

# Federal Updates

- Census 2020 Self Response Rate as of 9/15/20:
  - National – 65.9%
  - California – 68.3%
  - Contra Costa County – 76.4%
- USCB announced they were cutting data collection short one month to September 30
- Federal judge ordered temporary restraining order for USCB to stop winding down operations until case can be heard on Sept. 17 about re-extending data collection through October 31
- Enumerators and USCB facing challenges in field, are ill prepared, and experiencing high turnover
- Core H3 team facing challenges coordinating with USCB for SBE
- Service Based Enumeration and enumerating those living outdoors will now be done between **September 22 – September 24**
- Partnership Specialists are still working and can provide partners with collateral as needed.
- Mobile Questionnaire Assistance
  - Continue to coordinate with partnership specialists and partners to identify sites for final push
  - We still have 20 devices at our admin office that can be deployed

# USCB OPERATIONAL TIMELINE ADJUSTMENTS

Operation	Original Timeline	Adjusted Timeline
Self-Response	March 12 - July 31	<b>March 12 - October 31</b> <b>March 12 - September 30</b>
Non-response Follow Up	May 13 - July 31	<b>August 11 - October 31</b> <b>August 11 - September 30</b>
<b>Service Based Enumeration</b>	<b>March 30 - April 1</b>	<b>September 22 - September 24</b>
Group Quarters	April 2 - June 5	<b>April 2 - September 3</b>
Update Leave	March 15 - April 17	<b>June 13 - July 19</b>

# Service Based Enumeration Timeline

Service Location Type	Date	Count Methods
<p><b>Emergency and Transitional Shelters</b> <i>with sleeping facilities.</i></p> <p><i>Examples: cold weather shelters, shelters for children, churches, missions, COVID-19 temporary hotel and motel/shelters</i></p>	<p>September 22–24</p>	<p><b>Paper Listing:</b> Shelters have the option of providing Census staff with a paper listing of Census response data for each person staying at the facility.</p> <p><b>In-Person Interview:</b> Using a paper questionnaire, Census staff will interview each person staying at the facility on Census Day. Each interview takes about 10 minutes.</p>
<p><b>Soup Kitchens, Food Banks, and Mobile Food Vans/Service Sites</b> <i>that provide meals and services primarily to people who may be experiencing homelessness</i></p>	<p>September 22–24</p>	<p><b>In-Person Interview:</b> Using a paper questionnaire, Census staff will interview each person staying at the facility on Census Day. Each interview takes about 10 minutes.</p>
<p><b>Targeted Non-Sheltered Outdoor Locations</b> <i>where people experiencing homelessness live.</i></p> <p><i>Examples: encampments, parks, and under highways.</i></p>	<p>Starting the night of September 23 and throughout the day of September 24</p>	<p><b>In-Person Interview:</b> Using a paper questionnaire, Census staff will interview each person staying at the facility on Census Day. Each interview takes about 10 minutes.</p>

# State and Regional Updates

- **State (California Complete Count)**

- UWBA received **\$47,475** State NRFU funding on behalf of Contra Costa County to use in 5 specific census tracts and contracted with Monument Impact and Richmond Community Foundation to conduct outreach in these specified tracts.
- Working with HomeBase to coordinate SBE with USCB
- Received PPE from the state to be used for Questionnaire Assistance and Census related events
- Final Report due November 16

- **Regional (United Way Bay Area)**

- Working with County to distribute and manage NRFU funding from state
- Continuing social media campaign
- Starting up a new phone banking tool

# Local Updates

- Exhausted grant funds and starting to close out contracts
- New Collateral
  - [NRFU FAQ](#)
  - [English/Spanish Rack Card](#)
  - [It's Not too Late Postcard](#)
  - [Social Justice Postcard](#)
  - Undocumented Immigrant Rack Card (English and Spanish)
- Direct mail
- Food Distribution / Backpack giveaways
- Grocery Bags
  - 5000 bilingual bags distributed to ethnic grocery stores, restaurants, and food dist. sites in low self-responding



## 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 latinx 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.

¡Cuéntense! 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.



# Local Updates (Cont.)

- Census Caravans
  - San Pablo and Richmond
  - Oakley and Brentwood
  - Monument Corridor
  - Pittsburg, Bay Point, and Antioch
  - Hercules, Rodeo, Crockett
- Continuing to work with partners in low SRR tracts in Richmond, Antioch, San Pablo, and the Monument Corridor
- Wrapped up Digital Ad Campaign
  - In the last weeks we focused on HTC tracts and languages we had less on the ground outreach in, specifically covering (Tagalog, Chinese, Korean, and Vietnamese Farsi)



# Digital Ad Campaign Results (April – August)

Campaign	Clicks	Impressions	CTR	Avg. CPC	Avg. CPM	Advertiser Spend
Concord & Monument Corridor (Initial Run)	2,970	1,277,169	0.23%	\$0.94	\$2.18	\$2,784.17
Chinese	1,386	370,487	0.37%	\$1.07	\$4.00	\$1,483.23
Korean	1,173	460,622	0.25%	\$1.42	\$3.63	\$1,670.70
Tagalog	341	174,970	0.19%	\$4.35	\$8.48	\$1,482.97
Vietnamese	548	240,959	0.23%	\$2.36	\$5.37	\$1,293.19
Farsi	59	31,803	0.19%	\$3.60	\$6.67	\$212.15
Spanish Speakers (Aggregated Results)	2,197	1,503,681	0.15%	\$2.20	\$3.22	\$4,843.13
Select Areas (Clicks)	750	538,034	0.14%	\$1.33	\$1.86	\$1,001.05
Select Areas & Site List (Awareness)	466	1,699,111	0.03%	\$3.65	\$1.00	\$1,700.48
Retargeting	235	275,007	0.09%	\$6.54	\$5.59	\$1,537.68
Unincorporated & Lagging Areas - (June)	3,048	907,358	0.34%	\$0.98	\$3.31	\$3,000.60
Unincorporated (July)	1,014	441,629	0.23%	\$1.33	\$3.05	\$1,347.36
Areas Lagging (July thru August)	1,226	1,947,391	0.06%	\$2.11	\$1.33	\$2,581.49
Under 25 (Countywide)	2,012	920,463	0.22%	\$0.86	\$1.88	\$1,728.50
<b>Total</b>	<b>17,425</b>	<b>10,788,684</b>	<b>0.16%</b>	<b>\$1.53</b>	<b>\$2.55</b>	<b>\$26,666.71</b>

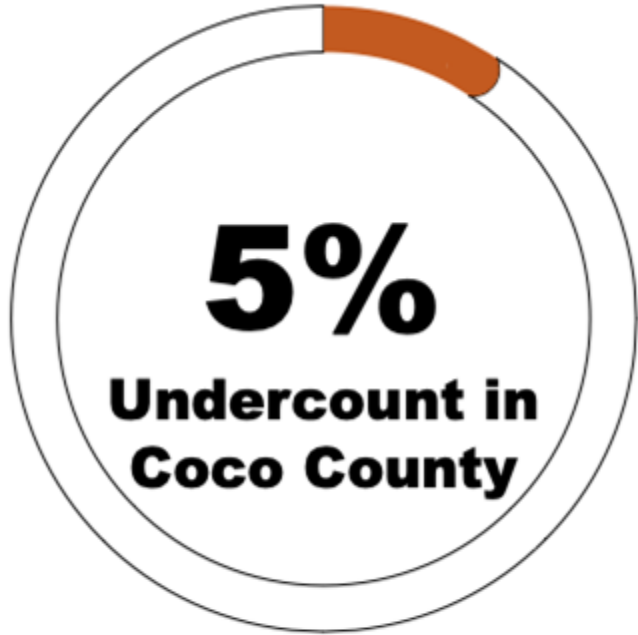
# COCO COUNTY SELF-RESPONSE RATE (SRR)

California  
Self-Response  
68.3%

Contra Costa  
Self-Response  
76.4%



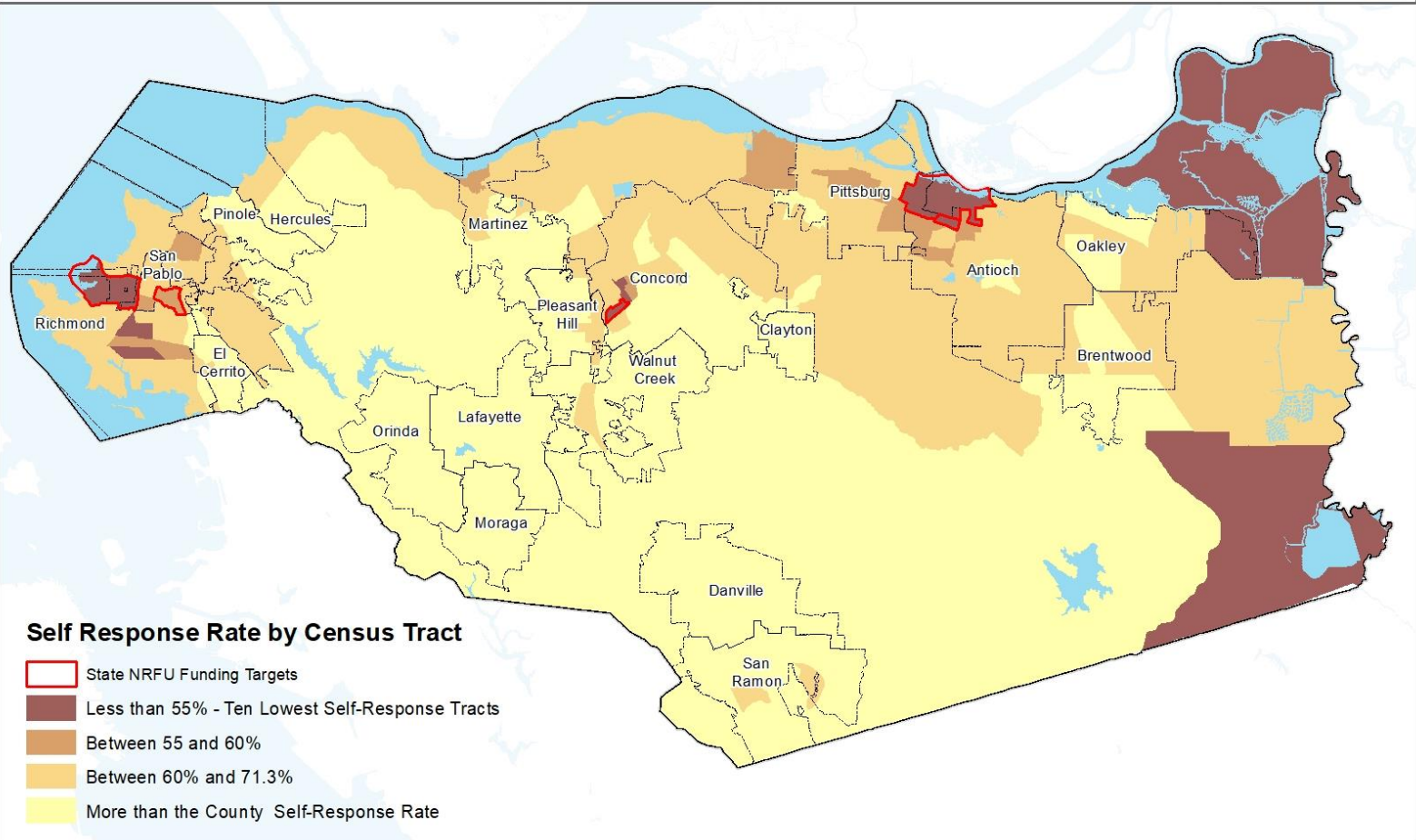




**Loss of \$500 Million to  
\$1.1 Billion  
over 10 years**

At our current SRR (76.4%) we could lose between  
**3 - 6 billion dollars** over ten years!!!

# Contra Costa County Self-Response Rates by Census Tract - July 15, 2020



**Cities, Towns, and  
Neighborhoods that have  
Surpassed their 2010 SRR**

# Communities that have surpassed their 2010 Self Response Rates

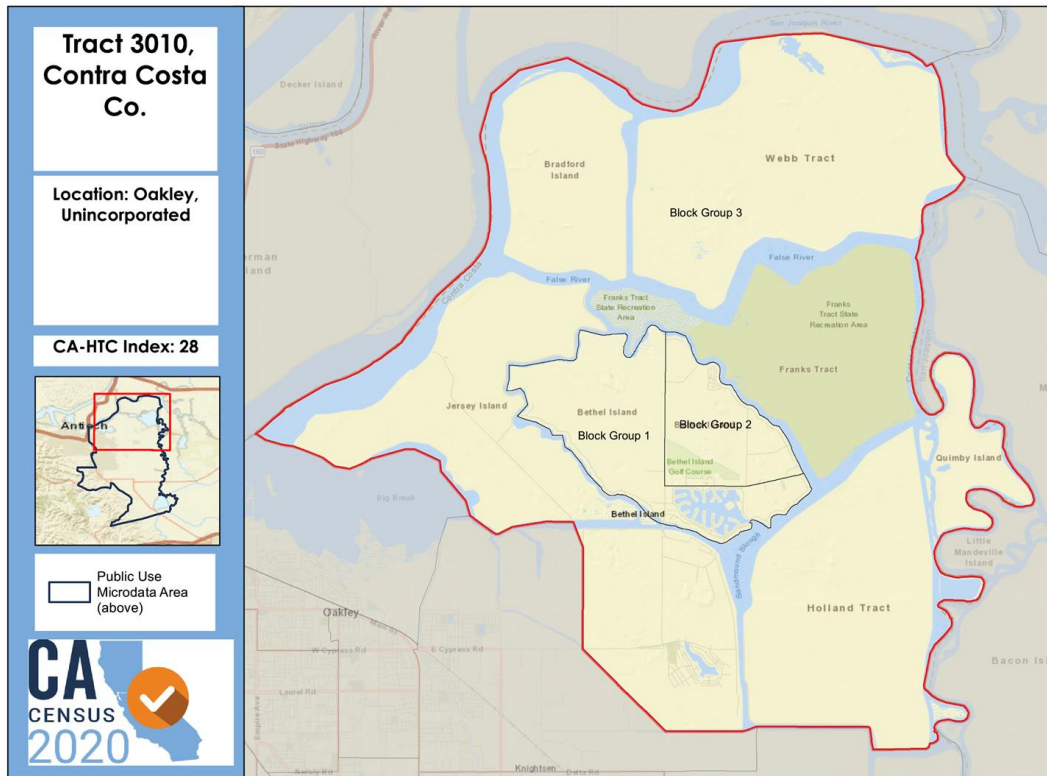
- Antioch
  - Sycamore Neighborhood
- Brentwood
- Clayton
- Concord
  - Monument Corridor
- Danville
- El Cerrito
- Hercules
- Lafayette
- Martinez
- Moraga
- Oakley
- Orinda
- Pinole
- Pittsburg
- Pleasant Hill
- Pinole
- Pleasant Hill
- San Ramon
  - Dougherty Valley
- Richmond
  - Country Club
  - Esmond and Lassen
  - Laurel Park
  - Lower 23rd
  - Marina Bay
  - Pogo Park
  - Point Richmond
  - Pullman and Park Plaza
  - Richmond Annex
  - Richmond Heights
  - Santa Fe and Coronado
- San Pablo Neighborhoods
  - Upper 23rd
- Unincorporated Communities
  - Alamo
  - Blackhawk
  - Contra Costa Centre
  - Crockett
  - Diablo
  - Discovery Bay
  - East Richmond Heights
  - Kensington
  - Rodeo

# Top 10 Census Tracts with Lowest SRR Score

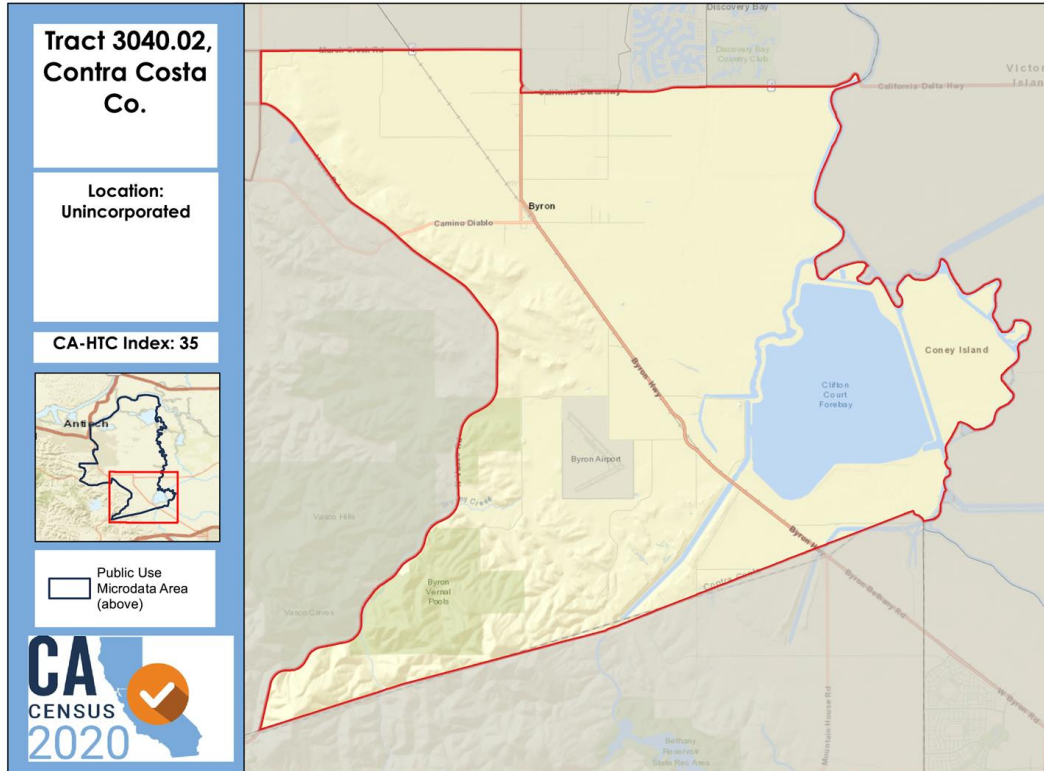
# 1. Bethel Island (49.8%) +5.7%

## Leading HTC Characteristics

- Vacant housing units
- Moved recently
- Children under 5



## 2. Byron (52.5%) +6.1%



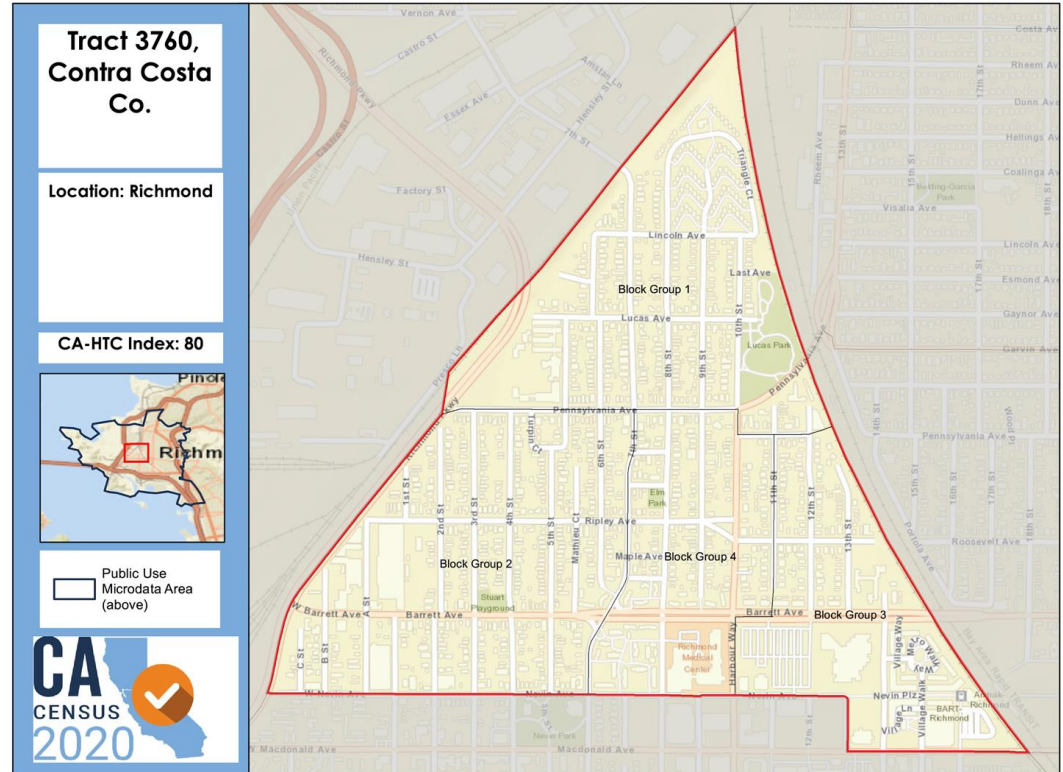
### Leading HTC Characteristics

- Households without broadband subscription
- Unemployed
- Non-HS graduates

# 3. Iron Triangle (54%) +3.7%

## Leading HTC Characteristics

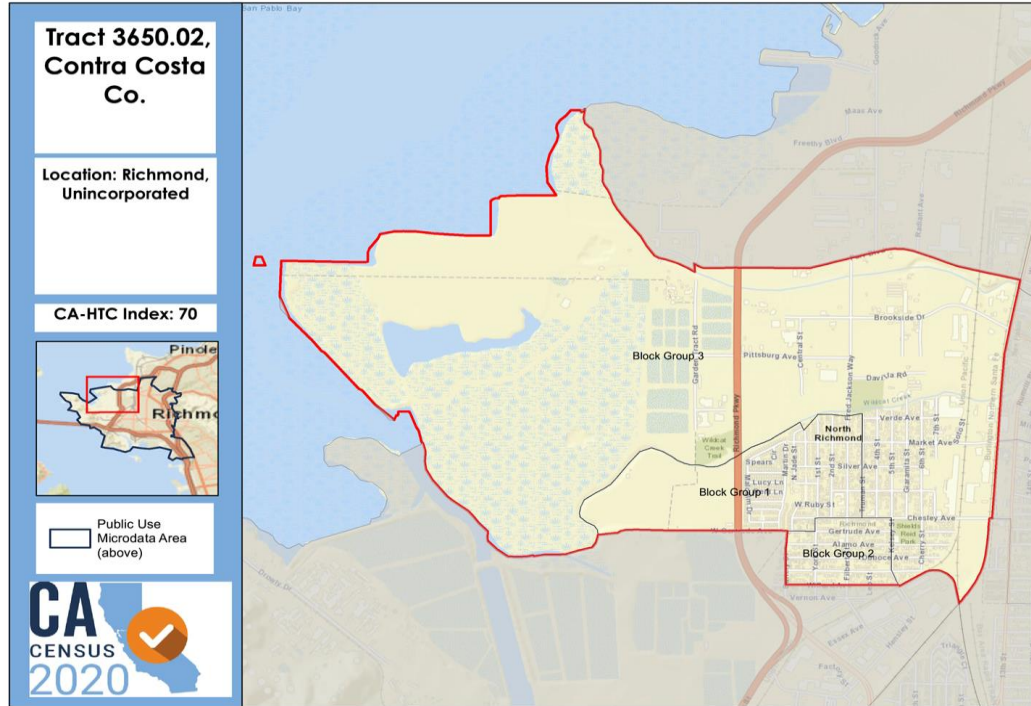
- Vacant housing units
- Children under 5
- Non-HS graduates
- 65.1% renter occupied





# 4. North Richmond (54.2%) + 6.1%

- State NRFU Funding Eligible

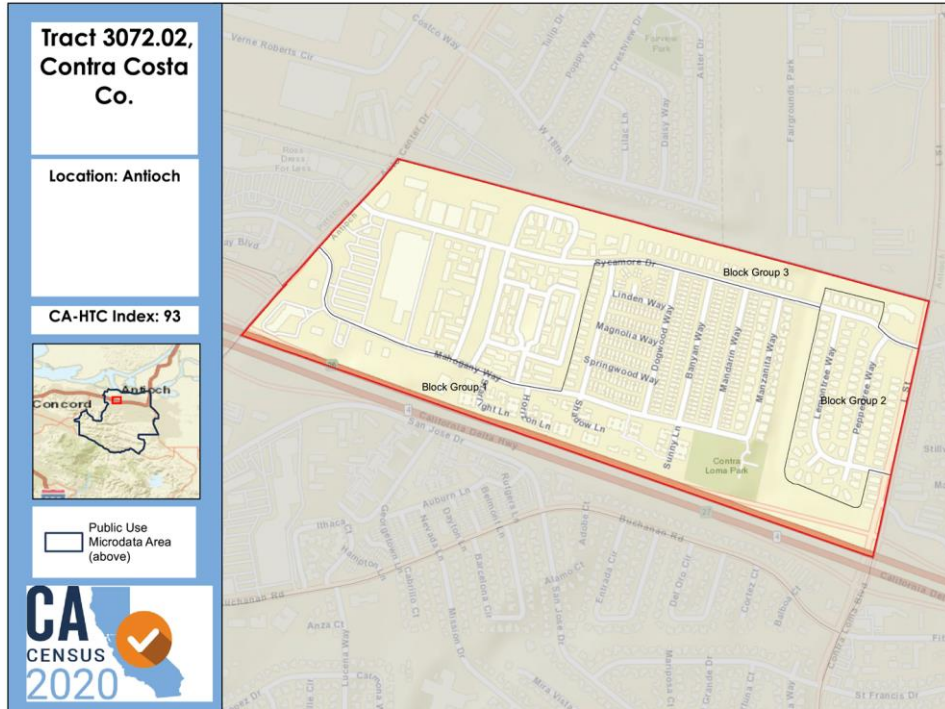


## Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
  - 76.9% of limited English-speaking population speak Spanish

# 5. Northwest Antioch (55.2%) + 5.8%

- State NRFU Funding Eligible



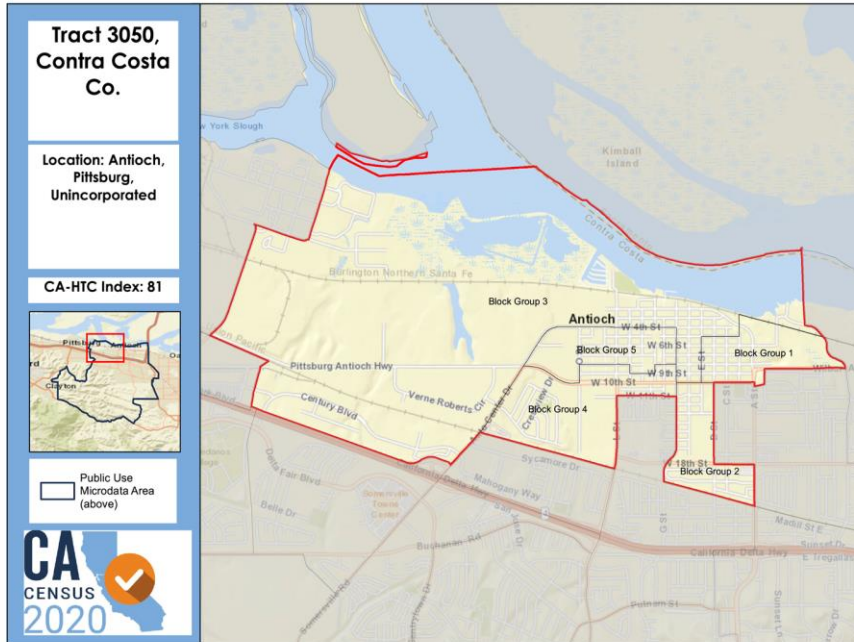
## Leading HTC Characteristics

- Households receiving public assistance
- Unemployed
- Children under 5
- 88.4% renter occupied



# 7. Pittsburg/Antioch (59.2%) +5.6%

- State NRFU Funding Eligible



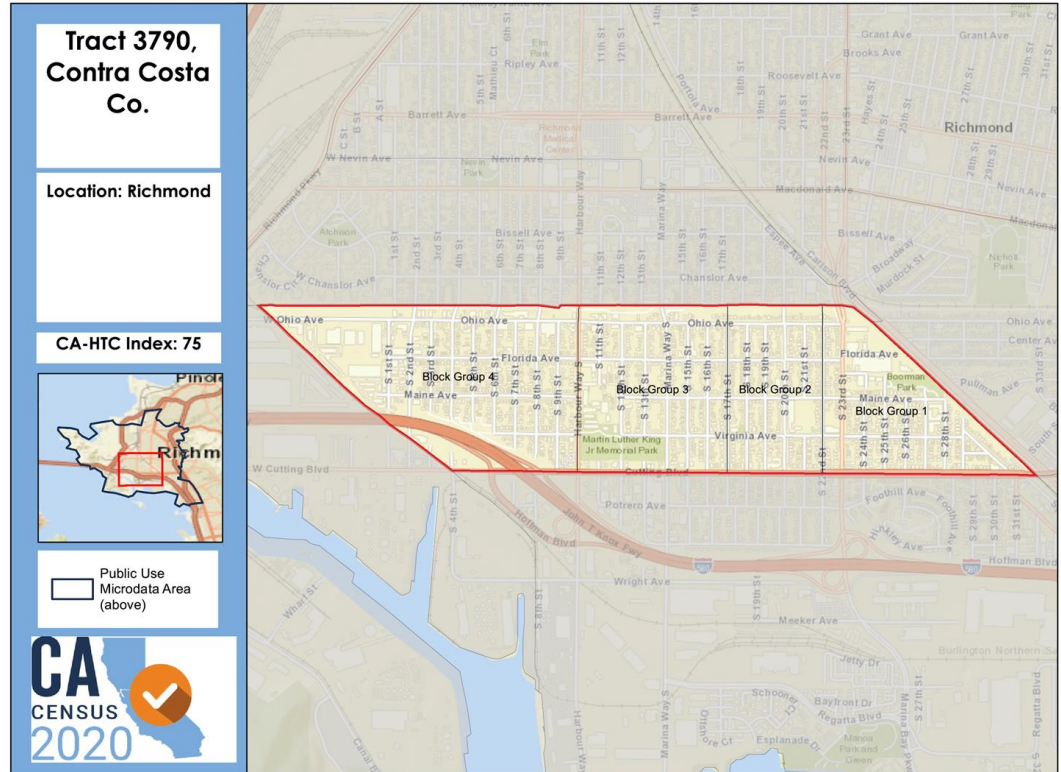
## Leading HTC Characteristics

- Unemployed
- Households receiving public assistance
- Children under 5

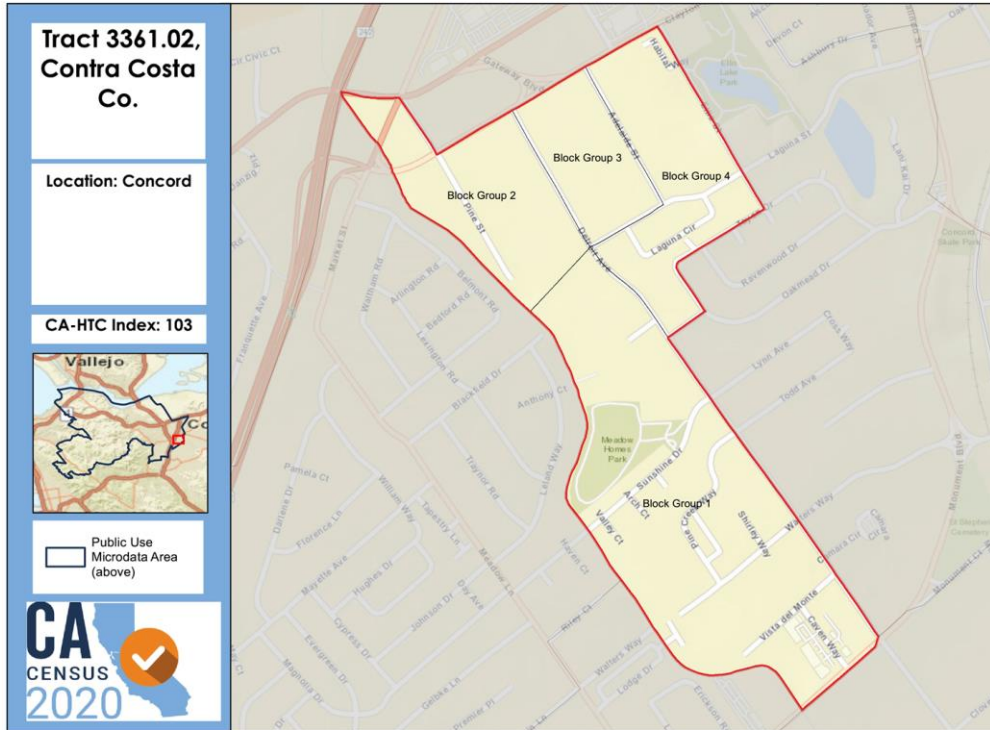
# 8. Central Richmond (59.1%) +4.1%

## Leading HTC Characteristics

- Below 150 percent of poverty level
- Children under 5
- Vacant housing units



# 9. Monument Corridor (60%) +6.1%



## Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
  - 76.9% of limited English-speaking population speaks Spanish

# 10. Central Richmond (60.6%) +6.2%

## Leading HTC Characteristics

- Non-HS graduates
- Children under 5
- Renter-occupied units
  - 70.6% renter-occupied

