

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?