

Contra Costa County Census 2020 Recaps, Recommendations, and Resources for Census 2030

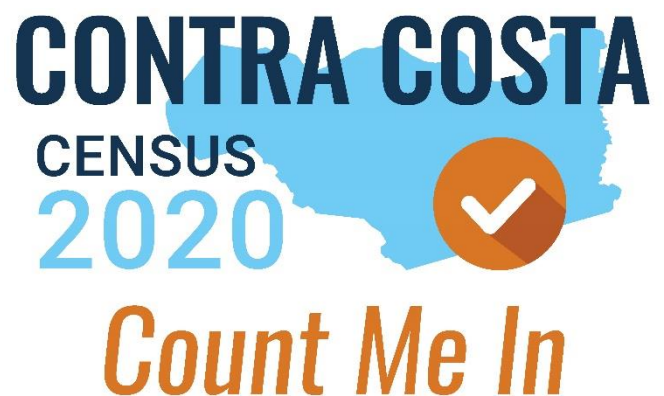


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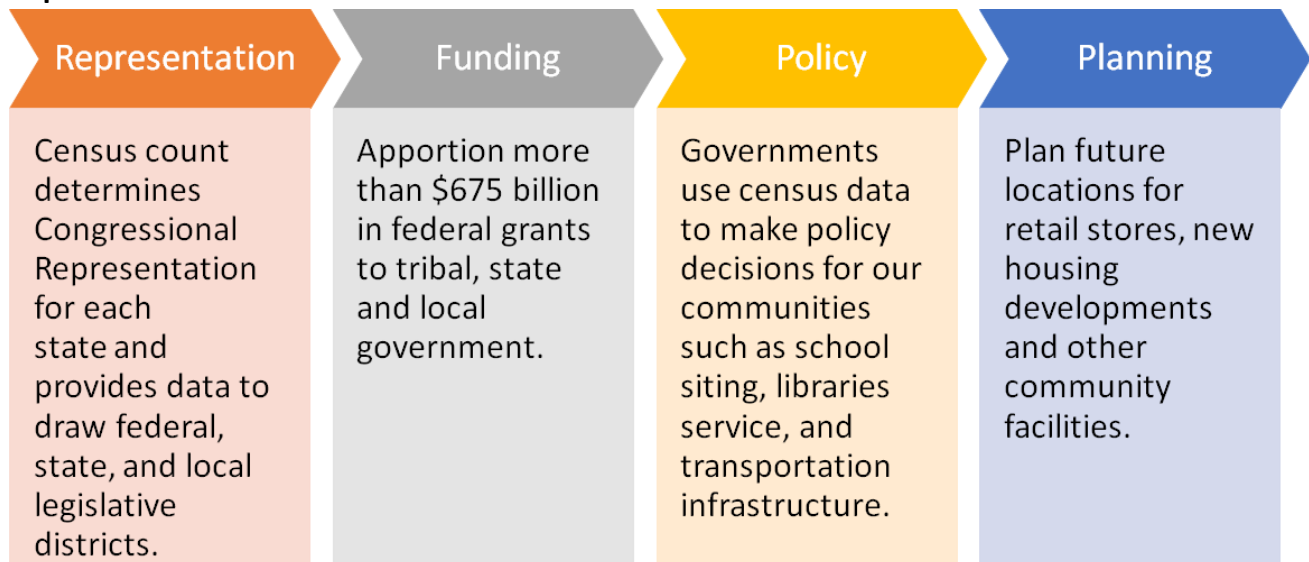
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I. INTRODUCTION

This document serves as a summary of the Census 2020 operations from the perspective of the Contra Costa County Complete Count Committee. The document suggests recommendations for county staff who work to support the 2030 Census count and provides critical resources to better understand the work that was conducted in 2020.

The Census is a short government survey conducted every ten years and asks basic demographic questions (age, race, ethnicity, sex, etc.) about each person living inside a household. The goal of the decennial count is to ensure everyone living in the U.S. is counted once, only once, and in the right place. Census data is combined into statistics which are used to apportion representation based on population, allocate over a 675 billion dollars of federal funding for critical services and infrastructure, and helps inform businesses. Each person not counted in the census is a loss of \$1000 per year in community funding over ten years. See Attachment X for a sample Census 101 presentation used during Census 2020 outreach.

Importance of the Census



II. RECAPS and RECOMMENDATIONS

A. Background on Complete Count Committee

What are Complete Count Committees

A Complete Count Committee (CCC) is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

Composition of Contra Costa County’s Complete Count Steering Committee

The Board of Supervisors opted to form a more robust Complete Count Steering Committee compared to 2010 with Supervisor Diane Burgis, District 3, appointed as the Chair and Supervisor Candace Andersen as Vice Chair. The Board of Supervisors appointed members, including representatives of organizations focusing on hard-to-count communities such as immigrants, limited English-speaking households, youth, and low-income communities. The Committee was composed of 16 members, including the Chair and Vice-Chair. Of these, five representatives were appointed by each District Supervisor, and nine were at-large members selected to reach hard-to-count (HTC) communities in Contra Costa County. The at-large members applied to serve on the committee and were interviewed by the Internal Operations (IO) Committee with final recommendations appointed by the Board of Supervisors. Figure 1 below shows the composition of Contra Costa County’s Complete Count Steering Committee for Census 2020.

Contra Costa County Complete Count Steering Committee

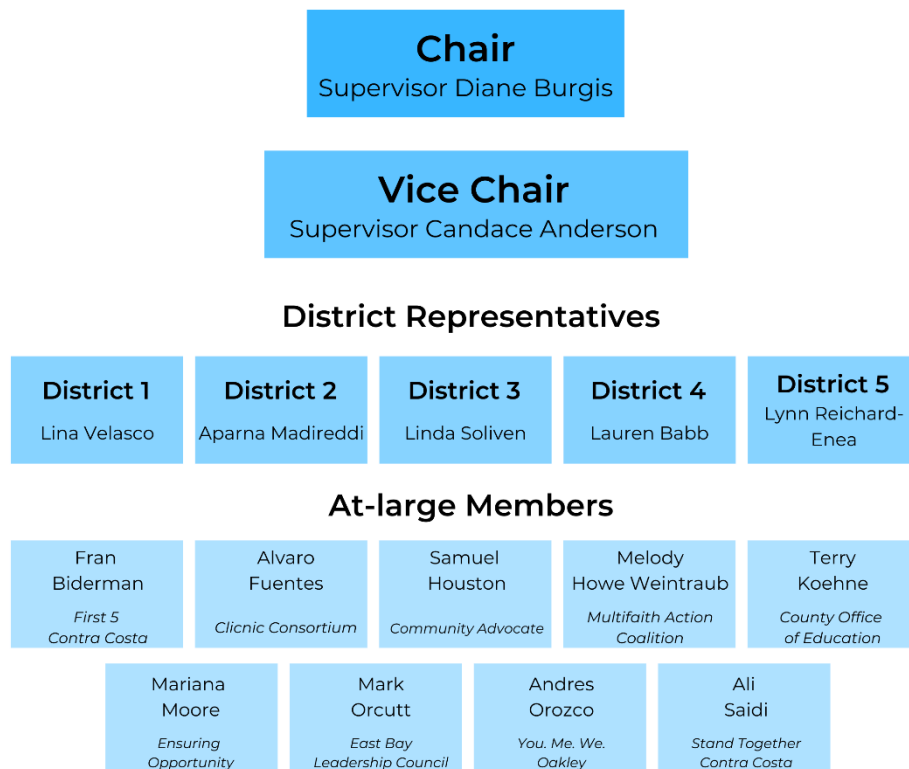


Figure 1

In addition to the Complete Count Steering Committee, two subcommittees were formed: **The Finance Subcommittee and the Outreach Subcommittee**. Each subcommittee consisted of three members from the Steering Committee. The Finance Subcommittee oversaw the allocation of county funds, tracking the

budget, and making recommendations to the larger body. The Outreach Subcommittee oversaw the implementation of the outreach strategy and supported County staff in developing and distributing collateral, swag, and other various outreach materials. The two subcommittees met as needed throughout the project.

RECOMMENDATIONS:

- Conduct analysis of the hardest-to-count communities and ensure the complete count committee has representation with organizations working with these communities.
- Include a youth representative (18 - 25).
- Complete Count members could be tasked with developing individual plans for HTC communities they serve or represent.
- Use subcommittees as working groups to avoid having to congregate entire Steering Committee to make all decisions and recommendations.

Funding Complete Count Activities

State and local governments invested more in the Census 2020 than in 2010 and any previous census in recent history. In 2010, there was limited funding due to the foreclosure crisis and recession. The Department of Conservation & Development (DCD) and County Administrator’s Office (CAO) provided staff time, and the state provided \$2 million statewide (Contra Costa County received \$30,000).

In 2020, California allocated \$90 million to prepare for Census 2020. \$26.5 million was allocated directly to Counties through the state to support local Complete Count initiatives, with the remaining going to community-based organizations (CBOs) and media buys. Contra Costa County was apportioned \$362,605 once the county opted-in to form a Local Complete Count Committee and an additional \$63,400 during the outreach period.

The Board of Supervisors allocated an additional \$500,000 from the County’s general fund to support Census 2020 outreach, for a total of \$926,405. The County funds were directed toward the grant program, technology support to County departments, and additional support to census outreach as needed.

B. Staffing

Census Outreach Coordinator and Census Outreach Specialists

The County hired one full-time Census Outreach Coordinator and two part-time Outreach Specialists (intern). The job descriptions for the temporary positions are attached.

County Staff Support for Census 2020

In addition to the Outreach Coordinator and Specialists, the Complete Count Committee was supported by several staff members working on special assignment to the census. The following County Departments provided in-kind support for the Census 2020 outreach campaign:

- **County Administration Office Analyst:** Responsible for State and grantee contracting administration, accounts payable, Committee agenda management and meeting logistics, and support of outreach efforts.
- **Department of Conservation & Development Planner:** Responsible for data analysis, mapping, development of outreach plan, reporting, and support of outreach efforts.
- **Office of Communication and Media (OCM) Director:** Developed marketing and collateral plan, oversaw creative process for outreach material.
- **District III Supervisor Diane Burgis' Office:** Supported outreach effort, including with federal, state, regional, county and local government agencies, and managed temporary hires.
- **Health, Housing, and Homelessness CORE Team Director:** Support for Service Based Enumeration (SBE) and enumerating individuals living at Temporary Non-shelter Outdoor Locations (TNSOL).
- **Department of Information Technology (DOIT):** Provided configuration and support for devices purchased for Questionnaire Assistance.

RECOMMENDATIONS

- Lead Staff Census Coordinator: County Office of Communication and Media or County Administrator Office Staff. Develop Outreach Plan.
- Oversee temporary staffing. Hire 2-3 FTE dedicated to Census in 2028 to fulfill the following roles:
 - Outreach Coordinator. Having a full time Outreach Coordinator was key in the 2020 outreach effort.
 - Grant management
 - Data and Reporting
 - Collateral and Swag ordering and distribution. In addition to staffing, dedicate a logistics space and a van to be most effective.
- Hire 2-4 Outreach specialist (interns)
 - Assist with collateral management
 - Conduct additional outreach to fill any gaps
 - Attend community events and give presentations to community groups
- Leverage existing County staffing.
 - Dedicate staff from office of Chair of the Complete Count Committee as a liaison to state, regional, county and local government agencies.
 - Consider departments that work with Hard-to-Count communities convene a County staff working group to plan an effective outreach strategy.
 - Utilize the County's PIO network with County Departments, cities, and special districts.
- Establish a communication / file sharing structure early.

C. Goals of Complete Count Committee

The following goals guided the outreach strategy for the Complete Count effort:

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

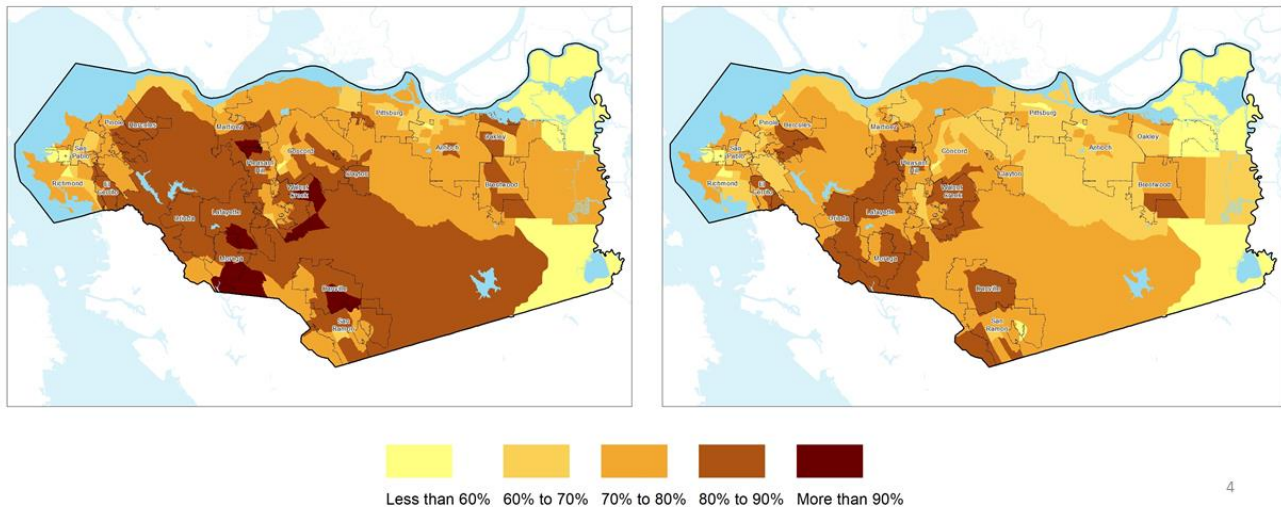
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Goal 1: Exceed 2010 Self-Response Rate

As Figure 2 shows Contra Costa County increased its Self-Response Rate (SRR) by more than five points. 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. This was all during a pandemic and during a dangerous fire season.

2020: 77.4%

2010: 72.1%



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Figure 2

Goal 2: Increase Participation in Hard-to-Count Populations

Figure 3 below illustrates that nearly all census tracts with an HTC score of 65 or more increased their self-response score.

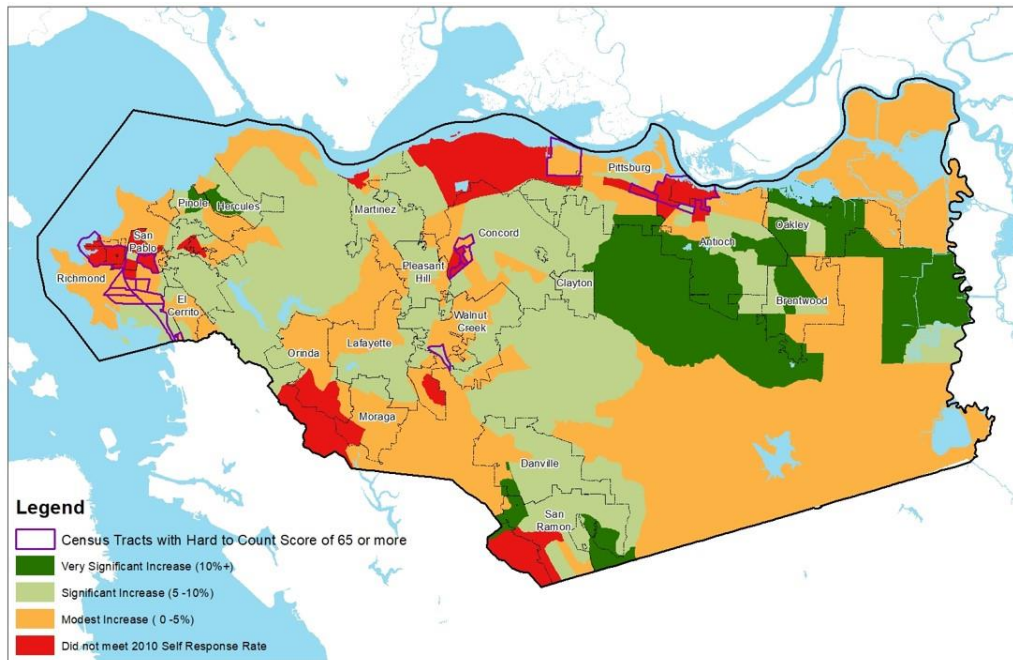


Figure 3

Figure 4 provides a breakdown of self-response rate in 2020 (vs 2010) for specific hard-to-count populations: households living below 150% of poverty level, foreign born, households receiving public assistance, limited English-speaking households, multi-unit structures, non-high school graduates, unemployed, and vacant units.

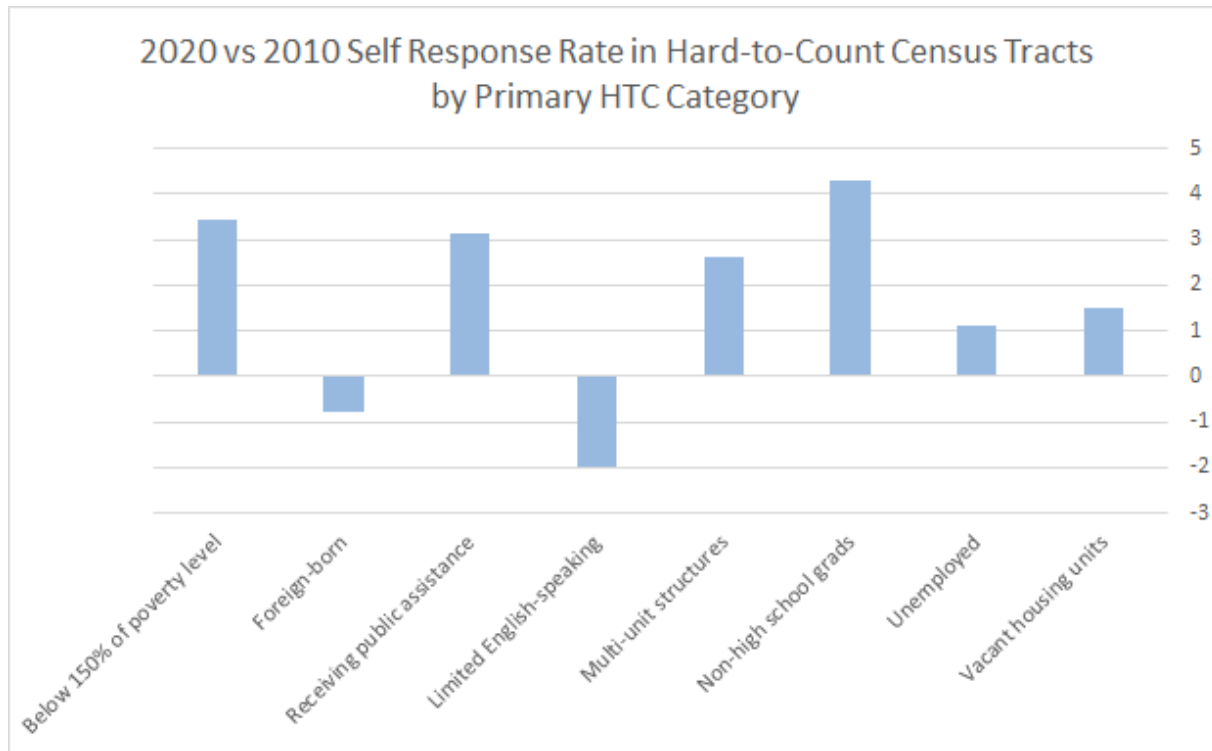


Figure 4

Notably, all these populations’ self-response rates increased, except for foreign born and limited English-speaking households. This is not surprising given the enormous amount of distrust and disenfranchisement these communities felt due to the federal government’s actions leading up to the decennial count. Not only did the government attempt to add an unconstitutional citizenship question on the Census, which was later struck down, they worked to actively discount undocumented immigrants in the apportionment count. These actions led to a challenging landscape to convince immigrants to put their fears aside and still respond to the Census.

Specific outreach approaches are provided in the following section.

Goal 3: Collaborate with Federal, State, Regional, and Local agencies

Below is a list of key census players the County Census staff worked with during the Census 2020 campaign.

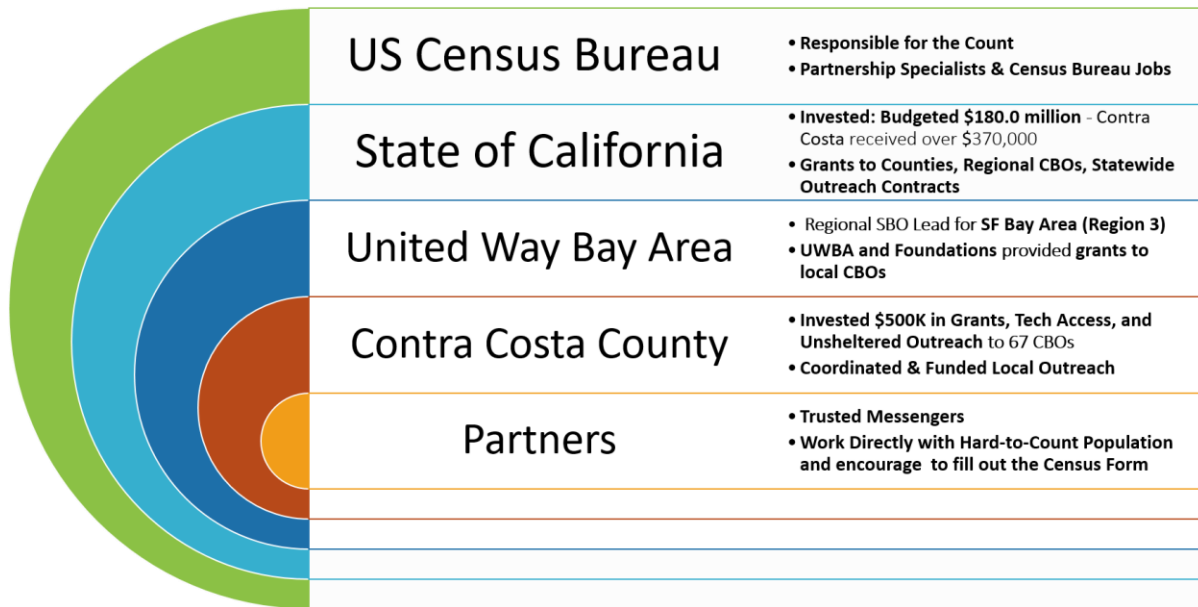


Figure 5

Working with all these key players was essential to the County’s overall success in Census 2020. There is no doubt, however, that the most important player were the partners who were vital trusted messengers and worked tirelessly on the ground to encourage their communities to self-respond. Below is a list of different groups of partners we worked closely with throughout the campaign.

- **Community-Based Organizations**
 - Over 100 organizations were active in Census Outreach throughout Contra Costa County. Several key community organizations organized a Census Coalition to ensure Contra Costa County had a full and complete count, even prior to the establishment of the Complete Count Committee. The county granted more than \$300,000 of County funds to 67 CBOs in every region of the county. An additional 45 or more organizations were funded by either the United Way Bay Area or other philanthropic organizations. Many organizations provided in-kind support for Census outreach. These organizations varied in the communities they served and focused on HTC populations.
- **Cities and County Departments**
 - All Contra Costa County cities adopted resolutions in support of Census 2020 Complete Count. Cities conducted outreach within their communities, with some cities funding additional staffing and outreach dollars to supplement the county efforts. County departments utilized existing community connections and staffing to support Census outreach. The county granted funds directly to two cities (Pittsburg, San Pablo) and five County departments (Employment and Human Services Department, Libraries, Department of Information Technology, Contra Costa TV, Veterans Services Office) to layer in Census outreach to their own work and constituent services.
- **Federal, State, Regional, County Legislative & Government Partners**
 - The County partnered closely with representatives from our federal and state legislators’ offices; regional, county, special district, and local government elected officials, and members of county’ municipal advisory councils to help to get the word out. They attended training workshops, invited speakers to present at their meetings and events,

and pushed out messages via their communications channels. Several local cities and towns issued Census Response Rate challenges.

- **United Way Bay Area**
 - United Way Bay Area (UWBA) (our Region 3 Administrative Community Based Organization) was a pivotal part of our success and helped us take a regional approach to our outreach and work in tandem with all seven Bay Area counties to support one another's goals and objectives. UWBA was also extremely helpful in serving as a liaison between the State and the County. They also provided significant technical expertise in tracking self-response rates, navigating phone banking programs, supporting questionnaire assistance centers, language translation, and providing training materials.
- **Higher Education**
 - The County, through the Census Outreach Specialists, reached out to higher education institutions throughout Contra Costa County. They reached out to active student clubs and organizations that center their work in the community. We worked with organizations such as the Inter-Club Council (ICC) which oversees all the college's clubs, to identify clubs interested in doing outreach activities. We also reached out to faculty and relevant departments such as Economics and Social Sciences departments to encourage them to add the Census to their curriculum using Census Bureau and State resources. The County provided graphics and informational material to club representatives to post via their social media platforms.
- **Faith-Based Community**
 - By collaborating with the Multi-Faith Action Coalition and the Interfaith Council, a directory of faith communities in Contra Costa County was developed. This list served as a resource to identify specific organizations that work with hard-to-count communities, in particular communities that do not speak English. Both the Multi-Faith Action Coalition and the Interfaith Council provided messaging specific to their members and others in the faith community and several churches and places of worship invited staff to present to their community members.

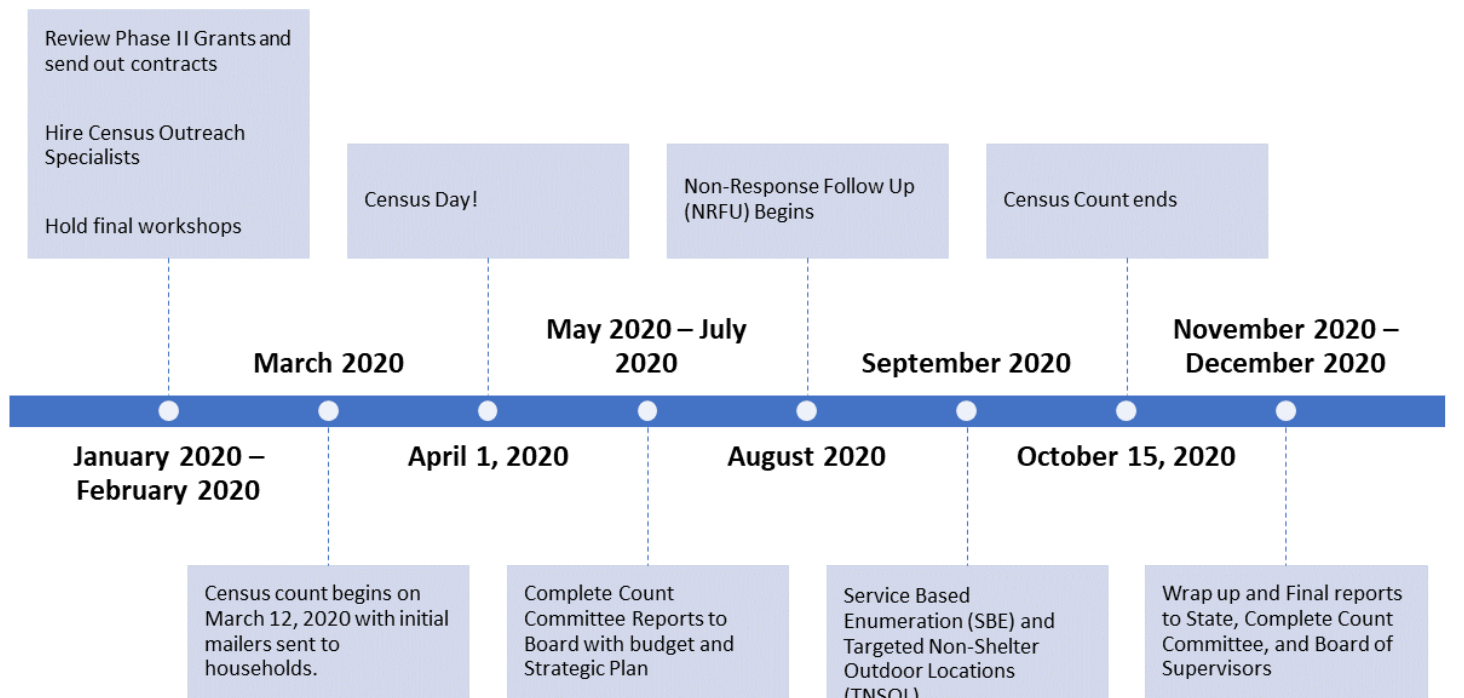
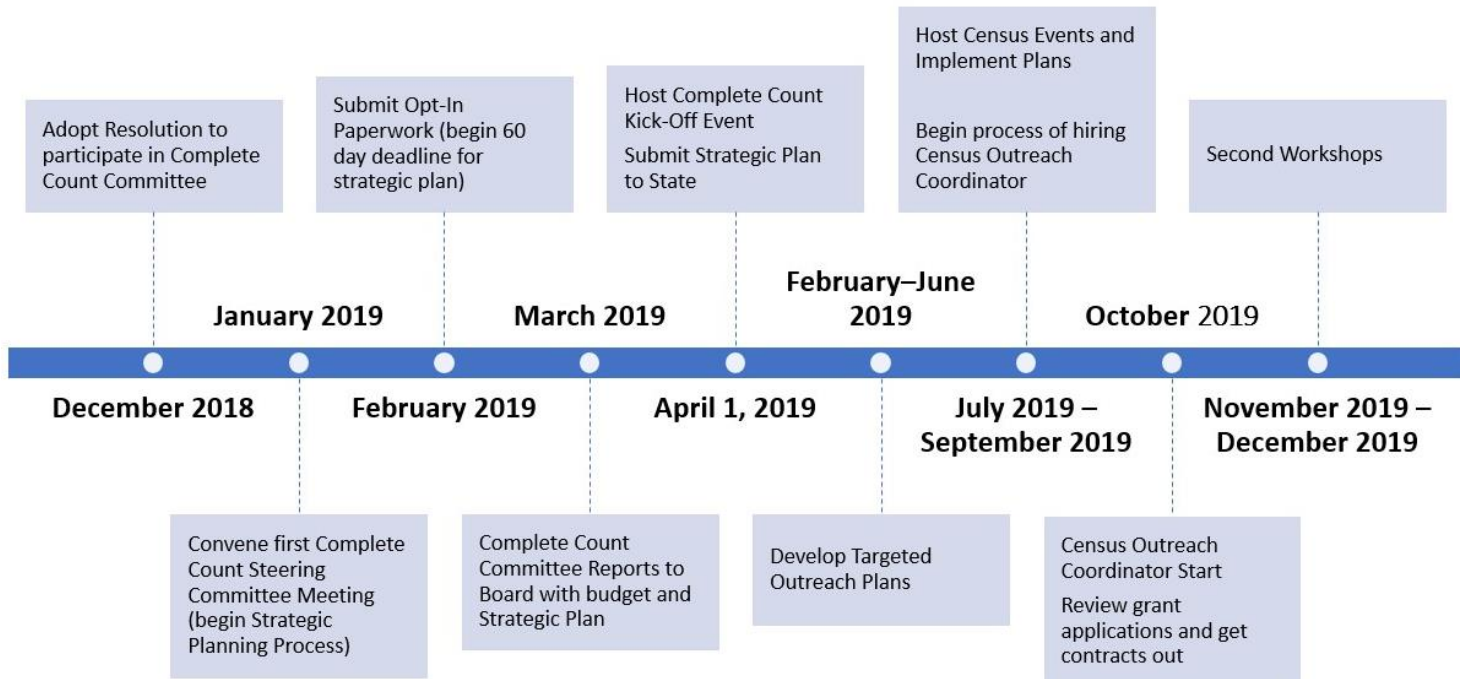
Goal 4: Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.

The Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs. One goal of the Complete Count Steering Committee was to ensure relationships built through Census 2020 were sustained throughout the next decade and beyond. Census Outreach provided a foundation for other County outreach efforts such as COVID-19, voter outreach, redistricting, and more.

D. Timeline

Below is a timeline adopted by the Complete Count Steering Committee for the Census 2020 Outreach Campaign. See Attachment X for a proposed 2030 timeline.

Contra Costa County Census 2020
 Recaps, Recommendations, and Resources for Census 2030



Note: Contra Costa County went into shelter-in-place on March 16 in order to slow the spread of COVID-19, prohibiting in person gatherings and lasting through the rest of the Census count.

In addition to the outreach timeline above, the County is responsible for several geographic updates which lay the foundation for Census data collection and reporting. Of particular importance is the Local Update of Census Addresses (LUCA). LUCA begins about two years prior to the Census count. The goal of LUCA is to ensure all housing units are included in the Census Bureau’s Master Address File (MAF). The MAF is used to send Census forms to every household, even if those households are not legal units per building code. During the LUCA process, the County geographic point of contact will review the MAF and ensure all new units, including accessory dwelling units, are included in the MAF. Without a robust LUCA program, the County may be at risk for a significant undercount.

Other geographic programs include:

- Block Boundary Suggestion Project (BBSP) to review block boundaries, geographic lines, and election precinct boundaries.
- Participant Statistical Area Program (PSP) to provide input on Census Tract, Block Group, and Census Designated Places (CDPs) based on the updated MAF provided during LUCA. This operation was coordinated through Association of Bay Area Government (ABAG) for the 2020 Census.
- New Construction program to add any new units completed between LUCA’s completion and the beginning of the Census Enumeration.
- Boundary and Annexation Survey (BAS) in annual program to provide updated city annexation and boundary changes/corrections. The County is the lead agency for all Contra Costa County cities and coordinates with Local Agency Formation Commission (LAFCo) and cities for our response. This program includes a Boundary Validation Program during decennial Census years to ensure the final Census population counts are accurate.

RECOMMENDATIONS:

- Start planning process and forming Steering Committee in April 2028.
- Hire and onboard Census Outreach Coordinator by Fall 2028.
- Engage Community Organizations to participate in LUCA by canvassing Hard-to-Count neighborhoods for new, unpermitted, and other unique living situations.

E. Outreach Strategy and Objectives

A strong commitment from the County with increased time, staff, and funding along with a robust Strategic Plan contributed to the County increasing its self-response rate by more than 5 points in 2020. A dedicated staff member, the Census Outreach Coordinator, was hired and funded (using State grant funding) to work full-time on coordinating Census outreach throughout the entire County as well as working regionally with Bay Area counties and the State Complete Count Committee. Working directly with community members and CBOs on the ground to spread awareness and importance of responding to the Census proved most effective.

Developing an Outreach Strategy and Defining Objectives

The development of an outreach strategy was based on a combination of data analysis and strong community input.

An extensive data analysis and mapping effort was taken prior to the development of an outreach strategy. Both the Census Bureau and the State developed mapping applications to identify areas with a high concentration of HTC individuals. Additionally, County staff provided deep dives into specific HTC characteristics such as language, immigration, children, and broadband access. These maps provided the foundation for the outreach effort.

The Board of Supervisors recommended working through Regional Working Groups to reach the rich diversity of Contra Costa County. The Regional Working Groups were envisioned as a bridge between the Complete Count Steering Committee and the local community at-large to maximize participation and response rates by increasing awareness of the census to ensure an accurate 2020 Census count. There were Regional Working Groups in Central County, East County, South County, and West County. Members of the Regional Working Groups speak the language and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival – neighbor informing neighbor.

The County hosted a series of Regional Workshops throughout the County

- **Workshop 1: Inventory** – Better understand barriers, challenges, and opportunities in each region of the County to best reach hard to count populations.
- **Workshop 2: Training** – Training community partners and grantees about the importance of the Census, what to expect and how to respond, and how to provide assistance to those that may need help. This workshop was mandatory for all grantees.
- **Workshop 3: Boots on the Ground and Kick-Off Event** (Canceled due to COVID)
- **Workshop 4: Final push for Non-Response Follow-up.** (Canceled due to COVID)

The Steering Committee approved an outreach strategy based on data analysis, the first Regional Workshop, and committee member expertise. Contra Costa County’s Outreach Plan centered on the idea that by working with various community partners and providing a range of options for collaboration, we would reach HTC residents through a variety of means. The Outreach Plan had various programs in which community partners could participate.

Outreach Activities

The following section outlines the County’s outreach strategy and results from each activity. Below is a list of strategies and tactics that were employed in order to achieve the goals discussed above as well as a list of activities that were employed to pivot once the COVID-19 pandemic stopped in-person outreach. Contra Costa County’s Outreach Plan was designed to work with local organizations at the grassroots level to ensure all residents, particularly 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 leveraged the efforts of partners across the board. Using a data-driven approach, the outreach plan capitalized on existing public resources and partners with local government and community-based organizations to catalyze grassroots energy.

COVID-19 greatly hindered our strategy of reaching people on a peer-to-peer basis. Once the County developed and adapted to safety measures to prevent the spread of the virus, we were able to conduct limited peer-to-peer communication, but not at the level we were hoping prior to the pandemic. In order to continue conducting outreach, we pivoted our strategy to focus on more digital mediums.

Activities

- 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 Activities

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

Grants

Summary:

The primary mechanism to implement the County's outreach activities was to work through community partners. The County issued a Request for Proposal (RFP) to CBOs to fund partners committed to ensuring a complete count of County residents with an emphasis on HTC populations. Most grant amounts ranged between \$500 to \$20,000, and in some cases, the County granted a larger amount for projects with a far-reaching impact on Census participation. Grants were provided for outreach, education, and awareness as well as questionnaire assistance. In particular, the County worked to fund organizations providing non-English outreach and assistance.

The grants were allocated in two-phases: the first phase consisted of larger grants for outreach campaigns and questionnaire assistance while the second phase was intended for smaller organizations wanting to host an outreach event.

Eligible organizations included tax-exempt organizations, school groups, government agencies, and collaborations of these groups.

COVID Pivot:

- Allowed grantees to alter their scope of work to pivot in-person activities to virtual ones.

Successes:

- Funded 67 CBOs throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Worked with UWBA to ensure grantees were not burdened with multiple reports for each organization/agency providing funding.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.

RECOMMENDATIONS

- Dedicate one existing or added temporary staff person to administer a Census subgrant program.
- Consider providing larger Phase 2 grants to an administrative CBO to allocate mini grants to smaller organizations, faith communities, and other eligible organizations.
- Structure grants to reduce the burden on community organizations, including an expedited application review period and simple payment benchmarks: 50% training certification and 50% final work and report.
- Extend grant period for several months beyond completion of the Census as a contingency for unanticipated delays.

Language Access

Across all outreach activities, the county included non-English language access as a key focus. Grants were targeted to community organizations with non-English language capacity. Spanish translation was provided on request at presentations and trainings. All collateral and social media toolkits were translated in several languages spoken throughout the County (See attached translation spreadsheets).

- Spanish
- Korean
- Vietnamese
- Tibetan
- Telugu
- Chinese
- Japanese
- Tagalog
- Farsi

RECOMMENDATIONS

- Provide Census messaging in multiple native languages even for ESL residents, seeing Census messaging in native language provides a sense of inclusion.
- Simplify non-English messaging by developing an Excel document with key phrases in target languages to better develop outreach materials, for social media, flyers, and digital ads.
- Partner with community organizations to amplify non-English messaging.
- Develop language maps that track where languages are spoken throughout the county to help direct language access and outreach.

Census Ambassadors

In addition to CBOs, County staff also developed an individual volunteer opportunity for residents who were not affiliated with an organization to support Census outreach. These volunteers were called “Census Ambassadors” who volunteered to conduct outreach in their own neighborhoods and communities by posting on social media, speaking about the importance of responding to the Census at community events, and canvassing to ensure their neighbors responded. Staff also developed a plan for a Student Census Ambassador program to empower youth to take part in the Census and engage their peers in school about its significance. Unfortunately, COVID derailed our abilities to organize volunteers more fruitfully; however, some volunteers did help with our phone banking effort later in the campaign.

Planned Activity: Messaging Partners

Summary:

Worked with trusted messengers and existing communication networks to deliver the Census message. The County provided the following resources to facilitate a unified census message:

- Social Media toolkit with text and images formatted for Twitter, Facebook, and Instagram (See Attachment X).
- Newsletter templates customized by sector such as city, elected officials, faith-based, and non-profit organization.
- Contra Costa TV provided free video production for grantees to film census PSAs.

COVID Pivot:

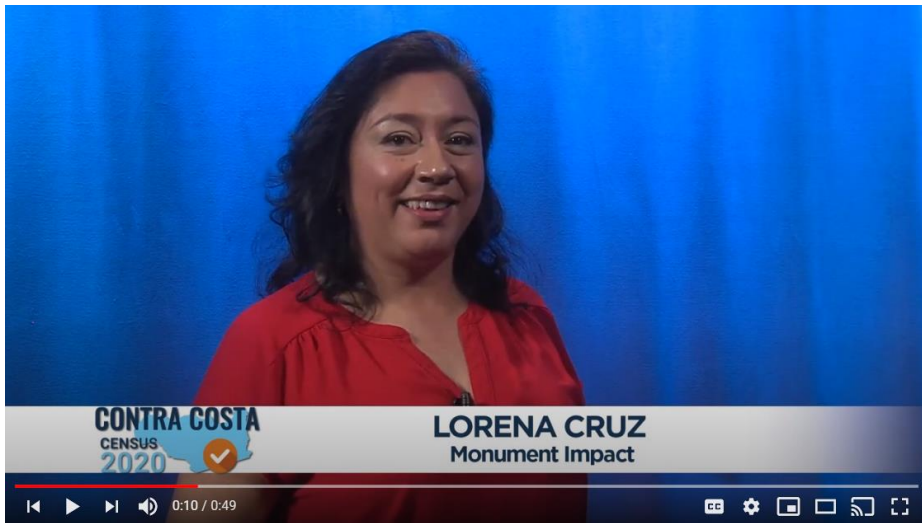
- Messaging moved away from in-person to more virtual and social media.
- Leveraged essential services during the pandemic such as food distribution to layer in Census messaging.

Successes:

- Over 400 social media posts, campaigns, webinars, and emails.
- More than 337,000 impressions and an estimated 37,000 non-English impressions.
- Developed social media and newsletter toolkits for partners.

RECOMMENDATIONS

- Develop messaging toolkits for partners across sectors to include social media, newsletters, and eblasts.
- Build on the coalition of county non-profits, CBOs and other partners beginning in late 2028.



On top: Still from Census PSA produced by CCTV featuring Lorena Cruz from Monument Impact.

On bottom: Image created by Northern California Black Trade Unionists for social media.

Planned Activity: Questionnaire Assistance

Summary:

Questionnaire Assistance Centers (QAC) and Kiosks (QAK) were among the most effective strategies in enumerating HTC populations. UWBA provided “QAC in a Box” with resources and marketing materials to organizations wanting to host QACs. The County invested in 30 Microsoft Surface devices with cellular data to allow access to the internet without WIFI. These devices were planned to be deployed to libraries, CBOs, community centers, and other public facing locations all over the County where Questionnaire Assistance would be provided in multiple languages. COVID-19 completely halted this operation and all QACs were canceled. Once appropriate health and safety guidelines were met, Census Bureau Partnership staff, County staff, and partners were able to host Questionnaire Assistance towards the end of the campaign. Data from these activities proved one-on-one assistance, with language assistance as needed, is the most effective way to enumerate HTC communities. Some key metrics for reported activities include:

COVID Pivot:

- QACs were unable to open because of the pandemic.
- Some CBOs were able to hold virtual questionnaire assistance via video or phone.
- Towards the end of the count, worked with Census Bureau to open mobile QACs throughout the county.

Successes:

- Over 60 form-filling assistance activities.
- More than 600 households served.
- Estimated 50% of assistance in non-English languages.

RECOMMENDATIONS

- Due to confidentiality requirements, Census Bureau employees are the only ones allowed to help someone complete their form. Work with Census Bureau Partnership staff to support Questionnaire Assistance whenever possible.
- Train County staff and CBOs to answer questions and provide resources to assist residents in completing their Census questionnaires.
- Leverage the infrastructure and knowledgeable staff of the County library system to host QAC/QAK throughout the county.
- Package in a box all the necessary tools and resources for use by each community-based organization to support the QAC.



On top: Questionnaire assistance and food distribution event at St. Anne's Church in Byron

On bottom: Census Bureau Partnership Specialist passes out Census information at food distribution event at the Catholic Charities of the East Bay.



Planned Activity: Adopt-a-Block (canvassing)

Summary:

County staff had developed a canvassing effort to organize local CBOs and individual volunteers to Adopt their block (or neighborhood and nearby community) and commit to knocking on the doors of their neighbors to answer their questions regarding Census 2020 and ensure they had responded.

COVID Pivot:

- Canvassing stopped and pivoted entirely to phone banking.

Successes:

- About 150 canvassing and phone banking events.
- Over 30,000 impressions.
- Over 11,000 non-English impressions.

- Collaborated with State and UWBA to reduce duplication and utilized software purchased by the State to coordinate canvassing and phone banking activities.

RECOMMENDATIONS

- Canvassing activities should only occur during the self-response period to avoid confusion when Census Bureau staff members are in the field during Non-Response Follow Up.
- Phone banking can occur during self-response and non-response follow-up.

Planned Activity: Speakers Bureau / CBO in Person Events

Summary:

The Census Speaker's Bureau was developed to ensure that Complete Count Committee members or other trusted messengers were available to speak about the importance of the Census to groups throughout the County. Groups ranging from faith organizations to pre-schools to Rotary clubs requested census presentations. Phase 2 grant funding envisioned helping smaller organizations, such as school groups, faith communities, and other community organization to host events to educate and celebrate the importance of being counted. Some examples of census events or planned census events included: Census BBQ, Census Zumba-thon (in Spanish), parent resource fairs, and tabling at various community events and festivals.

COVID Pivot:

- Speaking events moved entirely online.
- Hosted Census caravans in ten different cities.
- Worked with food distribution and school supply give away to layer in census messaging.

Successes:

- 270 events, speaking engagements, tabling, and other outreach activities.
- Over 74,000 impressions.
- Over 8,700 non-English impressions.
- County provided over 25,000 flyers and swag distributed.

RECOMMENDATIONS

- Order swag and collateral by December 2029.
- Speaking events were an effective way to educate and motivate trusted messengers around Census.
- Provide robust training for Speakers Bureau members.



On top: John Swett Unified School Board Member Marina Ramos poses with CA State Census Truck at Hercules Census Caravan



On bottom: Antioch/Pittsburg Census Caravan participants pose before taking off.



On top: Grantee Men and Women of Valor pose with Census swag before distribution event.

On bottom: Students show off their Census backpacks purchased by the County Office of Education.



Planned Activity: Media Buys/Digital Ads/Transit/Mailings

Summary:

The County allocated some limited funding for media buys including transit ads, digital ads, and ethnic media. The overlapping Census outreach campaigns at the Federal, State, and regional level made it difficult to determine where to spend the limited funding the County had allocated. In the end, the County purchased transit ads in markets not covered by other campaigns as well as digital ads. The digital ads were targeted towards languages such as Korean, Farsi, Chinese, and Vietnamese where we had limited organizational support, areas of the county with lagging responses rates, and other HTC factors. The County also mailed outreach material to all housing authority residents, communities with only PO Boxes, and communities with concentrations of multiple family residential units.

COVID Pivot:

- Provided additional resources to digital ads.

Successes:

- 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.

RECOMMENDATIONS

- Develop robust digital ad campaign to reach areas that are lagging in SRR and reach languages that don't have centralized populations throughout the county.
- Engage with state and regional partners early to develop an efficient, effective, and cost-effective regional transit ad plan that engages partners like BART and other transit agencies.
- Be prepared to address gaps in transit ads and digital media buys not coordinated by state and regional partners in a timely manner.



Examples of digital ads in multiple languages and different messaging.

Contra Costa County Census 2020
Recaps, Recommendations, and Resources for Census 2030



*Census Ads on WestCat and
County Connections*



Planned Activity: Coordinating Outreach to and Enumeration of Unhoused Population and Group Quarters

Summary:

Coordinated closely between the USCB and our Health, Housing, and Homelessness CORE team to ensure we had an accurate and complete count of our unhoused population. Our initial plan was to provide education and outreach in advance of the Census Bureau’s TNSOL and SBE County followed by an enumeration effort to encourage anyone not counted to complete the online self-response form. The CORE team was equipped with devices and enumerated unhoused individuals who may have been missed during the one-night TNSOL count. They also provided robust data to the USCB for the shelters and other service locations. County staff also coordinated with USCB for the Group Quarters (GQ) operation to count individuals living in group quarters (i.e., dorms, assisted living facilities, prisons, etc.).

COVID Pivot:

- The Census Bureau requested shelter, group quarters, and other service location data instead of conducting in-person interviews. The County’s Health, Housing, and Homeless group provided data for several shelters in the county and service location while ensuring in-person interviews were conducted where needed.

Successes:

- Developed a strong relationship with USCB SBE and TNSOL staff who served as great partners to ensure that coordination and collaboration occurred on the ground.

RECOMMENDATIONS

- Develop a strong relationship with USCB Area Census Office (ACO) staff and convene joint meetings with Contra Costa County Health, Housing, and Homelessness CORE team early in the process.
- Develop a plan to get messaging out through local cities, the local apartment association organization and realtors to property owners and managers to make them aware of the legal requirement to allow census enumerators to enter their properties.
- Work with the U.S Census Bureau and local cities to ensure that the Census Bureau list of group quarters, including board and care facilities is up to date.

IV. RECOMMENDATIONS

Recommendations are included throughout the document. The following outlines broad recommendations and a summary of the recommendations provided above.

- Continue to **build trust and maintain relationships** with hard-to-count (HTC) 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 with multi-lingual capabilities**.

- Have **collateral and swag** designed and ordered by December 2029.
- Dedicate staff, space, and a vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign.
- **Collaboration takes time** – allocate enough 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. Develop a crisis communications plan ahead of time.

IV. RESOURCES

A. Glossary of Key Terms

B. Proposed 2030 Timeline

C. Resolution to participate in Complete Count Committee

D. Strategic Plan submitted to state

E. Budget

F. Job posting for Outreach Coordinator and Outreach Specialists

G. Request For Proposal for Grants and Contract Structure

H. List of organizations (and contact info)

- Grantees
- City, Town, MACs, Special –Districts, etc.
- Interested Parties

I. Power Point Templates

- Generic Census 101 presentation
- Board of Supervisor Presentations
- Training Presentation

J. Examples of collateral

K. Examples of digital ads/social media posts

L. Social Media Toolkit

M. Reporting Templates

N. QAK in a box list