

## **Census Response Rate Challenge Proposal**

### **CCC Census 2020 Complete Count Steering Committee 4.20.20**

#### **What: Friendly Response Rate Challenge**

#### **Goal / Timeframe: March 12 – August 11 (NRFU)**

- Most improved Self Response Rate over 2010 results.
- Overall Response Rate

#### **Who:**

- Region 3 Complete Count Committee Challenge
- Complete Count Steering Committee to Other)
- Contra Costa County Cities & Towns & Unincorporated Areas (By Census Tracts)
- Congressional or Other Legislative Districts

#### **Prizes / Incentives Ideas: – Everyone Wins with an Accurate Count!**

- Region 3 Complete Count Committee Challenge
  - Trophy with Abacus – Proclamation
  - Other committees donate (pass the hat) to a local non-profit in the Winning County
- CCC Cities & Towns & Unincorporated Areas
  - Bragging Rights
  - BOS Proclamation
  - Trophy - Abacus
  - Mayors offer to do something to incentivize their communities – dunk tank; shave hair, etc.

#### **Outreach Ideas:**

- Launch Challenge with a Video Challenge from Complete County Steering Committee
- Issue daily response rate updates using the Response Rates Map <https://census.ca.gov/>
- Complete Count Chair & Vice Chair or Committee members do FB Live to answer questions about the Census and why it's important
- Share information on social media channels and in newsletters

- Create videos (virtually) with local electeds, education leaders, teachers, parents, students, businesses, nonprofits, faith community leaders and others to encourage everyone to be counted, counted once, only once and in the right place.
- Engage media, sports, entertainment or other influencers in our communities to get the word out

### **Challenges / Things to Consider**

- Sensitive to COVID timing and messaging.
- Contra Costa County is already well ahead of some Region 3 counties. May not be best timing.

**Response Rate Challenge Messaging** – Will be developed once challenge format has been determined.

### **Draft Video Challenge Script to other Complete Count Committees**

#### **Are You Up to the Challenge?**

The Contra Costa County Census 2020 Complete Count Committee challenges the Region 3 Complete Count Committees to help ensure a complete and accurate count in 2020 by exceeding your 2010 response rate.

The winning county wins bragging rights, a cool trophy, and of course, everyone wins with a complete count.

Thank you for participating in this friendly Response Rate Challenge and for encouraging your residents to be counted!

Good luck! And, Count Me In!