



# Agenda

## 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE (An Ad Hoc Committee Established by the Board of Supervisors)

**April 15, 2019  
12:00 Noon  
Paramount Conference Room  
777 Arnold Drive, Martinez**

**Supervisor Diane Burgis, Chairperson  
Supervisor Candace Andersen, Vice Chair**

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

### Facilitators:

Barbara Riveira, County Administrator's Office  
Kristine Solseng, Conservation and Development Department

### **Agenda Items:**

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

1. Call to Order and Introductions to include census updates for organizations and partners.- *Est 5 min*
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. RECEIVE and APPROVE the Record of Action for the March 18, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. RECEIVE federal, State, and Regional updates on preparation for the Census. *(Barbara Riveira, County Administrator's Office; Kristine Solseng, Conservation & Development Department) - Est 5 min*
5. DISCUSS the role and responsibilities of the Finance and Outreach Subcommittees and APPOINT Finance and Outreach Sub-Committee members. *(Supervisor Burgis, Chair) - Est 10 min*
6. DISCUSS Regional Convening events. *(Kristine Solseng, Conservation and Development) - Est 10 min*
7. RECEIVE training for speaking events. *(Kristine Solseng, Conservation and Development Department) - Est 15 min*

8. REVIEW the draft Strategic Plan and RECOMMEND the Board of Supervisors approves the draft Strategic Plan and authorizes staff to submit the draft Strategic Plan to the State. (*Kristine Solseng, Conservation and Development Department*) - Est 10 min
9. RECEIVE presentation on Youth under 24 years of age. (*Fran Biderman, First 5, Kristine Solseng, Conservation and Development Department*) - Est 30 min
10. REVIEW meeting schedule and work plan. (*Barbara Riveira, County Administrator's Office*) - Est 5 min
11. The next meeting is currently scheduled for May 20, 2019.
12. Adjourn

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*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.*

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*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.*

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

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For Additional Information Contact:

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



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

**Meeting Date:** 04/15/2019

**Subject:** RECORD OF ACTION FOR THE MARCH 19, 2019 MEETING

**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

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#### **Referral History:**

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meeting.

#### **Referral Update:**

Attached is the Record of Action for the March 18, 2019 meeting.

#### **Recommendation(s)/Next Step(s):**

RECEIVE and APPROVE the Record of Action for the March 18, 2019 meeting.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

DRAFT 2020 Census Steering Committee Record of Action for March 18, 2019

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# Agenda

## 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

March 18, 2019

12:00 Noon

Paramount Conference Room  
777 Arnold Drive, Martinez

**Supervisor Diane Burgis, Chairperson**  
**Supervisor Candace Andersen, Vice Chair**

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

Facilitators:

Barbara Riveira, County Administrator's Office  
Kristine Solseng, Conservation and Development Department

**Agenda Items:**

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

- Present: Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Alvaro Fuentes, At Large Member; Andres Orozco, At Large Member; Ali Saidi, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member; Samuel Houston, At Large Member; Terry Koehne, At Large Member
- Absent: Diane Burgis, Chair; Linda Soliven, District III Representative; Fran Biderman, At Large Member; Melody Howe-Weintraub, At Large Member
- Staff Present: Barbara Riveira, CAO Sr. Management Analyst; Kristine Solseng, Conservation and Development Department
- Attendees: Dom Pruett, Veronica Ramos, Julie DiMaggio Enea, Viola Lujan, Zhiyman Zhang, Mark Goodwin, Jaime Jenett, David Tucker, Emlyn Struthers

1. Call to Order and Introductions.

*Vice Chair Andersen convened the meeting at 12:10 p.m. and self-introductions were made around the room.*

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

*No one requested to speak during public comment period.*

3. RECEIVE and APPROVE the Record of Action for the February 19, 2019 meeting.

*The Committee approved the Record of Action for the February 19, 2019 - 2020 Census Complete Count Steering Committee.*

AYE: Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Alvaro Fuentes, At Large Member Andres Orozco, At Large Member Mark Orcutt, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District III Representative Linda Soliven (ABSENT), At Large Member Fran Biderman (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

4. REVIEW applicable provisions of the Ralph M. Brown Act and the County's Better Government Ordinance.

*Emlyn Struthers, Management Analyst & Deputy Clerk, Clerk of the Board of Supervisors provided a good overview of open meeting policies for advisory bodies. The presentation included an overview of the Brown Act and the Better Government Ordinance to include open meetings, agenda requirements, and resources available. Lauren Babb asked what constituted a quorum. Emlyn stated that a quorum is a majority of the members of the body. Supervisor Anderson explained for the 2020 Census Complete Count Steering Committee a quorum would be nine members. Supervisor Anderson also requested all member to notify Barbara Riveira if they would not be able to attend meeting in the future. If the quorum requirements are not met, there won't be a meeting.*

5. Discussion and approval of the recommendation to form two sub-committees. Solicitation of volunteers to serve on the Outreach and Finance subcommittees.

*Supervisor Andersen gave a brief overview of the two sub-committees and stated the sub-committees will be researching and reviewing deeper into outreach and Finance and making recommendations to the full committee. Supervisor Andersen then asked for volunteers to serve on the two Sub-Committees.*

*The following members volunteered for the Outreach Sub-Committee: Samuel Houston, Aparna Madireddi, Andres Orozco, Lina Velasco, Lynn Reichard-Enea, Terry Koehne, Mark Orcutt*

*The following volunteered for the Finance Sub-Committee: Lauren Babb, Marianna Moore*

*Supervisor Burgis will make the final recommendation for the two sub-committees at the next meeting.*

6. Review and approve role and responsibilities of the regional working groups.

*Barbara Riveira and Kristine Solseng gave a brief overview of the role and responsibilities of the regional working groups. Barbara Riveira reviewed the timeline of when the different tasks should be accomplished. Discussion followed about how the map should be set up by district because we will need to perform outreach for each region similar to how the supervisorial districts are setup. Supervisor Andersen explained that the Board of Supervisor's requested that the Steering Committee have four Regional Working Groups. Kristine Solseng explained that this particular map was chosen because it does not separate cities and it breaks-out the county into four regional areas and it was a good map to use for planning purposes. Supervisor Anderson stated that the map gives us a logical breakout of the county. Each area has its own unique hard to count population. Supervisor Andersen asked for any additional suggestions to include.*

7. Steering Committee members are invited to provide comments on the draft Strategic Plan via email to staff by April 5, 2019. A final Strategic Plan will be brought before the Steering Committee at the April 15th meeting.

*Kristine Solseng gave an overview of the proposed Strategic Plan. She stated that the plan is one of the requirements for state funding. The plan answers all state questions regarding the county's plan to accomplish a complete count. She stated we have 60 days after the contract with the state is signed to get our Strategic Plan to the state. Mark Goodwin restated that that this is a state requirement. David Tucker, State Regional Manager was in attendance and also stated he would be reviewing our Strategic Plan and making recommendations. He mentioned that the Strategic Plan is a living document that can be modified until we go into the implementation phase, and do not wait until the last minute to submit it to the state. He also stated that our first Quarterly Report is due April 1st.*

*Supervisor Andersen stated that the committee needs to provide feedback via email no later than April 5th to Kristine Solseng or Barbara Riveira.*

8. RECEIVE Federal, State, and Regional updates on preparation for the Census.

*Kristine Solseng and Barbara Riveira gave a brief update of activities:*

- *The U.S. Census Bureau released the Tag Line "Shape your future, Start Here, United States Census 2020"*
- *U.S. District Court of Northern California ruled that the inclusion of a citizenship question on the 2020 Census violates Federal Law. This is scheduled to be heard by the U.S. Supreme Court in April.*
- *The State is having it's Census Kick-off April 2nd with a press release and week of events.*
- *Quarterly Reports are due to the State April 1st*
- *Region 3 ACBO is United Way of the Bay Area*

*Kristine Solseng gave an overview of the proposed Strategic Plan. She stated that the plan is one of the requirements for state funding. The plan answers all state questions regarding the county's plan to accomplish a complete count. She stated we have 60 days after the contract with the state is signed to get our Strategic Plan to the state.*

*Mark Goodwin restated that this a requirement form the state to receive funding. David Tucker, State Regional Manager attended the meeting and stated that he will be reviewing the strategic plans for our region and that the state views the Strategic Plan as a living document that can be modified until we go into the implementation phase. He also stated that we should not wait until the last minute to get the strategic plan to the State. He also stated that the Quarterly Reports are due April 1, 2019.*

*Supervisor Andersen stated that the committee needs to provide feedback by April 5th to Kristine Solseng or Barbara Riveira.*

9. Discuss options for a Census Kick-off and make recommendations.

*Lauren Babb presented a proposal for Contra Costa County Census Kick-off. The event will be held on April 2nd from 12:30 - 3:00 at the Food Bank of Contra Costa and Solano County, 4010 Nelson Ave, Concord, CA 94520. The program will begin with a short media event to celebrate the importance of the Census and will follow with showing support for the Food Bank by helping to bag food for distribution.*

10. RECEIVE presentation on Language Accessibility from Zhiyuan "John" Zhang, U.S. Census Bureau. RECEIVE presentation from Kristine Solseng, Conservation and Development Department on potential language barriers for certain hard to count populations in Contra Costa County.

*Zhiyuan Zhang, U.S. Census Bureau provided a presentation on the language accessibility that the U.S. Census Bureau will be providing. Kristine Solseng provided the committee with a presentation of the highest percentage of languages spoken in Contra Costa County.*

11. A new meeting schedule is provided including the dates and location of the meetings. The meetings are scheduled for the third Monday of every month through December 2019, from 12:00 noon to 2:00 p.m., with the exception of the July meeting time being scheduled for a later time, from 2:00 to 4:00 p.m. due to the availability of the meeting room.

*Barbara Riveira presented the new meeting schedule, and made the committee aware of the time change for the July meeting. Supervisor Andersen directed staff to find an alternate location for the July meeting, to keep the time schedule consistent. Consensus was to keep the committee meeting schedule consistent at 12:00 to 2:00.*

12. The next meeting is currently scheduled for April 15, 2019, at Contra Costa County EMS Agency, 777 Arnold Drive, Paramount Room, Martinez.

13. Adjourn

*Meeting adjourned at 1:50 p.m.*

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*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.*

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For Additional Information Contact:

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

DRAFT





# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

**Meeting Date:** 04/15/2019  
**Subject:** Receive federal, State, and Regional updates  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:**  
**Presenter:** Kristine Solseng, Barbara Riveira

**Contact:** Kristine Solseng 925-6747809 Barbara Riveira 925-335-1018

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#### **Referral History:**

Federal/State/Regional Updates.

#### **Referral Update:**

- Received the fully executed contract from the State dated April 5, 2019. The 60 day countdown to finalize the Strategic Plan begins.
- United Way of the Bay Area was selected as Regional ACBO
- April 26th Bay Area Census Funders Collaborative Grant Opportunities Workshop. 10 A.M. - 11:30 A.M. in Walnut Creek (pending location) (for CBOs, collaboration, networking, etc)
- The Chair of the Board of Supervisors and the Chair of the Census 2020 Complete Count Steering Committee to co-sign a letter to the Senate Budget Subcommittee requesting an increase in State Budget allocations for Region 3 local Complete Count Committees.
- 3rd Federal Judge rules against the Citizenship questions. To the SCOTUS later this month.  
<https://nonprofitquarterly.org/2019/04/08/3rd-judge-rejects-census-citizenship-question-as-us-supreme-court-date-looms/>
- US Census Bureau released Partner Materials  
[https://www.census.gov/partners/2020-materials.html?utm\\_campaign=20190408msc20s1ccptnrs&utm\\_medium=email&utm\\_source=govdelivery](https://www.census.gov/partners/2020-materials.html?utm_campaign=20190408msc20s1ccptnrs&utm_medium=email&utm_source=govdelivery)

#### **Recommendation(s)/Next Step(s):**

RECEIVE federal, State, and Regional updates on preparation for the Census.

#### **Fiscal Impact (if any):**

NA

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

**Meeting Date:** 04/15/2019  
**Subject:** Appoint Finance and Outreach Sub-Committee Members  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Appoint Finance and Outreach Sub-Committee Members  
**Presenter:** Diane Burgis **Contact:** 925-723-2884

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#### **Referral History:**

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete Count Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira, County Administrator's Office, filing the appropriate notice of the meetings

#### **Referral Update:**

Chair Burgis, with review by Vice Chair Andersen, recommends the following subcommittee members.

Outreach: 1) Mariana Moore; 2) Lina Velasco; 3) Terry Koehne  
Finance: 1) Lauren Babb; 2) Aparna Madireddi; 3) Sam Houston

#### **Recommendation(s)/Next Step(s):**

DISCUSS the role and responsibilities of the Finance and Outreach Subcommittees and APPOINT Finance and Outreach Subcommittee members.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

<b><u>Meeting Date:</u></b>	04/15/2019	
<b><u>Subject:</u></b>	Regional Convening Events	
<b><u>Submitted For:</u></b>	David Twa, County Administrator	
<b><u>Department:</u></b>	County Administrator	
<b><u>Referral No.:</u></b>	6	
<b><u>Referral Name:</u></b>	Regional Convening Events	
<b><u>Presenter:</u></b>	Kristine Solseng	<b><u>Contact:</u></b> Kristine Solseng 674-7809

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#### **Referral History:**

On December 18, 2018, the Board of Supervisors authorized the establishment of the Complete Count Steering Committee to guide the County's 2020 Census Outreach effort. The Board also requested that four county regional working groups be established to better engage with Contra Costa County residents.

#### **Referral Update:**

The proposed Regional Convening structure is a starting point based on Census 2010 outreach and State requirements.

The primary goals of the first Regional Convening's are to bring together trusted messengers and conduct an initial inventory of partners and resources required for the implementation plan. The proposed structure of the Regional Convening is a workshop format to allow attendees to network and provide input about outreach efforts.

There will be a State-led Workshop for all Counties in Region 3 on June 19th to discuss implementation plans. Ideally, the first Regional Convening's will happen before the Region 3 Workshop.

The attached presentation provides an overview of the proposed Regional Convening.

#### **Recommendation(s)/Next Step(s):**

If the Steering Committee is substantially in agreement with the proposed Regional Convening Structure, the committee can direct staff to begin organizing the Convening's. Additionally, members can volunteer to participate in their region, help get the word out once the dates have been set, and assist in soliciting food/drink donations for the events.

The Steering Committee may also choose to have the Outreach Committee provide additional

input on the Regional Convening structure and bring it back to the Committee in May.

**Fiscal Impact (if any):**

NA

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**Attachments**

Regional Convening Proposed Structure

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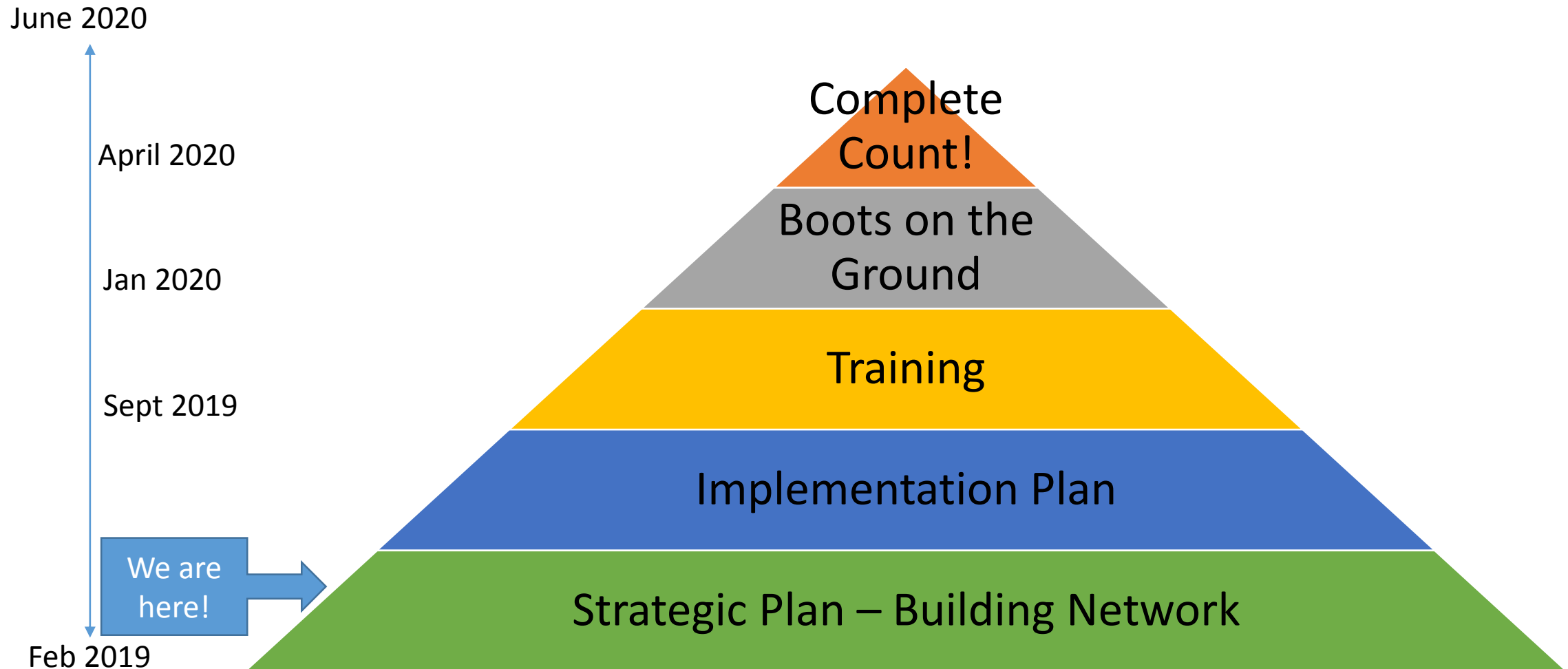
# REGIONAL CENSUS CONVENING OVERVIEW

Achieving a Complete  
and Accurate Count

# REGIONAL CENSUS CONVENING #1 GOALS

1. Bring together regional trusted messengers for collaboration
2. Initial inventory of partners and resources for implementation plan

# WHERE IN THE PROCESS?



# PROPOSED CONVENING STRUCTURE

- Welcome (5 minutes)
- Census 101 and importance of a Complete Count (15 minutes)
- Overview of Hard to Count Characteristics in Region (15 minutes)
- 3 Breakout Workshop Sessions (30 minutes each, including presenting to group)
  - Breakout by Hard to Count Community
  - Breakout by type of organization
  - Breakout by Community
- Thank you and Next Steps (10 minutes)
  - Ask each organization or person to sign up online and reach out to an additional 1-5 groups and have them sign up online (30 minutes)



# BREAKOUT #1 – HARD TO COUNT

- What are barriers to reaching this HTC community?
- Who does this HTC community trust and why?
- What unique opportunities exist for this HTC community?
- What resources exist for this HTC community?
- Where are they located?
- Are representatives for this resource here today? (map)

# BREAKOUT #2 – ORGANIZATIONAL TYPE

- How does your organization communicate with its members/clients/congregations? How can they be utilized for Census outreach?
  - i.e. one-on-one counseling? Email list serves? Newsletters? Social Media? Pastoring/preaching to congregation?
- Discuss spaces available for Census outreach use (map)
  - Host a QAC or QAK?
  - Host event? How many people?
  - Meeting space for trainings? How many people?
- Do you help people find jobs? How do you connect jobs with people?

# BREAKOUT #3 – COMMUNITIES

- Where do large number of people gather in your community? (map)
  - Farmer Markets? Festivals? Parks? Malls? Sports events?
- Have any ideas presented thus far resonated? What are some community driven ideas?
- How might the groups here collaborate?
- What community groups are not here? Who is a good contact for that group?

# Needs

- What might be missing from this format?
- Location for each workshop
- Food /drink donations for workshops



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

**Meeting Date:** 04/15/2019  
**Subject:** Speaker Training  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:** 7  
**Referral Name:** Training for Speaking at Events  
**Presenter:** Kristine Solseng                      **Contact:** Kristine Solseng, (925)  
674-7809

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#### **Referral History:**

At the March 18, 2019 Complete Count Steering Committee meeting, members were asked to volunteer to give presentations to cities about the County's Complete Count Committee and encourage them to pass resolutions in support of the 2020 Census Outreach effort.

#### **Referral Update:**

Staff has prepared a Speaker Bureau toolkit for Steering Committee members to use. The tool kit includes:

1. Power Point Presentation
2. Interested Parties Form (50 copies)
3. FAQ Sheets from the Census Bureau (50 copies each)

The tool kit is designed for outreach to cities and other organization to be utilized in spring 2019. As new information is provided about the Census the power point and information available will need to be updated.

Committee members speaking at a meeting or event will need to fill out the online form in order to meet state reporting requirements.

#### **Recommendation(s)/Next Step(s):**

This training is provided to give Steering Committee members the tools to make presentations at City Council meetings and other Community Based organization events.

#### **Fiscal Impact (if any):**

None.

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## **Attachments**

Speak Bureau Training Presentation

Tool Kit: Census in 5 Minutes Presentation

Tool Kit: Interested Parties Form

Tool Kit: Census 2020 at a glance

Confidentiality Factsheet (Census Bureau)

Tool Kit: Census Confidentiality in Spanish (Census Bureau)

Tool Kit: Census 101 (Census Bureau)

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# Speakers Bureau Training - 4/13/2019

Achieving a Complete  
and Accurate Count

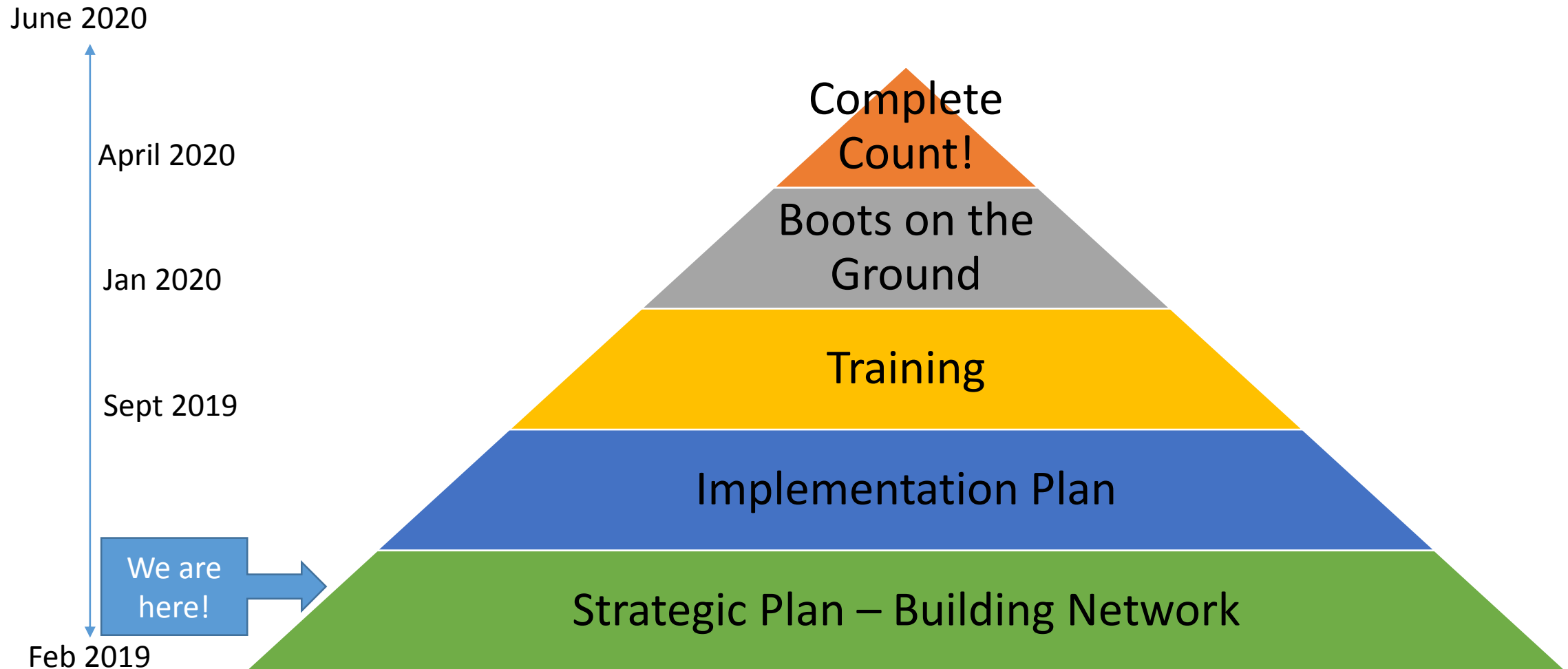


# INITIAL OUTREACH GOALS

1. Provide an overview of the importance of the Census
2. Invite local partners to the table and to the Regional Workshops in May/June



# WHERE IN THE PROCESS?



# PARTNERSHIP IS THE KEY TO A SUCCESSFUL CENSUS!

- Fill out the online form at:  
[www.contracosta.ca.gov/census2020](http://www.contracosta.ca.gov/census2020)
- Tell us about your city or organization and how you can help with Census Outreach:
  - Messaging
  - QAC/QAK
  - Adopt-A-Block
  - Grants for innovative outreach or hosting Census events
  - Host a Speaker

# SPEAKER TOOL KIT

- Spring 2019 Power Point Presentation with talking points
- 50 copies of Partnership Forms – online is best, but hard copy is better than no contact information
- 50 sets of Census Bureau Handouts (also online)
- Let Kristine know if you need more forms or handouts.

# AFTER THE EVENT

- Fill out the online form (will be emailed to presenters)
- The state requires we provide information about outreach for their funding
- We are looking to see what events are successful in terms of getting people to sign up online to be a partner and of course, how many people self-respond to the Census.

# QUESTIONS?

- Do you have any questions?
- Anyone who has given the presentation, how did it go?



Achieving a Complete  
and Accurate Count

# 2020 CENSUS COMPLETE COUNT



## CENSUS 2020 GOAL

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

# IMPORTANCE OF THE CENSUS

## Representation

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

## Funding

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

## Policy

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

## Planning

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



# CENSUS BY THE NUMBERS

- Contra Costa County receives 42% of its revenue from Federal & State resources
- California receives \$76 billion in federal funding, based upon the state's population
- Each person not counted equates to a loss of about \$2,000 in State and Federal funding **PER YEAR**
- 72% or approximately 1.3 million of CA's population belongs to one of the groups historically undercounted during the once-a-decade Census process
- Contra Costa County has just under 250,000 people living in "Hard-to-Count" Census Tracts
- If Contra Costa County undercounts by 5%, **we'd lose an estimated \$1.1 Billion over 10 years**

# EXAMPLES OF PROGRAMS WITH FUNDING DEPENDENT ON CENSUS DATA

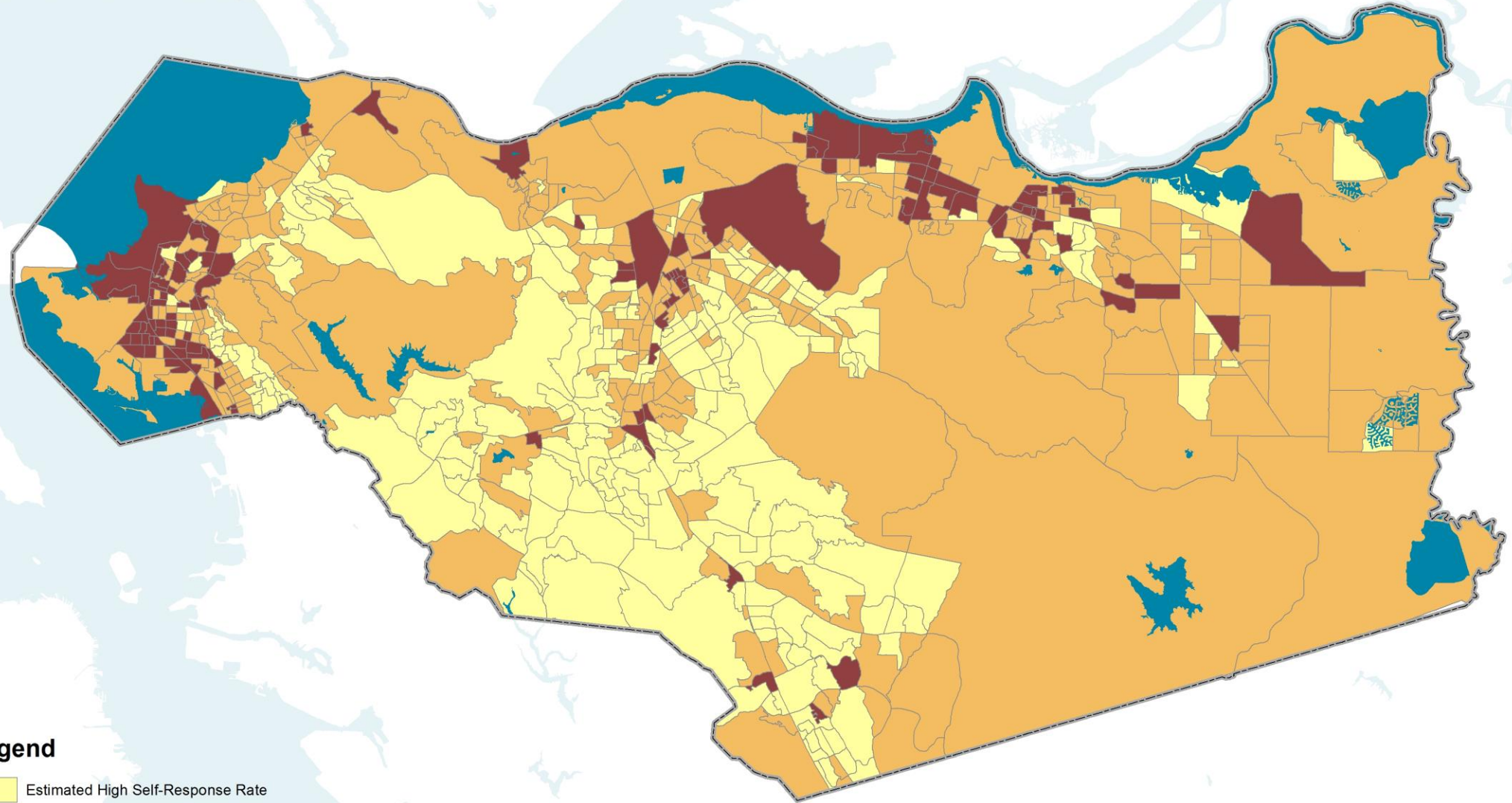
- **Transportation:** Highway Planning and Construction
- **Children:** Foster Care, Nutritional School Lunch Program
- **Health and Nutrition:** Medicaid, Medicare Part B, Health Center Programs
- **Schools:** Head Start, Special Education Grants, Title I Grants
- **Affordable Housing:** Section 8, Low Income Home Energy Assistance
- **Other:** Community Development Block Grant

# HARD TO COUNT POPULATIONS

Contra Costa County is focusing on trying to reach the Hardest to Count populations. These include:

- Racial and Ethnic minorities
- People living in poverty
- Youth between 18-24
- Children under 5
- Non-English Speaking households
- People with no high school diploma
- People who have moved within the last year, renters, and people in multifamily units
- Seniors
- LBGQT

# 2020 Low Response Score



## Legend

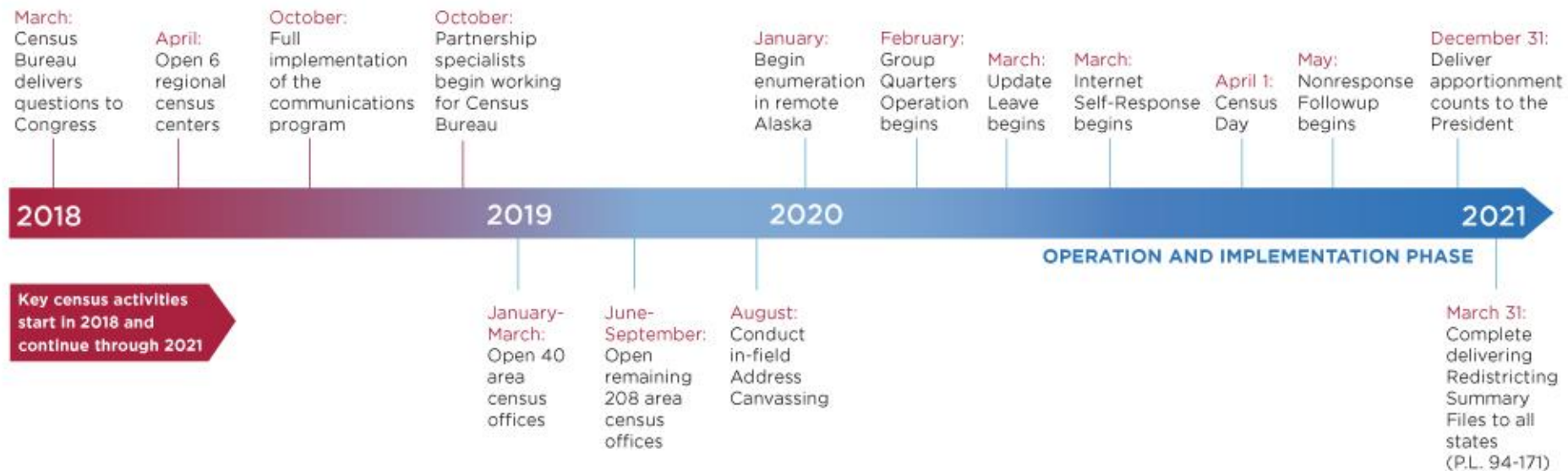
-  Estimated High Self-Response Rate
-  Estimated Medium Self-Response Rate
-  Estimated Low Self-Response Rate

# KEY MESSAGES ABOUT THE CENSUS

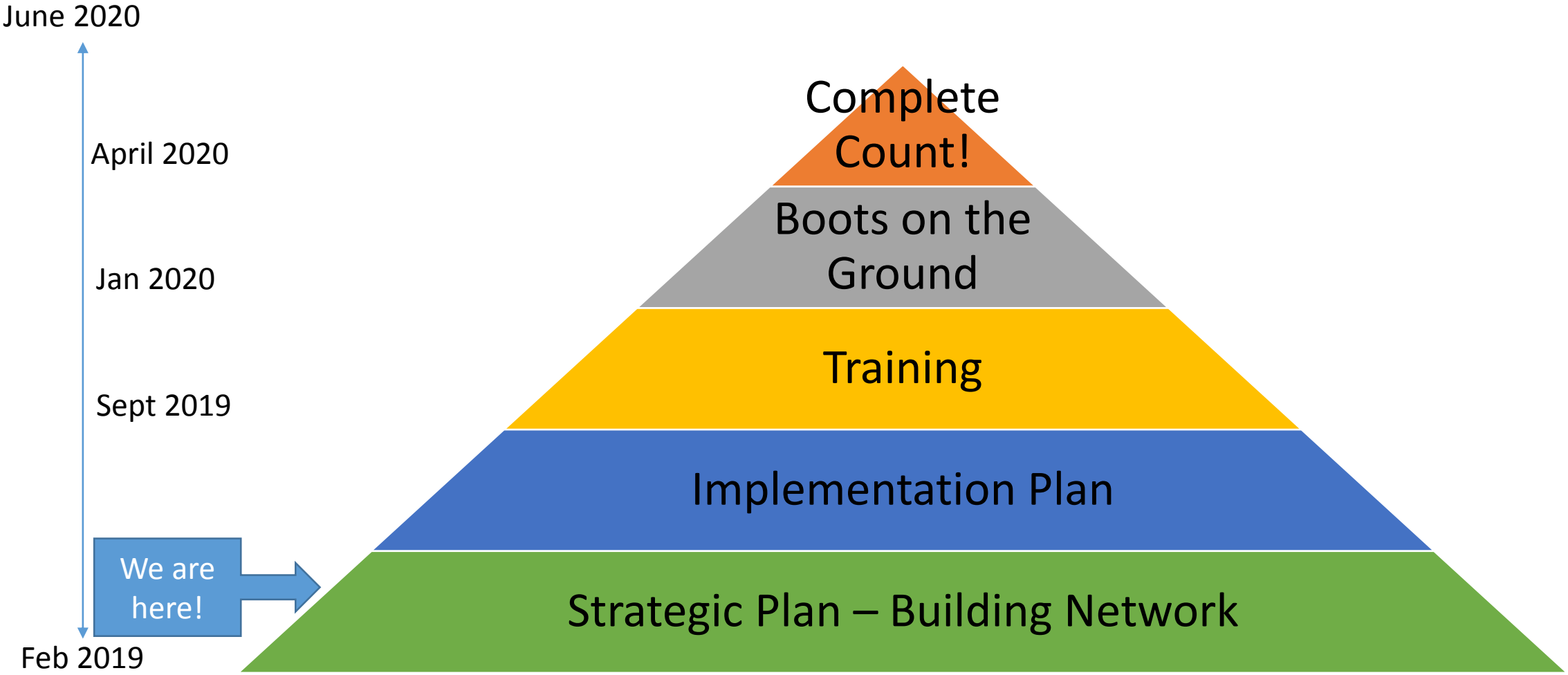
- **Easy:** Short census questionnaire. Takes about 10 minutes to complete
- **Safe:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal and law enforcement agencies. Census Bureau workers take an oath to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine up to \$250,000 or imprisonment of up to 5 years, or both.
- **Important:** Census Data helps determine our political representation and funding for local roads, schools, and community improvement

# Road to the 2020 Census

## 2020 Census Operational Timeline



# COMPLETE COUNT PROCESS



# COMPLETE COUNT COMMITTEE PRELIMINARY OUTREACH PROGRAMS

- **Messaging Partners** – Utilizing existing networks to spread the word about the importance of the Census
- **Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosks (QAK)** – Local government offices, community centers, or local community organizations host assistance with the Census form if needed or make room for a computer so people can fill out their form
- **Speakers Bureau** – Complete County Committee members or other trusted messengers are available to speak about the importance of the Census



# COMPLETE COUNT COMMITTEE

## POTENTIAL OUTREACH PROGRAMS

The following potential outreach programs are dependent on funding availability:

- **Census Mini-Grants** – Funds for local community organizations to host block parties, soccer tournaments, or other outreach event to raise awareness about the importance of the Census.
- **Adopt-A-Block** – Local community based organization volunteer to adopt a hard to count block and canvass residents to make sure they fill out their Census form. Potential for the organization or volunteers to receive a small stipend.

# PARTNERSHIP IS THE KEY TO A SUCCESSFUL CENSUS!

- Approve a resolution recognizing the importance of the Census.
- Designate a councilmember and staff member as Census lead.
- Fill out the Complete Count Census survey! Tell us about your city or organization and how you can help with Census Outreach.
  - Messaging
  - QAC/QAK
  - Host a Speaker
  - Adopt-A-Block
  - Census Mini-Grants / Hosting Census Events

## FOR MORE INFORMATION

- A webpage with Census 2020 resources has been developed! Sign up to partner with Contra Costa County's Outreach effort!

[www.contracosta.ca.gov/census2020](http://www.contracosta.ca.gov/census2020)

**THANK YOU!!**

**CONTRA COSTA**

**CENSUS**

**2020**



## Census 2020 Complete Count Interested Parties

If possible, please fill out the online version at [www.contracosta.ca.gov/census2020](http://www.contracosta.ca.gov/census2020)

---

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Organization/Affiliation: \_\_\_\_\_

Job Title: \_\_\_\_\_

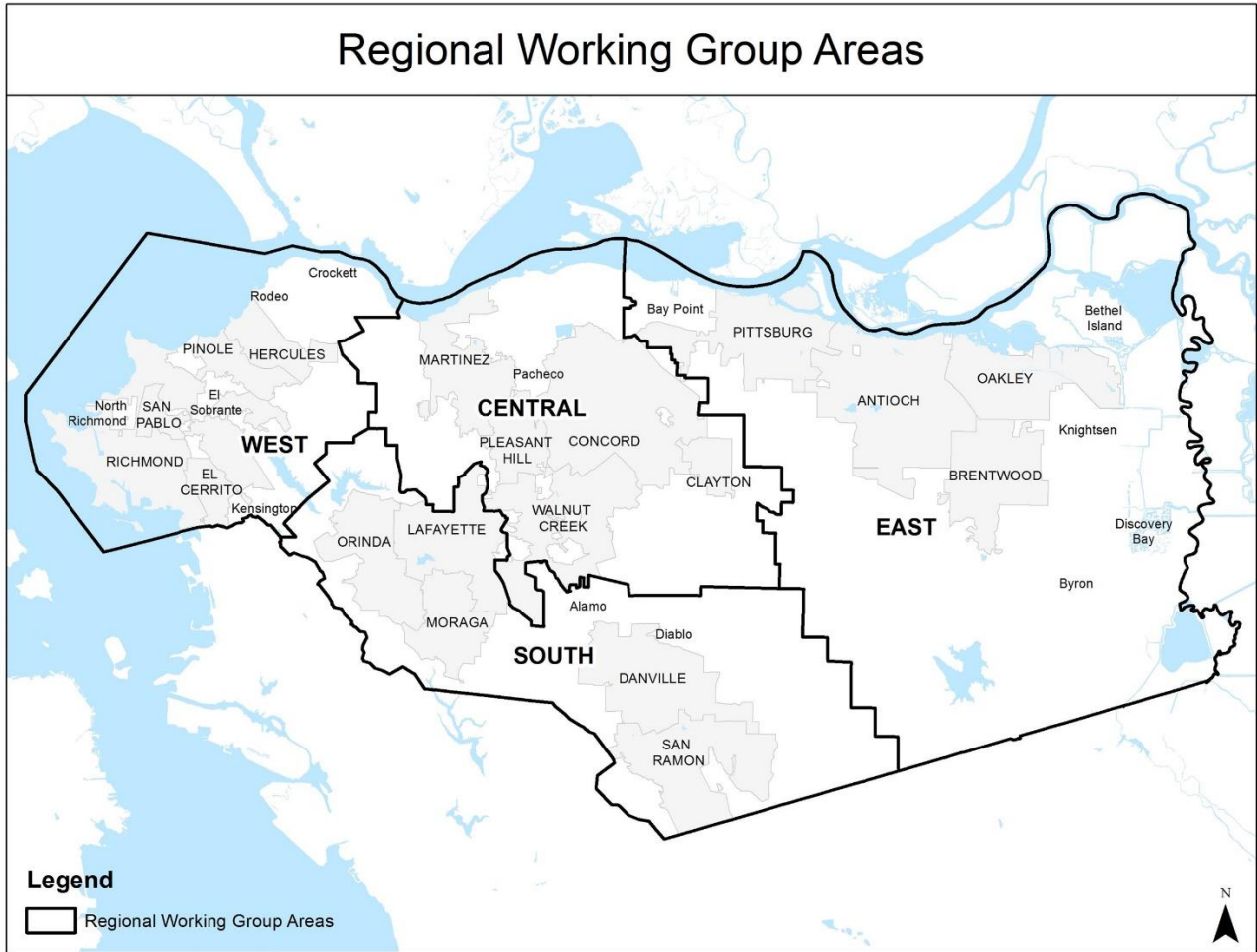
- Type of Organization:
- Non-Profit / Community Based Organization
  - Government
  - Volunteer or Neighborhood Organization
  - Labor Union
  - Faith Organization
  - Business or Business Advocacy Organization
  - Other: \_\_\_\_\_

### Hard to Count Population\*

Do you or your organization serve any hard to count populations? Please indicate any hard to county populations served below. Select all that apply

- Immigrant
- Low-Income
- Non-English Speaking
- Minorities
- Youth
- Transient
- Unemployed
- Distrustful of Government
- Homeless

Other: \_\_\_\_\_



**Service Area\***

Please check all the areas that your organizations operates in

- Countywide
- Central County
- East County
- South County
- West County

**Smaller Service Area - City**

If your organization serves an area smaller than a region, please list the name of the city your organization serves: \_\_\_\_\_

### Smaller Service Area - Unincorporated Community

If your organization serves an area smaller than a region, please select the community your organizations serves: \_\_\_\_\_

### Can your organization help by....

Please check all the programs you might be interested in

- Being a Messaging Partner
- Hosting a Questionnaire Assistance Center or Questionnaire Action Kiosk
- Applying for a grant to conduct targeted outreach or host a Census Event (or submit another idea!)
- Adopting-a-Block
- Hosting a Census Speaker at an event

### Other ideas to reach Hard to Count Population

Please share some ideas you have to reach Hard to Count Populations. Ideas in the past have included community celebrations, school poster contest, Census Assistance Centers, and reminders from service providers.

### Anything else?

Please let us know if there is anything else that might be helpful for the County to know to have a Complete Census County.

Phone Number: \_\_\_\_\_  
email\* \_\_\_\_\_

The email submitted here will be used to inform you of future events and opportunities.

Mailing Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# The 2020 Census at a Glance

*Counting everyone once, only once, and in the right place.*

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.



The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes more than \$675 billion to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.



## KEY MILESTONES

- 2018**
  - 2018 End-to-End Census Test
  - 2020 Census questions sent to Congress by March 31, 2018
  - Six regional 2020 Census offices and 40 area census offices open
- 2019**
  - Partnership activities launch
  - Complete Count Committees establish
  - Census takers update address list in person
  - Remaining 248 area census offices open
- 2020**
  - Advertising begins in January 2020
  - Public response (online, phone, or mail) begins
  - **Census Day—** April 1, 2020
  - Census takers visit households that haven't responded
  - Apportionment counts sent to the President by December 31, 2020
- 2021**
  - Redistricting counts sent to the states by March 31, 2021

Connect with us  
[@uscensusbureau](https://twitter.com/uscensusbureau)



# Overview of Census Bureau Programs

## CENSUSES

- The **decennial census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts. Federal agencies use the results to distribute more than \$675 billion in federal funds each year.
- The **economic census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the 90,000 state and local governments in the nation every five years.

## SURVEYS

- The **American Community Survey** (ACS) is an ongoing national survey—sampling approximately 3.5 million addresses annually—that provides vital information about our nation's housing and people. The ACS is the only source of comparable, quality information about the people in all our communities. These data show what the U.S. population looks like and how it is changing. ACS data are used to assess the past and present and to plan for the future.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the economic census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

For more information, go to [census.gov](https://www.census.gov).

Follow us [@uscensusbureau](https://twitter.com/uscensusbureau)

Contact us at:

**Contra Costa County Complete Count**  
[www.contracosta.ca.gov/census2020](https://www.contracosta.ca.gov/census2020)

## Your information is protected by law

The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics. We cannot publicly release your responses in any way that could identify you. We will never share your information with immigration enforcement agencies such as ICE, law enforcement agencies such as the FBI or police, or allow it to be used to determine your eligibility for government benefits.

## Our Mission

To serve as the nation's leading provider of quality data about its people and economy.

## Our Vision

To be the trusted source for timely and relevant statistical information, and the leader in data-driven information.

## Census History

Thomas Jefferson directed the first decennial census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.

# The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

## Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



## Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



## The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

## There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

## It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

## Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

## We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at [www.census.gov/privacy](http://www.census.gov/privacy).



## Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

# El Censo del 2020 y la Confidencialidad

*Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solamente para producir estadísticas—no se pueden usar en su contra de ninguna manera. Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.*

## Responda al Censo del 2020 para dar forma al futuro.

Responder al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer a la economía. Los datos del censo influyen en nuestra vida diaria, aportando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en su comunidad, incluyendo atención médica, centros para personas de la tercera edad, empleos, representación política, carreteras, escuelas y negocios. Más de \$675 mil millones de fondos federales se distribuyen a los estados y a las comunidades locales basándose en los datos del censo.



## Sus respuestas al censo están seguras y a salvo.

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopile y a mantenerla en estricta confidencialidad. La Oficina del Censo puede usar sus respuestas solo para producir estadísticas. De hecho, cada uno de los empleados de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su elegibilidad personal para beneficios del gobierno.

## Por ley, sus respuestas no pueden ser usadas en su contra.

Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno ni tribunal—ni por el Buró Federal de Investigaciones (FBI), ni por la Agencia Central



## La ley es clara: no se puede compartir ninguna información personal.

En conformidad con el Título 13 del Código de los EE. UU., la Oficina del Censo no puede divulgar ninguna información identificable sobre individuos, hogares o empresas, ni siquiera a agencias encargadas de hacer cumplir la ley.

La ley estipula que la información que se recopile se puede usar solo para propósitos estadísticos y para ningún otro fin.

Con el fin de apoyar los estudios históricos, el Título 44 del Código de los EE. UU. permite a la Administración Nacional de Archivos y Registros publicar los registros del censo solo después de 72 años.

Todo el personal de la Oficina del Censo presta un juramento de por vida para proteger su información personal, y cualquier violación es sancionada con una multa de hasta \$250,000 y/o hasta cinco años de prisión.

de Inteligencia (CIA), ni por el Departamento de Seguridad Nacional (DHS), ni por el Servicio de Inmigración y Control de Aduanas de los EE. UU. (ICE). La ley exige a la Oficina del Censo mantener confidencial su información y usar sus respuestas solo para producir estadísticas.

### **No hay excepciones.**

La ley exige a la Oficina del Censo mantener confidencial la información de todas las personas. Por ley, sus respuestas no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno o tribunal. La Oficina del Censo no compartirá las respuestas de ninguna persona con las agencias de inmigración o las agencias encargadas de hacer cumplir la ley, ni permitirá que esa información se use para determinar la elegibilidad para beneficios del gobierno. El Título 13 deja muy claro que la información que recopilamos se puede usar solo para propósitos estadísticos—no podemos permitir que se use para nada más, incluyendo el cumplimiento de la ley.

### **La opción es suya: usted puede responder de manera segura por internet, por teléfono o por correo.**

Usted tendrá la opción de responder por internet, por correo o por teléfono. Un censista visitará los hogares que no respondan de una de estas maneras para recopilar la información en persona. La ley protege su información personal, sin importar cómo responda.

### **Sus respuestas por internet están a salvo de la piratería informática (*hacking*) y otras amenazas cibernéticas.**

La Oficina del Censo toma rigurosas precauciones para mantener seguras las respuestas por internet. Todos los datos que se envían por internet son cifrados para proteger la privacidad personal, y nuestro programa de seguridad cibernética cumple con los estándares más exigentes y recientes para proteger la información personal. Una vez que se reciben los datos, ya no permanecen en línea. Desde el momento en que la Oficina del Censo recopila las respuestas, nuestro objetivo y obligación legal es mantenerlas seguras.

### **Estamos comprometidos a mantener la confidencialidad.**

En la Oficina del Censo de los EE. UU., estamos absolutamente comprometidos a mantener confidenciales sus respuestas. Este compromiso significa que es seguro responder al censo sabiendo que sus respuestas solo se usarán para pintar un retrato estadístico de nuestra nación y sus comunidades.

Averigüe más sobre el programa de protección de datos y privacidad de la Oficina del Censo en [www.census.gov/privacy](http://www.census.gov/privacy).



### **Las leyes que protegen la información personal del censo han resistido los desafíos.**

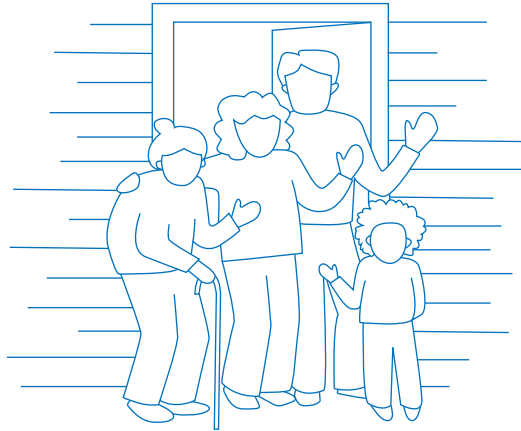
En 1982, la Corte Suprema de los EE. UU. confirmó que aun las direcciones son confidenciales y no se pueden divulgar mediante procesos de descubrimiento legal o la Ley de Libertad de Información (FOIA). En el 2010, el Departamento de Justicia de los EE. UU. determinó que la Ley Patriota no tiene precedencia sobre la ley que protege la confidencialidad de las respuestas individuales del censo. Ningún tribunal de justicia puede emitir una citación judicial que ordene la presentación de las respuestas del censo.

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

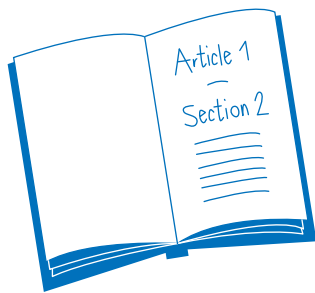
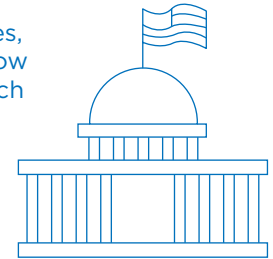
## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



## It's about fair representation.

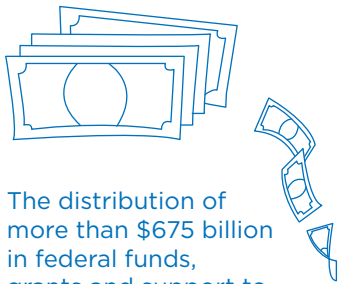
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It's in the constitution.

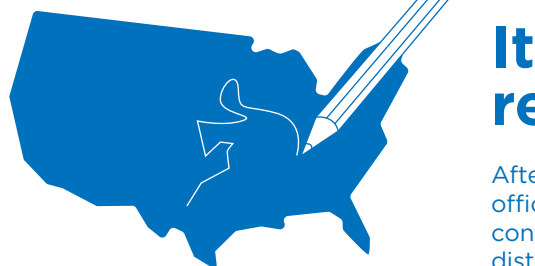
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

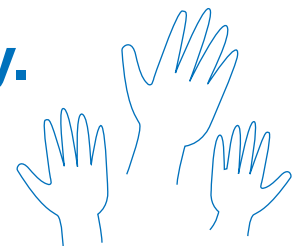


## It's about redistricting.

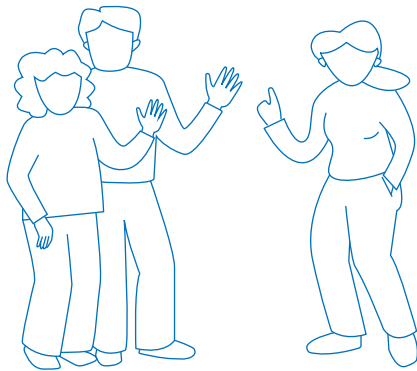
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

## Taking part is your civic duty.

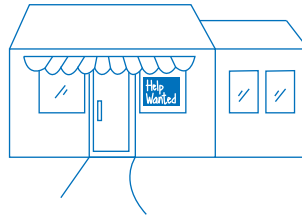
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



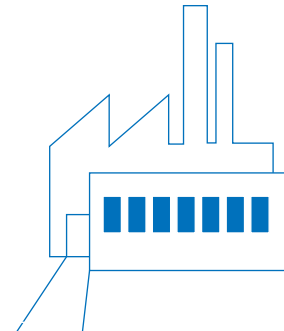
# Census data are being used all around you.



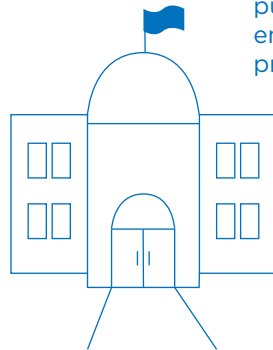
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



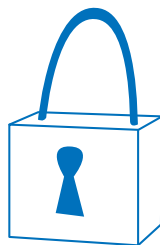
Real estate developers use the census to build new homes and revitalize old neighborhoods.



# Your privacy is protected.

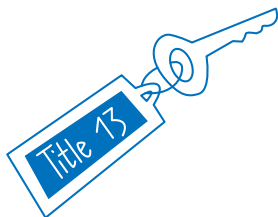
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



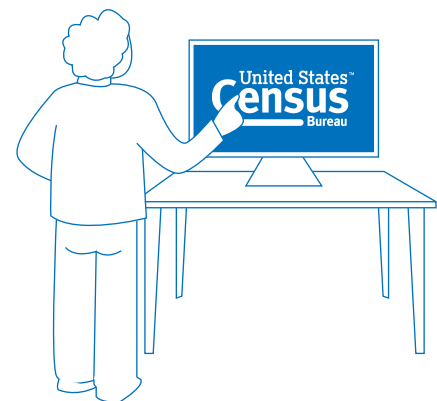
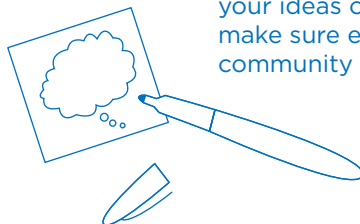
# 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



# You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.





# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

**Meeting Date:** 04/15/2019  
**Subject:** Strategic Plan Update  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Strategic Plan Update  
**Presenter:** Kristine Solseng, DCD                      **Contact:** Kristine Solseng (925)  
674-7809

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#### **Referral History:**

The Complete Count Steering Committee received a report on the Strategic Plan at the March 18, 2019 meeting and requested comments from the Committee by April 5, 2019. Only one person submitted feedback that they had no comments.

#### **Referral Update:**

The strategic plan remains substantially the same as the draft plan provided to the Steering Committee in March. Staff completed a final review of the document, in addition to minor edits the following changes are of note. Page numbers provided reference the clean version of the document.

1. An introduction paragraph about the purpose of the Strategic Plan was added. (Page 2)
2. The proposed programs in the outreach plan are categorized by programs funded with the State Census funding and programs dependent on another funding source. (Page 5)
3. Hard to Count research methodology was added (Page 6)
4. Language Access Plan was updated with new information from United Way Bay Area. (Page 7)
5. The role of the libraries in Workforce Development was added. (Page 9)
6. The budget was substantially simplified and in kind staffing cost was updated. (Page 11 )
7. Attachment B-2 – Language Resources has been updated to include services provided by United Way Bay Area
8. Attachment C – Timeline was simplified to be consistent with budget

#### **Recommendation(s)/Next Step(s):**



Recommend the Board of Supervisors approve the Strategic Plan and submit it to the State for review.

Authorize staff to make changes to the Strategic Plan based on Board of Supervisor input or State input, as long as the changes are substantially consistent with the approved plan.

**Fiscal Impact (if any):**

NA

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**Attachments**

Draft Strategic Plan Clean Copy

Draft Strategic Plan Redline Copy

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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

Attachment B: Language Access Plan Spreadsheet

Attachment C: Timeline

## **Introduction**

The Contra Costa County Census 2020 Complete Count Strategic Plan is a guiding document outlining the goals and strategic objectives to ensure all Contra Costa County residents, in particular the hardest to count residents, are counted in the 2020 Census.

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 division over illegal immigration. Maintaining a high self-response rate is especially critical, since the Census Bureau is expected to face significant

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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/>)

**2020 Census Strategic Plan  
Contra Costa County**

challenges in recruiting well-qualified enumerators as well as a reduced budget for non-response follow up.

**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.

DRAFT

## **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 optimal 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 Organization, and local foundation/community-based organizations. 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 Plan has various programs in which community partners may participate. There are three programs that will be implemented with State funds and two potential programs should funding be identified:

### **State Funded Programs**

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 multiple languages as needed.
2. **Hosting Questionnaire Assistance Centers or Questionnaire Action Kiosks.**
3. **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.

### **Potential Additional Outreach Programs**

4. **Mini-Grant Program: Applying for mini-grants** 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)
5. **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.

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Contra Costa County**

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.**

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
- LBGTQ
- Veterans
- Unhoused Residents
- Areas with limited internet access
- Renters
- Elderly

A map series of HTC characteristics is attached. (Attachment A)

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

Contra Costa County used a variety of data sources to determine where HTC populations are located, including the Census Bureau's Planning Dataset and the State of California SwORD database.

The County also looked at existing analyses related to disadvantaged communities including CalEnviro Screen data, Opportunity Zones, and California Water Resources Disadvantaged Communities data. Finally, in order to understand where targeted messaging may need to be implemented, we reviewed some additional data sources. A comprehensive language analysis was completed to better understand the language needs throughout the county. We also looked at the Census TEA data to determine where households could receive surveys via the Update Leave process instead of through the mail.

### **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 U.S. Census Bureau staff, State Complete Count Committee, the Regional CBO, the County, and local cities and community organizations.
2. Identify community organizations serving local HTC populations and inform organizations about resources available for Census outreach.
3. Ongoing Communication
  - a. Regularly scheduled meetings with U.S. Census Bureau Liaison and Partnership Specialists, State Complete Count Census 2020 Office Regional Manager, and Administrative Community-Based Organization (ACBO)
  - b. Steering Committee, Subcommittee Meetings, and Regional Working Groups
  - 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 ACBO. 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



**2020 Census Strategic Plan  
Contra Costa County**

- 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 HTC/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 also be 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 United Way Bay Area (UWBA) and State of California foundation of in-language services.

UWBA will translate outreach materials into Spanish, Chinese, Tagalog, Korean, Punjabi, Russian, Japanese, Hindi, Persian, and additional languages upon request. UWBA will also work with local CBOs to provide in-language outreach and education activities and questionnaire assistance. 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.

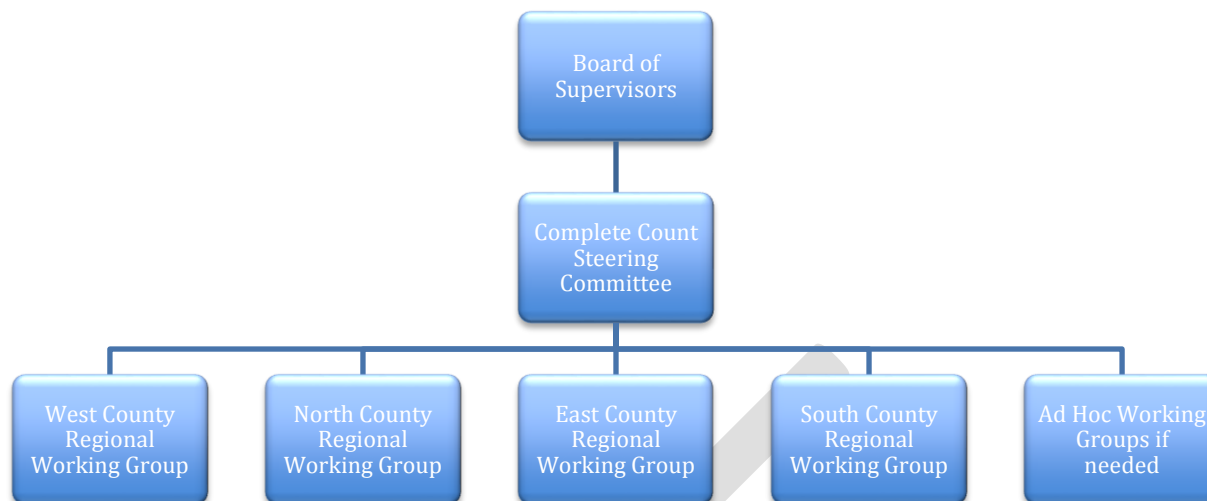
## **VII. Complete Count Committee**

The 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 of elected officials, staff from local government, community groups, faith-based organizations, and anyone else who is interested in Census 2020 outreach. Additional work groups may be 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 share 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.

Libraries have always been considered trusted messengers and safe places and will be a resource that the County plans to utilize. The County libraries will host a number of recruitment sessions with the U.S. Census Bureau throughout the County during the U.S. Census recruitment period.

## VIII. Budget

Tasks	Total	County Staff	
		In Kind	State Grant
Grant Administration	60,260	24,000	36,260
GIS - data analysis and map production	100,000	50,000	50,000
Contract Outreach Coordinator Staff*	200,000	50,000	150,000
Media Buys	51,345		26,345
Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc.	132,000	257,000	50,000
Language Contracts	60,000	10,000	50,000
<b>Total</b>	<b>753,605</b>	<b>391,000</b>	<b>362,605</b>

\* Contract Outreach Coordinator is responsible for meeting organization, outreach to local partners, coordination with federal, State, and regional organizations, communication and media plan implementation, management of outreach programs including QAC/QAKs, community messaging, and a speaker's bureau.

## 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 invitees
  - 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 will be a performance measurement.

**2020 Census Strategic Plan  
Contra Costa County**

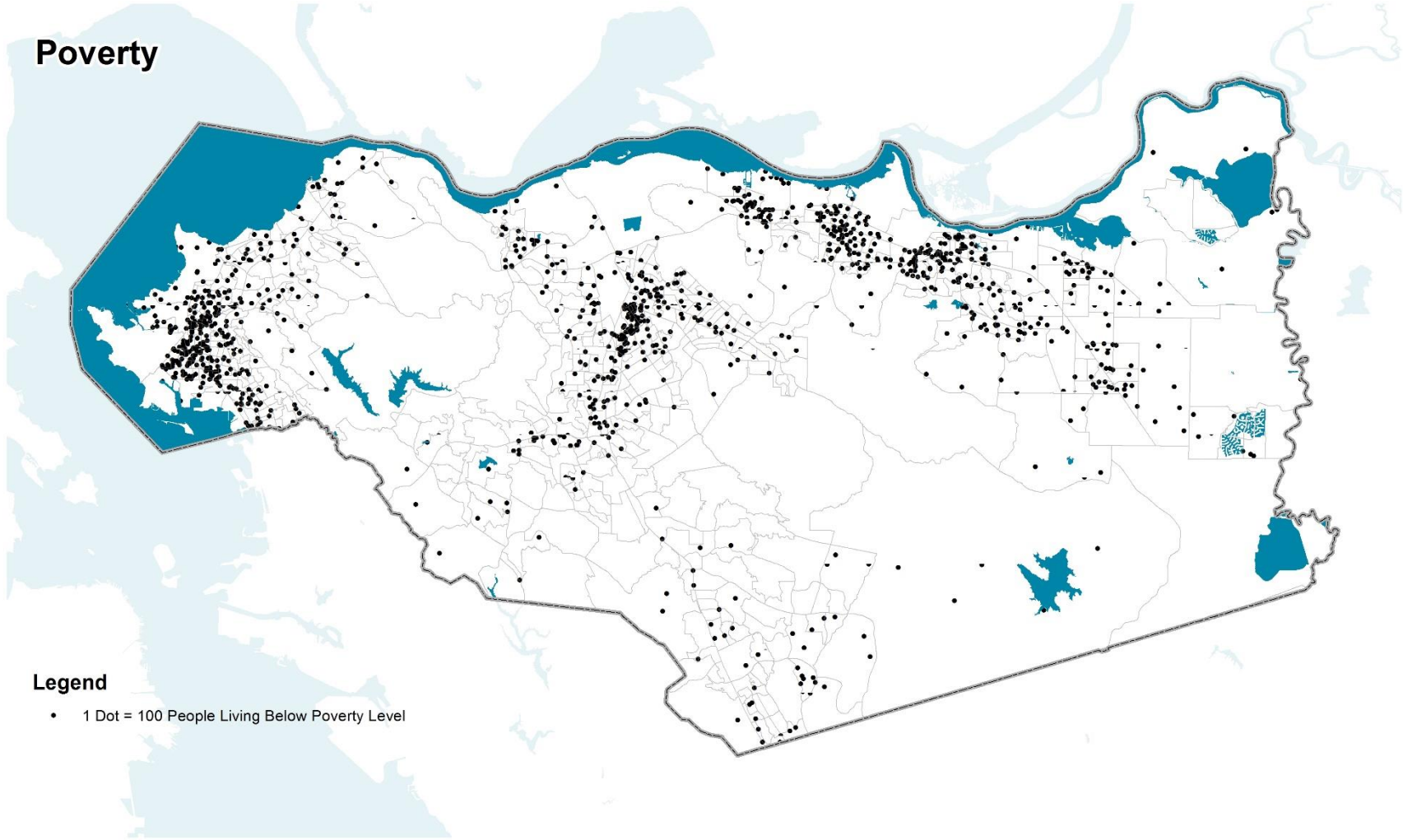
A review of data collected and how it correlates to census participation will include:

- Correlation between partner messaging and self-response rates,
- Correlation between QAC/QAK locations and self-response rates.

DRAFT

# Attachment A

## Poverty

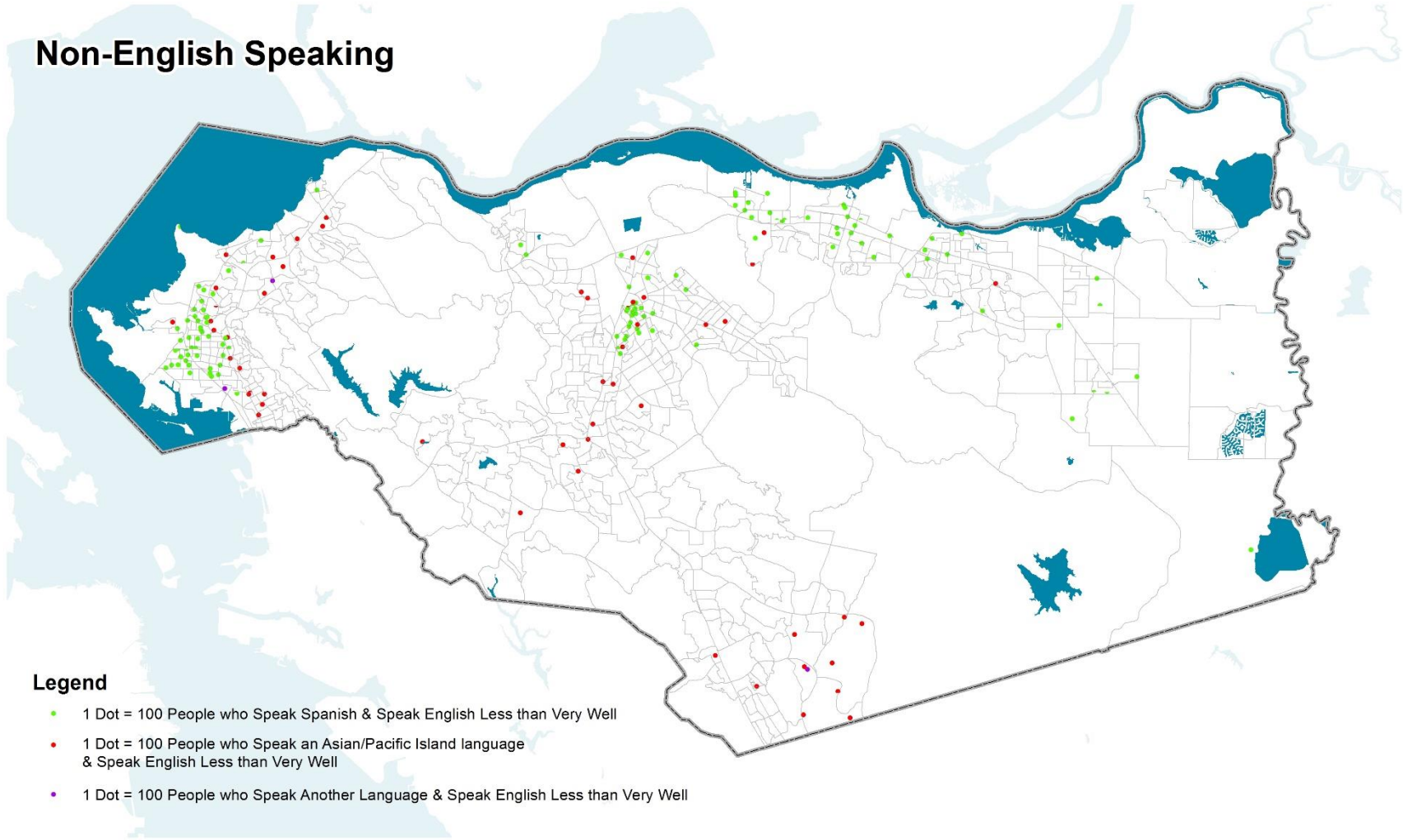


### Legend

- 1 Dot = 100 People Living Below Poverty Level

# Attachment A

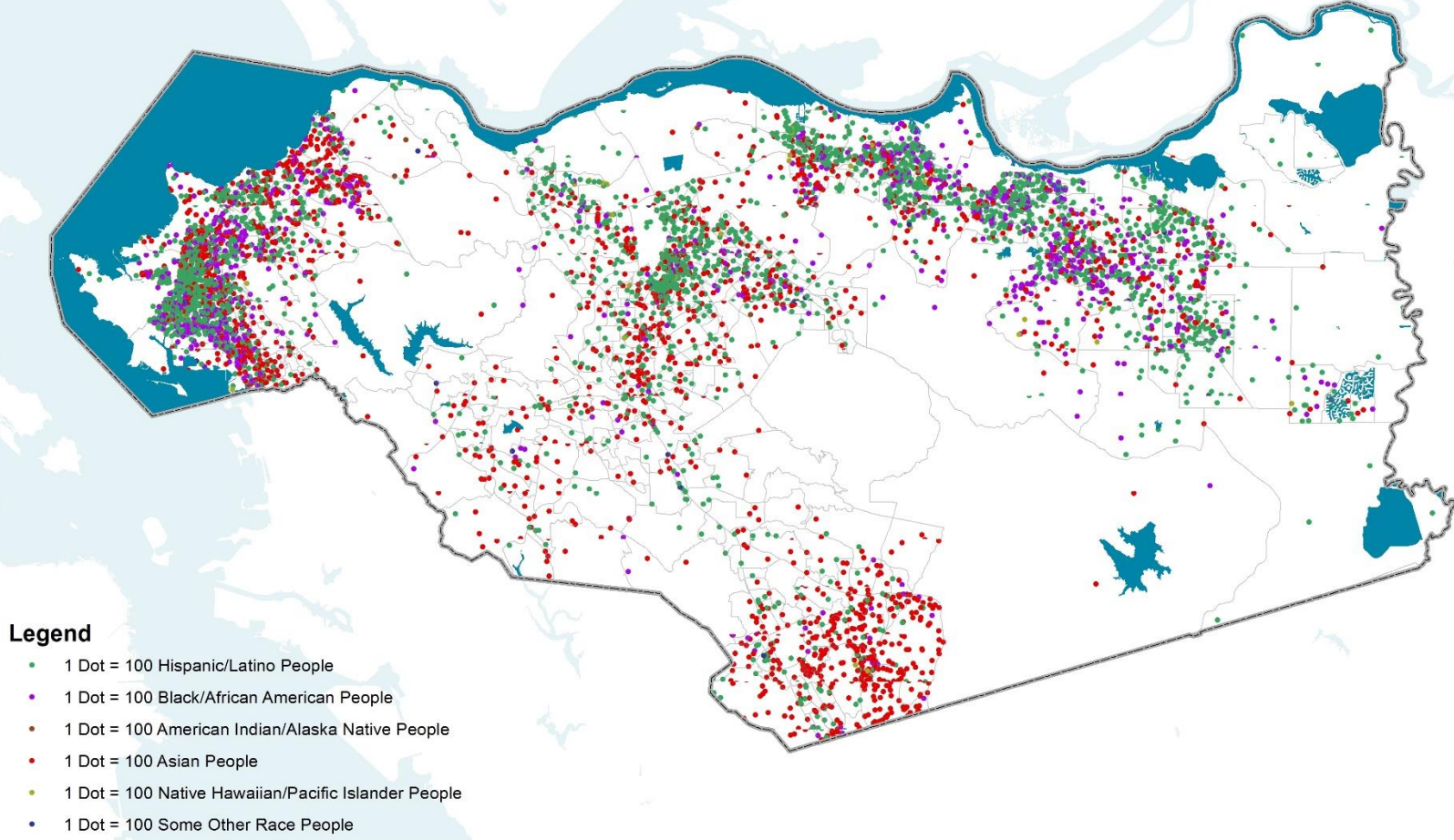
## Non-English Speaking





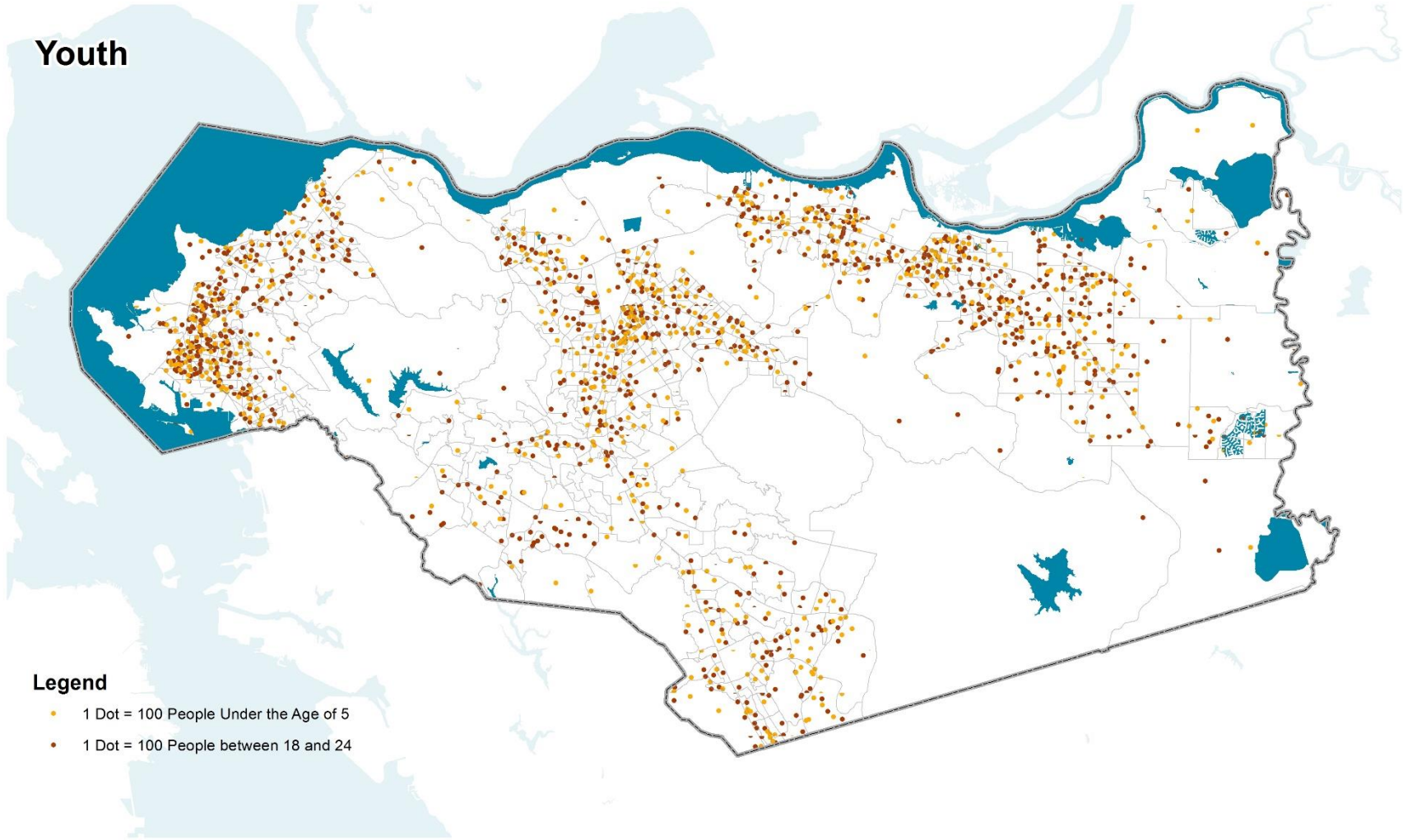
# Attachment A

## Race and Ethnicity



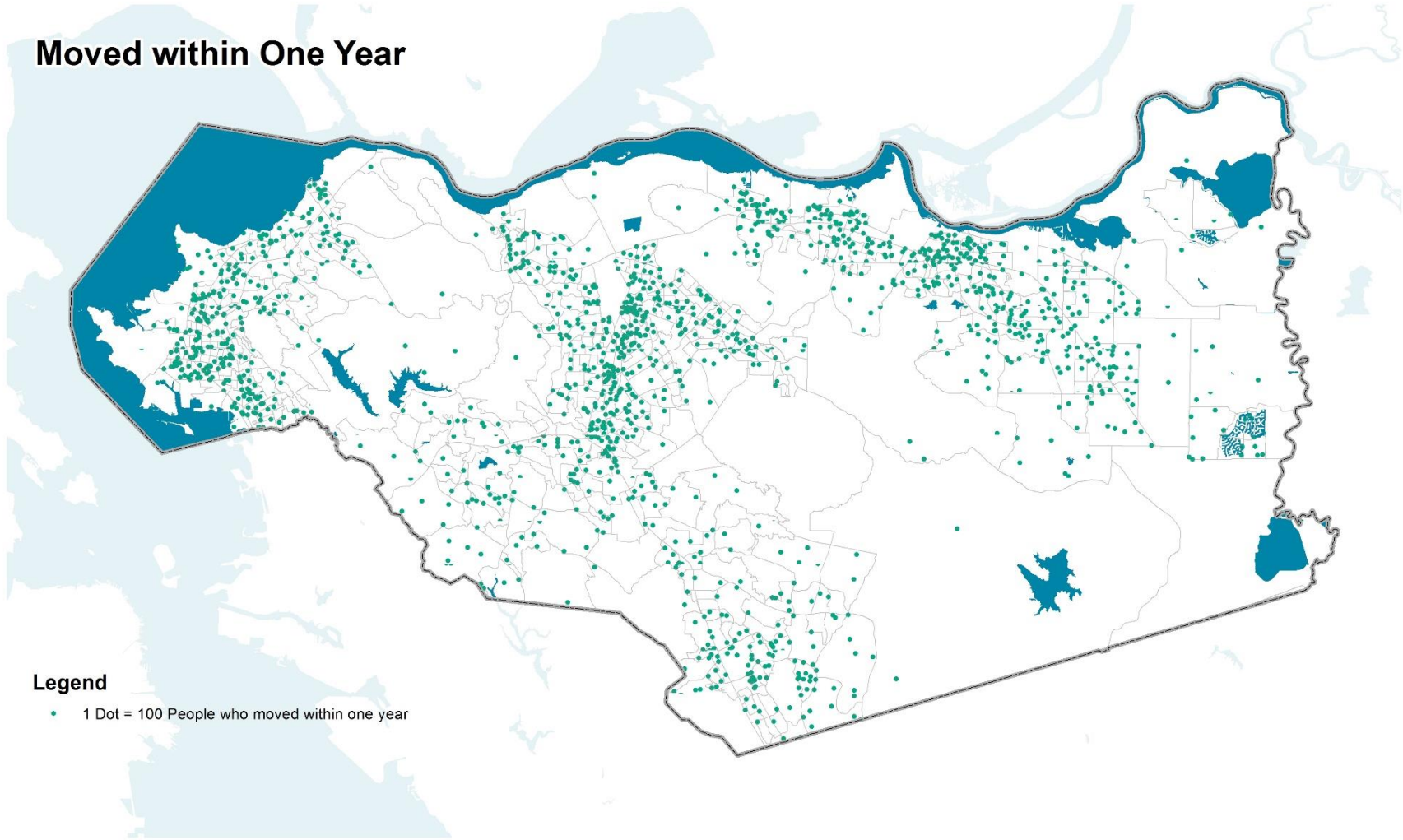
# Attachment A

## Youth



# Attachment A

## Moved within One Year

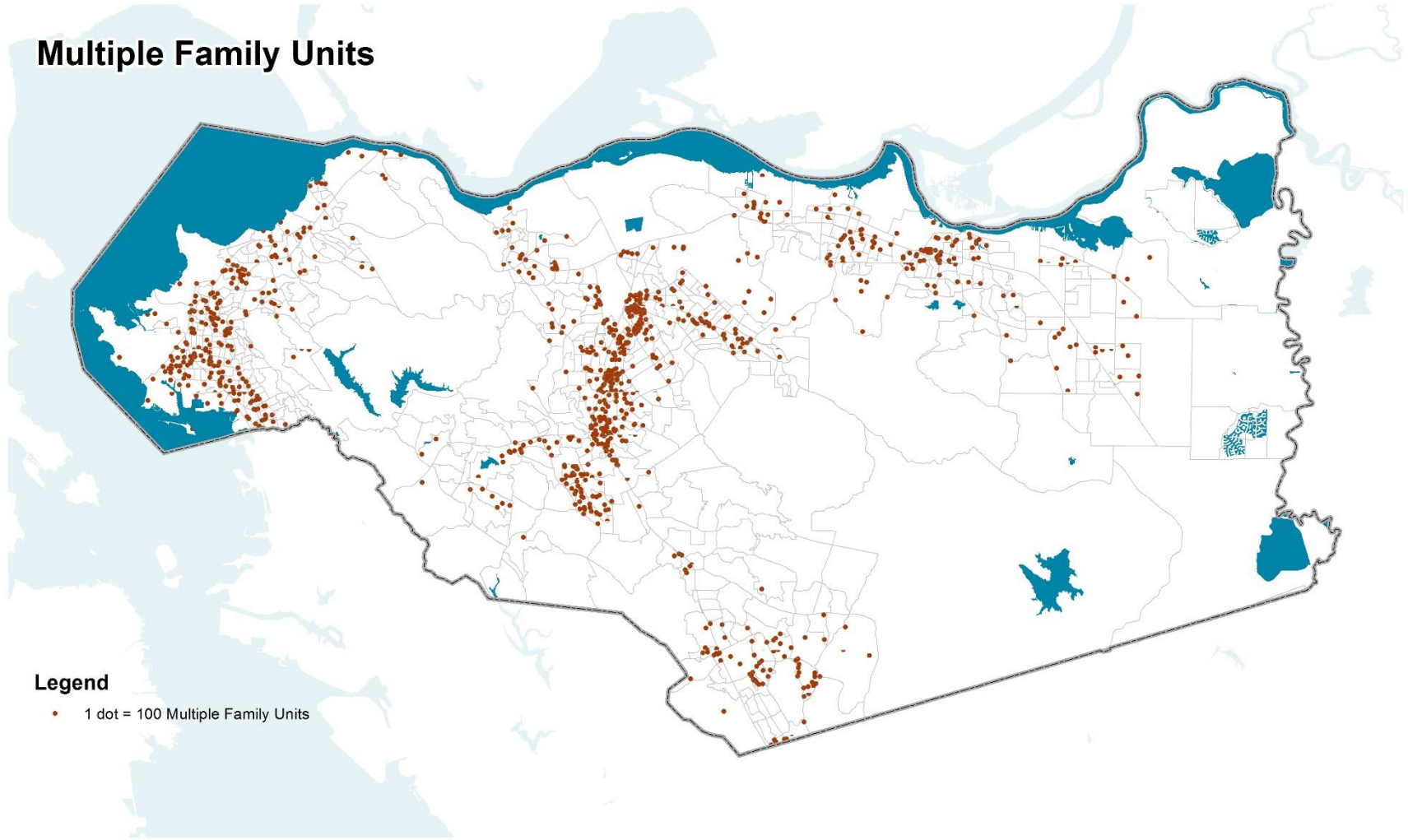


### Legend

- 1 Dot = 100 People who moved within one year

# Attachment A

## Multiple Family Units

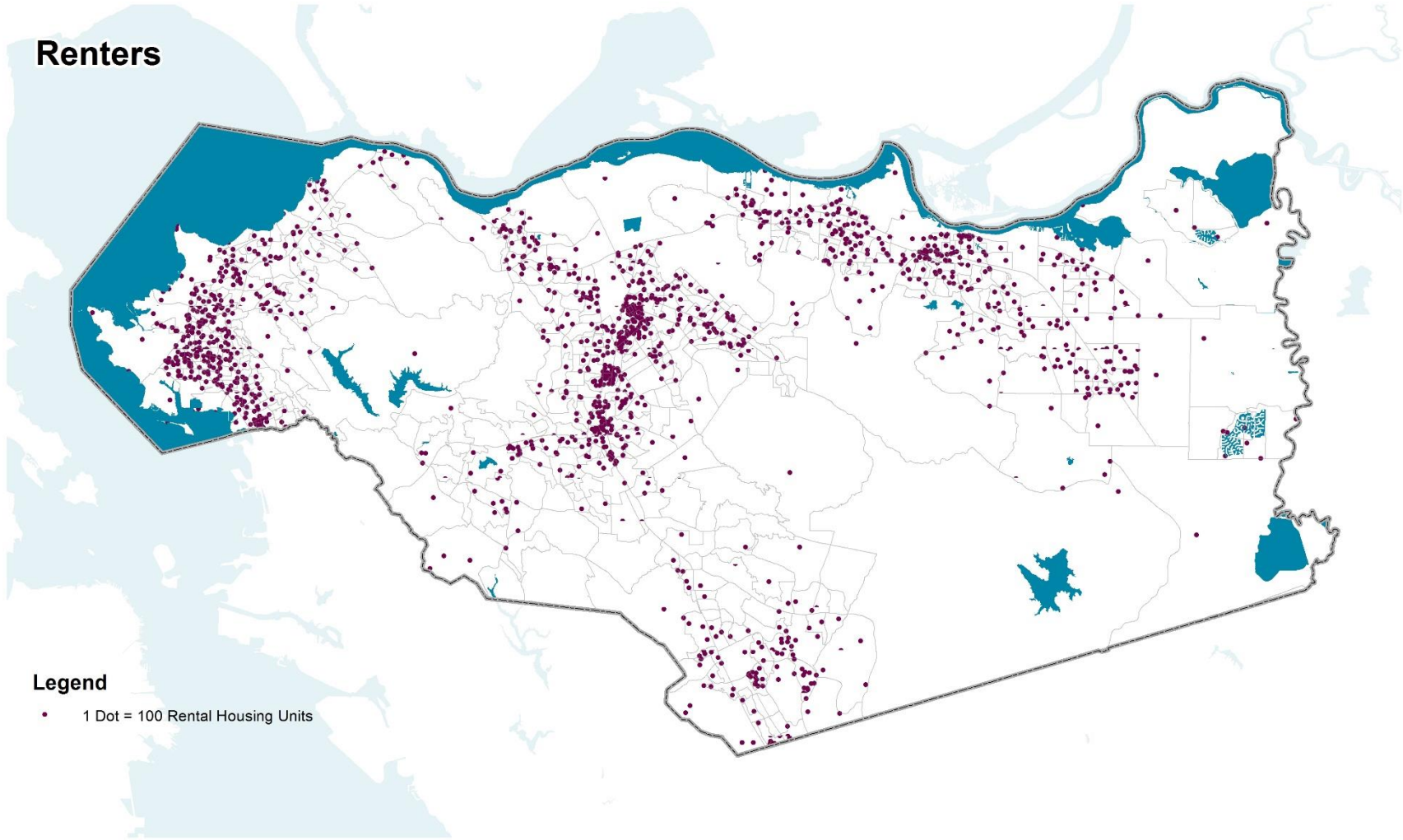


### Legend

- 1 dot = 100 Multiple Family Units

# Attachment A

## Renters

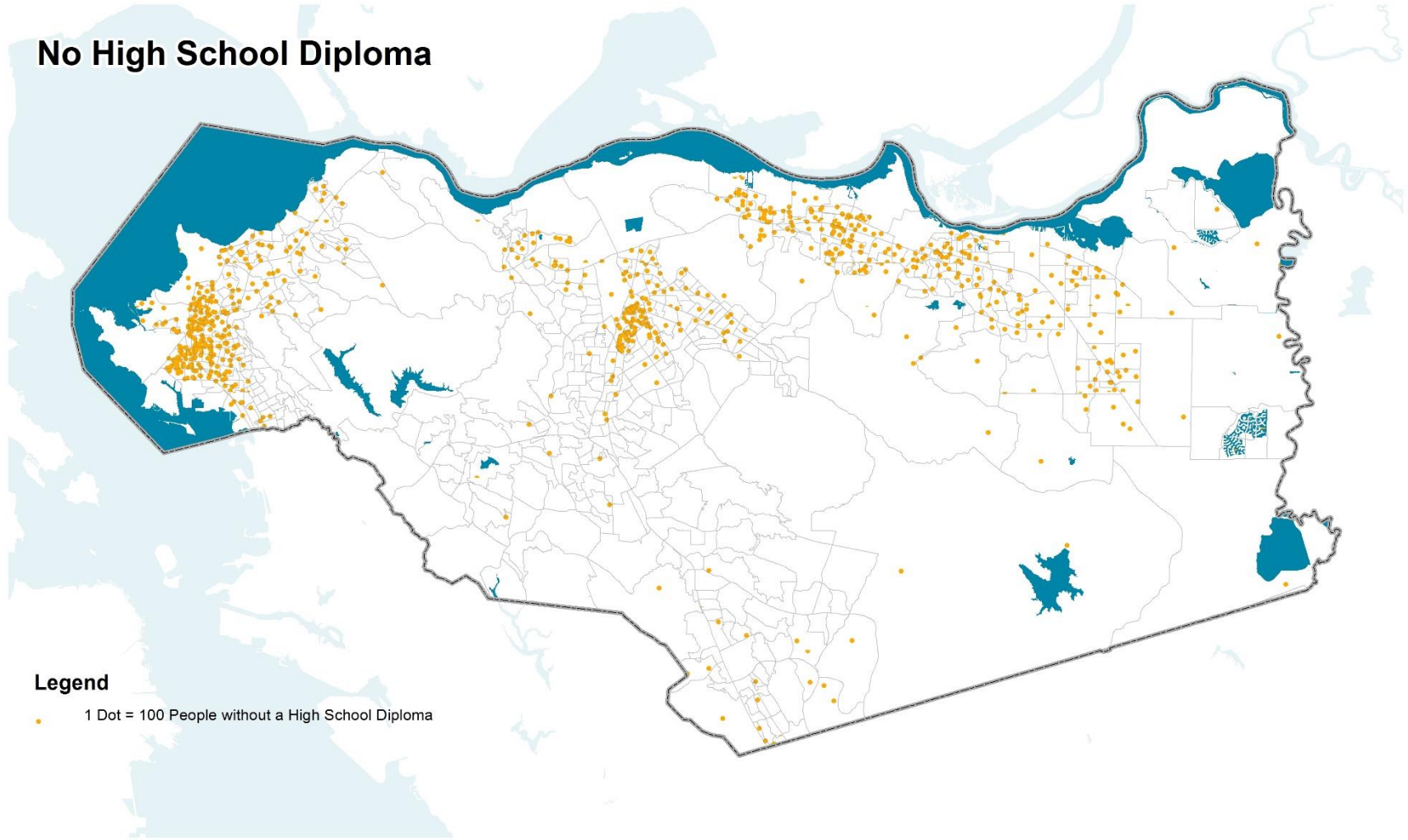


### Legend

- 1 Dot = 100 Rental Housing Units

# Attachment A

## No High School Diploma

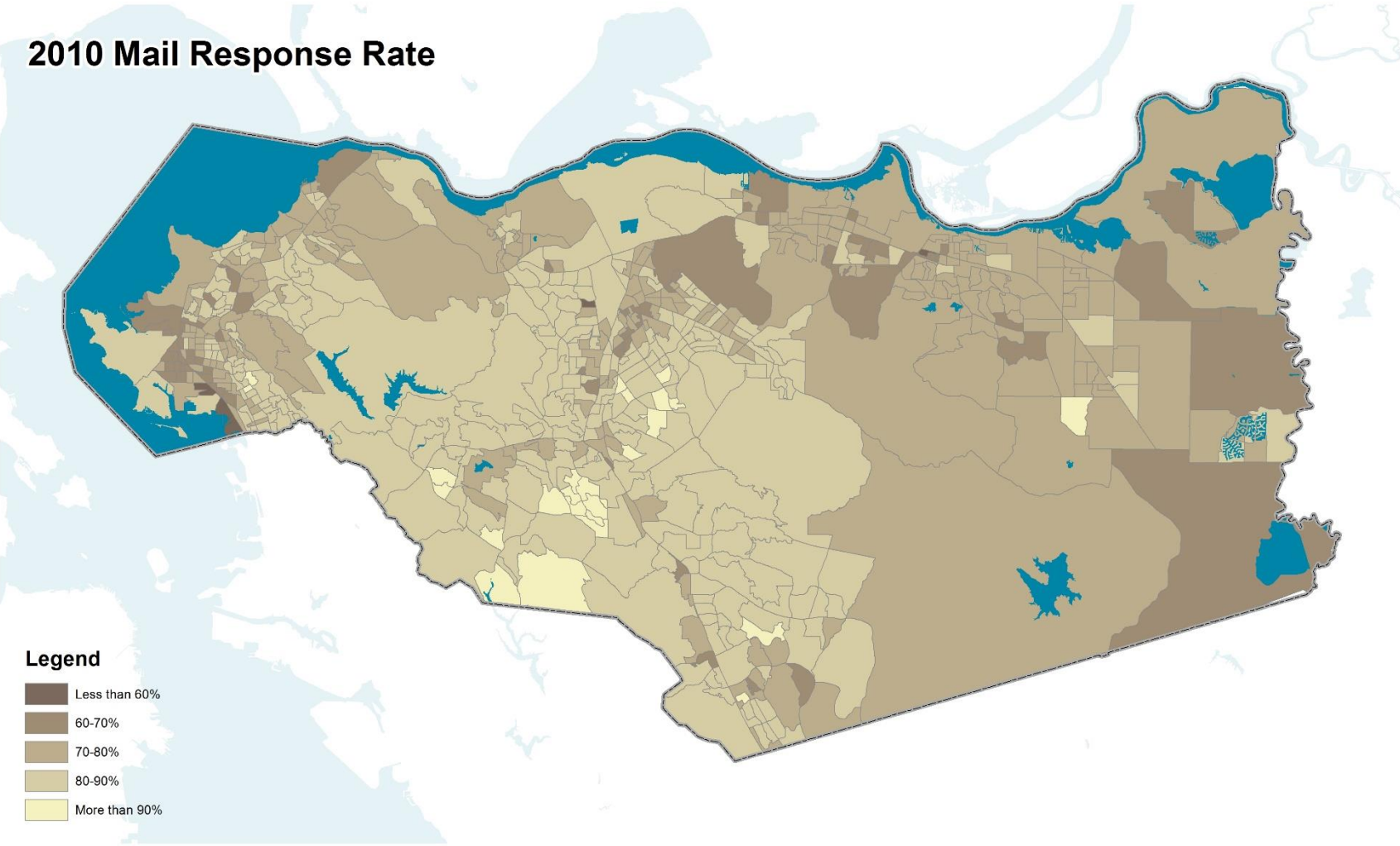


### Legend

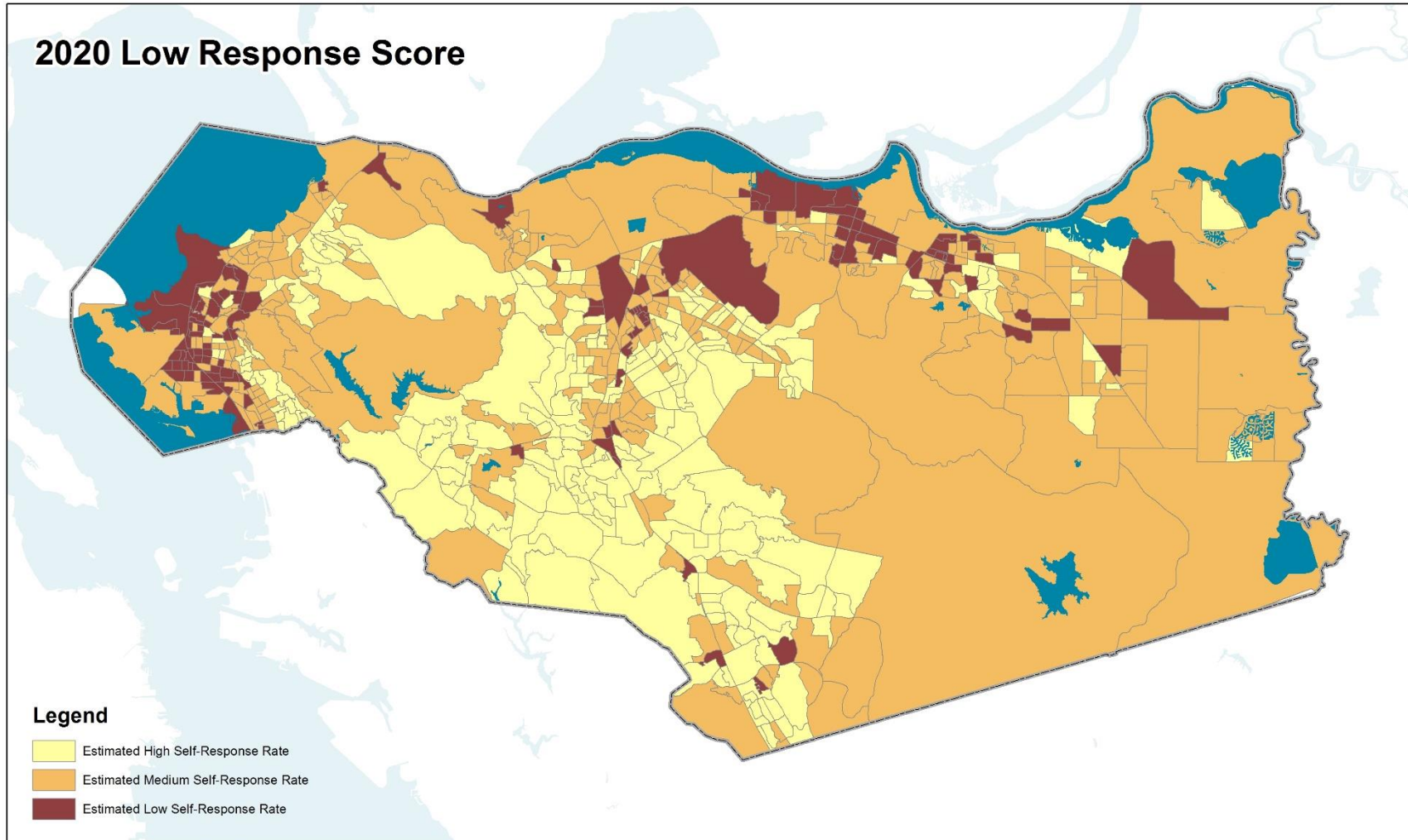
• 1 Dot = 100 People without a High School Diploma

Attachment A

2010 Mail Response Rate



# Attachment A





Attachment B-1: Key Statistics for Languages Spoke in Contra Costa County

Language	Key Statistics					
	Estimate	Percent of County	Less than Very Well	Percent of all LVS	LVW as Percent of Language	More than 1 language
Total Population Estimate (5 years and old)	1,082,244	100.0%	152,665	39.4%	14.1%	
Speak only English	694,824	64.2%	NA	NA	NA	
Visually Impaired (calculated for total population)	21,606	1.9%	NA	NA	NA	
Hearing Impaired (calculated for total population)	35,087	3.1%	NA	NA	NA	
Spanish	196,833	18.2%	81,467	21.0%	41.4%	
Chinese (incl. Mandarin, Cantonese)	39,569	3.7%	21,288	5.5%	53.8%	X
Tagalog (incl. Filipino)	31,292	2.9%	11,012	2.8%	35.2%	X
Persian (incl. Farsi, Dari)	9,874	0.9%	4,446	1.1%	45.0%	X
Vietnamese	9,102	0.8%	4,814	1.2%	52.9%	
Russian	7,990	0.7%	2,735	0.7%	34.2%	
Hindi	6,809	0.6%	1,464	0.4%	21.5%	
Portuguese	6,583	0.6%	2,927	0.8%	44.5%	
Arabic	6,498	0.6%	1,170	0.3%	18.0%	
Punjabi	6,109	0.6%	2,192	0.6%	35.9%	
Korean	5,815	0.5%	3,520	0.9%	60.5%	
Nepali, Marathi, or other Indic languages	5,708	0.5%	1,650	0.4%	28.9%	X
Other languages of Asia	5,177	0.5%	2,080	0.5%	40.2%	X
French (incl. Cajun)	4,806	0.4%	571	0.1%	11.9%	
Japanese	4,692	0.4%	1,752	0.5%	37.3%	
Ilocano, Samoan, Hawaiian, or other Austronesian languages	4,671	0.4%	1,375	0.4%	29.4%	X
Telugu	4,605	0.4%	344	0.1%	7.5%	
German	3,523	0.3%	239	0.1%	6.8%	
Urdu	3,148	0.3%	555	0.1%	17.6%	
Other and unspecified languages	2,450	0.2%	438	0.1%	17.9%	X
Italian	2,204	0.2%	385	0.1%	17.5%	
Malayalam, Kannada, or other Dravidian languages	1,974	0.2%	49	0.0%	2.5%	X
Thai, Lao, or other Tai-Kadai languages	1,965	0.2%	991	0.3%	50.4%	X
Yoruba, Twi, Igbo, or other languages of Western Africa	1,932	0.2%	1,134	0.3%	58.7%	X
Tamil	1,894	0.2%	124	0.0%	6.5%	
Ukrainian or other Slavic languages	1,655	0.2%	492	0.1%	29.7%	X
Other Indo-European languages	1,614	0.1%	583	0.2%	36.1%	X
Gujarati	1,452	0.1%	512	0.1%	35.3%	
Amharic, Somali, or other Afro-Asiatic languages	1,426	0.1%	627	0.2%	44.0%	X
Polish	1,313	0.1%	519	0.1%	39.5%	
Yiddish, Pennsylvania Dutch or other West Germanic languages	876	0.1%	187	0.0%	21.3%	X
Greek	753	0.1%	85	0.0%	11.3%	
Hebrew	738	0.1%	130	0.0%	17.6%	
Serbo-Croatian	618	0.1%	348	0.1%	56.3%	X
Bengali	562	0.1%	109	0.0%	19.4%	
Khmer	554	0.1%	351	0.1%	63.4%	
Swahili or other languages of Central, Eastern, and Southern Africa	367	0.0%	-	0.0%	0.0%	X
Armenian	170	0.0%	-	0.0%	0.0%	
Hmong	99	0.0%	-	0.0%	0.0%	
Haitian	-	0.0%	-	0.0%	NA	
Navajo	-	0.0%	-	0.0%	NA	
Other Native languages of North America	-	0.0%	-	0.0%	NA	X

source American Community Survey, 2017, 1-year estimates; Tables B16001 and S1810

Attachment B-2 Language Resources (REVISED)

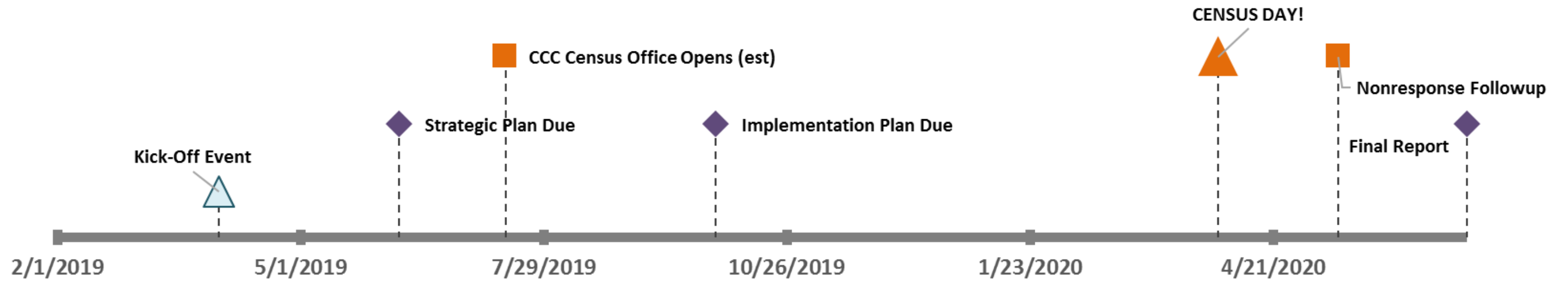
Language	Number of People		Census Bureau				RCBO United Way Bay Area	CBO Various	State, County, City, CBO, Other
	Estimate	Less than Very Well	Internet Form	Phone Assistance	Paper and Field	Glossaries/ Identification Card			
Total Population Estimate (5 years and old)	1,082,244	387,420	X	X	X		X		
Speak only English	694,824	NA	X	X	X		X		
Visually Impaired (calculated for total population)	21,606	NA					Braille and Large Print		
Hearing Impaired (calculated for total population)	35,087	NA		Telecommunication Device			Video Guide in ASL		
Spanish	196,833	81,467	X	X	X	X	X	Outreach	
Chinese (incl. Mandarin, Cantonese)	39,569	21,288	Simplified	Mandarin/Cantonese		Simplified ?	Simplified ?	Outreach	
Tagalog (incl. Filipino)	31,292	11,012	Tagalog	Tagalog		Tagalog	Tagalog	Outreach	
Persian (incl. Farsi, Dari)	9,874	4,446				Farsi	Farsi	Outreach	
Vietnamese	9,102	4,814	X	X		X	X	Outreach	
Russian	7,990	2,735	X	X		X	X	Outreach	
Hindi	6,809	1,464				X	X	Outreach	
Portuguese	6,583	2,927	X	X		X	X		
Arabic	6,498	1,170	X	X		X	X		
Punjabi	6,109	2,192				X	X	Outreach	
Korean	5,815	3,520	X	X		X	X	Outreach	
Nepali, Marathi, or other Indic languages	5,708	1,650				Nepali, Marathi, Sinhala	Nepali, Marathi, Sinhala		
Other languages of Asia	5,177	2,080				Burmese, Turkish	Burmese, Turkish		
French (incl. Cajun)	4,806	571	French	French		French	French		
Japanese	4,692	1,752	X	X		X	X	Outreach	
Ilocano, Samoan, Hawaiian, or other Austronesian languages	4,671	1,375				Ilocano, Indonesian	Ilocano, Indonesian		
Telugu	4,605	344				X	X		
German	3,523	239				X	X		
Urdu	3,148	555				X	X		
Other and unspecified languages	2,450	438				Hungarian	Hungarian		
Italian	2,204	385				X	X		
Malayalam, Kannada, or other Dravidian languages	1,974	49				Malayalam	Malayalam		
Thai, Lao, or other Tai-Kadai languages	1,965	991				Thai, Lao	Thai, Lao		
Yoruba, Twi, Igbo, or other languages of Western Africa	1,932	1,134				Twi, Igbo, Yoruba	Twi, Igbo, Yoruba		
Tamil	1,894	124				X	X		
Ukrainian or other Slavic languages	1,655	492				Ukrainian, Slovak, Czech, Bulgarian, Lithuanian	Ukrainian, Slovak, Czech, Bulgarian, Lithuanian		
Other Indo-European languages	1,614	583				Romanian, Albanian	Romanian, Albanian		
Gujarati	1,452	512				X	X		
Amharic, Somali, or other Afro-Asiatic languages	1,426	627				Amharic, Somali, Tigrinya	Amharic, Somali, Tigrinya		
Polish	1,313	519	X	X		X	X		
Yiddish, Pennsylvania Dutch or other West Germanic languages	876	187				Yiddish, Dutch	Yiddish, Dutch		
Greek	753	85				X	X		
Hebrew	738	130				X	X		
Serbo-Croatian	618	348				Serbian, Bosnian, and Croatian	Serbian, Bosnian, and Croatian		
Bengali	562	109				X	X		
Khmer	554	351				X	X		
Swahili or other languages of Central, Eastern, and Southern Africa	367	-				Swahili	Swahili		
Armenian	170	-				X	X		
Hmong	99	-				X	X		
Haitian	-	-	Haitian Creole	Haitian Creole		Haitian Creole	Haitian Creole		
Navajo	-	-				X	X		
Other Native languages of North America	-	-							

211 will provide assistance  
24/7 in 150 languages.  
Community Connect Labs  
Help desk in 6 languages

TBD

source American Community Survey, 2017, 1-year estimates; Tables B16001 and S1810

### Attachment C (REVISED)



<b>Outreach Messaging</b>	◆ Initial Outreach - Build Database	◆ Educate Messages	◆ Motivate Messages	
<b>Outreach Programs</b>	◆ Generate Interest	◆ Training and Refinement	◆ Events and Boots on the Ground	
<b>Steering Committee Focus</b>	◆ On Boarding	◆ Outreach/Implementation Plan	◆ Review Plan, Assist in Training	◆ Assit in Events, adjust plan if needed

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

Attachment B: Language Access Plan Spreadsheet

Attachment C: Timeline

## **Introduction**

The Contra Costa County Census 2020 Complete Count Strategic Plan is a guiding document outlining the goals and strategic objectives to ensure all Contra Costa County residents, in particular the hardest to count residents, are counted in the 2020 Census, in particular hardest to count residents.

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 division over illegal immigration. Maintaining a

<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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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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**Goals**

The following are the gGoals 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 optimal 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 organizations' 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 various five-key programs in which community partners may participate. There are three programs that will be implemented with State funds and two potential programs should funding be identified:

### **State Funded Programs**

- 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 multiple languages as needed.
- 2. Hosting Questionnaire Assistance Centers or Questionnaire Action Kiosks.**
- 3. 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.

### **Potential Additional Outreach Programs**

2.4. Apply for a Mini-Grant Program: Applying for mini-grants 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)

3.5. 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.

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~~4.6. **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.

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## 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 of hard to count HTC characteristics is attached. (Attachment A)

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

~~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 SwORD Database.~~

The County also looked at existing analyses related to disadvantaged communities including CalEnviro Screen data, Opportunity Zones, and California Water Resources Disadvantaged Communities data.

Finally, in order to understand where targeted messaging may need to be implemented, we completed looked at reviewed some additional data sources. In addition, a comprehensive language analysis was completed to better understand the language needs throughout the county. We also looked at the Census TEA data to determine where households could ~~except to~~

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receive surveys via the Update Leave process instead of through the mail. ~~Staff will provide this information in more detail.~~

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### **III. Partnership Coordination**

Having a strong understanding of both local needs and resources from fFederal, State, and rRegional 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 U.S. 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 populations and inform organizations of about about resources available for Census outreach.
3. Ongoing Communication
  - a. Regularly scheduled meetings with U.S. Census Bureau Liaison and Partnership Specialists, State Complete Count Census 2020 Office Regional Manager, and Administrative Community-Based Organization (ACBO)
  - b. Steering Committee, and Regional Sub-committee Meetings, and Regional Working Groups
  - 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 ACBO. The County will identify potential sites including:

- Libraries (QAKs)
- County Service locations (QAKs)

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- Community Based Organizations (QACs or QAKs) that volunteer host a QAC or QAK
- Churches, Synagogues, Mosques, Temples, and other ~~f~~Faith~~-b~~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~~HTC/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 be 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 United Way Bay Area (UWBA)-ACBO and State of California ~~efforts to provide~~foundation of in-language services.

~~The ACBO-UWBA will translate outreach materials into Spanish, Chinese, Tagalog, Korean, Punjabi, Russian, Japanese, Hindi, Persian, and additional languages upon request. UWBA will also work with local CBOs to provide in-language outreach and education activities and questionnaire assistance. 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.

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

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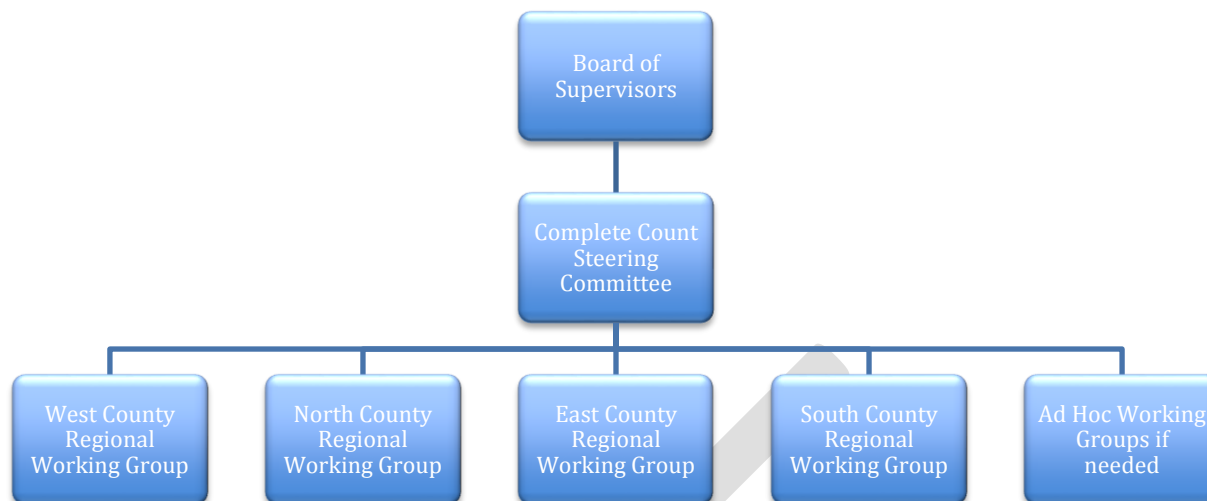
## **VII. Complete Count Committee**

The 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 of 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 be 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.

[Libraries have always been considered trusted messengers and safe places and will be a resource that the County plans to utilize. The County libraries will host a number of recruitment sessions with the U.S. Census Bureau throughout the County during the U.S. Census recruitment period.](#)

## VIII. Budget

Tasks	Total	County Staff	
		In Kind	State Grant
Grant Administration	60,260	<u>244,000</u>	36,260
GIS - (data analysis and map production)	<u>1050,000</u>	<u>50,000</u>	50,000
<del>Complete County Committee/Sub-Committee Meetings</del> <del>Contract Outreach Coordinator Staff*</del>	<del>200155,345</del> <del>000</del>	<del>50,000</del> <del>88,000</del>	<del>67,345</del> <del>150,000</del>
<del>Partnership Coordination</del>	<del>10,000</del>	<del>5,000</del>	<del>5,000</del>
<del>Media Buys</del>	<del>51,000</del> <del>51,345</del>	<del>15,000</del>	<del>236,000</del> <del>345</del>
<del>Workforce Development</del>	<del>19,000</del>	<del>10,000</del>	<del>9,000</del>
<del>Additional Outreach Tasks - (includes in kind staffing, meeting venues, materials, food, mileage, etc.)</del>	<del>132,000</del>	<del>60,000</del> <del>257,000</del>	<del>50,000</del> <del>77,000</del>
<del>In-Language Outreach (staff coordination)</del> <del>Language Contracts</del>	<del>610,000</del>	<del>10,000</del>	<del>10,000</del> <del>50,000</del>
<del>—Translations/itition Services</del>	<del>10,000</del>	-	<del>10,000</del>
<del>QAC/QAK</del>	<del>15,000</del>	-	<del>15,000</del>
<del>—On Site Staff (Census or Census Ambassador)</del>	<del>20,000</del>	<del>20,000</del>	-
<del>—Interpretation Contract</del>	<del>10,000</del>	-	<del>10,000</del>
<del>Non-Response Follow-Up</del>	<del>12,000</del>	-	<del>12,000</del>
<del>Communication Partners Program</del>	<del>25,000</del>	<del>10,000</del>	<del>15,000</del>
<del>Speaker Bureau</del>	<del>10,000</del>	-	<del>10,000</del>
<b>Total</b>	<b><u>599753,605</u></b>	<b><u>237391,000</u></b>	<b>362,605</b>

\* Contract Outreach Coordinator is responsible for meeting organization, outreach to local partners, coordination with Federal, State, and regional organizations, communication and

media plan implementation, management of outreach programs including QAC/QAKsak,  
cCommunity mMessaging, and a sSpeaker's bBureau.

## **IX. Timeline**

See Timeline Attached (Attachment C)

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## 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 invitees [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 will be a performance measurement.

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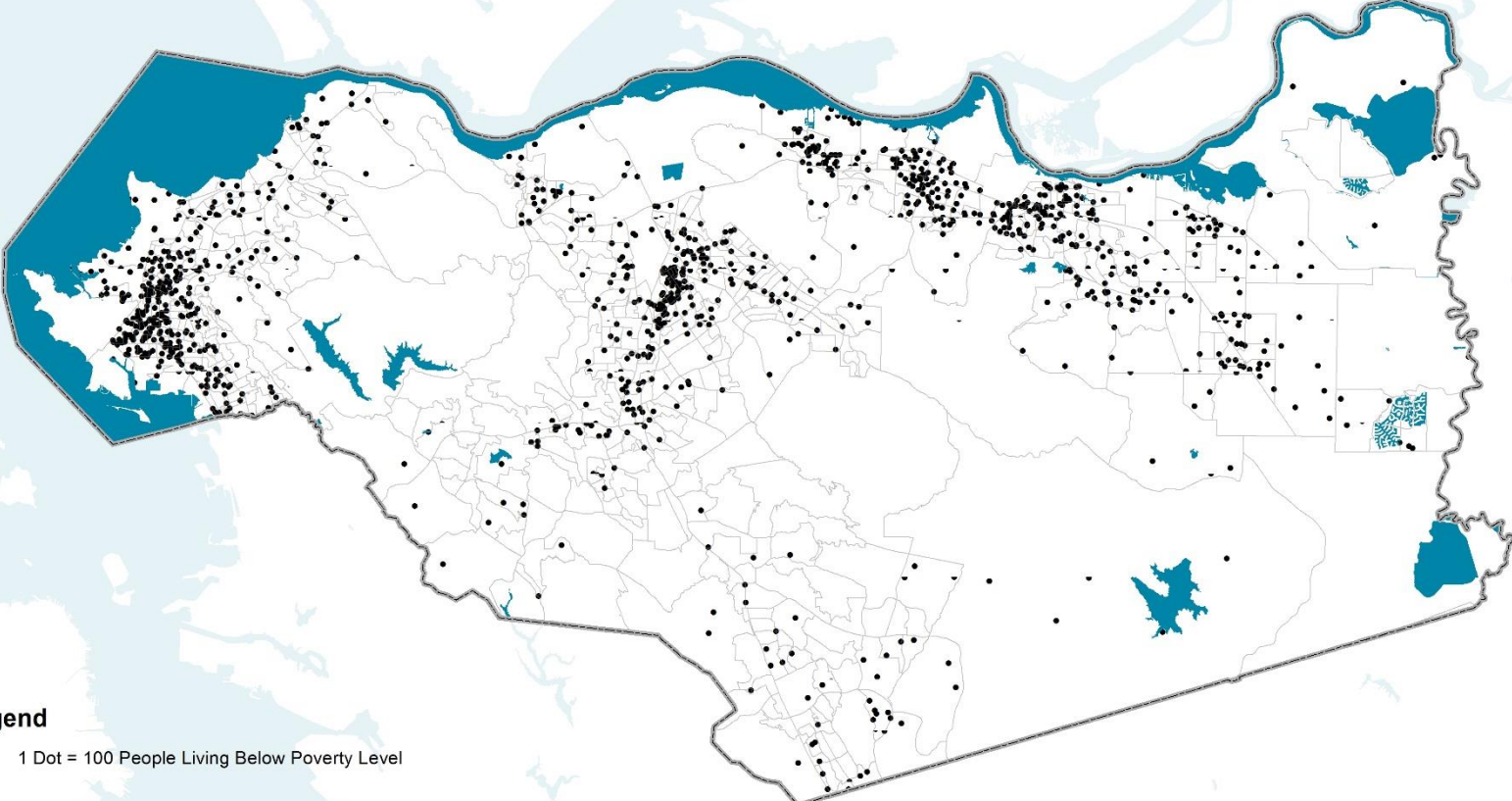
A review of data collected and how it ~~is correlated~~correlates to census participation will include:

- Correlation between ~~community events~~partner messaging 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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Attachment A

Poverty

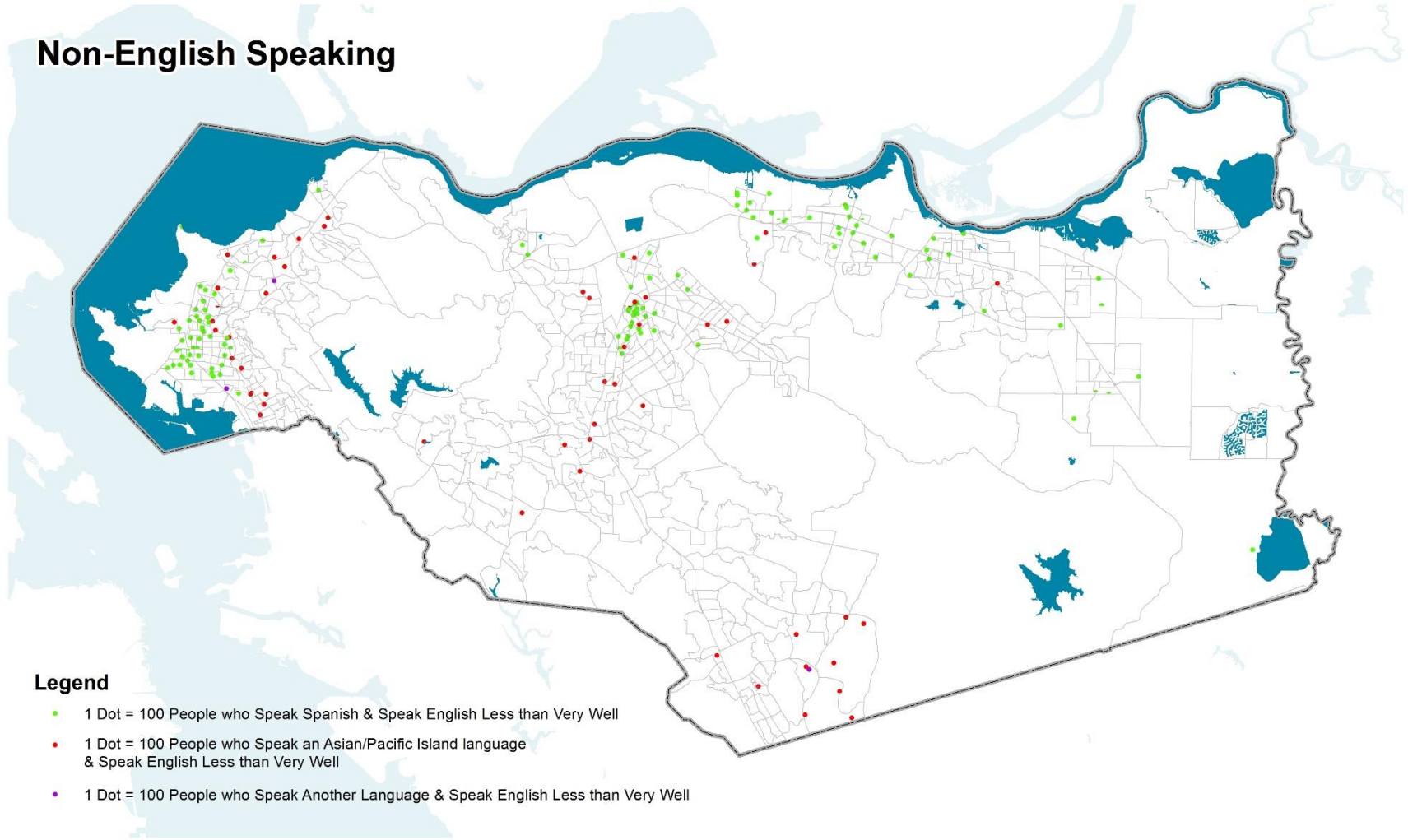


Legend

- 1 Dot = 100 People Living Below Poverty Level

# Attachment A

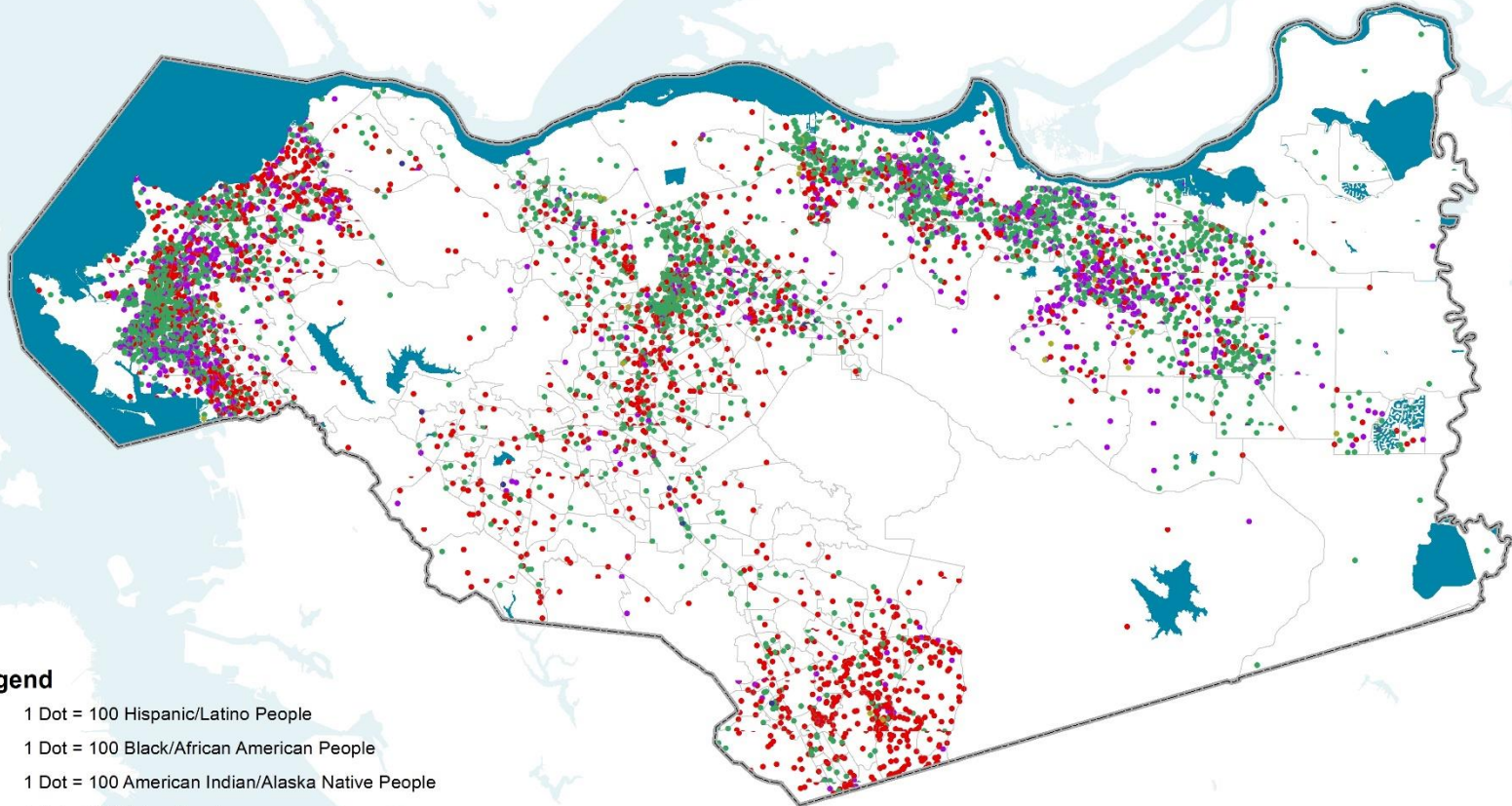
## Non-English Speaking





# Attachment A

## Race and Ethnicity

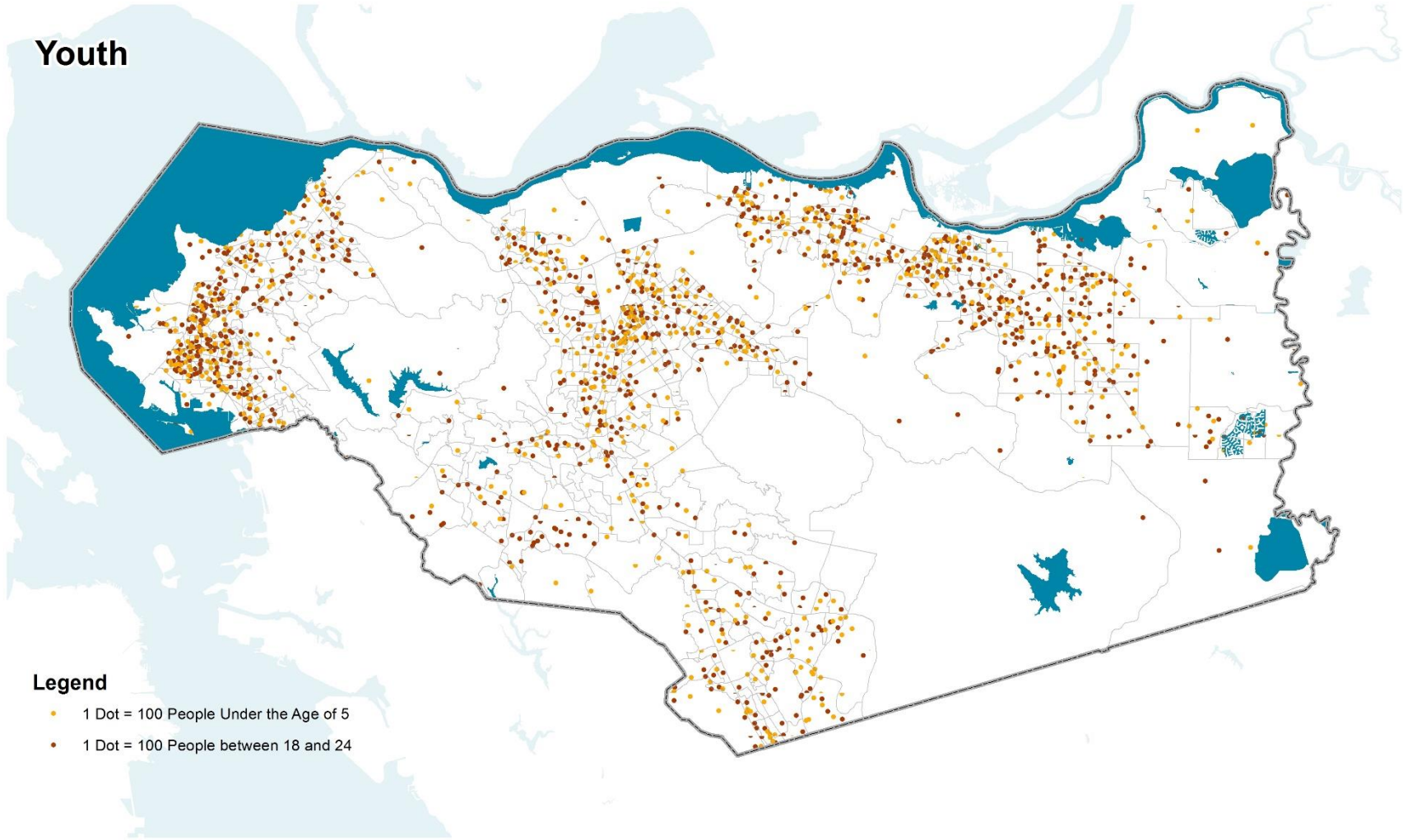


### Legend

- 1 Dot = 100 Hispanic/Latino People
- 1 Dot = 100 Black/African American People
- 1 Dot = 100 American Indian/Alaska Native People
- 1 Dot = 100 Asian People
- 1 Dot = 100 Native Hawaiian/Pacific Islander People
- 1 Dot = 100 Some Other Race People

# Attachment A

## Youth

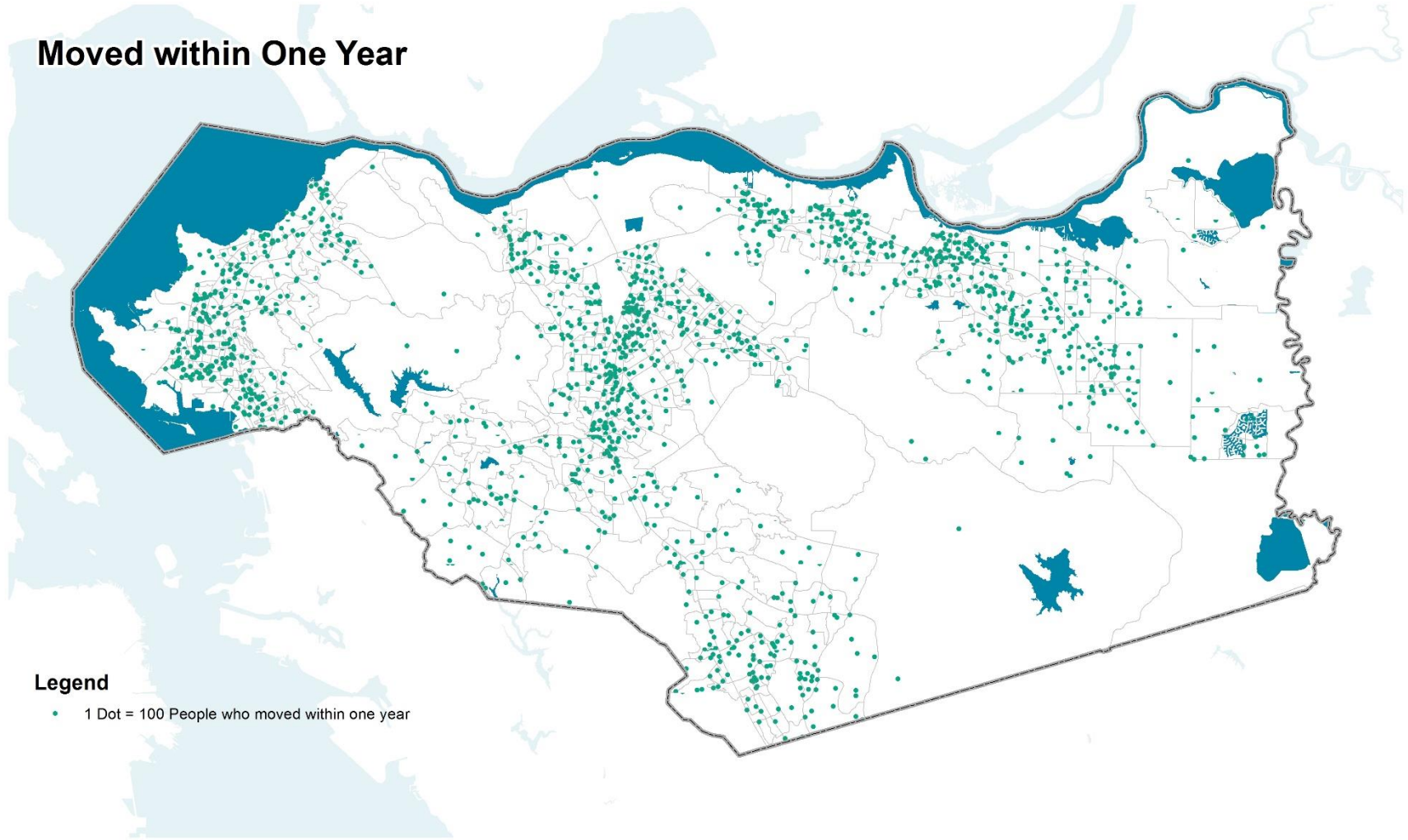


### Legend

- 1 Dot = 100 People Under the Age of 5
- 1 Dot = 100 People between 18 and 24

# Attachment A

## Moved within One Year

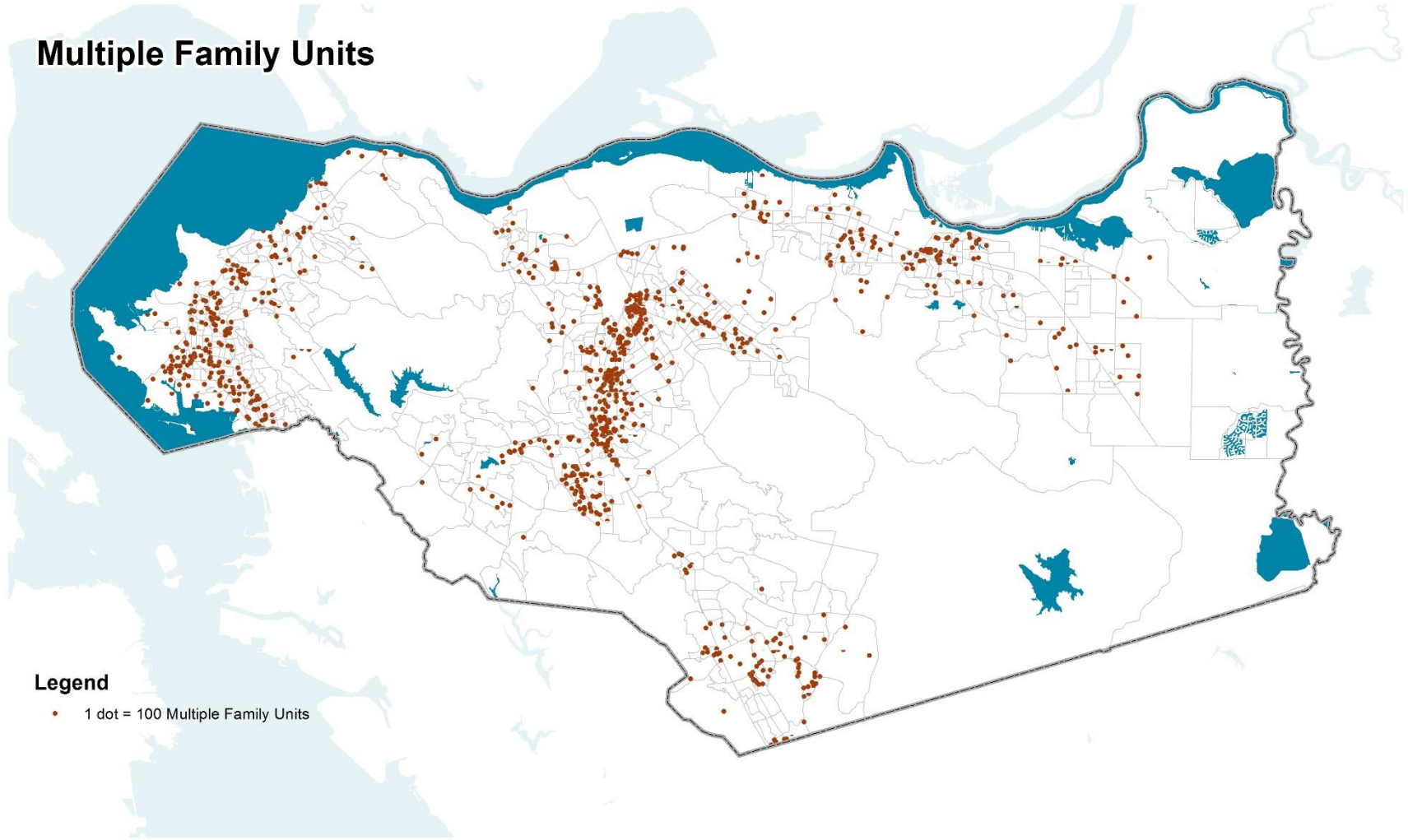


### Legend

- 1 Dot = 100 People who moved within one year

# Attachment A

## Multiple Family Units

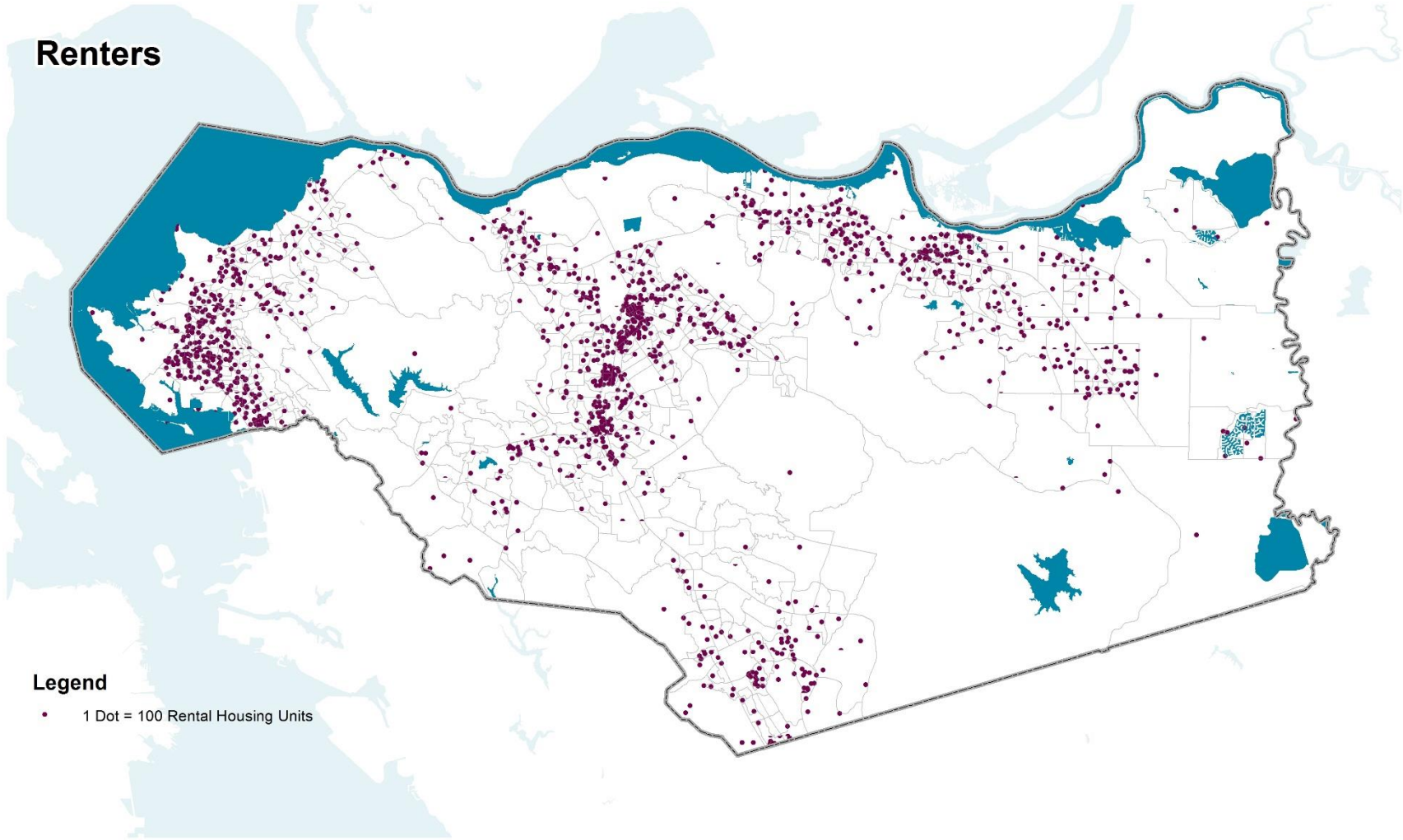


### Legend

- 1 dot = 100 Multiple Family Units

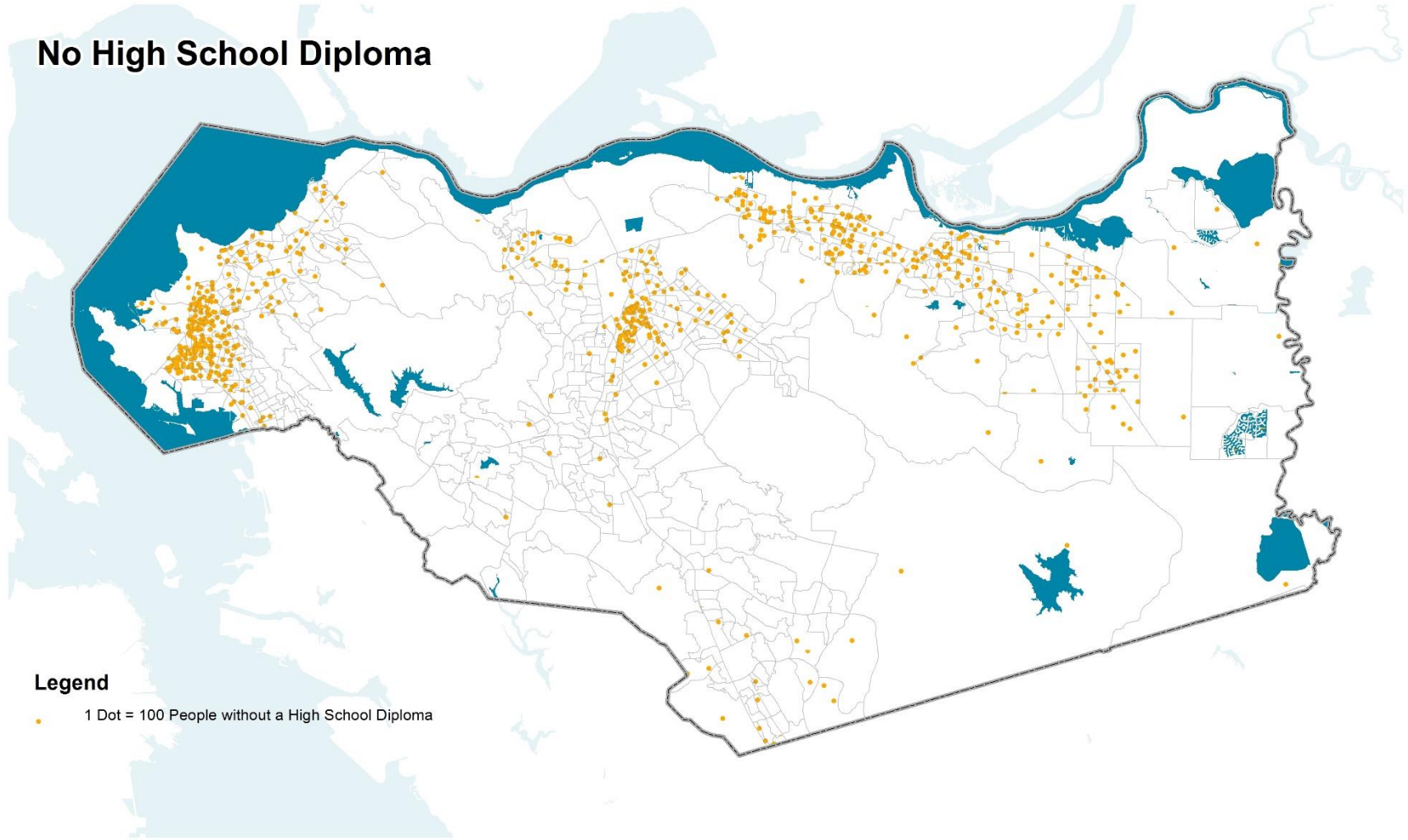
# Attachment A

## Renters



# Attachment A

## No High School Diploma

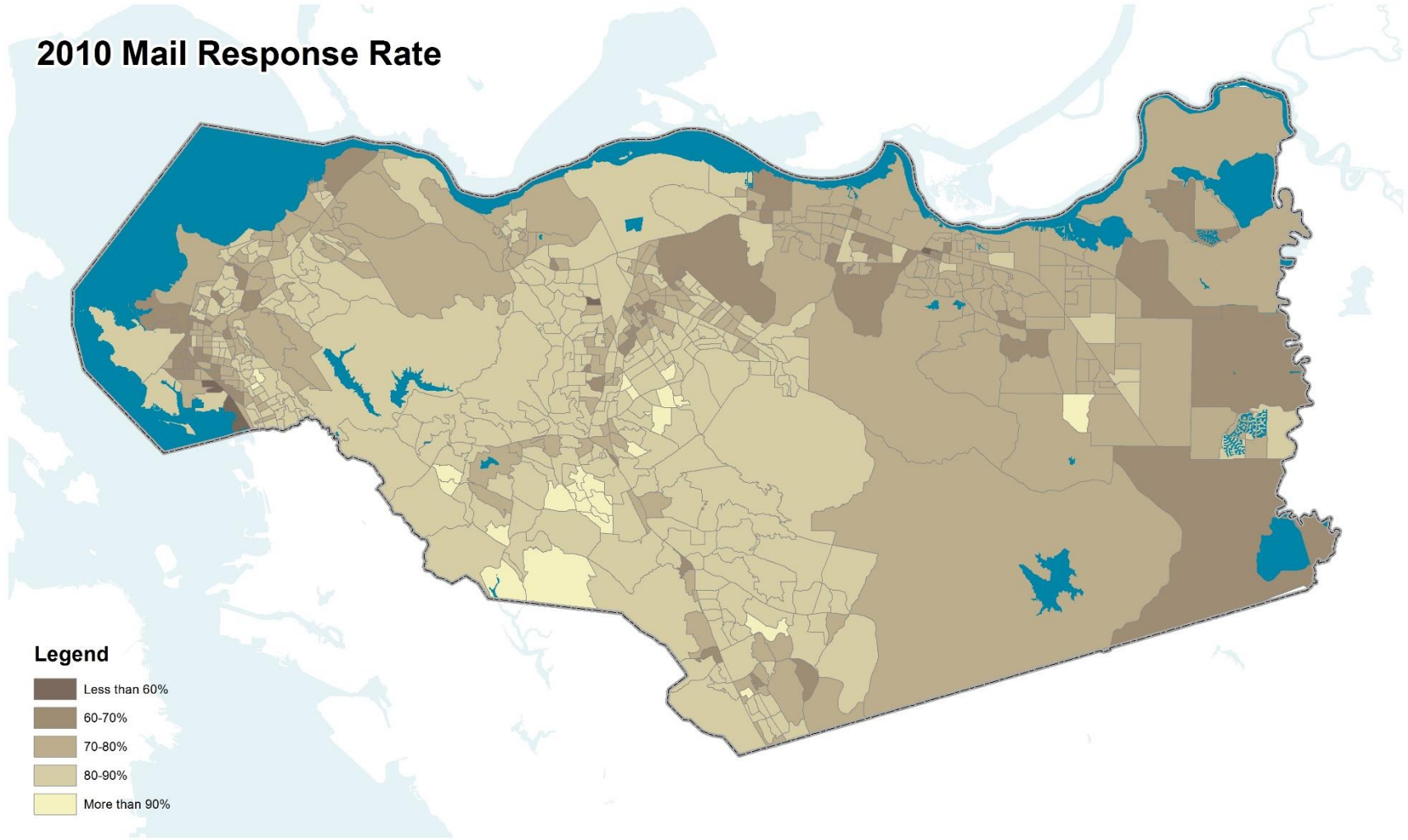


### Legend

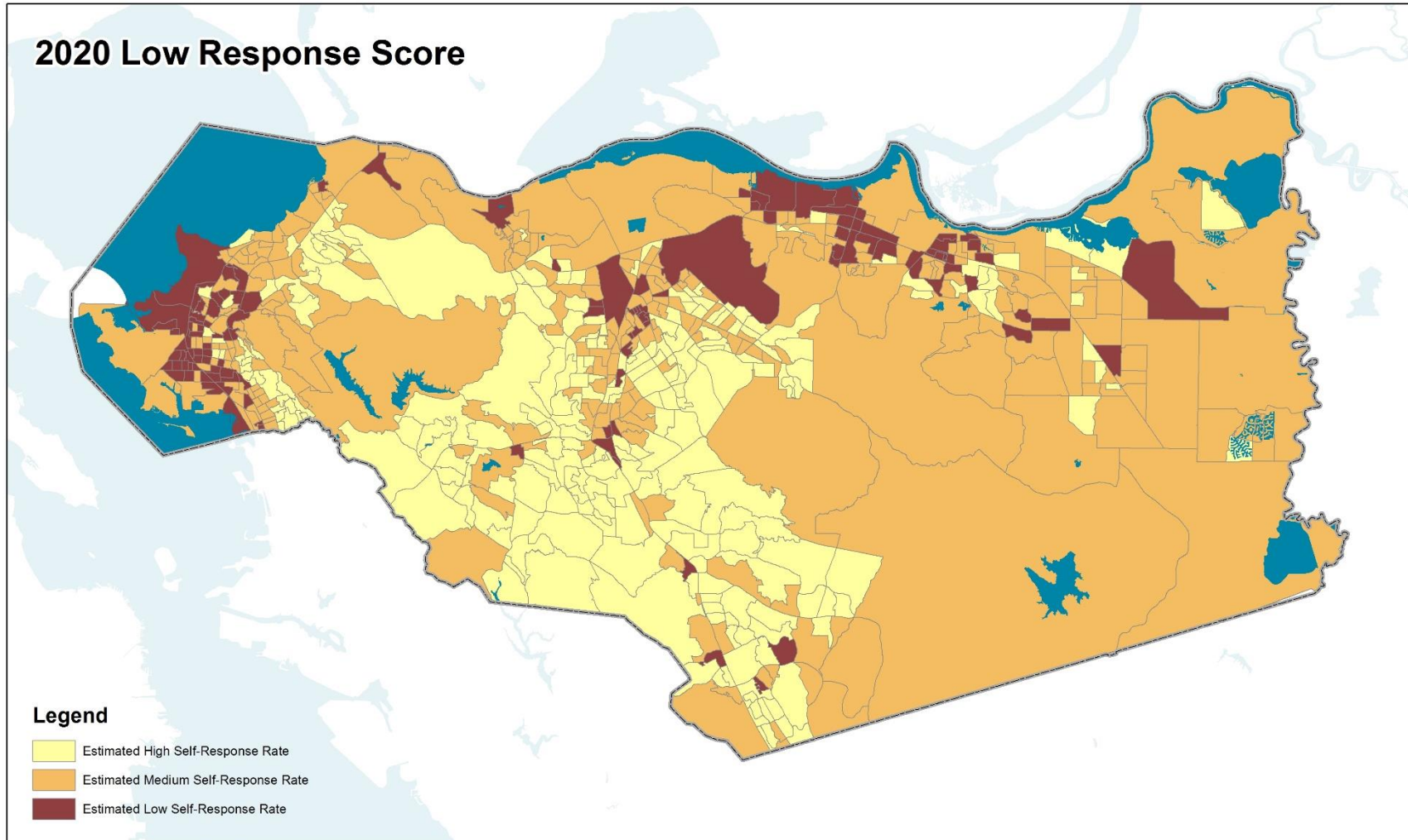
• 1 Dot = 100 People without a High School Diploma

Attachment A

2010 Mail Response Rate



# Attachment A





Attachment B-1: Key Statistics for Languages Spoke in Contra Costa County

Language	Key Statistics					
	Estimate	Percent of County	Less than Very Well	Percent of all LVS	LVW as Percent of Language	More than 1 language
Total Population Estimate (5 years and old)	1,082,244	100.0%	152,665	39.4%	14.1%	
Speak only English	694,824	64.2%	NA	NA	NA	
Visually Impaired (calculated for total population)	21,606	1.9%	NA	NA	NA	
Hearing Impaired (calculated for total population)	35,087	3.1%	NA	NA	NA	
Spanish	196,833	18.2%	81,467	21.0%	41.4%	
Chinese (incl. Mandarin, Cantonese)	39,569	3.7%	21,288	5.5%	53.8%	X
Tagalog (incl. Filipino)	31,292	2.9%	11,012	2.8%	35.2%	X
Persian (incl. Farsi, Dari)	9,874	0.9%	4,446	1.1%	45.0%	X
Vietnamese	9,102	0.8%	4,814	1.2%	52.9%	
Russian	7,990	0.7%	2,735	0.7%	34.2%	
Hindi	6,809	0.6%	1,464	0.4%	21.5%	
Portuguese	6,583	0.6%	2,927	0.8%	44.5%	
Arabic	6,498	0.6%	1,170	0.3%	18.0%	
Punjabi	6,109	0.6%	2,192	0.6%	35.9%	
Korean	5,815	0.5%	3,520	0.9%	60.5%	
Nepali, Marathi, or other Indic languages	5,708	0.5%	1,650	0.4%	28.9%	X
Other languages of Asia	5,177	0.5%	2,080	0.5%	40.2%	X
French (incl. Cajun)	4,806	0.4%	571	0.1%	11.9%	
Japanese	4,692	0.4%	1,752	0.5%	37.3%	
Ilocano, Samoan, Hawaiian, or other Austronesian languages	4,671	0.4%	1,375	0.4%	29.4%	X
Telugu	4,605	0.4%	344	0.1%	7.5%	
German	3,523	0.3%	239	0.1%	6.8%	
Urdu	3,148	0.3%	555	0.1%	17.6%	
Other and unspecified languages	2,450	0.2%	438	0.1%	17.9%	X
Italian	2,204	0.2%	385	0.1%	17.5%	
Malayalam, Kannada, or other Dravidian languages	1,974	0.2%	49	0.0%	2.5%	X
Thai, Lao, or other Tai-Kadai languages	1,965	0.2%	991	0.3%	50.4%	X
Yoruba, Twi, Igbo, or other languages of Western Africa	1,932	0.2%	1,134	0.3%	58.7%	X
Tamil	1,894	0.2%	124	0.0%	6.5%	
Ukrainian or other Slavic languages	1,655	0.2%	492	0.1%	29.7%	X
Other Indo-European languages	1,614	0.1%	583	0.2%	36.1%	X
Gujarati	1,452	0.1%	512	0.1%	35.3%	
Amharic, Somali, or other Afro-Asiatic languages	1,426	0.1%	627	0.2%	44.0%	X
Polish	1,313	0.1%	519	0.1%	39.5%	
Yiddish, Pennsylvania Dutch or other West Germanic languages	876	0.1%	187	0.0%	21.3%	X
Greek	753	0.1%	85	0.0%	11.3%	
Hebrew	738	0.1%	130	0.0%	17.6%	
Serbo-Croatian	618	0.1%	348	0.1%	56.3%	X
Bengali	562	0.1%	109	0.0%	19.4%	
Khmer	554	0.1%	351	0.1%	63.4%	
Swahili or other languages of Central, Eastern, and Southern Africa	367	0.0%	-	0.0%	0.0%	X
Armenian	170	0.0%	-	0.0%	0.0%	
Hmong	99	0.0%	-	0.0%	0.0%	
Haitian	-	0.0%	-	0.0%	NA	
Navajo	-	0.0%	-	0.0%	NA	
Other Native languages of North America	-	0.0%	-	0.0%	NA	X

source American Community Survey, 2017, 1-year estimates; Tables B16001 and S1810

Attachment B-2 Language Resources (REVISED)

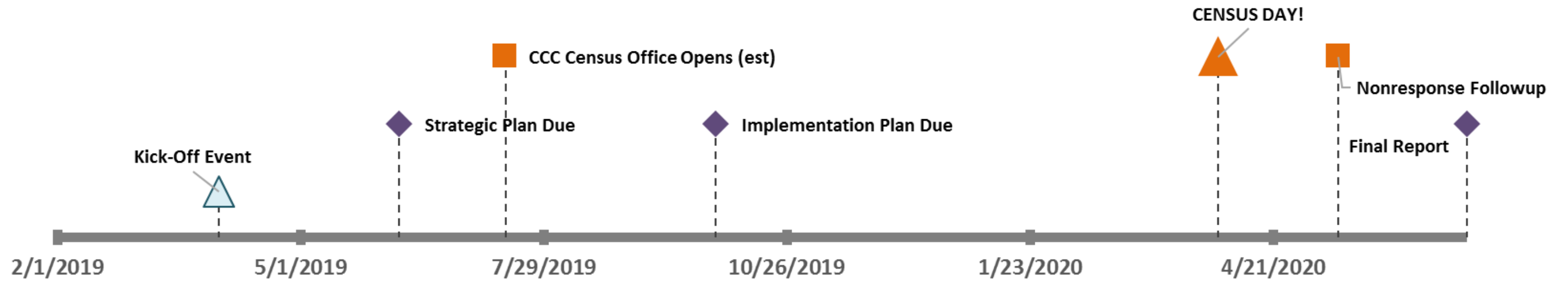
Language	Number of People		Census Bureau				RCBO United Way Bay Area	CBO Various	State, County, City, CBO, Other
	Estimate	Less than Very Well	Internet Form	Phone Assistance	Paper and Field	Glossaries/ Identification Card			
Total Population Estimate (5 years and old)	1,082,244	387,420	X	X	X		X		
Speak only English	694,824	NA	X	X	X		X		
Visually Impaired (calculated for total population)	21,606	NA					Braille and Large Print		
Hearing Impaired (calculated for total population)	35,087	NA		Telecommunication Device			Video Guide in ASL		
Spanish	196,833	81,467	X	X	X	X	X	Outreach	
Chinese (incl. Mandarin, Cantonese)	39,569	21,288	Simplified	Mandarin/Cantonese		Simplified ?	Simplified ?	Outreach	
Tagalog (incl. Filipino)	31,292	11,012	Tagalog	Tagalog		Tagalog	Tagalog	Outreach	
Persian (incl. Farsi, Dari)	9,874	4,446				Farsi	Farsi	Outreach	
Vietnamese	9,102	4,814	X	X		X	X	Outreach	
Russian	7,990	2,735	X	X		X	X	Outreach	
Hindi	6,809	1,464				X	X	Outreach	
Portuguese	6,583	2,927	X	X		X	X		
Arabic	6,498	1,170	X	X		X	X		
Punjabi	6,109	2,192				X	X	Outreach	
Korean	5,815	3,520	X	X		X	X	Outreach	
Nepali, Marathi, or other Indic languages	5,708	1,650				Nepali, Marathi, Sinhala	Nepali, Marathi, Sinhala		
Other languages of Asia	5,177	2,080				Burmese, Turkish	Burmese, Turkish		
French (incl. Cajun)	4,806	571	French	French		French	French		
Japanese	4,692	1,752	X	X		X	X	Outreach	
Ilocano, Samoan, Hawaiian, or other Austronesian languages	4,671	1,375				Ilocano, Indonesian	Ilocano, Indonesian		
Telugu	4,605	344				X	X		
German	3,523	239				X	X		
Urdu	3,148	555				X	X		
Other and unspecified languages	2,450	438				Hungarian	Hungarian		
Italian	2,204	385				X	X		
Malayalam, Kannada, or other Dravidian languages	1,974	49				Malayalam	Malayalam		
Thai, Lao, or other Tai-Kadai languages	1,965	991				Thai, Lao	Thai, Lao		
Yoruba, Twi, Igbo, or other languages of Western Africa	1,932	1,134				Twi, Igbo, Yoruba	Twi, Igbo, Yoruba		
Tamil	1,894	124				X	X		
Ukrainian or other Slavic languages	1,655	492				Ukrainian, Slovak, Czech, Bulgarian, Lithuanian	Ukrainian, Slovak, Czech, Bulgarian, Lithuanian		
Other Indo-European languages	1,614	583				Romanian, Albanian	Romanian, Albanian		
Gujarati	1,452	512				X	X		
Amharic, Somali, or other Afro-Asiatic languages	1,426	627				Amharic, Somali, Tigrinya	Amharic, Somali, Tigrinya		
Polish	1,313	519	X	X		X	X		
Yiddish, Pennsylvania Dutch or other West Germanic languages	876	187				Yiddish, Dutch	Yiddish, Dutch		
Greek	753	85				X	X		
Hebrew	738	130				X	X		
Serbo-Croatian	618	348				Serbian, Bosnian, and Croatian	Serbian, Bosnian, and Croatian		
Bengali	562	109				X	X		
Khmer	554	351				X	X		
Swahili or other languages of Central, Eastern, and Southern Africa	367	-				Swahili	Swahili		
Armenian	170	-				X	X		
Hmong	99	-				X	X		
Haitian	-	-	Haitian Creole	Haitian Creole		Haitian Creole	Haitian Creole		
Navajo	-	-				X	X		
Other Native languages of North America	-	-							

211 will provide assistance  
24/7 in 150 languages.  
Community Connect Labs  
Help desk in 6 languages

TBD

Source: American Community Survey, 2017, 1-year estimates; Tables B16001 and S1810

### Attachment C (REVISED)



<b>Outreach Messaging</b>	◆ Initial Outreach - Build Database	◆ Educate Messages	◆ Motivate Messages	
<b>Outreach Programs</b>	◆ Generate Interest	◆ Training and Refinement	◆ Events and Boots on the Ground	
<b>Steering Committee Focus</b>	◆ On Boarding	◆ Outreach/Implementation Plan	◆ Review Plan, Assist in Training	◆ Assit in Events, adjust plan if needed



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

9.

**Meeting Date:** 04/15/2019

**Subject:** Receive presentation on youth 24 and under

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:**

**Referral Name:** Presentation on Youth 24 and under

**Presenter:** Kristine Solseng, DCD, Fran **Contact:** Kristine Solseng (925) 674-7809,  
Biderman, First 5 Fran Biderman (925) 771-7331

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#### **Referral History:**

At the February 19, 2019 Steering Committee meeting, Supervisor Burgis requested each month the Steering Committee hear a presentation about a particular Hard to Count population.

#### **Referral Update:**

Fran Biderman is a special projects coordinator with First Five Contra Costa and a member of the Contra Costa County Complete Count Steering Committee. She will provide a presentation about counting children under the age of five.

Kristine Solseng, Conservation and Development Department will present information about where children live and potential resources to help reach families with young children. Kristine will present an online map story. The map story can be viewed at <https://arcg.is/1jCDrr>

#### **Recommendation(s)/Next Step(s):**

RECEIVE presentation on Children and the Census by Fran Biderman, First Five Contra Costa and Kristine Solseng, Conservation and Development on potential barriers and opportunity around counting children in the 2020 Census.

#### **Fiscal Impact (if any):**

NA

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#### **Attachments**

Kids Presentation

Fact Sheet 1

Fact Sheet 2

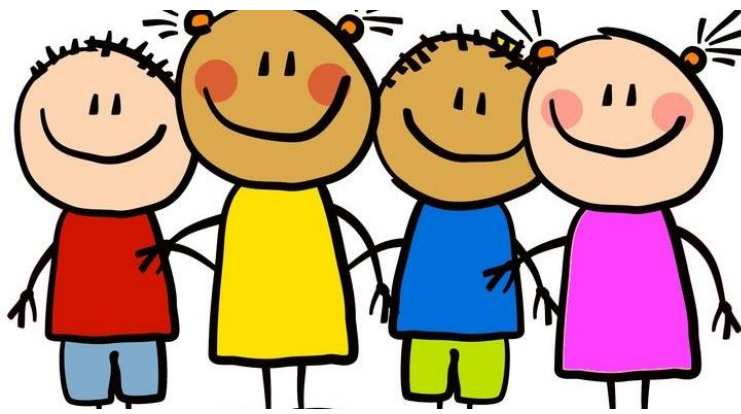
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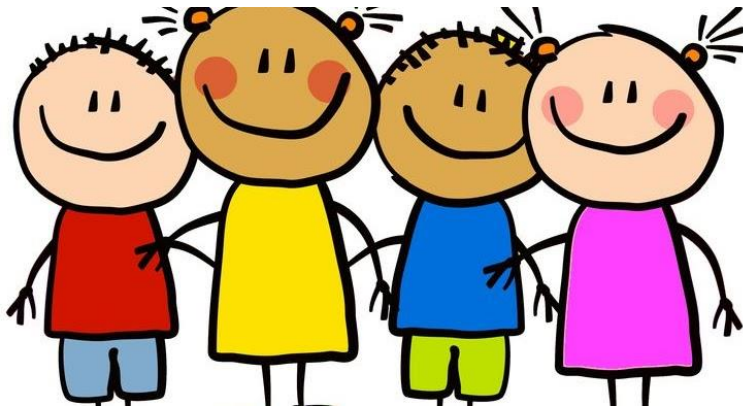
# Reaching Contra Costa's Young Children for the 2020 Census

*Presentation to 2020 Census Complete Count  
Committee April 15, 2019*



## WHAT DO WE KNOW?

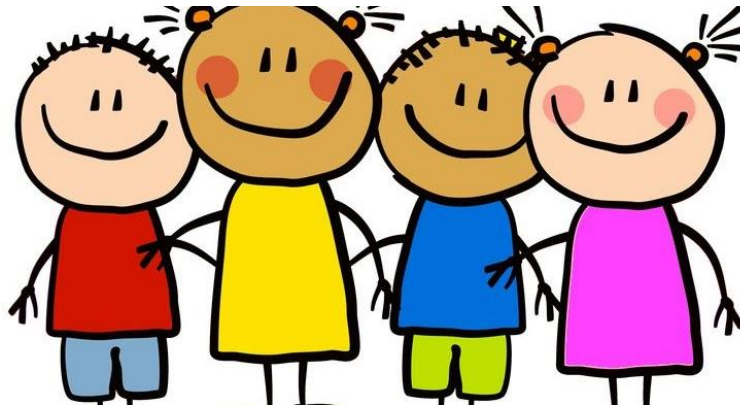
- 65,500 children in Contra Costa County under age 5 (2017)
- California had highest rate of an undercount of young children in the entire country in the 2010 census (1 million)
- Children of color had higher rates of an undercount than white children
- Undercount of young children impacts funding for Head Start, SNAP/CalFresh, CHIP/health insurance, Child Care Block Grant as well as impacts data needed for building housing, schools, shopping centers, etc.



## WHAT DO WE KNOW?

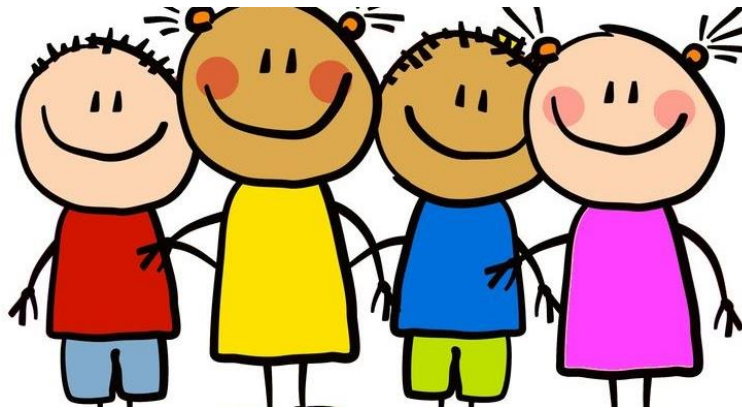
- First 5 served 8,882 children in 2018 in their various programs
- 2,500 children were served in Head Start programs
- Over 5,000 children were served by CoCoKids, the county's child care resource and referral agency
- 142 child care sites served by the County Office of Education/Child Care Local Planning Council





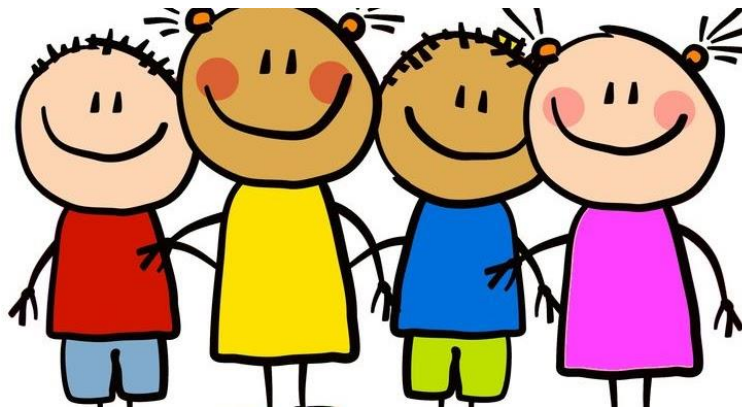
## WHY ARE KIDS HARD TO COUNT?

- The 2020 census could undercount 1 million kids and there are many reasons:
  - ❑ Confusion over whether certain kids should be counted (e.g., kids who have split custody, newborns, kids living in a household who aren't related to the parents, kids living with grandparents)
  - ❑ Lack of parents' participation due to fear of data being shared — especially in immigrant communities



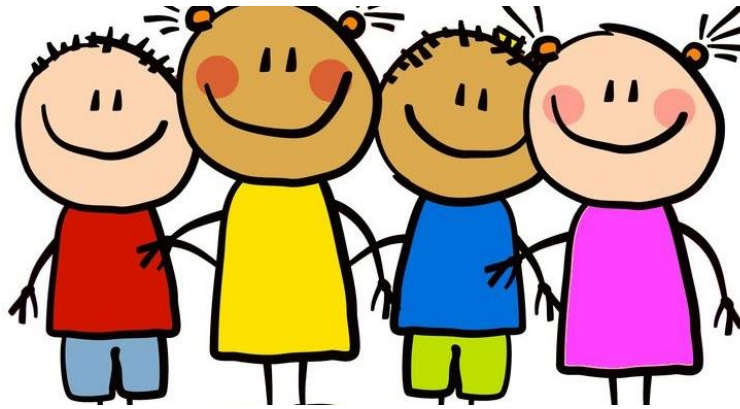
## WHY ARE KIDS HARD TO COUNT?

- English not the parent's first language and uncertainty of where to get help
- A belief it will take too long, and won't benefit the person taking it
- Lack of access to the internet/unfamiliarity with computers



## WHO SHOULD BE COUNTED?

- Any child living in a household, even if only temporarily on April 1, 2020
- Pregnant women if their due date is on or after April 1, 2020
- Babies count, even if the mom and baby are still in the hospital!
- Children who live with a parent most of the time or, if the time is evenly split, the adult who has the child on April 1, 2020 should count the child



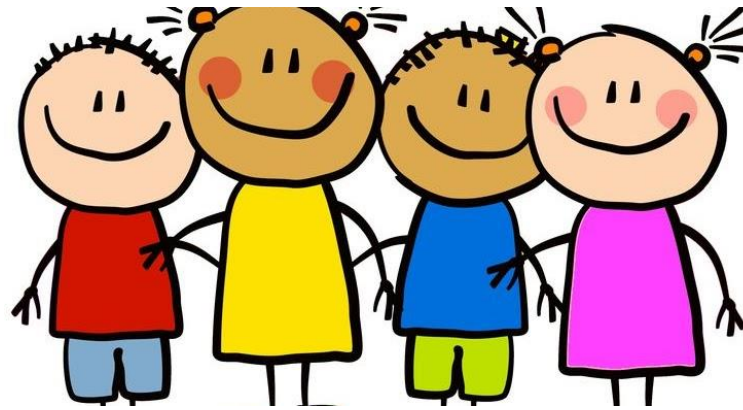
## OPPORTUNITIES

- Messaging: Everyone counts, everyone belongs (Hagase Contar: Make yourself count!)
- First 5 Association providing support to First 5's throughout the state with technical assistance, webinars, fact sheets, media ideas, flyers, and swag
- Opportunity to connect with new and trusted messengers: pediatricians, nurses, teachers, health providers, home visitors, family members



## OPPORTUNITIES

- First 5, Head Start, CoCoKids and County Office of Education/Child Care Local Planning Council attended a day-long training sponsored by First 5 Association and will continue to meet to strategize (and we invited Health Services/WIC to join us)
- Sesame Street is signing on to help with “Count Dracula!”
- Young kids are on the radar of the Contra Costa Complete Count Committee!



LAST BUT NOT LEAST, WHERE ARE THE KIDS?





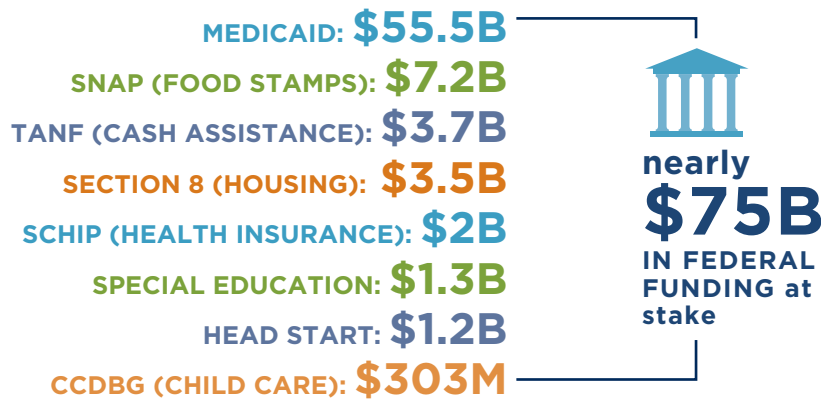
## Census 2020: Making Sure Young Children are Counted

Census 2020 is ramping up, and we need to make sure everyone in our community is counted — especially young children. In the last census (2010), about five percent of children under age five weren't counted — approximately one million kids nationwide. California had the highest rate of undercount for young children in the entire country.

Children of color had higher rates of undercount than white children. Experts estimate that about 6.5 percent of young African-American and Latino children were overlooked by the 2010 Census, which is roughly twice the rate of young non-Latino white children.

The census count determines how much federal funding each state receives. **An undercount in 2020 could cost California more than \$3 billion in federally funded federal programs**, including those affecting young children, such as Medicaid, Head Start, and the Supplemental Nutrition Assistance Program (food stamps).

### Amount of federal funding the state receives annually for programs that affect kids



SOURCE: COUNTING FOR DOLLARS 2020: CALIFORNIA

An undercount in our county and state could mean fewer seats in the U.S. House of Representatives and electoral college, which are based on population.

### What causes undercounting?

**Some of the more common reasons that young children are undercounted include:**

- Lack of parents' participation due to fear of data being shared — especially in immigrant communities
- Confusion over whether certain kids should be counted (e.g., kids who have split custody, newborns, kids living in a household who aren't related to the parents)
- Lack of participation in the census due to a belief it will take too long, and won't benefit the person taking it

**Certain changes for the 2020 census could make the undercount worse, including:**

- Collection will be mostly digital, and some low-income communities lack access to the Internet
- The possible addition of a question about citizenship status may increase fears of data being reported to immigration authorities
- Fewer resources for outreach than in 2010



# Our Kids Count

**In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.**

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to decide where money for programs like child care, free school lunches, and Medi-Cal will go.

## Here are just a few reasons why your participation in the census matters:



When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.



For every person not counted, the community loses an average of \$20,000 over 10 years.



The number of people your state has in Congress is based on the census count.

## Here is how it works:

- (1) In March 2020, you will get a census reminder in the mail.
- (2) Complete the census form online, or request a paper form.
- (3) Submit your online form, or mail in your paper form.

**About one million kids under age 5 were not counted in the last census.**

**Please be counted so your community gets the funding and services it deserves.**



# Common Questions about the Census



## **Are my answers private?**

**YES.** By law, your response to the Census CANNOT BE SHARED with anyone outside the census. This includes ICE (immigration), police, CPS (Child Protective Services), the IRS, the FBI, your landlord, or anyone else. No one can use your census answers to reduce your benefits, evict you, deport you, fine you, or take your children.

## **Can I skip questions?**

**Complete all questions if you can.** And please make sure everyone in your household is counted — every adult, child, and baby.

## **How can I take the census?**

**You have options.** You can fill out the census on a computer (at home or a library), over the phone, or on paper. For help in requesting a paper census form, call 1-877-EL-CENSO.

## **How long does it take?**

**About 3-5 minutes per person being counted.**

## **What if my child is a baby — do I list him or her on the census?**

**YES.** Please list your baby no matter how old — even if you are still in the hospital!

## **I am pregnant — how should I note this?**

**Include yourself and a child** if your due date is on or after April 1, 2020.

## **I have kids living with me who aren't mine — do I list them?**

**YES.** You should count any child who is living at your address, even if only temporarily, on April 1, 2020.

## **I have more people living with me than my landlord knows. I shouldn't list them, should I?**

**Everyone should be listed.** The census will not report your answers to your landlord or anyone else. Please make sure all people in your household are counted who live there on April 1st, 2020.

## **I am not in the country legally. Should I take the census?**

**YES.** By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone in the U.S. at the time of the census should be counted, no matter the citizenship or immigration status.

## **My child doesn't live with me all the time — do I list him or her?**

**It depends.** Whomever your child lives with most of the time should count your child. If time is split evenly, the adult who has the child on April 1, 2020 should count the child.

**Your answers to the census are 100% private and are not shared with anyone.**



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

10.

**Meeting Date:** 04/15/2019  
**Subject:** Meeting Schedule and Work Plan  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:**  
**Presenter:** Meeting Schedule and Work Plan

**Contact:**

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#### **Referral History:**

It is anticipated that the Steering Committee will meet at least once a month through Fall 2020 to complete the actual Census and oversee any post-Census activities. A meeting schedule and work plan through December 2019 was proposed at the February 19, 2019 meeting. The work plan was designed to coincide with the key milestones identified, so far, by the State. Additional meetings may be required as new information becomes available. Committee members were asked 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.

At the February 19, 2019 meeting the committee unanimously voted to meet the third Monday of each month from 12:00 noon to 2:00.

At the March 18, 2019 meeting an updated meeting schedule was provided with a confirmed meeting location and dates. With the exception of the July meeting, due to the room not being available at the regular meeting time. Supervisor Andersen requested that an alternate location be confirmed in order to keep the meeting time schedule consistent at 12:00 noon.

#### **Referral Update:**

At the March 18, 2019 Steering Committee meeting Supervisor Andersen reviewed the meeting schedule and asked staff to find an alternate location for the July meeting, to keep the meeting time schedule consistent. Consensus was to keep the committee meeting schedule consistent at 12:00 to 2:00.

#### **Recommendation(s)/Next Step(s):**

A new meeting schedule is provided including the location change for the July 15, 2019 meeting. The meetings are scheduled for the third Monday of every month through December 2019, from 12:00 noon to 2:00 p.m.

#### **Fiscal Impact (if any):**

None.

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**Attachments**

Meeting Schedule

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## 2020 Census Complete Count Steering Committee

### 2019 Meeting Schedule

3<sup>rd</sup> Monday at 12:00 Noon

CCC EMS Agency, 777 Arnold Drive, Paramount Room, Martinez

Meeting Date	Subject	Staff Contacts
February 19	<ul style="list-style-type: none"> <li>• Census Overview/Updates</li> <li>• Complete Count Committee Overview</li> <li>• Strategic Plan/Budget</li> <li>• Working Group Structure</li> <li>• Kick-Off Event – April 1, 2019</li> <li>• Meeting Schedule</li> </ul>	<p style="text-align: right;">Barbara Riveira, County Administrator's Office Phone (925) 335-1018 <a href="mailto:barbara.riveira@cao.cccounty.us">barbara.riveira@cao.cccounty.us</a></p> <p style="text-align: right;">Kristine Solseng, Conservation and Development Phone (925) 674-7809 Kristine.Solseng@dcd.cccounty.us</p>
March 18	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Strategic Plan / Budget Recommendation to Board of Supervisors</li> <li>• Hard to Count Population 1 Study Session</li> <li>• Working Group Reports</li> <li>• Kick-Off Event – April 1, 2019 Update</li> </ul>	
April 15	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Kick-Off Event Update</li> <li>• Working Groups Report</li> <li>• Hard to Count Population 1 Study Session-Continued</li> </ul>	
May 20	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates</li> <li>• Hard to Count Population 2 Study Session</li> <li>• Mini-Grant RFP Approval</li> <li>• Draft Mini-Grant RFP Review</li> </ul>	
June 17	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates</li> <li>• Hard to Count Population 3 Study Session</li> <li>• Initial Non Response Follow Up Ideas</li> </ul>	

<p>July 15  <b>Meeting Location Changed to Admin Building 651 Pine, Martinez Room 101 – 12:00 Noon</b></p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates</li> <li>• Hard to Count Population 4 Study Session</li> <li>• Mini-Grant Phase I Recommendations to BOS</li> <li>• “Educate” messaging plan</li> </ul>	
<p>August 19</p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates</li> <li>• Hard to Count Population 5 Study Session</li> <li>• Review Draft Implementation Plan</li> </ul>	
<p>September 16</p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates / Mini-Grant Updates</li> <li>• Approve Implementation Plan</li> </ul>	
<p>October 21</p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates / Mini-Grant Updates</li> <li>• Mini-Grant Phase II Recommendations to BOS</li> <li>• Adopt a Block Missing Areas Review</li> </ul>	
<p>November 18</p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates / Mini-Grant Updates</li> <li>• Review Draft Training for QAC/QAK and Canvassing</li> </ul>	
<p>December 16</p>	<ul style="list-style-type: none"> <li>• State/Federal Update</li> <li>• Working Group Updates / Mini-Grant Updates</li> <li>• “Motivate” messaging plan</li> </ul>	