

Contra Costa County Census 2020 Complete Count Steering Committee Recap, Resources, and Recommendations 2030 Census Report Draft OUTLINE

- Background on Complete Count Committee
 - History / List of members
 - Goals
 - Process to bringing on staff and hiring Outreach Coordinator
- Summary of Outreach
 - Outreach Strategy
 - In person communication (one-to-one)
 - Grants
 - Presentations to community members
 - Discuss Questionnaire Assistance and transition to COVID-19 pivoting
 - COVID-19 Pivoting
 - Phone banking
 - Digital ads
 - MQAs
 - Census Caravans
 - Food and School supply distribution
- Challenges
 - Political climate/distrust of government
 - Federal administration threats to count or not count undocumented immigrants
 - COVID-19
 - Changing enumeration deadlines
 - Coordinating with USCB
 - Counting unhoused populations (cultural competency)
 - Staff time and competing priorities
- Lessons learned
 - Discuss effectiveness of working with partners on the ground
 - Success of Questionnaire Assistance
 - Regional approach and support
 - Need dedicated staff to conduct outreach
- Recommendations
 - List out clear recommendations for doing outreach in county for 2030 census based on challenges and lessons learned from 2020
 - Invest in community partners
 - One-on-one communication
 - Questionnaire Assistance
 - Digital ads to reach languages that have less concentrated communities in county
 - Time Line
- Appendices

- Budget
- List of organizations we granted with
- Job posting for Outreach Coordinator
- Job posting for Census Outreach Specialists / Interns
- Generic Census 101 presentation
- Examples of collateral
- Examples of digital ads/social media posts
- Records of Action from CCC meetings?