messaging Partners program to include Census messages in local newspapers, newsletters, fliers, social media, business packaging, and other messaging opportunities.
- Promote Mini-grant opportunities to local organizations to implement outreach strategies such as block parties, leveraging existing community resources, hosting sports tournaments, or other local outreach strategies
- Reach out to local community based organizations, faith based communities, and local businesses to participate in Adopt-A-Block program
- Assist in activities between the Census Bureau and the local government, such as participation and identifying other resources and activities.
- 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 .
- Create and coordinate activities and materials for local faith-based institution in the promotion of the 2020 Census awareness and participation.
- Facilitate 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.
- Prepare for a mass media mobilization, build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications;
- Create and coordinate 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.
- 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;
- Coordinate and implement special regional events.

#### **4. Assist with Non-Response Follow Up**

- Assist in developing and implementing a Non-Response Follow Up outreach plan in collaboration with Census Bureau, State, and Regional efforts.