

Individual Census Partner Program Proposal

- **What is it**
 - An individual volunteer program to connect with trusted community members who want to ensure their community members are counted in Census 2020.
 - Time commitment
 - At least 20 total hours between March - July 2020.
 - Each project's duration and schedule will vary.
 - Opportunities will be available during the week, evenings, and weekends.
- **Why does it matter**
 - While the county has established partnerships with various organizations, government agencies, and cities to support our efforts ensuring all Contra Costa County residents are counted in Census 2020, many individuals have expressed desire to be individual census champions in their own communities/neighborhoods.
 - By working with individual volunteers and connecting them to official census information/outreach, we can get more boots on the ground throughout the county.
 - These individuals will have more intimate connections with their community and can provide more authentic outreach/communication.
 - It's inexpensive and fits into our existing outreach plans and budget.
 - Allows us to track more activities happening throughout the county for state reports.
- **Timeline**
 - Nov 2019: Develop implementation plan for program and design outreach/signup materials
 - Dec 3, 2019 – Jan 20, 2020: Program sign up
 - Jan 22, 2020: Onboarding conference call
 - Feb - March 2020: Training Workshops
 - March – July 2020: Census Outreach
 - July 2020: Final report due
- **Develop Implementation Plan**
 - Website content
 - Add a tab on the website to provide information and link to the google form.
 - Form for sign up
 - Branded google form to capture potential volunteer's information and project interests (see below for different ways they can get involved)
 - We will capture which communities people plan to outreach to make sure we have volunteers working throughout the different regions of the county.
- **Program Signup**
 - Launch program signup form on website
 - Outreach
 - Blast on social media
 - Leverage county/city relationships to post widely on community and elected pages
 - Put in monthly newsletter
 - Email census partners and interested parties list to alert them if they have any people they think might be interested.

- Develop materials/guides to be used at training workshops.
 - Presentation
 - Collateral/resources to hand out to volunteers
- **Training Workshops**
 - Depending on the number of volunteers and their locations we will decide on the number of trainings and their locations.
 - These workshops will educate volunteers on:
 - Key aspects of Census 2020 (what, why, when, where, how)
 - How to engage community members
 - How to address misinformation, questions, and concerns
 - Where to direct community members for language, digital, and other support
- **Census Outreach**
 - Adopt-your-block
 - Knock on your neighbor's doors and remind them to take the census, answer any questions or concerns, and provide them with resources where they can get more information.
 - Staff a QAC
 - Provide in-person support at a QAC in the county.
 - Based on individuals interest/availability/region staff will coordinate schedules.
 - Host Census event/workshop
 - Individuals have expressed desire to host individual events in their communities whether with their churches, schools, neighborhood etc.
 - Keep community informed
 - Social media
 - Develop sample posts and media for them to share.
 - Timed social media campaigns and encourage our champions to help us spread the word with their own networks throughout Census phases
 - Newsletters
 - Make sure your local neighborhood/community newsletters have info about the Census and where people can go for help and info
 - Youth Ambassadors
 - Educate/train interested youth to be trusted messengers at school and with family/peers.
- **Final Report**
 - Champions will be required to submit a report that is similar to our post event forms used to capture information we need to report to the state via their implementation plan.
 - This will be designed prior to the workshops and explained there.
- **Next Steps**
 - Decide on name
 - Census Champions
 - Census Ambassadors
 - Individual Census Partners
 - Start developing