



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

(An Ad Hoc Committee Established by the Board of Supervisors)

October 19, 2020
12:00 P.M.

Join from PC, Mac, Linux, iOS or Android:

<https://cccouny-us.zoom.us/j/95830945162>

Meeting ID: 958 3094 5162

Or Telephone, dial:

USA 214-765-0478

USA 888-278-0254 (US Toll Free)

Conference code: 845965

[Find local AT&T Numbers](#)

Supervisor Diane Burgis, Chair
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

Julie Enea, County Administrator's Office
Kristine Solseng, Conservation and Development Department

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

1. Call to Order and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).
3. **RECEIVE** and **APPROVE** the Record of Action for the September 21, 2020 meeting of the 2020 Census Complete Count Steering Committee. *(Julie Enea, County Administrator's Office) - Est 2 min*
4. **RECEIVE** federal, state, regional, and local updates on preparation for the Census. *(Matt Lardner, Census Outreach Coordinator) - Est 15 min*
5. **REVIEW** and **APPROVE** the DRAFT 2020 Census Final Report. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
6. **RECEIVE** recommendations for the Census 2030 Recap, Resources, and Recommendations Report and **DISCUSS** alternate recommendations for inclusion in the report. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*

7. **ACCEPT** the Census 2020 budget update. (*Julie Enea, County Administrator's Office*)
Est 5 min
8. **DISCUSS** remaining obligations, and schedule and content of the final meetings of the 2020 Census Complete Count Steering Committee. (*Teresa Gerringe, District III*) *Est 5 min*
9. The final meeting is currently scheduled for November 16, 2020.
10. Adjourn

The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 1025 Escobar St., 4th Floor, Martinez, during normal business hours.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Julie DiMaggio Enea, County Administrator's Office
Phone (925) 655-2056, Fax (925) 655-2066
julie.enea@cao.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

Meeting Date: 10/19/2020
Subject: Record of Action for the September 21, 2020 Steering
Committee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the September 21, 2020 Steering
Committee Meeting
Presenter: Barbara Riveira **Contact:** Julie Enea (925)
655-2056

Referral History:

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meeting.

Referral Update:

RECEIVE and APPROVE the Record of Action for the September 21, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the September 21, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Fiscal Impact (if any):

None.

Attachments

DRAFT Record of Action for the September 21, 2020 Meeting



2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

(An Ad Hoc Committee Established by the Board of Supervisors)

RECORD OF ACTION FOR
September 21, 2020

- Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Fran Biderman, At Large Member; Andres Orozco, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Samuel Houston, At Large Member
- Absent: Ali Saidi, At Large Member; Alvaro Fuentes, At Large Member; Mark Orcutt, At Large Member; Terry Koehne, At Large Member
- Staff Present: Kristine Solseng, Department of Conservation and Development; Teresa Gerringer, District III; Matt Lardner, Census Outreach Coordinator; Barbara Riveira, County Administrator's Office
- Attendees: David Tucker, Stephanie Kim

1. Call to Order and Introductions

Meeting was called to order at 12:07 p.m., and roll call was taken.

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No public comment was made.

3. RECEIVE and APPROVE the Record of Action for the July 20, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Motion to approve the Record of Action for the July 20, 2020 Steering Committee Meeting.

Vice Chair Candace Andersen, District II Representative Aparna Madireddi

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

4. **RECEIVE** and **FILE** the Census 2020 Finance Subcommittee Record of Action for the July 31, 2020 meeting.

Motion to approve the Record of Action for the July 31, 2020 Finance Subcommittee Meeting.

District IV Representative Lauren Babb, District II Representative Aparna Madireddi

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

5. ***RECEIVE federal, state, regional, and local updates on preparation for the Census: Federal (U.S. Census Bureau)***

- *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?*

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?*

Region 3 Updates (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 (Contra Costa County and Partners)

- *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 areas?*
- *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)

Federal, State, Regional, and Local updates were given. 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).

6. **RECEIVE** recommendations for the 2020 Census Final Report.

Matt Lardner, Census Outreach Coordinator presented the State Census 2020 Final Report template for discussion. The committee members participated in discussion: Mariana Moore stated some of the success factors were 1) Early and strong partnership with the county; 2) Community tone of intentional collaboration 3) Trusting community organizations. The 2020 Census was different from 2010 with Matt Lardner, Outreach Coordinator. Staff has been very collaborative minded, and responsive. Staff should be recognized. Kristine Solseng prepared excellent language maps used by many organizations to figure out where the language needs are. Lina Velasco stated the level of communication has been great. David Tucker, State RPM reported that all information needs to be upload into the Partnership Portal and update events into SWORD. Committee members were asked to email and recommendations to Matt Lardner, Kristine Solseng, and Teresa Gerrenger.

7. **RECEIVE** recommendations for the Census 2030 Recap, Resources, and Recommendations Report and **DISCUSS** alternate recommendations.

Matt Lardner presented the draft template for the Complete Count Steering Committee Recap, Resources and Recommendations Report and seeks input from the committee. Committee members were asked to email and recommendations to Matt Lardner, Kristine Solseng, and Teresa Gerrenger.

8. Receive and Review Census 2020 budget update and approve realignment of the remaining funds.

Motion to approve proposed budget plan for re-distribution of remaining funds.

District I Representative Lina Velasco, District IV Representative Lauren Babb

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

9. Recommend scheduling an additional Steering Committee meeting for November 16, 2020 to review and approve the Recap and Recommendations for the 2030 Census.

The next Steering Committee meeting is scheduled for October 19, 2020.

10. Adjourn

Meeting adjourned at 1:45. Prior to adjournment the wonderful Census Team Staff and Steering Committee recognized Barbara Riveira on the occasion of her retirement.

For Additional Information Contact:

Barbara Riveira, County Administrator's Office
Phone (925) 655-2055, Fax (925) 655-2066
barbara.riveira@cao.cccounty.us

DRAFT



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

<u>Meeting Date:</u>	10/19/2020	
<u>Subject:</u>	Federal, State, Regional, and Local Updates	
<u>Submitted For:</u>	David Twa, County Administrator	
<u>Department:</u>	County Administrator	
<u>Referral No.:</u>		
<u>Referral Name:</u>	Federal, State, Regional, and Local Updates	
<u>Presenter:</u>	Matthew Lardner	<u>Contact:</u> Mathew Lardner, 925-674-7813

Referral History:

This is a standing item on the Steering Committee agenda to receive new Census information that has developed or been disseminated from the federal, State, regional and local levels since the last Steering Committee meeting.

Referral Update:

Federal Updates (US Census Bureau)

- Census 2020 Self Response Rate as of 10/13/20:
 - National – 66.8%
 - California – 69.4%
 - Contra Costa County – 77.2%
- Counting ended on Thursday, October 15
 - Potentially it will start again and continue through October 31?
 - [On Tuesday, October 13 Supreme Court grants Trump request to halt census until appeal plays out in lower court](#)
 - Congress has still not acted on extending the delivery of data to President or the Redistricting process which will speed up the data cleaning timeline for the USCB
- Service Based Enumeration (SBE) and Targeted Non-shelter Outdoor Locations (TNSOL) completed
 - We had good communication with the Regional Area Census Office in Concord, but zero communication with Oakland ACO for West County
 - Our CORE teams are continuing to enumerate any unhoused residents who have not been counted

State (California Complete Count) Updates

- 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.
- Final Report due November 16

Regional (United Way Bay Area)

- Working with County to distribute and manage NRFU funding from state and will continue as through October 31.
- Continuing to do phone banking through Call Hub

Local Updates (Contra Costa County Complete Count Committee)

- CORE team (equipped with our devices) continues to enumerate unhoused residents when out in the field.
- City of Richmond Phone bank.
 - 15 city staff made around 370 calls in low self-response census tracts in the city.
- Wrapping up eight open grants to get out final payments.
- Finalizing CA Final Report.
- Communities that are below their 2010 self-response rate
 - North Richmond – D1
 - San Pablo – D1
 - Portion of El Sobrante – D1
 - Rural Moraga/Orinda – D2
 - Part of Rossmoor (admittedly, reaching at 85.9% SRR again is a challenge!) – D2
 - Portion of San Ramon – D2
 - Downtown Martinez area – D5
 - Portion of Pittsburg/Bay Point – D5
 - Antioch Tracts Not Over 2010
 - Somersville – D3 / D5
 - Sycamore – D5
 - Downtown – D5 / D3
 - Portion of Concord – D4

Recommendation(s)/Next Step(s):

RECEIVE federal, state, regional, and local updates on preparation for the Census.

Fiscal Impact (if any):

None.

Attachments

Federal, State, Regional, and Local Updates Slides

Federal Updates

- Census 2020 Self Response Rate as of 10/13/20:
 - National – 66.8%
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 - Our CORE teams are continuing to enumerate any unhoused residents who have not been counted

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.
- Final Report due November 16

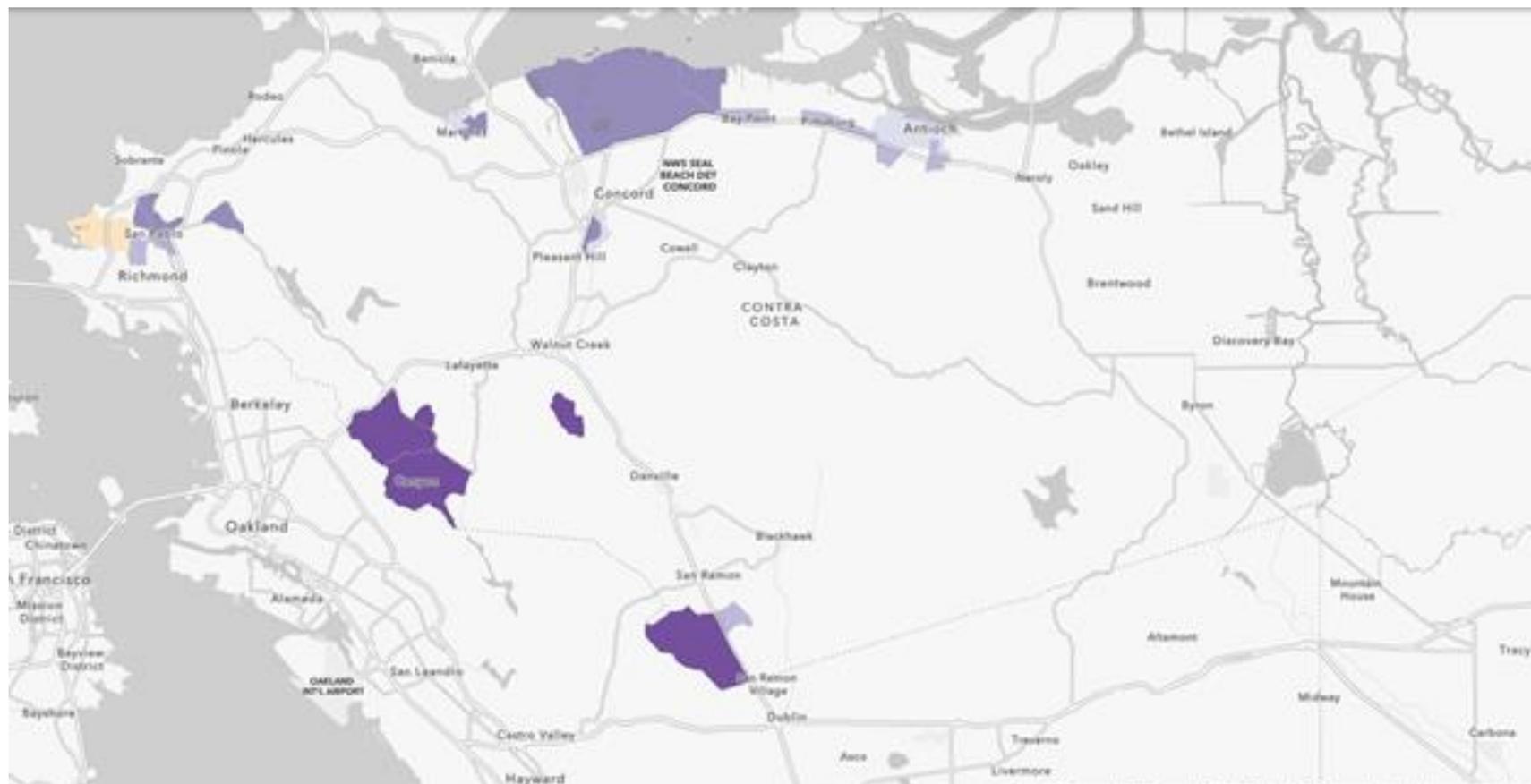
- **Regional (United Way Bay Area)**

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Local Updates

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Communities that are below their 2010 Self Response Rates



Communities that are below their 2010 Self Response Rates

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- San Pablo – D1
- Portion of El Sobrante – D1
- Rural Moraga/Orinda – D2
- Part of Rossmoor (admittedly, reaching at 85.9% SRR again is a challenge!) – D2
- Portion of San Ramon – D2
- Downtown Martinez area – D5
- Portion of Pittsburg/Bay Point – D5
- Antioch Tracts Not Over 2010
 - Somersville – D3 / D5
 - Sycamore – D5
 - Downtown – D5 / D3
- Portion of Concord – D4



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 10/19/2020
Subject: Census 2020 Final Report
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census 2020 Final Report recommendation Outline
Presenter: Matthew Lardner **Contact:** Mathew Lardner,
925-674-7813

Referral History:

The 2020 Census Final Report is a requirement of contract and funding from the State of California-Government Operations Agency-California Complete Count-Census 2020. The report reviews the Strategic and Implementation Plans and compares stated and expected approaches with what transpired. The report will include both qualitative and quantitative responses to be used by the California Complete Count-Census 2020 Office to share the Census 2020 outreach outcomes, highlight challenges, and uplift strategies for future campaigns with our partners, legislature, and other key stakeholders. The report is due to the State of California-Government Operations Agency-California Complete Count-Census 2020 Office no later than November 16, 2020. It will be presented to the Board of Supervisors on November 10, 2020.

Referral Update:

RECEIVE outline of recommendations for the 2020 Census Final Report to include discussion with the Census 2020 Complete Count Steering Committee recommendations.

Recommendation(s)/Next Step(s):

REVIEW and **APPROVE** the DRAFT 2020 Census Final Report.

Fiscal Impact (if any):

\$18,130 in State funding is associated with submittal of a final report.

Attachments

Census 2020 DRAFT Final Report



State of California – Government Operations Agency
 California Complete Count-Census 2020
 400 R Street, Suite 359
 Sacramento, CA 95811
 www.census.ca.gov
 (916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director

FINAL REPORT TEMPLATE

General Information

Date of report	November 10, 2020
Organization / Entity	Contra Costa County
Responsible Person / Title	Julie Enea Senior Deputy County Administrator
Contact Person / Title	Kristine Solseng, Principal Planner
Address	1025 Escobar Street, 4 th Floor, Martinez, CA 94553
Email / Phone	Julie.enea@cao.cccounty.us , Kristine.solseng@dcd.cccounty.us , 925-655-2056, 925-674-7809

Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?

Goals

1. Achieve a Self-Response Rate of at least 76.9% (2010 Participation Rate according to the US Census Bureau. Note, since our goals were developed, the Census Bureau has published estimated 2010 Self Response Rates. For Contra Costa County this is 72.1% and a more accurate comparison);
2. Increase participation in hard-to-count communities;
3. 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;
4. Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.

Objectives

Due Date: November 16, 2020

1. Messaging Partners: Community Partners agree to amplify Census messaging through social media, newsletters, and email blasts. Messages may be targeted to specific populations and in multiple languages as needed.
2. Host Questionnaire Assistance Centers or Questionnaire Action Kiosks.
3. Census Speakers Bureau: Work to match requests for a Census 2020 Speaker at community events with local trusted messengers, Complete Count Committee Members, and Census staff to present at various local events.
4. Mini-Grant Program: Offer mini-grants to implement a Census Outreach idea, such as:
 - Community Events
 - Youth Film Festivals
 - Soccer Tournaments
 - CBO outreach efforts (to fund larger CBO outreach events to leverage existing resources)
5. Adopt-a-Block Program: Community Organization volunteers to canvass in HTC Census Blocks to encourage residents to fill out their Census questionnaires. This program will work in concert with SwORD's live self-response data to target areas with a low self-response rate. Community Organizations and/or volunteers will be provided with training and a stipend for the canvassing.

2) **Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).**

Contracted partner's operations

What worked well operationally?

- Training trusted messengers in the education period months in advance of Census throughout the county to reach people directly in their own communities, particularly for communities who speak English as a second language. We heard time and again that residents preferred to see outreach in their native language even if they spoke English fluently.
- Subcontracting with local community-based organizations during the activation phase was an efficient way to get our funding out and into the hands of community members who could most effectively conduct outreach to their communities.
- Our Health, Housing, and Homelessness CORE Team was a major factor in our success with counting our unhoused population in the SBE and TNSOL portions of the Census. Although communications with our Regional Area Census Offices was not always clear, we were able to rely heavily on our CORE team to provide the needed information and conduct additional clean-up efforts with unhoused populations to ensure all our residents who were unhoused were enumerated correctly.

What hindered the operations?

- COVID-19 was, of course, the biggest hindrance to our contracted partners' operations. It completely derailed our strategy of peer-to-peer outreach and forced us to shift to a more digital/virtual approach as we all adjusted to the "new normal". Towards the end of the Census operations, we were able to conduct more in-person outreach as we adapted to the precautions needed to prevent spread of the virus.
- Second to COVID, the lack of Information and communication from the USCB was an enormous hindrance in effectively reaching a complete count. For instance, in West County we never heard from the Oakland ACO about TNSOL operations and had to rely completely our Health, Housing, and Homelessness Core Team to enumerate encampments, particularly in Richmond.
- In September as we attempted to do more in person assistance, wildfires and smoky air thwarted our efforts.
- The social unrest and distrust of the government, particularly the Federal Government, greatly impacted our ability to reach communities who were wary of responding to the Census to begin with.
- Lack of communication and coordination from Mercury for micro-media campaign led to redundancies and wasted local resources.
- The County's contracting and invoicing process hindered the pace of grant approval and fund disbursement.
- Inconsistent data formats for planning and reporting activities required significant staff time to review and provide quality control.

Contracted partner's outreach

What outreach tactics worked well?

- Cultivating relationships between the county and our community-based organizations more than six months in advance of the Census count helped drum up more support and awareness of the census than in previous counts.
- Focusing efforts on peer-to-peer communication to engage all residents around the Census was pivotal to reach all residents in a way that was effective, culturally competent, and relevant to their own identities and backgrounds.
- Providing outreach material and website information in non-English languages contributed to a sense of inclusion for all Contra Costa county residents.
- Direct questionnaire assistance was far and away the most effective form of outreach that led to direct results of hard-to-count community members being counted accurately.
- Once COVID forced us to shift to more virtual and digital tactics, phone banking became a pivotal way for us to continue with some peer-to-peer outreach and ensure community members had not only responded to the Census, but were safe, healthy, and not in need of food or financial assistance.
- Hiring a Census Outreach Coordinator and Outreach Specialists (interns) helped to provide dedicated staff time to focus on outreach activities.
- Strong collaboration and high level of communication among staff, Complete Count Steering Committee, UWBA, and the State allowed for more advocacy throughout the county, region, and state to ensure the Census Bureau was following through on its job.

- The combination of SwORD Hard-to-Count analysis and additional staff GIS analysis to understand various Hard-to-Count characteristics and how they impact different communities within the County. In particular, detailed language analysis allowed us to understand where non-English language populations are concentrated so that we could tailor communications and outreach in those areas with the preferred language(s).

What hindered the outreach?

- As mentioned above, 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.
- The Micro-media plan being implemented behind schedule was a huge hindrance to our ability to flesh out ads in our county. We were relying on the state's buying power to purchase ads throughout the region, particularly in transit. However, Mercury was slow in providing a clear ad buy plan and we ended up having to rely on our own contacts in the county to eventually get ads up on transit, including BART. All counties in Region 3 were hoping for a more coordinated campaign and effort from the state's contractor throughout the Bay Area that was well thought out and started well in advance of the count.
- Other hindrances were the changing deadlines and disinformation from the federal government. This made it particularly difficult for us to conduct outreach as the current administration consistently changed its own position and spread misinformation, particularly around counting immigrants.

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

- Political climate/distrust of government, including the Federal administration threats to count or not count undocumented immigrants
 - Working with partners and community organizations on the ground to provide one-on-one communication in Hard-to-Count areas
- COVID-19
 - Pivoting to phone banking and digital outreach
 - Still putting a focus on Questionnaire Assistance
- Changing enumeration deadlines
- Coordinating with USCB, particularly with SBE
 - Core team experienced challenges coordinating to be on the ground during SBE to provide any cultural competency that may be lacking from enumerators
- Staff time and competing priorities
 - We only had one staff member in the county who was dedicated to Census Outreach full time. The Department of Conservation and Development, County Administrator's Office, and Office of District III Supervisor Diane Burgis all provided a staff member to work on Census part-time in addition to their other duties.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

- Final 2010 self-response rate: 72.1%
- Final 2020 self-response rate: XX.X%
- Both the state and county dedicated increased funding to Census 2020 compared to Census 2010 (due to the challenges previously cited) and this led to our local governments taking more ownership, allowing us to increase our connections with community-based partners. In 2020, the county started working more than a year in advance of the Census to train trusted messengers and organizations throughout the county to conduct outreach and prepare their own communities for responding and being counted in Census 2020.
- The silver lining of COVID is there was additional time to conduct targeted outreach in Hard-to-Count communities, which helped the county exceed our 2010 Self-Response Rate.
- When comparing 2020 and 2010 SRRs, it's important to remember there was a foreclosure crisis in 2010 with a large number of vacant units that did not have people to respond to the census.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The Contra Costa County Board of Supervisors allocated \$500,000 of county funds to Census 2020 to support achieving a complete count. The funds were specifically to be granted out to community-based organizations to assist the county in conducting Census outreach in all areas and communities. We made more than 80 grants with community organizations, cities, and county departments who we subsequently trained to understand the importance of the census, how to be counted, and to be trusted messengers in their respective communities. Each organization was provided with training, swag, outreach materials, and support to conduct outreach activities that best suited the needs of their communities. These activities included trainings, census events, phone banking, questionnaire assistance, food distribution, census caravans, social media, and others to educate community members about the importance of responding to the census and provide them with the necessary tools to do so.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

- Community-Based Organizations
 - Our main partners were community-based organizations. We granted funds to 75 organizations to help us conduct outreach in all communities throughout the county.
- County Departments and Cities

- We also granted funds to five county departments and three cities to help us educate county employees and layer in census messaging to their communications with county residents and partners.
- Health, Housing, and Homelessness CORE Team
 - A major partner was Contra Costa County's Health, Housing, and Homelessness CORE team, who was pivotal in counting our unhoused population. They coordinated directly with the Regional ACOs to provide needed information and went out into the field to support the TNSOL operation and enumerate residents who were missed.
- 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 more 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 a lot of technical expertise in tracking self-response rates, navigating phone banking programs, supporting questionnaire assistance centers, language translation, and providing training materials.
- Federal, State, Regional, County Legislative & Government Partners
 - Representatives from our federal and state legislators' offices; regional, county, special district, and local government elected officials, along with appointed members of county municipal advisory councils were instrumental in helping 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.
- Faith Based
 - Faith-based organizations and churches in our county were an enormous help in getting the word out, particularly to our Spanish speaking residents.
- Higher Education
 - Outreach to higher education institutions played a part in getting the word out to students, faculty and staff at those locations via campus clubs and other organizations.

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

- We developed digital ads in multiple languages targeted throughout the county based on where we knew those languages were spoken using demographic data.
- We provided Spanish language assistance at most events/outreach activities. When we could not provide language assistance, we coordinated with the USCB Partnership Specialists to fill in any gaps.
- Our collateral and our social media toolkit were translated in all required languages.

Contra Costa County

- Our website featured seven different languages plus sign language information on the home page, contributing to a sense of inclusion and easy access to information in multiple languages.
- We presented about the importance of the Census and provided needed resources to the Developmental Disability Council of Contra Costa County.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

After COVID hit and forced the Bay Area into a long shelter-in-place order, we were encouraged to see the number of our grantees who stepped up and worked with us to completely pivot our strategy of reaching our hardest-to-count residents and ensuring that all were counted. Many were eager to find ways to continue reaching out to their community. Grantees took on phone banking and made over 15,000 calls; provided virtual questionnaire assistance; helped us distribute census materials at food sites; planned Census Caravans in 10 cities, and helped us distribute 4,000 Census backpacks, 5,000 bilingual Census grocery bags, and countless other swag items. While this year was obviously incredibly challenging, it was also incredibly moving to see the ways in which our community stepped up to continue to support our most vulnerable residents and ensure they were safe, healthy, and counted.

DRAFT

Contra Costa County



(Pinole Backpack Giveaway)



Contra Costa County

(Hercules, Crockett, Rodo Census Caravan)



(Northern California Black Trade Unionists)



(Men and Women of Valor)

- 9) Please add any suggestions for the 2030 Census efforts, including timelines.
- Train and invest in a diverse group of trusted messengers who reflect the demographic makeup of county residents.

- Make questionnaire assistance accessible and inviting throughout the state
- Work with nearby counties in region to plan a coordinated transit ad campaign throughout region in advance of the Census count.
- Advocate to the federal government to strengthen the USCB and make operations more effective and transparent.
- Work between now and 2030 to rebuild relationships between our state and local governments and immigrant communities.
- Hire a diverse staff that reflect our residents' race, ethnicity, gender identity, sexuality, language, etc.
- Develop collateral and materials in multiple languages spoken throughout the county. Conduct a thorough survey/demographic evaluation before developing a strategy for 2030 outreach.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 10/19/2020
Subject: Recap, Resources, and Recommendations for Census 2030
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Recap, Resources, and Recommendations for Census 2030
Presenter: Matthew Lardner **Contact:** Mathew Lardner,
925-674-7813

Referral History:

The 2030 Recap, Resources, and Recommendation Report for Census 2030 will be recommended by the Census 2020 Complete Count Steering Committee to provide a road map for the Census 2030 coordination team. The report will include best practices and identify what worked and what didn't work during the 2020 Census. The final report will be presented to the 2020 Steering Committee on November 16, 2020 and is expected to be provided to the Board of Supervisors as a Consent item on December 8, 2020.

Referral Update:

RECEIVE attached outline of recommendations for the Census 2030 Recap, Resources, and Recommendations Report and **DISCUSS** alternate recommendations for inclusion in the report.

Recommendation(s)/Next Step(s):

RECEIVE recommendations for the Census 2030 Recap, Resources, and Recommendations Report and **DISCUSS** alternate recommendations for inclusion in the report.

Fiscal Impact (if any):

None.

Attachments

2030 Recap, Resources, and Recommendations Draft Outline

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

RECAPS

- **Background on Complete Count Committee**
 - History / List of members
 - Goals
 - Achieve a Self-Response Rate of at least 76.9% (2010 Participation Rate according to the US Census Bureau. Note, since our goals were developed, the Census Bureau has published estimated 2010 Self Response Rates. For Contra Costa County this is 72.1% and a more accurate comparison);
 - Increase participation in hard-to-count communities;
 - 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 additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.
 - Objectives
 - Messaging Partners: Community Partners agree to amplify Census messaging through social media, newsletters, and email blasts. Messages may be targeted to specific populations and in multiple languages as needed.
 - Hosting Questionnaire Assistance Centers or Questionnaire Action Kiosks.
 - Census Speakers Bureau: The County will work to match requests for a Census 2020 Speaker at community events with local trusted messengers, Complete Count Committee Members, and Census staff to present at various local events.
 - Mini-Grant Program: Applying for mini-grants to implement a Census Outreach idea, such as:
 - Community Events
 - Youth Film Festivals
 - Soccer Tournaments
 - CBO outreach efforts (to fund larger CBO outreach events to leverage existing resources)
 - Adopt-a-Block Program: Community Organization volunteers to canvass in HTC Census Blocks to encourage residents to fill out their Census questionnaires. This program will work in concert with SWORD's live self-response data to target areas with a low self-response rate. Community Organizations and/or volunteers will be provided with training and a stipend for the canvassing.
 - 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
 - Develop digital ads to reach languages that have less concentrated communities in county.
 - Start early and sustain relationships with community based organizations throughout the decade.
 - Train and invest in a diverse group of trusted messengers who reflect the demographic makeup of county residents.
 - Make questionnaire assistance accessible, inviting, and cultural competent throughout the county.
 - Work with nearby counties in region to plan a coordinated transit ad campaign throughout region in advance of the Census count.
 - Advocate to the federal government to strengthen the USCB and make operations more effective.
 - Work between now and 2030 to rebuild relationship between our government and immigrant community.
 - Hire a diverse staff to conduct census outreach on behalf of county who reflects our residents' race, ethnicity, gender identity, sexuality, language, etc.
 - Develop and distribute collateral and materials in multiple languages spoken throughout the County. Should do a demographic evaluation before developing strategy for 2030 outreach.

RESOURCES

- Budget
- List of organizations (and contact info) we granted with
- Job posting for Outreach Coordinator
- Generic Census 101 presentation
- Examples of collateral
- Examples of digital ads/social media posts
- Social Media Toolkit
- Reporting Templates
- Records of Action from CCC meetings?



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 10/19/2020
Subject: Receive and Review Budget Update
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Receive and Review Budget Update
Presenter: Julie DiMaggio Enea **Contact:** Julie DiMaggio Enea (925)
655-2056

Referral History:

Total 2020 Census Budget of \$926,005

On December 18, 2018, the Board of Supervisors adopted Resolution No. 2018/592 proclaiming support of, and participation in, the 2020 Census, authorizing execution of the County-Optional Outreach Agreement with the State, and making the County eligible to receive up to \$362,605 during fiscal years 2018-19 and 2019-20.

On July 30, 2019, at the recommendation of the 2020 Census Complete Count Steering Committee, the Board of Supervisors approved a one-time allocation of \$500,000 from the County General Fund to supplement State funding for the County's expenses for outreach to hard-to-count populations.

On February 11, 2020, the Board adopted Resolution No. 2020/40 authorizing the County to accept an additional \$63,400 in State Census funding to augment printing collateral and in-language support, administer census outreach activities in hard to count tracts, and establish a contingency fund for rapid deployment of resources during the self-response period, for a total State allocation of \$426,005.

Budget Plan

The attached budget status shows the original proposed Census Budget as compared to the current Census budget, and actual expenditures plus encumbrances to date. Following is a brief summary of budget reallocations that were made with approval of the Steering Committee over the course of the Census Project:

- At its October 21, 2019 meeting, the Census Steering Committee approved a redistribution of funds: \$10,000 in Media Buys, \$26,345 in Printing Collateral and \$40,000 in Outreach Tasks.
- At its December 16, 2019 meeting, the Steering Committee approved reallocation of \$20,000 of the Technology funding to direct outreach to the veteran population.
- At its January 27, 2020 meeting, the Steering Committee allocated supplemental State funds of \$63,400: \$16,400 to Printing, \$42,000 to grants allocated and \$5,000 to Contingency/Non-response Follow Up.
- At its March 16, 2020 meeting, the Steering Committee approved a redistribution of funds with flexibility to the Finance Subcommittee to align funds with the COVID-19 restrictions. At the May 11, 2020 Joint Outreach and Finance Subcommittee meeting, the subcommittees approved the redistribution of funds for digital and transit ads during the COVID-19 restrictions.

Referral Update:

Due to the abrupt halt of the Census self-response and field data collection period, it is unlikely that all of the County funds allocated to the Census project will be expended. Encumbered amounts and projected balances are only estimates based on outstanding invoices, mini-grant commitments, and staff costs. Actual costs will not be known until all remaining obligations are closed out.

Note that two State revenue payments remain outstanding. Staff is following up with the State on the missing payment of \$32,634 invoiced at the beginning of this year. The final payment of \$18,130 will be due upon the County's submittal of the final report to the State.

The County Administrator's Office will make all necessary technical adjustments to close out the project budget and will provide an updated close-out report at the final Steering Committee meeting.

Recommendation(s)/Next Step(s):

ACCEPT the Census 2020 budget update.

Fiscal Impact (if any):

None. This is an informational report.

Attachments

2020 Census Budget Update as of 10-12-2020

Census 2020 Budget Update as of 10/12/2020	ADOPTED BUDGET		ADJUSTED BUDGET		ACTUALS					CURRENT BALANCE
	State	County	State	County	2018/2019 Actual	2019/2020 Actual	2020/2021 YTD	All YTD	Encumbered Funds	TOTAL
EXPENDITURES										
Grant Administration	36,260		36,260				36,260	36,260		-
GIS - data analysis and map production	50,000		50,000				50,000	50,000		-
Contract Outreach Staff	150,000		114,263			64,152	23,772	87,924	26,339	-
Media Buys	30,317		65,978			65,978	-	65,978	-	-
**Printing Collateral	16,400		25,825			14,742	10,805	25,547	-	278
Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.	44,028		54,028		703	24,602	14,596	39,901	3,998	10,129
Language Contracts	10,000		8,820			8,820	-	8,820	-	-
**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	42,000	343,000	70,832	344,906		157,510	85,050	242,560	134,000	39,177
Phase I		280,000	7,832	344,906		136,760	46,800	183,560		-
Phase II (includes NRFU)		63,000	63,000			20,750	33,250	54,000		-
Other Depts							5,000	5,000		-
Xtra State Funding / Faith, Dept gaps	42,000							-		-
Technology Access* -Technology needs, including software and hardware necessary for outreach efforts, QAC/QAK, Language Access, Adopt-A-Block, and other program requirements or implementation goals.		112,000		110,094		95,094	15,000	110,094	-	-
Homeless Outreach -Targeted material for Homeless & Transient Population.		25,000		25,000			25,000	25,000	-	-
*Veteran Outreach -Targeted material for Veteran Population.		20,000		20,000		10,000	11,500	21,500	(1,500)	-
*Contingency/Non-Response	5,000							-	-	-
Total Expenses	426,005	500,000	426,005	500,000	703	440,898	271,983	713,584	162,837	49,584
				926,005					876,421	49,584
REVENUES										
Counties to opt out or opt in with a board resolution	32,634		32,634			32,634		32,634		-
1st Quarterly Report due	32,634		32,634			32,634		32,634		-
Strategic Plan due - 60 days from State approval	114,221		114,221			114,221		114,221		-
2nd Quarterly Report due	32,634		32,634			32,634		32,634		-
Implementation Plan due	81,586		81,586			81,586		81,586		-
Implementation Outreach Release Withholding	32,634		32,634			-		-		32,634
NRFU Plan due	18,130		18,130			18,130		18,130		-
Final Report due	18,130		18,130			-		-		18,130
Additional Funding From State(Contract Amendment)	63,400		63,400			63,400		63,400		-
County Supplemental Funding		500,000		500,000		500,000		500,000		-
Loaves and Fishes Reimbursement						2,000		2,000		(2,000)
Total Revenue	426,005	500,000	426,005	500,000	-	877,240	-	877,240	-	48,765
Net Balance	-	-	-	-	703	(436,342)	271,983	(163,657)	162,837	820
* Redistribution of \$20,000 in technology funds to new line item Veteran Outreach										
** Distribution of additional State Revenue of \$63,400										

