

To: Contra Costa County Board of Supervisors

From: Supervisor Diane Burgis

Date: 1/9/2019

Re: Request for Complete Count Steering Committee Appointees

Happy New Year!

At the last meeting of 2018, the Board of Supervisors gave a resounding support for the 2020 Census ensuring Contra Costa County has a complete count. In order to do so, we will need a diverse Steering Committee to share the outreach effort. I have met with county staff and community members and I am ready to go! I am looking forward to an exciting 2019 as we prepare for the 2020 Census!

Steering Committee Composition

As we discussed, the Census 2020 Complete Count Steering Committee should include diverse perspectives in terms of both demographics (immigrants, minority populations, youth, LGBTQ, non-English speakers, homeless, and rural residents) and organizational types (governmental, nonprofit, faith-based community, business, education, housing, and media).

The Steering Committee should be composed of 11-15 members, including the Chair. Of these, 5 will be representatives from each Supervisorial District and 5-9 will be at-large members. The at-large members will be determined after the Board appointees are selected, to fill any gaps in the composition needed to create an effective outreach campaign.

Board Appointees for Steering Committee

Each Supervisor may appoint one person to serve on the Complete Count Steering Committee. This person should be committed to attending **both** the Steering Committee meetings **as well** as any applicable **Regional Subcommittee meetings**. When considering an appointee, please keep in mind who the Hard to Count Population in your district might be. Representative on the Steering Committee could include individuals from Immigrant communities, minority communities, organizations working with those in living in poverty, youth between the ages of 0-5 and 18-24, faith-based organizations, nonprofits and community-based organizations, and rural residents. In order to help you best select an appointee, the following resources may be beneficial:

- **Language Maps:** These maps were prepared for the library and elections to best serve non-English speaking population. The maps show Census Tracts areas where 3% or more of the population speaks English “Less than Well” and the language spoken at home.
- **Selection of updated maps from the Board Presentation:** These maps show the Low Response Score and some of the key factors used to determine the Low Response Score.
- **Online mapping resources:** Both the Census Bureau and the State have developed web map applications to help better understand Hard to Count populations click on a census geography and a pop-up will show some key demographic characteristics.
 - [Census Bureau Web Map](#)
 - [California State Department of Finance Web Map](#)

- **Interested Parties List:** Staff has a list of community organizations and other parties interest in Census 2020 Outreach. A copy of the list is attached.
- **Staff Input:** If you have additional questions about demographics in your district or a specific Hard to Count Area, please contact Kristine Solseng (Kristine.solseng@dcd.cccounty.us) and she can provide additional demographic data as needed.
- **Community Knowledge:** You know your communities and who the trusted messengers are within the community – local knowledge and trust are what will build connection with the community and this is the most important factor in providing good information to get a complete count.

Please provide my office with your appointee by Monday, January 21st at 5 pm. Applications for at-Large seats should be submitted to Julie Enea at Julie.enea@cao.cccounty.us no later than January 23rd. In addition to the appointee name, please provide the organization they represent, the hard to count populations they work with, and contact information.

Steering Committee Expectations

Committee members will serve as ambassadors for the 2020 Census within their region and/or across diverse sectors and communities countywide. They will think strategically about how to engage residents in hard to count populations, help to organize community events, communicate through their networks, and make presentations to community groups. They must be able and willing to commit the time required (estimated to be 5-10 hours/month) and regularly attend Complete Count Committee meetings, which will be held monthly in the afternoons. Periodic meetings will be held in the evening or on weekends.

Regional Subcommittees

In addition to creating a diverse Steering Committee, we will be working with interested parties at the regional level. If there are community members that you think should be involved or community members requesting to be involved, please direct them to the Complete Count Survey form at www.cccounty.us/census2020.

This form will be one way we can create a diverse working list of interested organizations, what populations they serve, and where they work.

Board Staffing

Please designate one staff person that can assist with Census related activities within your district. I would appreciate it if your staff member would regularly attend the regional subcommittee meetings and assist in outreach activities as needed.

I am looking forward to the Census 2020 Complete Count effort and working with such a diverse and vibrant community.

Thank you,

Supervisor Burgis