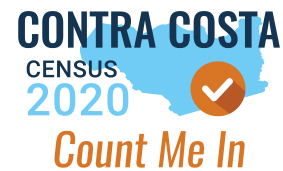




Census 2020 Wrap-Up

Achieving a Complete
and Accurate Count



CENSUS 2020 GOAL

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

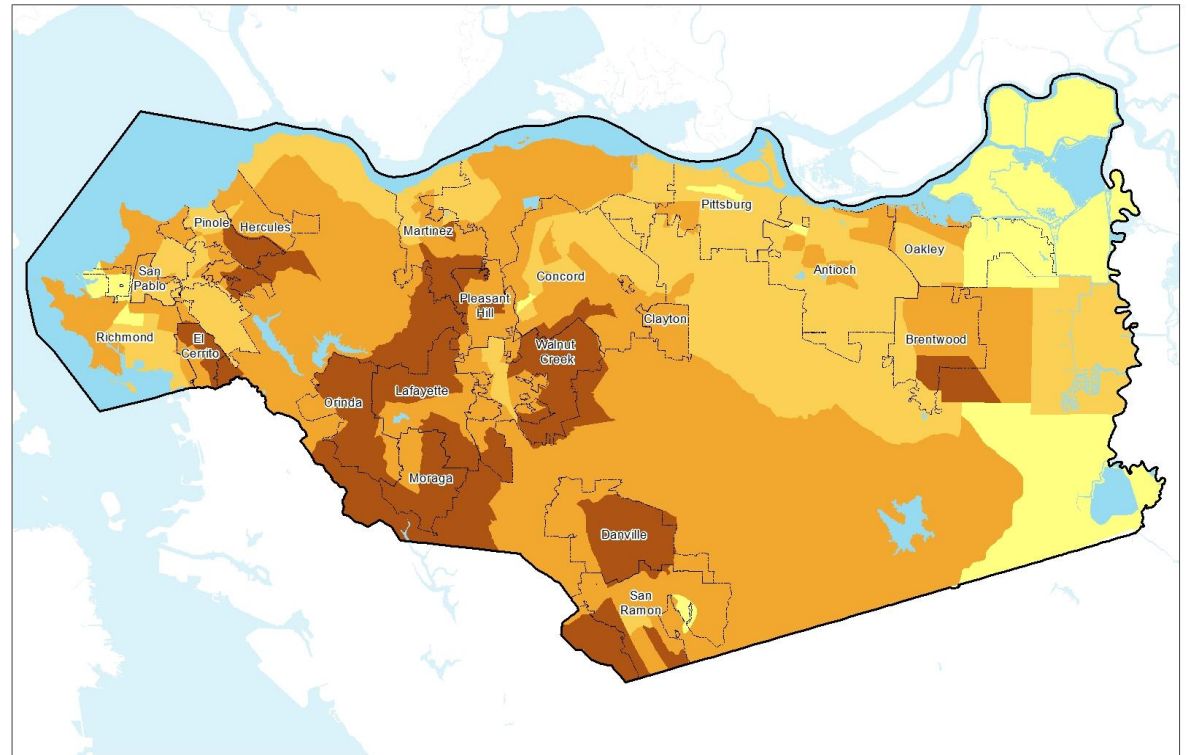
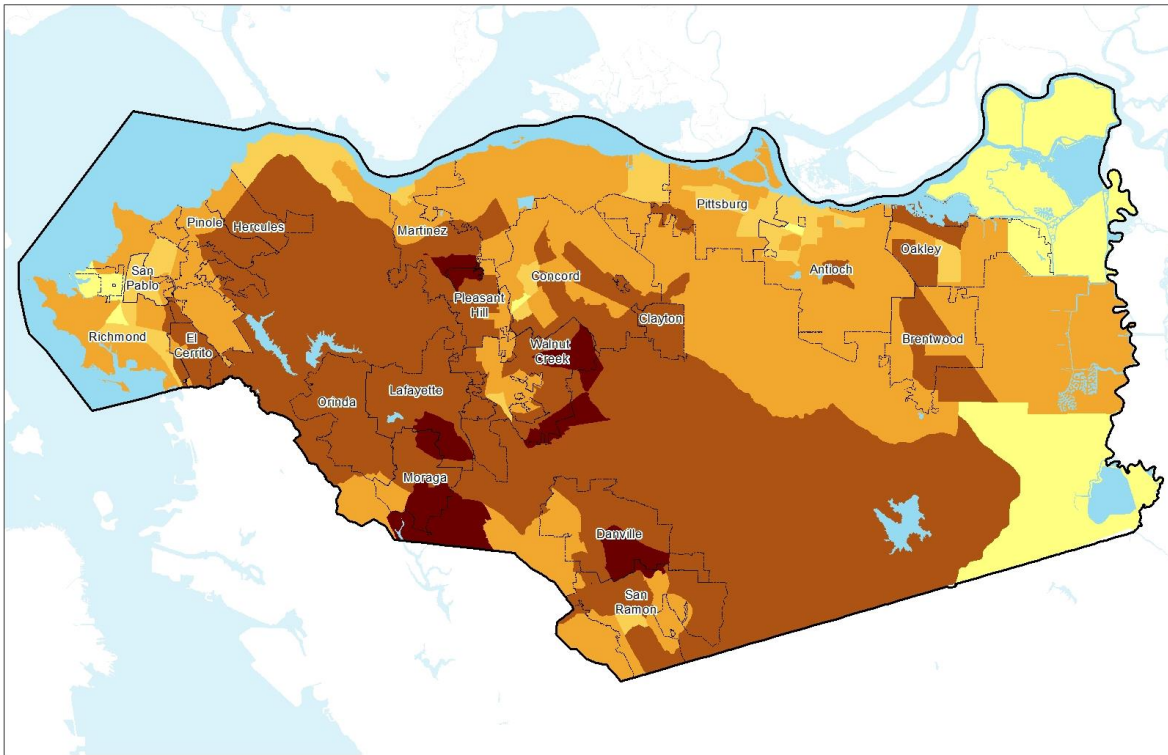
Contra Costa County Census 2020 Goals

Exceed	Meet or exceed the 2010 Self Response Rate
Increase	Increase participation in hard-to-count communities
Collaborate	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
Build Capacity	Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts

Goal: Meet or Exceed the 2010 Self-Response Rate

2020: 77.4%

2010: 72.1%



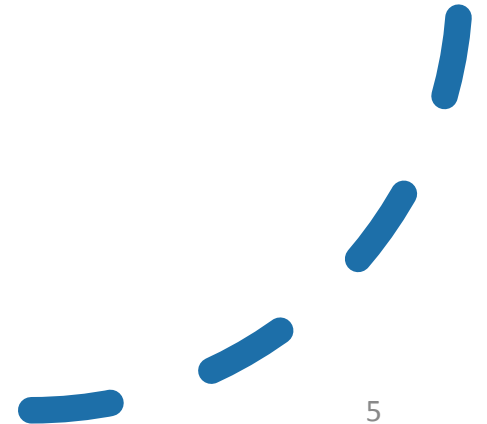
A large green circle on the left side of the slide, containing white text.

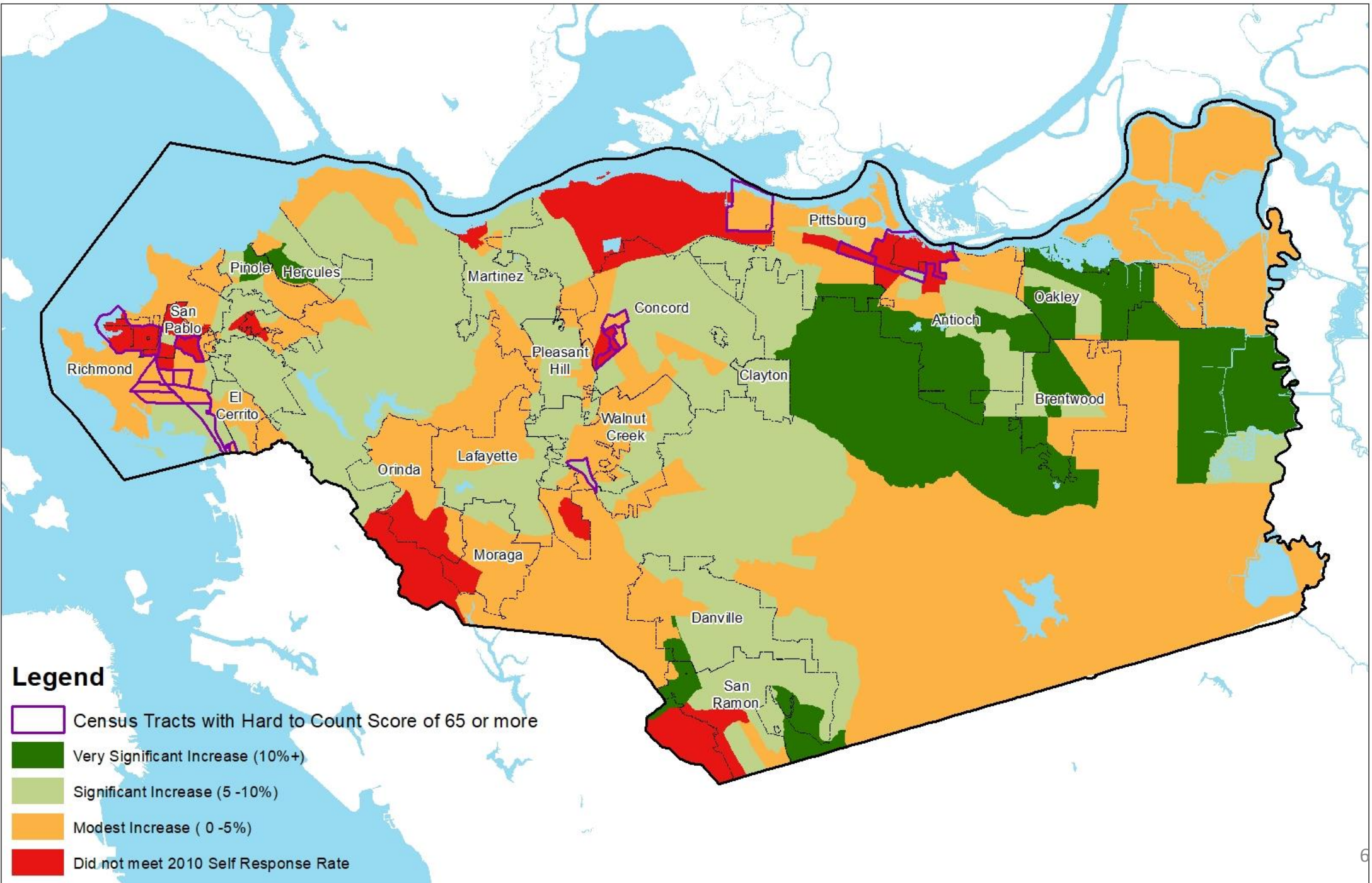
Goal: Meet or Exceed the 2010 Self- Response Rate

Nearly all Contra Costa County cities and unincorporated communities surpassed their 2010 Self-Response Rates.

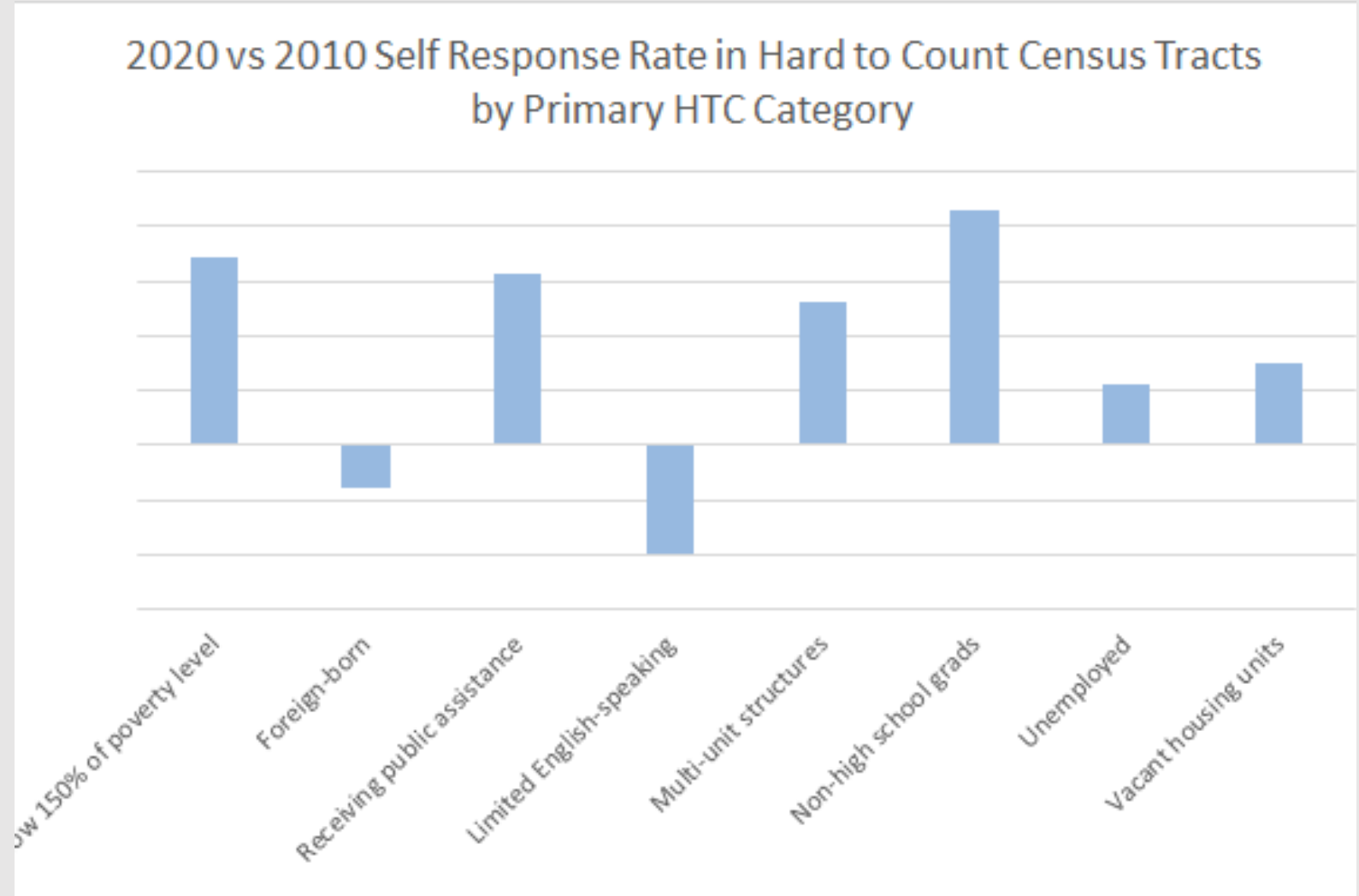
Those that did not, were within 1% of meeting the 2010 Self-Response Rates.

All during a pandemic.

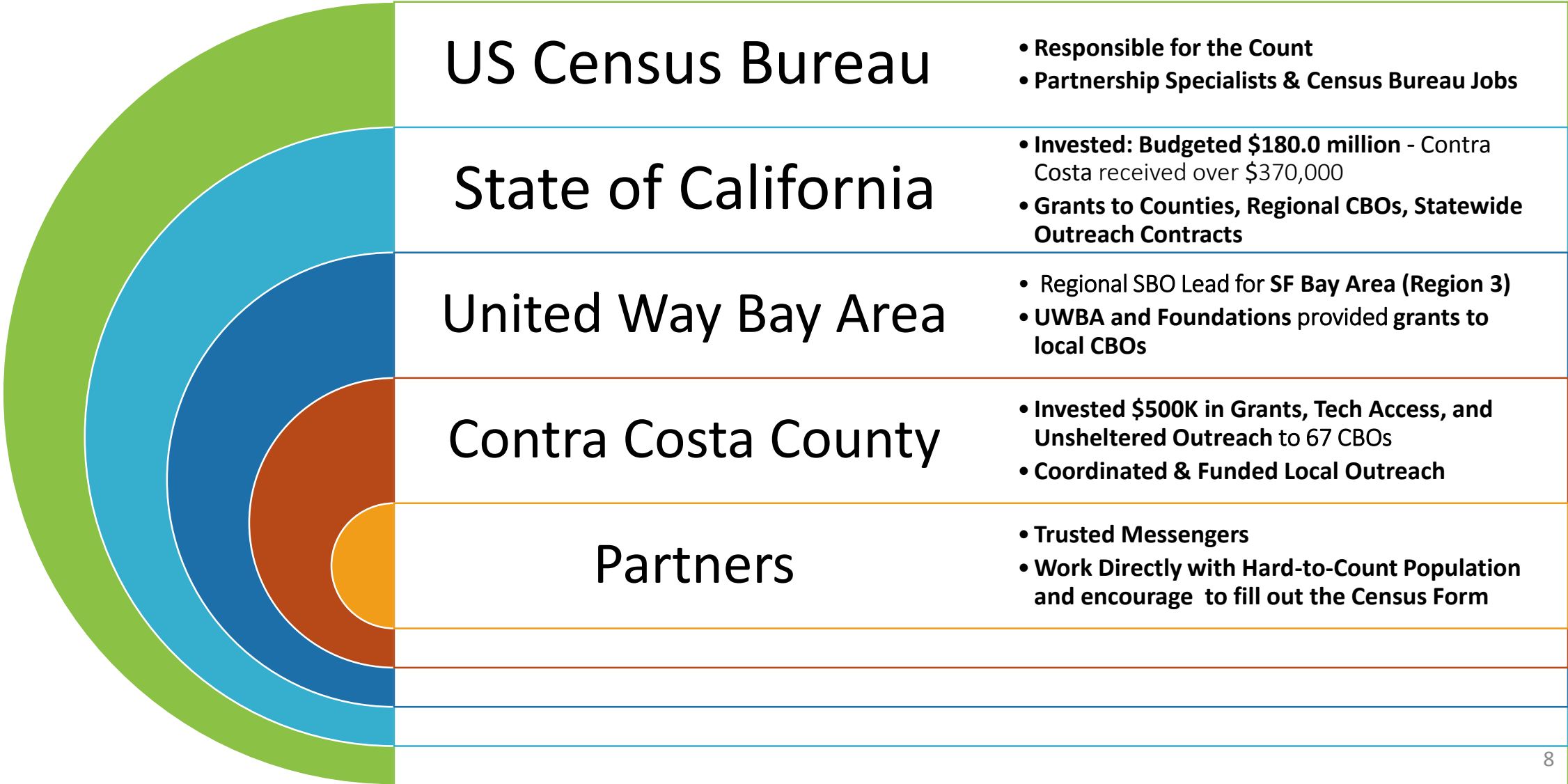




Goal:
Increase
Participation
in Hard to
Count
Communities



Goal: Collaborate with Partners



Goal: Collaborate with Partners

**Consistent Reporting structure for funds between
County, Region, and State**

**State developed robust GIS tool to inform
outreach**

Weekly coordination calls

**Excellent leadership from United Way Bay Area
and our State Program Manager, David Tucker**

**Shared resources and coordination for phone
banking, canvassing, digital media, and others**

**Strong local support from dedicated Census
Partnership staff**

Goal: Build Capacity and Strengthen Community-Based Organization

- Funded 67 Community Based Organizations (CBOs) throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.
- Census Outreach provided a foundation for other County outreach efforts such as COVID-19 and Voter outreach.

Strategy and Activities

OUTREACH STRATEGY

- Messaging Partners (social media, newsletter, etc.)
- Questionnaire Assistance Centers or Questionnaire Action Kiosks.
- Census Speakers Bureau
- Grant funding to CBOs for outreach efforts
- Adopt-a-Block (Canvassing)
- Census Ambassadors
- Media buys

COVID PIVOT

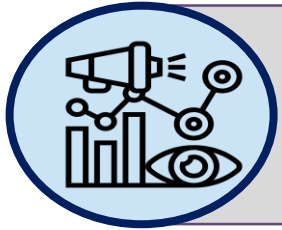
- Census Caravans
- Food Distribution
- Increased Phone Banking
- Increased Digital Ads
- Increased Social Media

Planned Activity: Messaging Partners

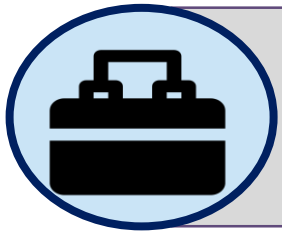
COVID: Critical Outreach pivot method



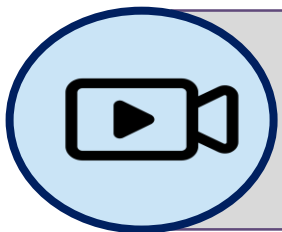
Over **400 Social Media Posts, Webinars, and emails**



More than **337,000 Impressions**.
Estimated **37,000 Non-English Impressions**



Developed **Social Media and Newsletter Toolkits** for Partners



CCTV provided **FREE Video production** for grantees



Census 2020 is
easy, safe, and important

For more information:
cococensus.org



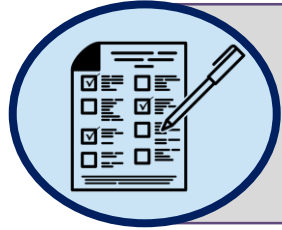
"Census data
has the **strongest**
protections in law
period."

- Terry Ao Minnis (AAJC)



Planned Activity: Questionnaire Assistance

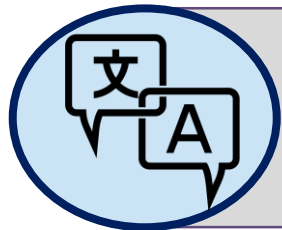
COVID: Highly Impacted – QACs could not open



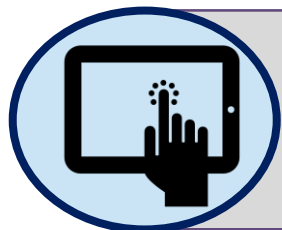
Over **35 Form Filling Assistance Activities**



More than **300 Households Served**



Estimated **50% of Assistance in Non-English Languages**

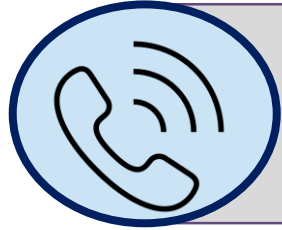


Partnered with UWBA to **Provide "QAC in a Box,"** including **loaning devices to Partners**

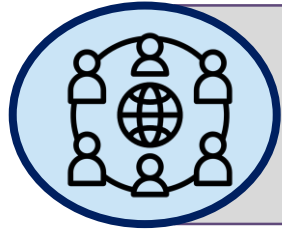


Planned Activity: Adopt-a-Block (canvassing)

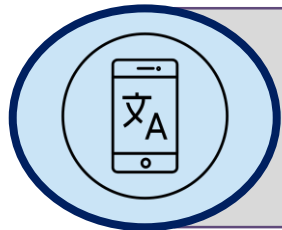
COVID: Highly Impacted – Phone Banking



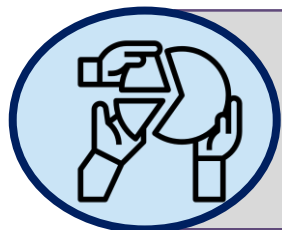
About **100** Canvassing and Phone Banking Events



Over **23,000** impressions



Over **7,400** Non-English Impressions



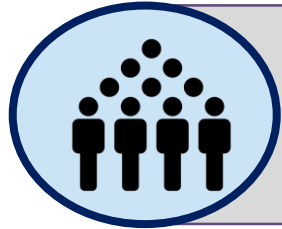
Collaborated with State and UWBA to reduce duplication

Planned Activity: Speaker Bureau / CBO Events

COVID: Impacted - food distribution, caravans, and others



230 Events, Speaking Engagement, Tabling, and Other Outreach Activities



Over 69,000 impressions



Over 7,000 Non-English Impressions



County provided over 25,000 flyers and swag distributed



RESPONDA AL CENSO HOY...

EVITE QUE ALGUIEN TOQUE LA PUERTA MAÑANA



CONTRA COSTA
2020
Count Me In

Visite: my2020census.gov
Llame: 844-468-2020

El censo es fácil, seguro, confidencial, y importante

- La población latina es el segundo grupo étnico más grande de los Estados Unidos.
- Contra Costa se compromete a promover un censo justo y preciso que cuente a todas las personas residentes. Para que nuestras voces sean escuchadas, **TODAS LAS PERSONAS DEBEMOS SER CONTADAS EN EL CENSO 2020.** Completar el censo es su oportunidad de marcar la diferencia para usted, su familia y su comunidad.
- Un censo de latinxs podría significar una pérdida de MIL MILLONES de dólares en educación, atención médica, transporte y otros programas para nuestras comunidades.
- Complete el censo hoy, para asegurarse de que nuestra comunidad sea contada y atendida.

¡Cuentense! Es su oportunidad de hacer la diferencia para que se escuche su voz y ayudar a nuestras comunidades a prosperar durante la próxima década y más allá.



The colors on this page are RGB simulations of Pantone Colors. Actual colors may vary.

Planned Activity: Media Buys/Digital Ads/Transit/Etc.

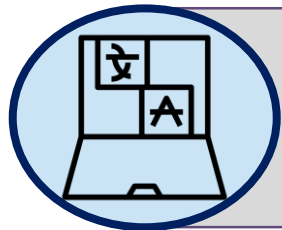
COVID: Slightly impacted



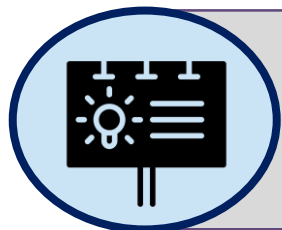
Over **80** advertising events and media buys



Over **860,000** impressions



Over **65,000** non-English impressions



County **invested funds in digital ads, transit ads, and signage**

در سرشماری 2020 شمرده شوید
وقتی شما پاسخ می‌دهید، همه نفع می‌برند

CONTRA COSTA
CENSUS
2020
Count Me In

پاسخ شما مهم است

تحت شمارش قرار گیرید

Hágase **Contar** en el **Censo 2020.**

Responda confidencialmente



en línea



por teléfono



por correo
postal

CONTRA COSTA
CENSUS
2020
Count Me In

Sea Contado

Be Counted in the 2020 Census

When you respond, you
ensure funding for your:



Community



Roads



Education



Healthcare



Social services



Housing

CONTRA COSTA
CENSUS
2020
Count Me In

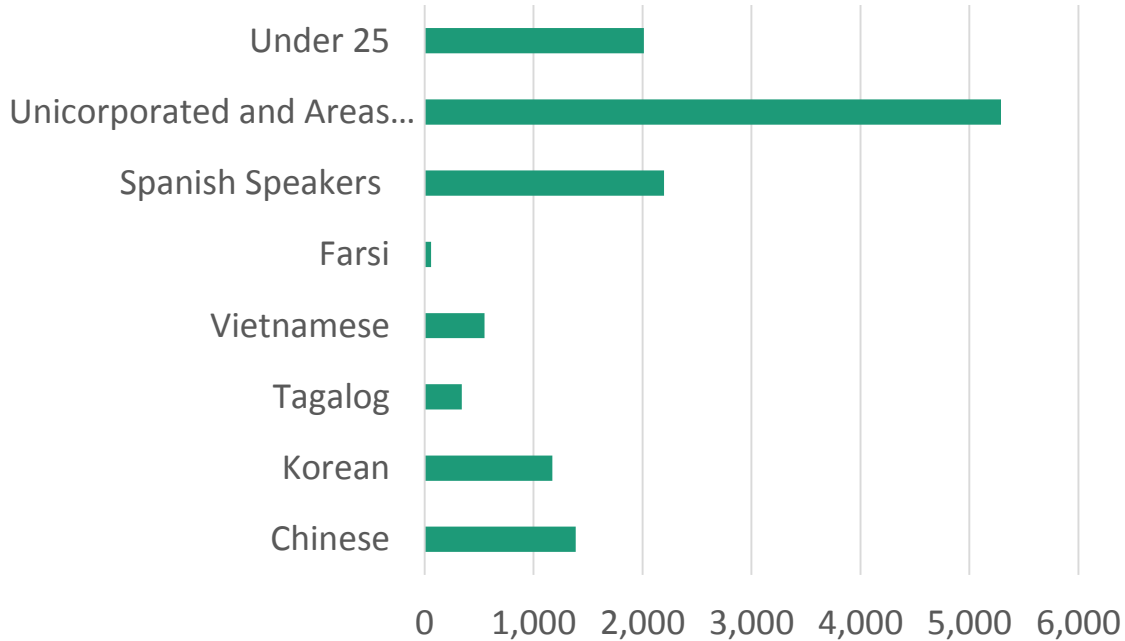
Everyone Counts

Get Counted

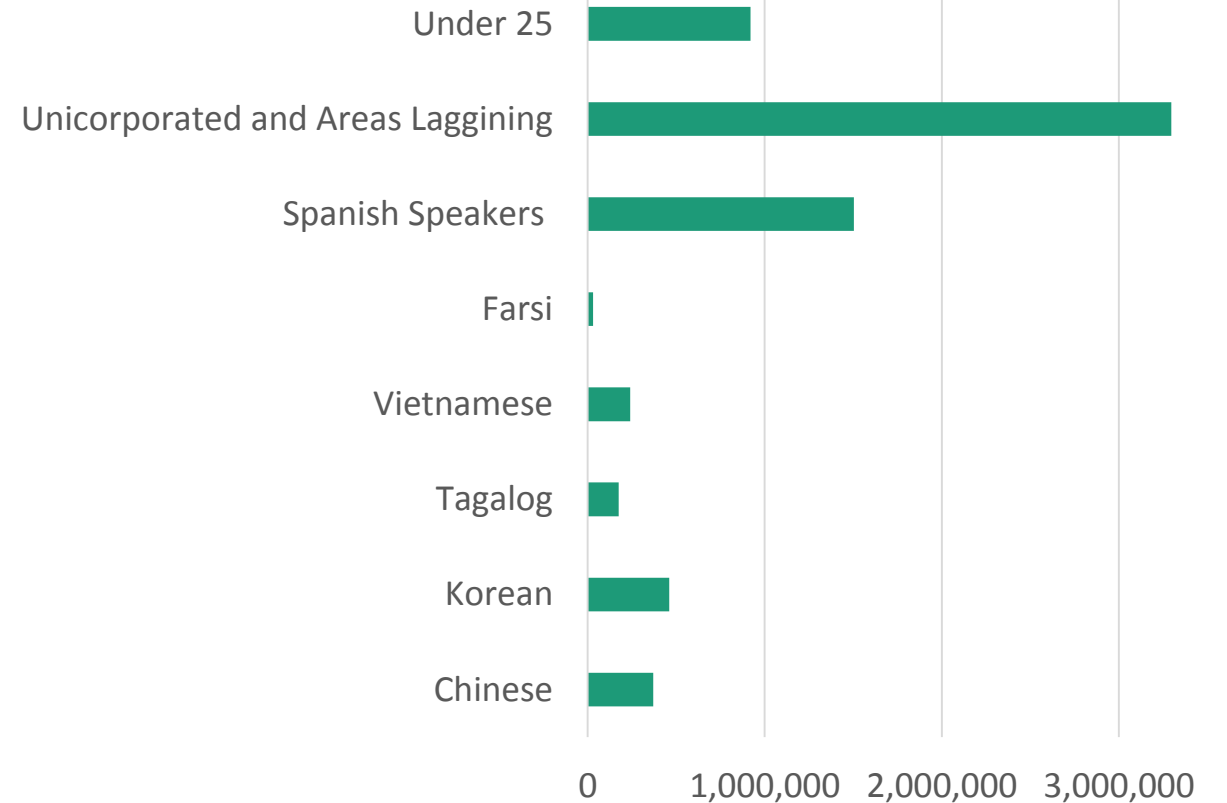


Digital Ads Analytics

Clicks by Campaign



Impressions by Campaign



Recommendations for 2030

- Continue to **build trust and maintain relationships** with Hard to County Communities and CBOs in the County – starting now and not in 10 years.
- Continue to **provide County information in multiple languages** and develop relationships with community partners to assist in non-English language outreach
- **Start planning** process in April 2028
- Ensure Census Outreach Team is **adequately staffed**
- Have **collateral and swag** designed and ordered by December 2029
- Dedicate staff, space, and vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign
- **Collaboration takes time** – allocate sufficient time for meetings with Federal, State, and Regional coordination
- **Be ready to pivot** – in 2010 the foreclosure crisis impacted outreach and 2020 had a pandemic – any 2030 bets?

THANK YOU

CONTRA COSTA

CENSUS
2020



Count Me In