

February Updates (Federal)

- **Census is Hiring – STILL**

The Census Bureau is looking to hire more people in Contra Costa County – the bureau has reached 97% of their recruitment goals. They will assist in recruitment workshops and looking for local partners and help with promotion.

- **Continued Outreach for Statistics in Schools program**

- **Mobile Questionnaire Assistance (MQA)**

- We will identify potential location, events, and other opportunities
- Focus is on hardest to count census tracts.
- Recruitment Assistants to transition into Census Response Representatives

- **Service Based Enumeration Operation has begun**

February Updates (State)

- **Bay Area Micro media plan being finalized**
- **Collateral from State**
- **State is working on a QAC Lookup Tool**

Micro Local Media Plan Budget

Contra Costa Total: \$60,260

Grocery Carts (\$4,500) *Projected Dates: April 2020 - May 2020*

Gas Pump Toppers (\$12,000) *Projected Dates: April 2020 - May 2020*

Theater & Lobby Promo (\$13,000) *Projected Dates: April 2020 - May 2020*

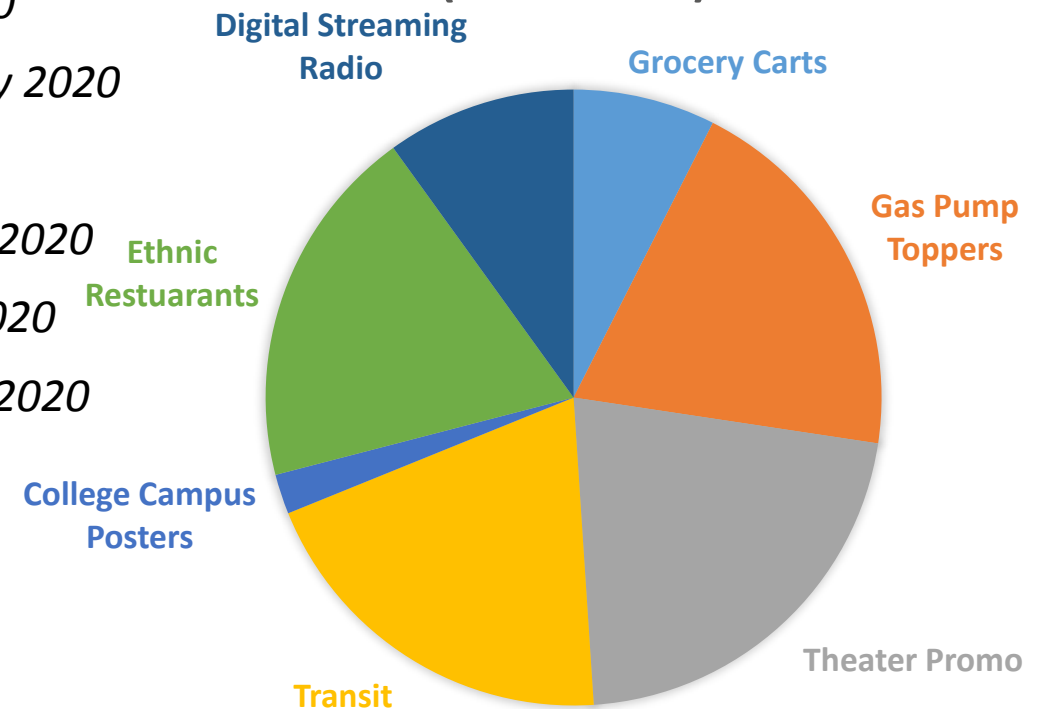
Transit (\$12,000) *Projected Dates: April 2020 - June 2020*

College Campus Posters (\$1,260) *Projected Dates: April 2020 - May 2020*

Ethnic Restaurants (\$11,500) *Projected Dates: March 2020 - April 2020*

Digital Streaming Radio (\$6,000) *Projected Dates: April 2020 - May 2020*

CONTRA COSTA MICRO LOCAL MEDIA PLAN (MERCURY)



Micro Local Media Plan Budget

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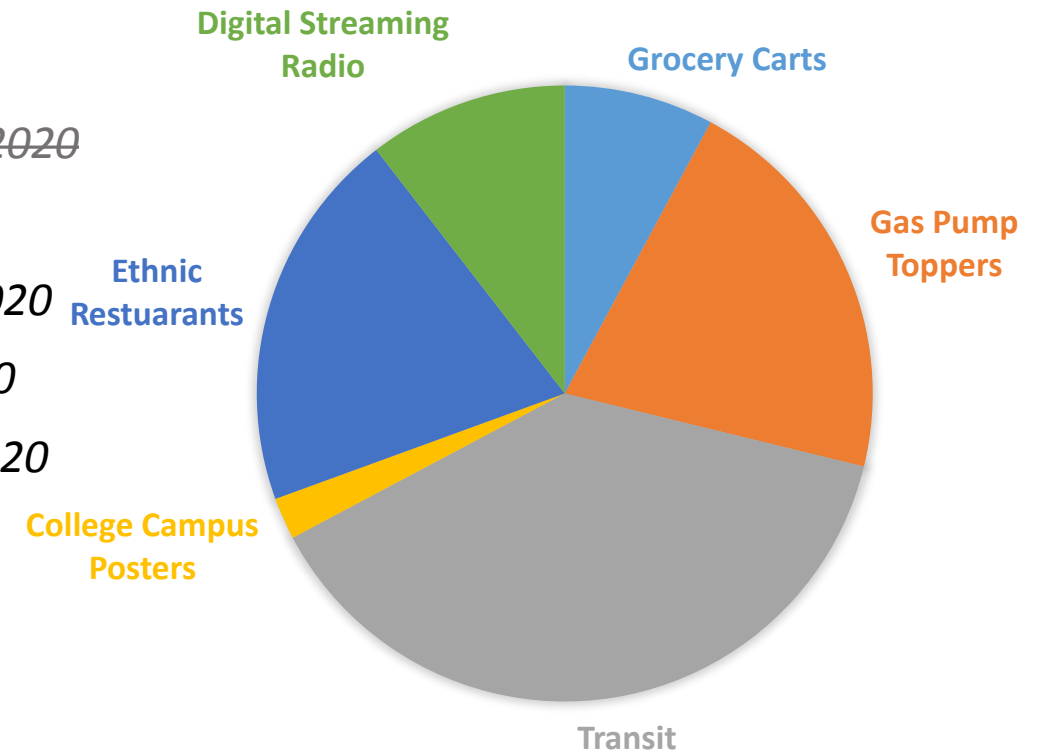
Transit (\$22,000) *Projected Dates: April 2020 - June 2020*

College Campus Posters (\$1,260) *Projected Dates: April 2020 - May 2020*

Ethnic Restaurants (\$14,500) *Projected Dates: March 2020 - April 2020*

Digital Streaming Radio (\$6,000) *Projected Dates: April 2020 - May 2020*

**CONTRA COSTA MICRO LOCAL MEDIA PLAN
(MERCURY)**



February Updates (Regional)

- **Texting Tool Available – PLEASE USE!!**
Text COUNT to (925) 401-4057
- **UWBA trained 211 script available**
- **UWBA provided QAC/QAK training**
 - The county is rolling into our guidelines
 - Working with UWBA to provide to their QAC in a box to our QAC/QAK grantees
- **Gametime Rundown Event** *Thursday, March 5 from 10 am – 2 pm at Public Works Department*
 - Final county-wide convening before census operations officially kick off.
 - Open to all funded organizations doing census outreach in Contra Costa County.
 - Pick up multilingual outreach materials and a limited edition “We Hella Count” t-shirt.
- **All Updates, Webinars, and Resources available online**
UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census
- **Funding** – The Tipping Point Community Foundation has generously awarded UWBA with \$75,000 in additional funding for Alameda and Contra Costa Counties. UWBA will distribute the additional funding based on our input, gaps, and existing contracts.

February Updates (Local)

- **Translations received**
 - Awaiting Tibetan
- **Swag Ordered**
 - Tote Bags
 - Hand sanitizer
 - Seed packets
 - “I count” buttons
- **Print and swag orders received from grantees**
- **\$57,000 left in Phase II Funding**
 - We are continuing to work with faith leaders to help get money to Korea, Vietnamese, Farsi, and Tagalog speaking communities
- **Grantee Highlights**
 - [Rainbow Community Center article](#)
 - CAIR PSA with CCTV
- **Outreach Toolkit**
 - Updates with collateral in multiple languages coming soon

Swag!



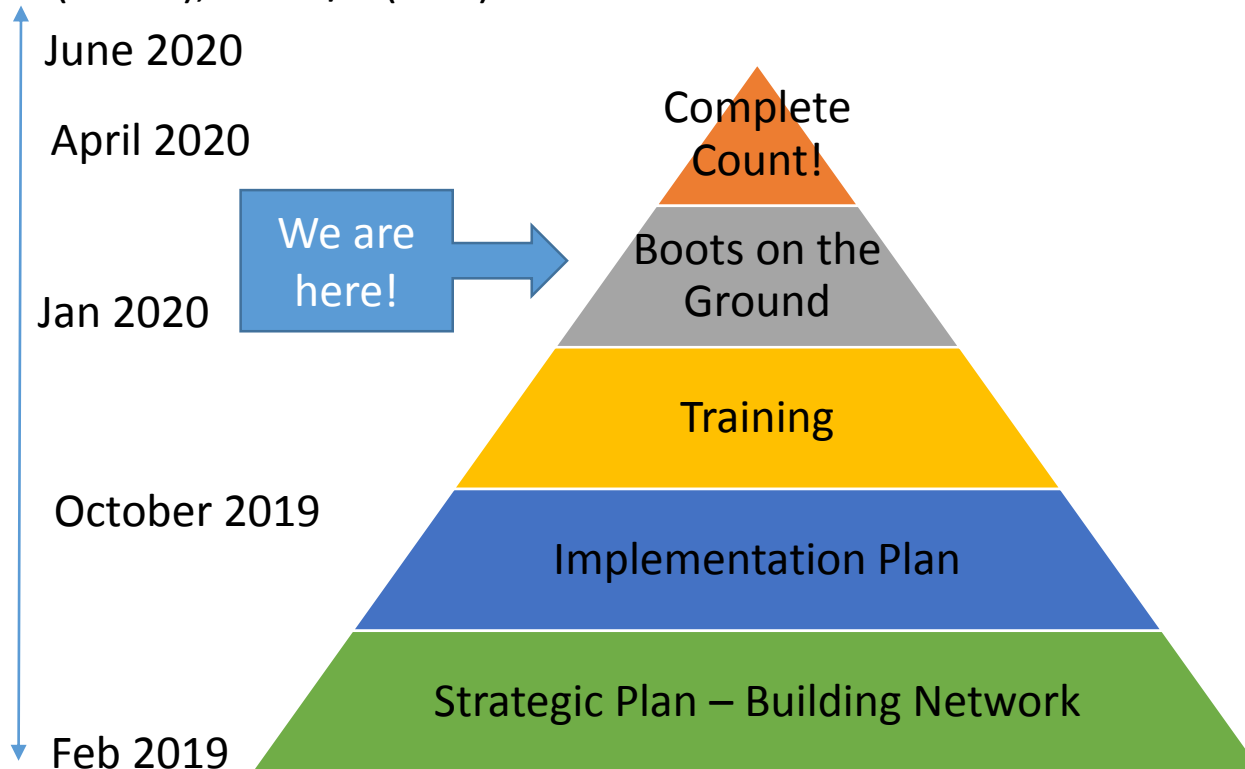
February Update

Number of Partners Signed up: 156

Number of Ambassadors Signed Up: 14

City Resolutions: All

Regional Workshops: February Workshops scheduled: 2/18 (Central), 2/24 (West), 2/25 (South), and 3/2 (East)



Thank you!

Grantees for providing contracting and reporting information in a timely manner

All working for homeless outreach and enumeration coordination

Office of Communication and Media for developing flyers and information

Outreach and Finance (members and frequent attendees)

Community Organizations meeting to ensure the outreach campaign is organized, but not duplicative

February Workshop Meeting Coordination

Events the Past Month

Central County Workshop

Culture to Culture

Antioch First 5 Parent Training

Delta First 5 Parent Training

First Friday Forum

Stand Together Immigration Forum

Congressman DeSaulnier Town Hall

Faith in Action Leadership Retreat

Dreamers Conference

Richmond Human Rights and Human Relations Commission

Planned Events

Contra Costa Family Justice Alliance Staff Training (2/25)

Sycamore Place Senior Housing (3/3)

Richmond Community Advisory Committee (3/4)

Contra Costa County / UWBA Gametime Rundown (3/5)

Stand Together Immigration Forum (3/7)

The Oaks (EAH Housing) (3/10)

Tabling at Warriors Games! (TBD)

If you know of someone who would like a Census Speaker at an event, please sign up online.