

Contra Costa County “Complete Count” Census 2020 Communications Plan or Framework

TIMELINE:

May – Dec 2019	MOBILIZATION (Countywide engagement; outreach to trusted messengers)
June – July 2019	Plan and define deliverables for communications, including this Plan
July – Sept 2019	Receive Communications materials from the State; review and plan County Resources & Census Toolkit to be available on Census website
Sept – Nov 2019	Implementation – Prepare, design and make resources & toolkit available on website, and provide training sessions.
Dec 2019/Jan 2020	Assist partners, the public and the media with Census 2020 Contra Costa with public campaign starting in Jan. 2020

OUTREACH PRIORITIES:

1. Create a Countywide theme or tagline.
2. Create a toolbox of both resources & marketing materials or “toolkit” to assist partners
3. Resources and toolkit to offer a variety of messaging to reach hard-to-reach populations
4. KEY: Provide a framework/assistance to others in Census 2020 outreach, yet allow trusted messengers to create even more niche messaging, as needed (BUILD SUPPORT STRUCTURE)
5. KEY: Focus on the benefits to an individual. Focus on the positives. My Library. My child’s school. My infant’s child care. My neighborhood. My senior center. My retirement. My housing. My _____.

DELIVERABLES (see also what State and ACBO provides):

- Flyers (full page; 1/3 page for mail inserts)
- Social media images to upload and messaging
- Stickers “We all count!” “I count” “My school counts” “My child counts”
- Email blast images and messaging
- Website
- Banners
- Videos
- Events – in person and “virtual”