



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

November 16, 2020
12:00 P.M.

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

<https://cccouny-us.zoom.us/j/97072603222>

Meeting ID: 970 7260 3222

Or Telephone, dial:

USA 214-765-0478

USA 888-278-0254 (US Toll Free)

Conference code: 845965

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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 three minutes).
3. **RECEIVE** and **APPROVE** the Record of Action for the October 19, 2020 meeting of the 2020 Census Complete Count Steering Committee. *(Julie Enea, County Administrator's Office) - Est 2 min*
4. **CONSIDER** approving final draft of the 2030 Recap, Resources, and Recommendation Report to inform the Census 2030 effort. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
5. **ACCEPT** the Census 2020 budget update. *(Julie Enea, County Administrator's Office) Est 5 min*
6. Closing remarks and recognition of Steering Committee members and staff. *(Chair Burgis and Vice Chair Andersen)*

7. Adjourn

No further meetings are scheduled for the 2020 Census Complete Count Steering Committee.

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: 11/16/2020

Subject: Record of Action for the October 19, 2020 Steering Committee Meeting

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Julie DiMaggio Enea

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 October 19, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the October 19, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Fiscal Impact (if any):

None.

Attachments

DRAFT Record of Action for the October 19, 2020 Meeting



2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

**RECORD OF ACTION FOR
October 19, 2020**

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:

Barbara Riveira, County Administrator's Office
Kristine Solseng, Conservation and Development Department

Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Fran Biderman, At Large Member; Ali Saidi, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member; Samuel Houston, At Large Member

Absent: Aparna Madireddi, District II Representative; Andres Orozco, At Large Member; Alvaro Fuentes, At Large Member; Terry Koehne, At Large Member

Staff Present: Julie DiMaggio Enea, Senior Deputy County Administrator; Mark Goodwin, Chief of Staff, District III; Teresa Gerringer, District III Supervisor's Office; Kristine Solseng, DCD; Matt Lardner, Census Coordinator

1. Call to Order and Introductions

Chair Burgis called the meeting to order at 12:00 noon and a roll call of committee members was taken. See attached Record of Attendance.

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

No one requested to speak during the public comment period.

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

The Committee unanimously approved the Record of Action for the September 21, 2020 meeting as presented.

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

Other: District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

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

Matt Lardner, Census Outreach Coordinator, provided updates. The Census Count ended October 15, 2020. At the time of the meeting, the curtailment of the count was being appealed at a lower court level.

Matt celebrated and provided updates about communities that were exceeded 2010 performance while noting there will be a full update at the November meeting. The communities that didn't meet their 2010 self-response rates were, for the most part, just 1% below. David Tucker shared that the State was catching its breath while tracking the legal perspective and looking at the challenges that will be faced, while still in celebratory mode. He is looking forward to the final report.

Stephanie Kim, UWBA shared relief and celebrated the Bay Area performance of 75.7% SRR. Of the Top 10 counties in the state, 6 are Bay Area counties. She shared what is next, noting that there is a very small chance that lower courts will re-open the count. Advocacy now needs to focus on the apportionment deadline. Legislation to push the apportionment deadline has been in the legislature since May. She is holding on to the hope that it will be extended. October 15 was the last day to mail back paper forms, which must be received by October 22nd. There may be an update at that time; if not, the next update will be in January.

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

Matt Lardner, Census Outreach Coordinator, provided a high-level overview of the State Report and answered questions about the written report. The report is due on November 16, 2020 and will be presented to the Contra Costa County Board of Supervisors on November 10, 2020. Steering committee members discussed and provided input on the report.

*Motion to approve the Draft 2020 Census Final Report:
At Large Member Ali Saidi, At Large Member Fran Biderman.*

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

Other: District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

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, provided a high-level overview and solicited input on the Census 2030 Recap, Resources and Recommendation Report. Steering committee members provided input about format of the steering committee relative to staff function; the impact of funding on building community support; the importance of a timeline including a focus on the early work; how the selection process was effective in achieving a large and diverse group with appointees who remained engaged and supported decision-making; the importance of the language maps as an asset to the Census and also to future county efforts; the gradual improvement in the Census website as the project progressed; and a grant process that was flexible and smooth.

He recommended a grantee survey; inclusion of the work of the census coalition; begin the work to onboard cities earlier; noted the need to push the Census Bureau and State to get the information and plan down to the local level earlier so that we can prepare; provide emphasis on hard-to-count outreach and continuing to work on those relationships now so they are strong well before 2030; and the importance of layering Census messaging on other messaging such as COVID, public charge rules and elections.

7. **ACCEPT** the Census 2020 budget update.

Julie Enea presented the project budget, noting that there were still outstanding demands to be paid and the final revenue payment to be received. The preliminary project balance estimate is \$50,000, which may change depending on final demands to be received from community-based contractors.

8. **DISCUSS** remaining obligations, and schedule and content of the final meetings of the 2020 Census Complete Count Steering Committee.

Teresa Gerringer, Office of Supervisor Burgis / Census Staff, presented the remaining obligations, and the schedule and content for the final meetings of the 2020 Census Complete Count Steering Committee. The timeline is as follows:

- 1) October 19 – Steering Committee Meeting – Review and Approve State Final Report for recommendation to the BOS, and provide input on the format / template of the Steering Committee 2020 Recap and Recommendations for 2030 Census;*
- 2) November 10 – BOS Meeting – Census Presentation, review and approval of the State Final Report and Recognition of Steering Committee members, key department staff and Census staff;*
- 3) November 16 – Final Steering Committee Meeting – Review and approve the Recap and Recommendation for 2030 Census report for recommendation to the BOS, and December 8 – Recap and Recommendations for 2030 Report to BOS on Consent.*

9. The final meeting is currently scheduled for November 16, 2020.

Chair Burgis confirmed the next and final meeting date of November 16, 2020.

10. Adjourn

Chair Burgis adjourned the meeting at 1:23 p.m.

For Additional Information Contact:

DRAFT

Julie 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

4.

Meeting Date: 11/16/2020

Subject: 2020 Census Debrief and Final Draft of Recap, Resources, and Recommendations for Census 2030

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Matthew Lardner

Contact: Mathew Lardner,
925-674-7813

Referral History:

On November 10, Steering Committee Chair Burgis and Vice Chair Andersen, and Census Coordinator Matt Lardner debriefed the Board of Supervisors on the 2020 Census project and self response rate results for the State, Bay Area, and Contra Costa County. The Board of Supervisors received the report favorably and adopted a resolution thanking all the members of the Steering Committee, County staff, cities, community-based and regional partners for their contributions to the County's efforts. The debrief Powerpoint presentation is attached hereto for perusal.

The Steering Committee also determined to draft a report to better inform the 2030 Census and lay a strong roadmap for the next process.

Referral Update:

The attached final draft of 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 reflect input provided by Committee members, includes best practice recommendations, and identifies what worked and what didn't work during the 2020 Census. The final report will be provided to the Board of Supervisors as a Consent item on December 8, 2020.

Recommendation(s)/Next Step(s):

APPROVE final draft of the 2030 Recap, Resources, and Recommendation Report to inform the Census 2030 effort.

Fiscal Impact (if any):

None.

Attachments

Contra Costa County Census 2020 Recaps Resources and Recommendations for 2030 FINAL DRAFT 11-12-2020
2020 Census Debrief Report to the Board of Supervisors

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

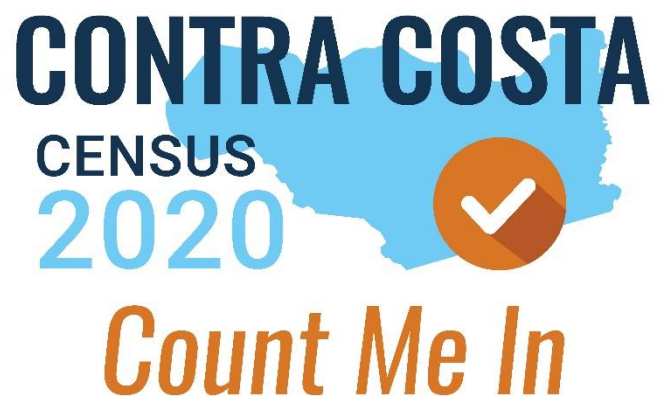


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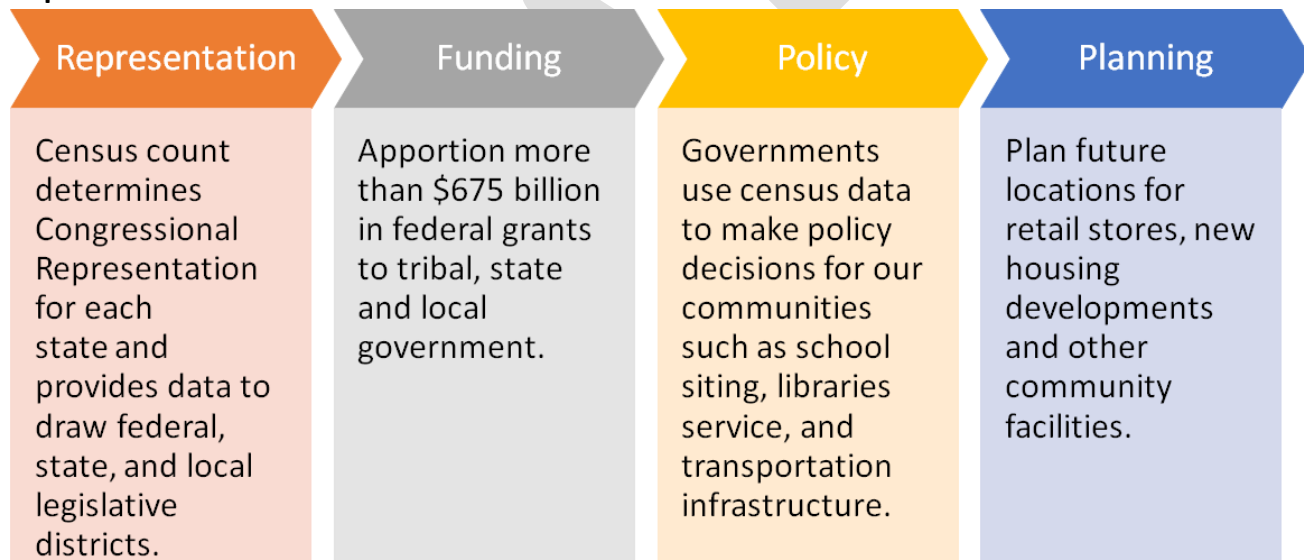
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I. INTRODUCTION

This document serves as a summary of the Census 2020 operations from the perspective of the Contra Costa County Complete Count Committee. The document suggests recommendations for county staff who work to support the 2030 Census count and provides critical resources to better understand the work that was conducted in 2020.

The Census is a short government survey conducted every ten years and asks basic demographic questions (age, race, ethnicity, sex, etc.) about each person living inside a household. The goal of the decennial count is to ensure everyone living in the U.S. is counted once, only once, and in the right place. Census data is combined into statistics which are used to apportion representation based on population, allocate over a 675 billion dollars of federal funding for critical services and infrastructure, and helps inform businesses. Each person not counted in the census is a loss of \$1000 per year in community funding over ten years. See Attachment X for a sample Census 101 presentation used during Census 2020 outreach.

Importance of the Census



II. RECAPS and RECOMMENDATIONS

A. Background on Complete Count Committee

What are Complete Count Committees

A Complete Count Committee (CCC) is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

Composition of Contra Costa County's Complete Count Steering Committee

The Board of Supervisors opted to form a more robust Complete Count Steering Committee compared to 2010 with Supervisor Diane Burgis, District 3, appointed as the Chair and Supervisor Candace Andersen as Vice Chair. The Board of Supervisors appointed members, including representatives of organizations focusing on hard to count communities such as immigrants, household, youth, and low-income communities. The Committee was composed of 16 members, including the Chair and Vice-Chair. Of these, 5 representatives were appointed by each District Supervisor, and 9 were at-large members selected to reach hard-to-count (HTC) communities in Contra Costa County. The at-large members applied to serve on the committee and were interviewed by the Internal Operations (IO) Committee with final recommendations appointed by the Board of Supervisors Figure 1 below shows the composition of Contra Costa County's Complete Count Steering Committee for Census 2020.

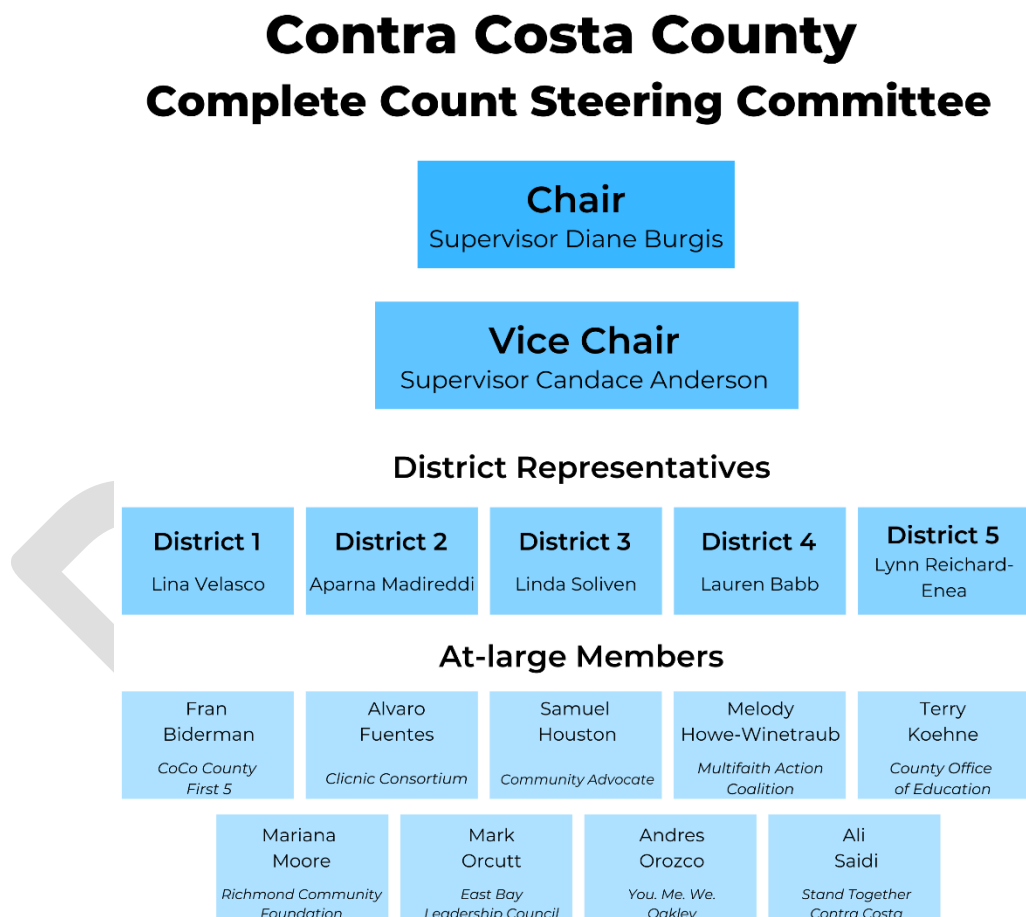


Figure 1

In addition to the Complete Count Steering Committee, two subcommittees were formed: **The Finance Subcommittee and the Outreach Subcommittee**. Each subcommittee consisted of three members from the Steering Committee. The Finance Subcommittee oversaw the allocation of county funds, tracking the budget, and making recommendations to the larger body. The Outreach Subcommittee oversaw the

implementation of the outreach strategy and supported County staff in developing and distributing collateral, swag, and other various outreach materials. The two subcommittees met as needed throughout the project.

RECOMMENDATIONS:

- Conduct analysis of the hardest-to-count communities and ensure the complete count committee has representation with organizations working with these communities.
- Include a youth representative (18-25 year of age).
- Complete Count members could be tasked with developing individual plans for HTC communities they serve or represent.
- Appoint a committee member to serve as liaison to federal, state, local, and regional governmental bodies.
- Use subcommittees as working groups to avoid having to congregate entire Steering Committee to make all decisions and recommendations.

Funding Complete Count Activities

State and local governments invested more in the Census 2020 than in 2010 and any previous census in recent history. In 2010, there was limited funding due to the foreclosure crisis and recession. DCD and CAO provided staff time and the state provided \$2 million statewide (Contra Costa County received \$30,000).

In 2020, California allocated \$90 million to prepare for Census 2020. \$26.5 million was allocated directly to Counties through the state to support local Complete Count initiatives, with the remaining going to community-based organizations and media buys. Contra Costa County was apportioned \$362,605 once the county opted-in to form a Local Complete Count Committee and an additional \$63,400 during the outreach period.

The Board of Supervisors allocated an additional \$500,000 from the county's general fund to support Census 2020 outreach, for a total of \$926,005. The County funds were directed toward the grant program, technology support to County departments, and additional support to census outreach as needed.

B. Staffing

Census Outreach Coordinator and Census Outreach Specialists

The County hired one full time Census Outreach Coordinator and two part-time Outreach Specialists (intern). The job descriptions for the temporary positions are attached.

County Staff Support for Census 2020

In addition to the Outreach Coordinator and Specialists, the Complete Count Committee was supported by several staff members working on special assignment to the census. The following County Departments provided in-kind support for the Census 2020 outreach campaign:

- **County Administration Office Analyst:** Responsible for State and grantee contracting administration, accounts payable, Committee agenda management and meeting logistics, and support of outreach efforts.
- **Department of Conservation & Development Planner:** Responsible for data analysis, mapping, development of outreach plan, reporting, and support of outreach efforts.
- **Office of Communication and Media (OCM) Director:** Developed marketing and collateral plan, oversaw creative process for outreach material.
- **District III Supervisor Diane Burgis' Office:** Supported outreach effort, including with federal, state, regional, county and local government agencies, and managed temporary hires.
- **Health, Housing, and Homelessness CORE Team Director:** Support for Service Based Enumeration (SBE) and enumerating individuals living at Temporary Non-shelter Outdoor Locations (TNSOL).
- **Department of Information Technology (DOIT):** Provided configuration and support for devices purchased for Questionnaire Assistance.

RECOMMENDATIONS

- Lead Staff Census Coordinator: County Office of Communication and Media or County Administrator Office Staff. Develop Outreach Plan.
- Oversee temporary staffing. Hire 2-3 FTE dedicated to Census in 2028 to fulfill the following roles:
 - Outreach Coordinator. Having a full time Outreach Coordinator was key in the 2020 outreach effort.
 - Grant management
 - Data and Reporting
 - Collateral and Swag ordering and distribution. In addition to staffing, dedicate a logistics space and a van to be most effective.
- Hire 2-4 Outreach specialist (interns)
 - Assist with collateral management
 - Conduct additional outreach to fill any gaps
 - Attend community events and give presentations to community groups
- Leverage existing County staffing.
 - Dedicate staff from office of Chair of the Complete Count Committee, in particular as a liaison to state, regional, county and local government agencies.
 - Consider departments that work with Hard-to-Count communities convene a County staff working group to plan an effective outreach strategy.
 - Utilize the County's PIO network with County Departments, cities, and special districts.
- Establish a communication / file sharing structure early.

C. Goals of Complete Count Committee

The following goals guided the outreach strategy for the Complete Count effort:

Contra Costa County Census 2020 Goals

Exceed	Meet or exceed the 2010 Self Response Rate
Increase	Increase participation in hard-to-count communities
Collaborate	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 Capacity	Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts

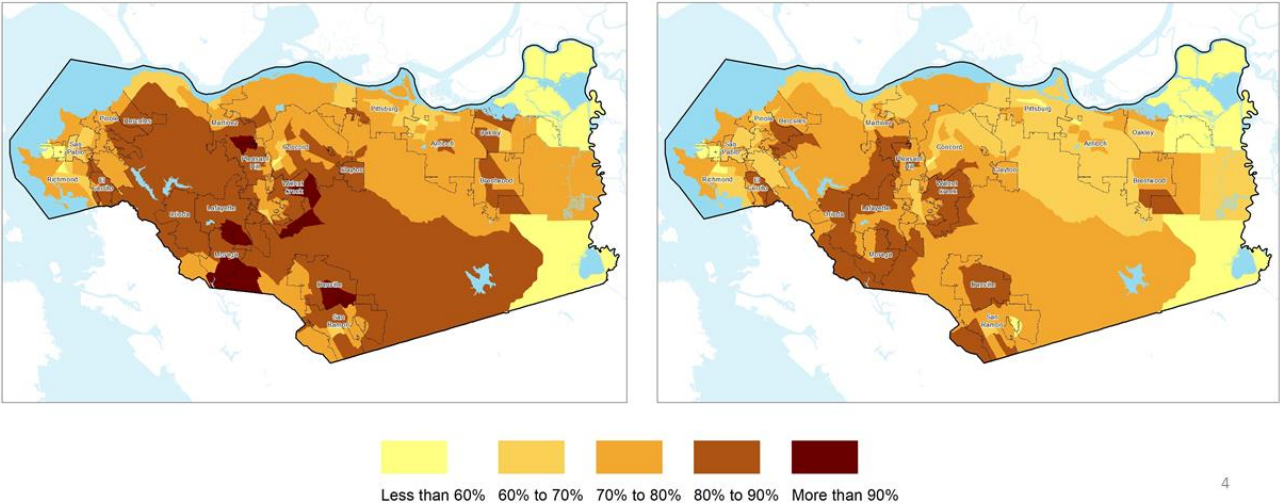
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Goal 1: Exceed 2010 Self-Response Rate

As Figure 2 shows Contra Costa County increased its Self-Response Rate (SRR) by more than five points. Nearly all Contra Costa County cities and unincorporated communities surpassed their 2010 Self-Response Rates. Those that did not, were within 1% of meeting the 2010 Self-Response Rates. All during a pandemic and during a dangerous fire season.

2020: 77.4%

2010: 72.1%



4

Figure 2

Goal 2: Increase Participation in Hard-to-Count Populations

Figure 3 below illustrates that nearly all census tracts with an HTC score of 65 or more increased their self-response score.

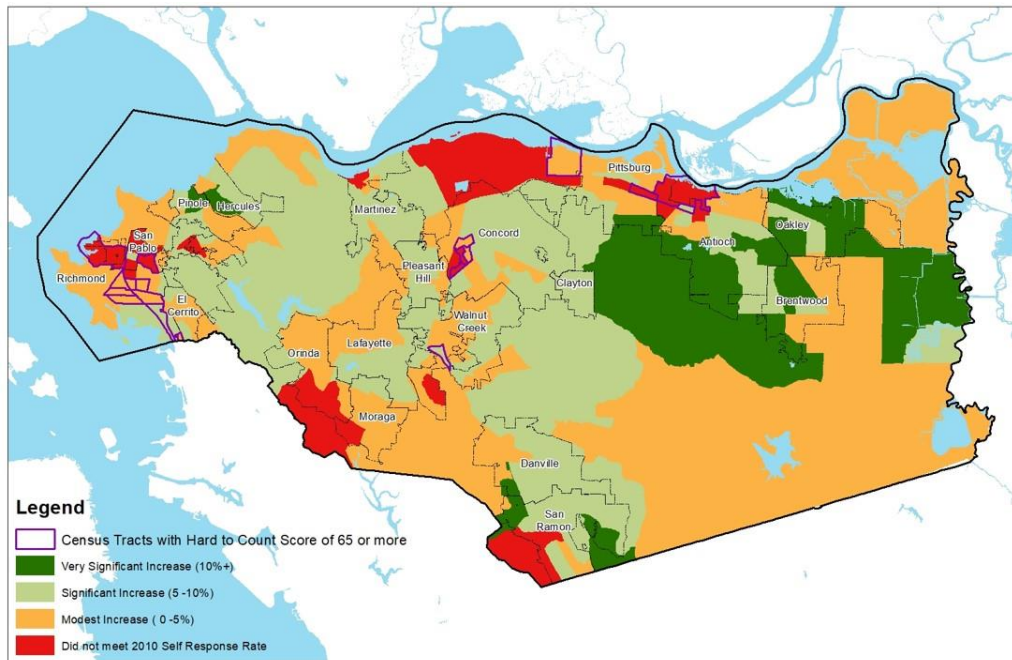


Figure 3

Figure 4 provides a breakdown of self-response rate in 2020 (vs 2010) for specific hard-to-count populations: households living below 150% of poverty level, foreign born, households receiving public assistance, limited English-speaking households, multi-unit structures, non-high school graduates, unemployed, and vacant units.

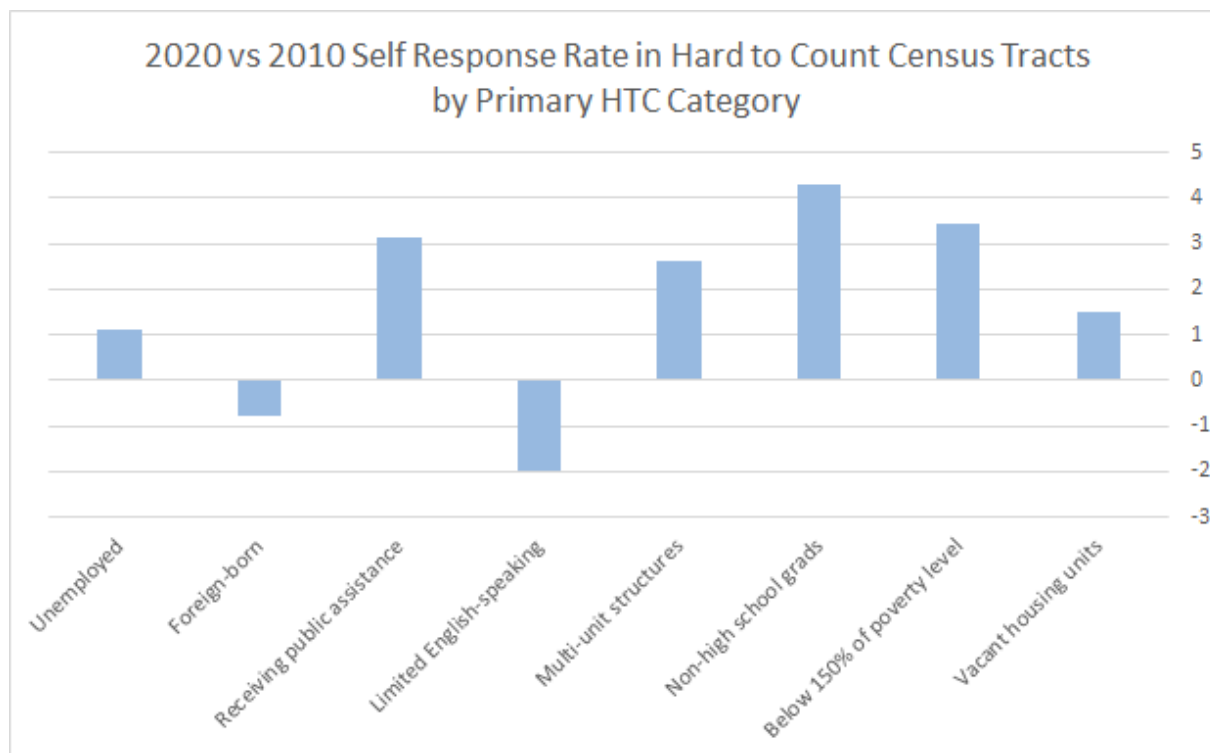


Figure 4

Notably, all these populations self-response rate increased, except for foreign born and limited English-speaking households. This is not at all surprising given the enormous amount of distrust and disenfranchisement these communities felt due to the federal government's actions in leading up to the decennial count. Not only did the government attempt to add an unconstitutional citizenship question on the census, which was later struck down, they are currently attempting to discount undocumented immigrants in the apportionment count. These actions led to a challenging landscape to convince immigrants to put their fears aside and still respond to the census.

Specific outreach approaches are provided in the following section.

Goal 3: Collaborate with Federal, State, Regional, and Local agencies

Below is a list of key census players the County Census staff worked with during the Census 2020 campaign.

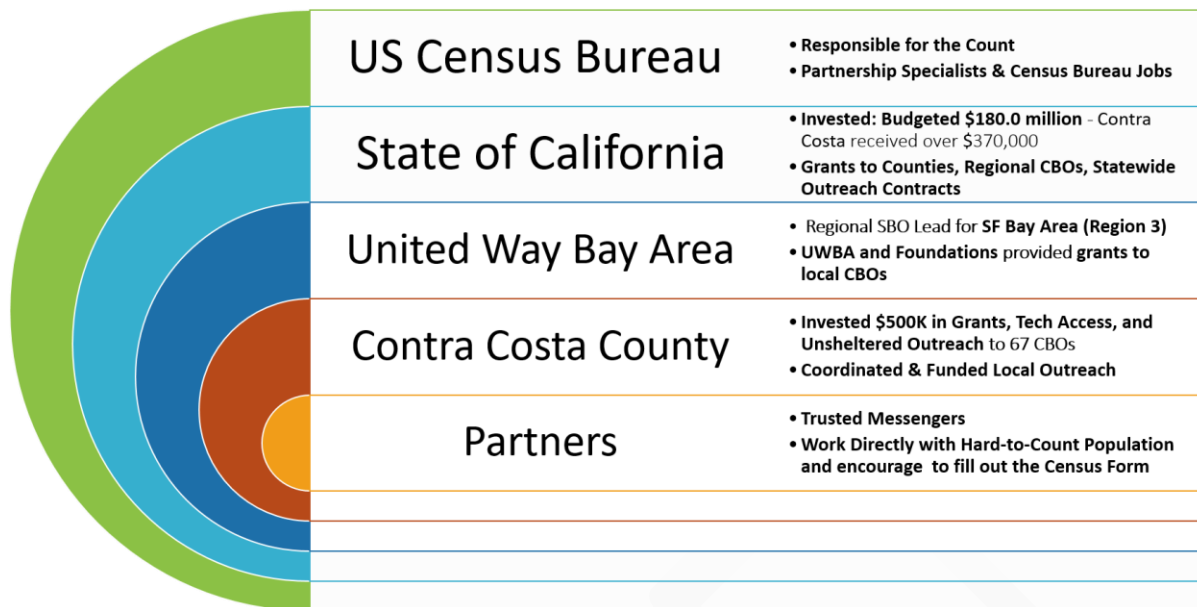


Figure 5

Working with all these key players was essential to the county's overall success in Census 2020. There is no doubt, however, that the most important player were the partners who were vital trusted messengers that worked tirelessly on the ground to encourage their communities to self-respond. Below is a list of different groups of partners we worked closely with throughout the campaign.

- **Community-Based Organizations**
 - Over 100 organizations were active in Census Outreach throughout Contra Costa County. Several key community organizations organized a Census Coalition to ensure Contra Costa County had a full and complete count, even prior to the establishment of the Complete Count Committee. The county granted more than \$300,000 of County funds to 67 Community-based organizations (CBOs) in every region of the county. An additional 45 or more organizations were funded by either the United Way Bay Area or other philanthropic organizations. These organizations varied in the communities they served, and particularly focused on HTC populations.
- **Cities and County Departments**
 - All Contra Costa County cities adopted resolutions in support of Census 2020 Complete Count. Cities conducted outreach within their communities, with some cities funding additional staffing and outreach dollars to supplement the county efforts. County departments utilized existing community connections and staffing to support census outreach. The county granted funds directly to two cities (Pittsburg, San Pablo) and five County departments (Employment and Human Services Department, Libraries, Department of Information Technology, Contra Costa TV, Veterans Services Office) to layer in Census outreach to their own work and constituent services.
- **Federal, State, Regional, County Legislative & Government Partners**
 - The County partnered closely with representatives from our federal and state legislators' offices; regional, county, special district, and local government elected officials, and members of county' municipal advisory councils to help 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.

- **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 significant technical expertise in tracking self-response rates, navigating phone banking programs, supporting questionnaire assistance centers, language translation, and providing training materials.

- **Higher Education**

- The County through the Census Interns reached out to higher education institutions throughout Contra Costa County. They reached out to active student clubs and organizations that center their work in the community. We were able to work with organizations such as the Inter-Club Council (ICC) which oversees all the college's clubs, to identify clubs interested in doing outreach activities. Reached out to faculty and relevant departments such as Economics and Social Sciences departments including Sociology, Political Science, and Ethnic Studies to encourage them to add the census to their curriculum, using Census Bureau and State resources. The County provided graphics and informational material to club representatives to post via their social media platforms.

- **Faith-Based Community**

- By collaborating with the Multi-Faith Action Coalition and the Interfaith Council, a directory of faith communities in Contra Costa County was developed. This list served as a resource to identify specific organizations that work with hard-to-count communities, in particular communities that do not speak English. Both the Multi-Faith Action Coalition and the Interfaith Council provided messaging specific to their members and others in the faith community and several churches invited staff to present to their community members.

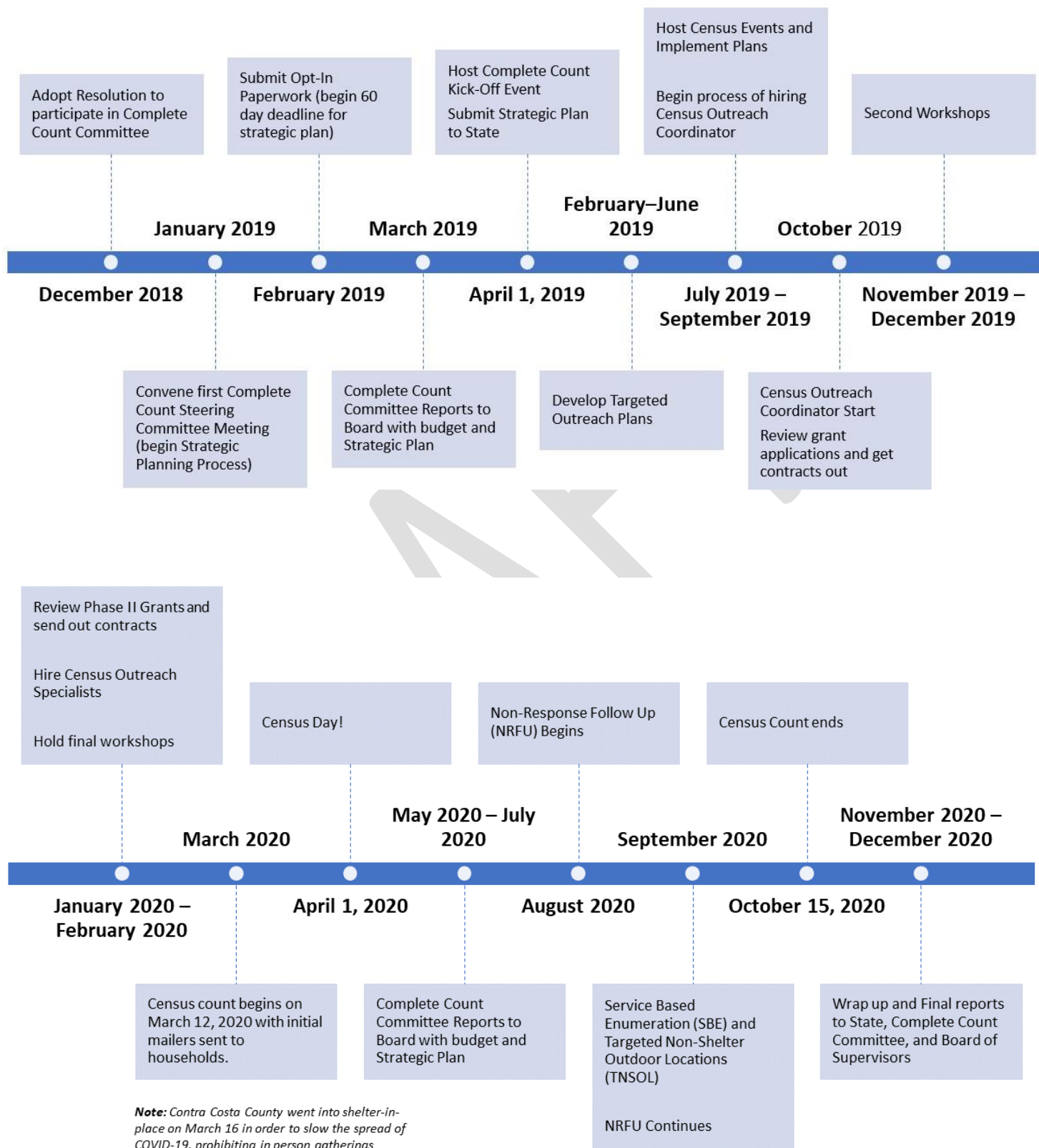
Goal 4: Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.

The Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs. One goal of the Complete Count Steering Committee was to ensure that relationships built through Census 2020 were sustained throughout the next decade and beyond. Census Outreach provided a foundation for other County outreach efforts such as COVID-19, voter outreach, redistricting, and more.

D. Timeline

Below is a timeline adopted by the Complete Count Steering Committee for the Census 2020 Outreach Campaign. See attachment X for a proposed 2030 timeline.

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



RECOMMENDATIONS:

- Start planning process and forming Steering Committee in April 2028.
- Hire and onboard Census Outreach Coordinator by Fall 2028.

E. Outreach Strategy and Objectives

A strong commitment from the County with increased time, staff, and funding along with a robust Strategic Plan contributed to the county increasing its self-response rate by more than 5 points in 2020. A dedicated staff member, the Census Outreach Coordinator, was hired and funded to work full-time on coordinating Census outreach throughout the entire County as well as working regionally with Bay Area counties and the State Complete Count Committee. What proved most effective was working directly with community members and organizations on the ground to spread awareness and importance of responding to the Census.

Developing an Outreach Strategy and Defining Objectives

The development of an outreach strategy was based on a combination of data analysis and strong community input.

An extensive data analysis and mapping effort was taken prior to the development of an outreach strategy. Both the Census Bureau and the State developed mapping applications to identify areas with a high concentration of HTC individuals. Additionally, county staff provided deep dives into specific HTC characteristics such as language, immigration, children, and broadband access. These maps provided the foundation for the outreach effort.

The Board of Supervisors recommended working through Regional Working Groups as a means to reach the rich diversity of Contra Costa County. The Regional Working Groups were envisioned as a liaisons between the Complete Count Steering Committee and the local community at-large to maximize participation and response rates by increasing awareness of the census to ensure an accurate 2020 Census count. There were Regional Working Groups in Central County, East County, South County, and West County. Members of the Regional Working Groups speak the language and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival – neighbor informing neighbor.

The County hosted a series of Regional Workshops throughout the County

- **Workshop 1: Inventory** – Better understand barriers, challenges, and opportunities in each region of the County to best reach hard to count populations.
- **Workshop 2: Training** – Training community partners and grantees about the importance of the Census, what to expect and how to respond, and how to provide assistance to those that may need help. This workshop was mandatory for all grantees.
- **Workshop 3:** Boots on the Ground and Kick-Off Event (Canceled due to COVID)
- **Workshop 4:** Final push for Non-Response Follow-up. (Canceled due to COVID)

The Steering Committee approved an outreach strategy based on data analysis, the first Regional Workshop, and committee member expertise. Contra Costa County's Outreach Plan centered on the idea that by working with various community partners and providing a range of options for collaboration, we would reach HTC residents through a variety of means. The Outreach Plan had various programs in which community partners could participate.

Outreach Activities

The following section outlines the county's outreach strategy and results from each activity. Below is a list of strategies and tactics that were employed in order to achieve the goals discussed above as well as a list of activities that were employed to pivot once the COVID-19 pandemic stopped in-person outreach. Contra Costa County's Outreach Plan was designed to work with local organizations at the grassroots level to ensure all residents, particularly hard-to-count (HTC) populations, self-respond to the Census 2020 Questionnaire. To make optimal use of the limited funding allocated for Census outreach, the County leveraged the efforts of partners across the board. Using a data-driven approach, the outreach plan capitalized on existing public resources and partners with local government and community-based organizations to catalyze grassroots energy.

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. In order to continue conducting outreach, we pivoted our strategy to focus on more digital mediums.

Activities

- Messaging Partners (social media, newsletter, etc.)
- Questionnaire Assistance Centers or Questionnaire Action Kiosks.
- Census Speakers Bureau
- Grant funding to CBOs for outreach efforts
- Adopt-a-Block (Canvassing)
- Census Ambassadors
- Media buys

COVID PIVOT Activities

- Census Caravans
- Food Distribution
- Increased Phone Banking
- Increased Digital Ads
- Increased Social Media

Grants

Summary:

The primary mechanism to implement the County's outreach activities was to work through community partners. The County issued a Request for Proposal (RFP) to community organizations to fund partners

that were committed to ensuring a complete count of County residents with an emphasis on HTC populations. Most grant amounts ranged between \$500 to \$20,000, and in some cases, we granted a larger amount for projects with a far-reaching impact on census participation. Grants were provided for outreach, education, and awareness as well as questionnaire assistance. In particular, the County worked to fund organizations providing non-English outreach and assistance.

The grants were allocated in two-phases: the first phase consisted of larger grants for outreach campaigns and questionnaire assistance while the second phase was intended for smaller organizations wanting to host an outreach event.

Eligible organizations included tax-exempt organizations, school groups, government agencies, and collaborations of these groups.

COVID Pivot:

- Allowed grantees to alter their scope of work to pivot in-person activities to virtual ones.

Successes:

- Funded 67 Community Based Organizations (CBOs) throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Worked with United Way Bay Area to ensure grantees were not burdened with multiple reports for each organization/agency they received funding from.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.

RECOMMENDATIONS

- Grant administration is especially time consuming and requires a dedicated staff member.
- Consider providing larger Phase 2 grants to an administrative CBO to allocate mini grants to smaller organizations, faith communities, and other eligible organizations.
- Grants were structured to reduce the burden on community organizations, including:
 - Relatively fast application review period.
 - Benchmark Payments, 50% of the grant provided after grantee attended a census training and 50% of the grant after final reports were submitted.
- Grantee contracts were structured through October 31, even though the Census was anticipated to be completed by the of July. This extra time was key when the pandemic hit, and the census timeline was extended. Build in flexibility where possible.

Language Access

Across all outreach activities, the county included non-English language access as a key focus. Grants were targeted to community organizations with non-English language capacity. Spanish translation was provided on request at presentations and trainings. All collateral and social media toolkits were translated in several languages spoken throughout the County (See attached translation spreadsheets).

- Spanish
- Korean
- Vietnamese
- Tibetan
- Telugu
- Chinese
- Japanese
- Tagalog
- Farsi

RECOMMENDATIONS

- The impact of non-English material goes beyond non-English speakers. Even for proficient English speakers, seeing census messaging in native language provides a sense of inclusion.
- An excel document with key phrases with target languages to better develop outreach materials, for social media, flyers, and digital ads.
- Partner with community organizations to amplify non-English messaging.
- Develop language maps that track where languages are spoken throughout the county to help direct language access and outreach.

Census Ambassadors

In addition to CBOs, County staff also developed an individual volunteer opportunity for residents who were not affiliated with an organization to support Census outreach. These volunteers were called “Census Ambassadors” who signed up to conduct outreach in their own neighborhoods and communities by posting on social media, speaking about the importance of responding to the census at community events, canvassing to ensure their neighbors responded. Staff also developed a plan for a Student Census Ambassador program to empower youth to take part in the Census and engage their peers in school about its significance. Unfortunately, COVID derailed our abilities to organize volunteers more fruitfully; however, some volunteers did help with our phone banking effort later in the campaign.

Planned Activity: Messaging Partners

Summary:

Worked with trusted messengers and existing communication networks to deliver the census message. The County provided the following resources to facilitate a unified census message:

- Social Media toolkit with text and images formatted for Twitter, Facebook, and Instagram (See Attachment X).
- Newsletter templates customized by sector such as city, elected officials, faith-based, and non-profit organization. Newsletter templates customized by sector such as city, elected officials, faith-based, and non-profit organizations.
- Contra Costa TV provided free video production for grantees to film census PSAs.

COVID Pivot:

- Messaging moved away from in-person to more virtual and social media.
- Leveraged essential services during the pandemic such as food distribution to layer in census messaging.

Successes:

- Over 400 social media posts, campaigns, webinars, and emails.
- More than 337,000 impressions and an estimated 37,000 non-English impressions.
- Developed social media and newsletter toolkits for partners.

RECOMMENDATIONS

- Develop messaging toolkits for partners across sectors to include social media, newsletters, and eblasts.
- Build on the coalition of county non-profits, CBOs and other partners beginning in late 2028.

DRAFT



On top: Still from Census PSA produced by CCTV featuring Lorena Cruz from Monument Impact.

On bottom: Image created by Northern California Black Trade Unionists for social media.

Planned Activity: Questionnaire Assistance

Summary:

Questionnaire Assistance Centers (QAC) and Kiosks (QAK) were among the most effective strategies in enumerating HTC populations. United Way Bay Area provided “QAC in a Box” with resources and marketing materials to organizations wanting to host QACs. The county invested in 30 Microsoft Surface devices with cellular data to allow access to the internet without WIFI. These devices were planned to

be deployed to libraries, CBOs, community centers, and other public facing locations all over the County where Questionnaire Assistance would be provided in multiple languages. COVID-19 completely halted this operation and all Questionnaire Assistance centers that were planned were canceled. Once appropriate health and safety guidelines were met, Census Bureau Partnership staff, county staff and partners were able to host Questionnaire Assistance towards the end of the campaign. Data from these activities proved one-on-one assistance, with language assistance as needed, is the most effective way to enumerate HTC communities. Some key metrics for reported activities include:

COVID Pivot:

- QACs were unable to open because of the pandemic.
- Some CBOs were able to hold virtual questionnaire assistance via video or phone.
- Towards the end of the count, worked with Census Bureau to open mobile QACs throughout the county.

Successes:

- Over 35 form-filling assistance activities.
- More than 300 households served.
- Estimated 50% of assistance in non-English languages.

RECOMMENDATIONS

- Due to confidentiality requirements, Census Bureau employees are the only ones allowed to help someone complete their form. Work with Census Bureau Partnership staff to support Questionnaire Assistance whenever possible.
- County staff and Community Organizations may answer questions and provide resources to assist residents. Questionnaire Assistance training is critical to a successful Questionnaire Assistance effort.
- The County library system has the capacity to host QAC/QAK throughout the county, provide access to technology, and provides knowledgeable staff to assist as needed.
- The QAC in a box provides all the necessary tools and resources to community-based organizations.



On top: Questionnaire assistance and food distribution event at St. Anne's Church in Byron

On bottom: Census Bureau Partnership Specialist passes out Census information at food distribution event at the Catholic Charities of the East Bay.



Planned Activity: Adopt-a-Block (canvassing)

Summary:

County staff had developed a canvassing effort to organize local CBOs and individual volunteers to Adopt their block (or neighborhood and nearby community) and commit to knocking on the doors of their neighbors to answer their questions regarding Census 2020 and ensure they had responded.

COVID Pivot:

- Canvassing stopped and pivoted entirely to phone banking.

Successes:

- About 100 canvassing and phone banking events
- Over 23,000 impressions
- Over 7,400 non-English impressions

- Collaborated with State and UWBA to reduce duplication and utilized software purchased by the State to coordinate canvassing and phone banking activities.

RECOMMENDATIONS

- Canvassing activities should occur during the self-response period to avoid confusion when Census Bureau staff members are in the field.
- Phone banking can occur during self-response and non-response follow-up.

Planned Activity: Speakers Bureau / CBO in Person Events

Summary:

The Census Speaker's Bureau was developed to ensure that Complete Count Committee members or other trusted messengers were available to speak about the importance of the Census to groups throughout the County. Groups ranging from faith organizations to pre-schools to Rotary clubs requested census presentations. Phase 2 grant funding envisioned helping smaller organizations, such as school groups, faith communities, and other community organization to host events to educate and celebrate the importance of being counted. Some examples of census events or planned census events included: Census BBQ, Census Zumba-thon (in Spanish), parent resource fairs, and tabling at various community events and festivals.

COVID Pivot:

- Speaking events moved entirely online.
- Hosted census caravans in ten different cities.
- Worked with food distribution and school supply give away to layer in census messaging.

Successes:

- 230 events, speaking engagements, tabling, and other outreach activities.
- Over 69,000 impressions.
- Over 7,000 non-English impressions.
- County provided over 25,000 flyers and swag distributed.

RECOMMENDATIONS

- Order swag and collateral by December 2029.
- Speaking events were an effective way to educate and motivate trusted messengers around census.
- Provide robust training for Speaker's Bureau members.



On top: John Swett Unified School Board Member Marina Ramos poses with CA State Census Truck at Hercules Census Caravan



On bottom: Antioch/Pittsburg Census Caravan participants pose before taking off.



On top: Grantee Men and Women of Valor pose with Census swag before distribution event.

On bottom: Students show off their Census backpacks purchased by the County Office of Education.



Planned Activity: Media Buys/Digital Ads/Transit/Etc.

Summary:

The County allocated some limited funding for media buys including transit ads, digital ads, and ethnic media. The overlapping census outreach campaigns at the Federal, State, and regional level made it difficult to determine where to spend the limited funding the County had allocated. In the end, the County purchased transit ads in markets not covered by other campaigns as well as digital ads. The digital ads were targeted towards languages such as Korean, Farsi, Chinese, and Vietnamese where we had limited organizational support, areas of the county with lagging responses rates, and other HTC factors. The county also mailed outreach material to all housing authority residents, communities with just PO Boxes, and communities with concentrations of multiple family residential units.

COVID Pivot:

- Provided additional resources to digital ads

Successes:

- Over 80 advertising events and media buys
- Over 860,000 impressions
- Over 65,000 non-English impressions
- County invested funds in digital ads, transit ads, and signage.

RECOMMENDATIONS

- Develop robust digital ad campaign to reach areas that are lagging in SRR and reach languages that don't have centralized populations throughout the county.
- Engage with state and regional partners early to develop an efficient, effective, and cost-effective regional transit ad plan that engages partners like BART and other transit agencies.
- Be prepared to address gaps in transit ads and digital media buys not coordinated by state and regional partners in a timely manner.



Examples of digital ads in multiple languages and different messaging.



*Census Ads on WestCat and
County Connections*



Planned Activity: Coordinating Outreach to and Enumeration of Unhoused Population and Group Quarters

Summary:

Coordinated closely between the USCB and our Health, Housing, and Homelessness CORE team to ensure we had an accurate and complete count of our unhoused population. Our initial plan was to provide education and outreach in advance of the Census Bureau's TNSOL and SBE County followed by an enumeration effort to encourage anyone not counted to complete the online self-response form. CORE team were equipped with devices and enumerated unhoused individuals who may have been missed during the one-night TNSOL count. They also provided robust data to the USCB for the shelters and other service locations. County staff also coordinated with USCB for the Group Quarters (GQ) operation to count individuals living in group quarters (i.e. dorms, assisted living facilities, prisons, etc).

COVID Pivot:

- The Census Bureau requested shelter, group quarters, and other service location provide data instead of conducting in-person interviews. The County's Health, Housing, and Homeless group provided data for several shelters in the county and service location while ensuring in-person interviews were conducted where needed.

Successes:

- Developed a strong relationship with U.S. Census Bureau service-based enumeration and TNSOL staff who served as great partners to ensure that coordination and collaboration occurred on the ground.

RECOMMENDATIONS

- Develop a strong relationship with the U.S. Census Bureau Area Census Office (ACO) staff and convene joint meetings with Contra Costa County Health, Housing, and Homelessness CORE team early in the process.
- Develop a plan to get messaging out through local cities, the local apartment association organization and realtors to property owners and managers to make them aware of the legal requirement to allow census enumerators to enter their properties.
- Work with the U.S Census Bureau and local cities to ensure that the Census Bureau list of group quarters, including board and care facilities is up to date.

IV. RECOMMENDATIONS

Recommendations are included throughout the document. The following outlines broad recommendations and a summary of the recommendations provided above.

- Continue to **build trust and maintain relationships** with hard-to-count (HTC) Communities and CBOs in the County – starting now and not in 10 years.
- Continue to **provide County information in multiple languages** and develop relationships with community partners to assist in non-English language outreach.

- **Start planning** process in April 2028.
- Ensure Census Outreach Team is **adequately staffed with multi-lingual capabilities**.
- Have **collateral and swag** designed and ordered by December 2029.
- Dedicate staff, space, and a vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign.
- **Collaboration takes time** – allocate enough time for meetings with Federal, State, and Regional coordination.
- **Be ready to pivot** – in 2010 the foreclosure crisis impacted outreach and 2020 had a pandemic. Develop a crisis communications plan ahead of time.

IV. RESOURCES

A. Glossary of Key Terms

B. Proposed 2030 Timeline

C. Resolution to participate in Complete Count Committee

D. Strategic Plan submitted to state

E. Budget

F. Job posting for Outreach Coordinator and Outreach Specialists

G. Request For Proposal for Grants and Contract Structure

H. List of organizations (and contact info)

- Grantees
- City, Town, MACs, Special –Districts, etc.
- Interested Parties

I. Power Point Templates

- Generic Census 101 presentation
- Board of Supervisor Presentations
- Training Presentation

J. Examples of collateral

K. Examples of digital ads/social media posts

L. Social Media Toolkit

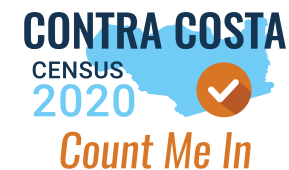
M. Reporting Templates

N. QAK in a box list



Census 2020 Wrap-Up

Achieving a Complete
and Accurate Count



CENSUS 2020 GOAL

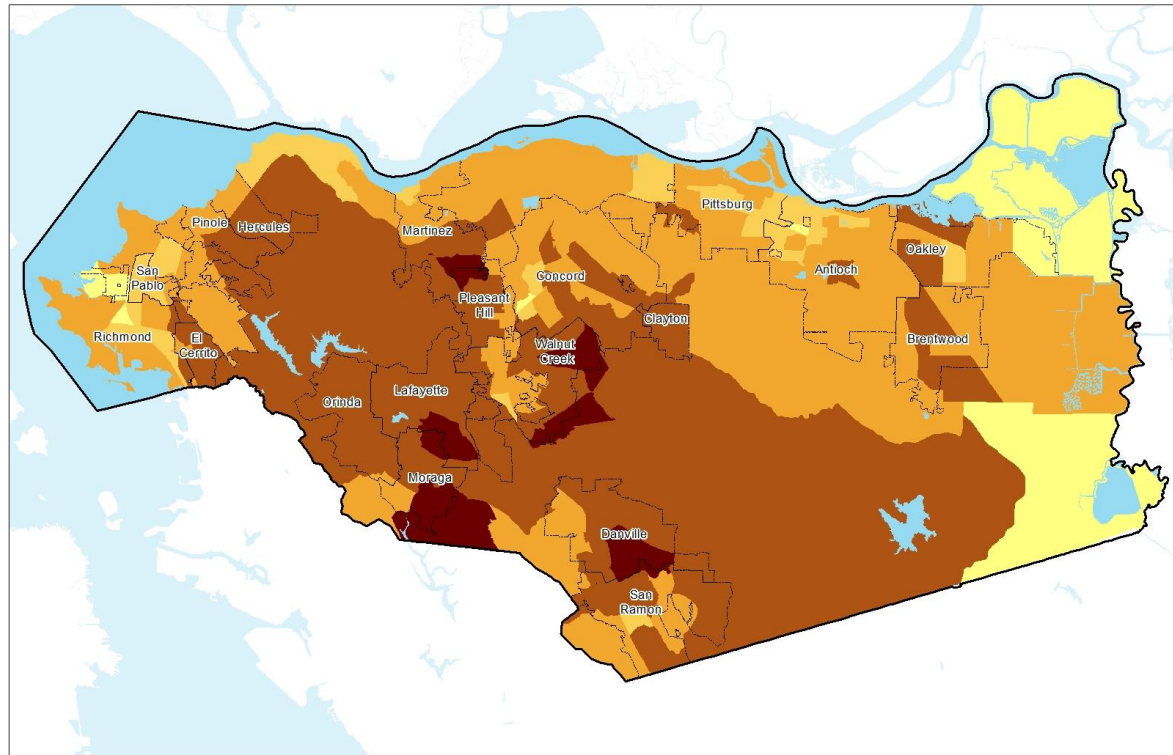
Ensure that everyone is
counted once, only once, and
in the right place.

Contra Costa County Census 2020 Goals

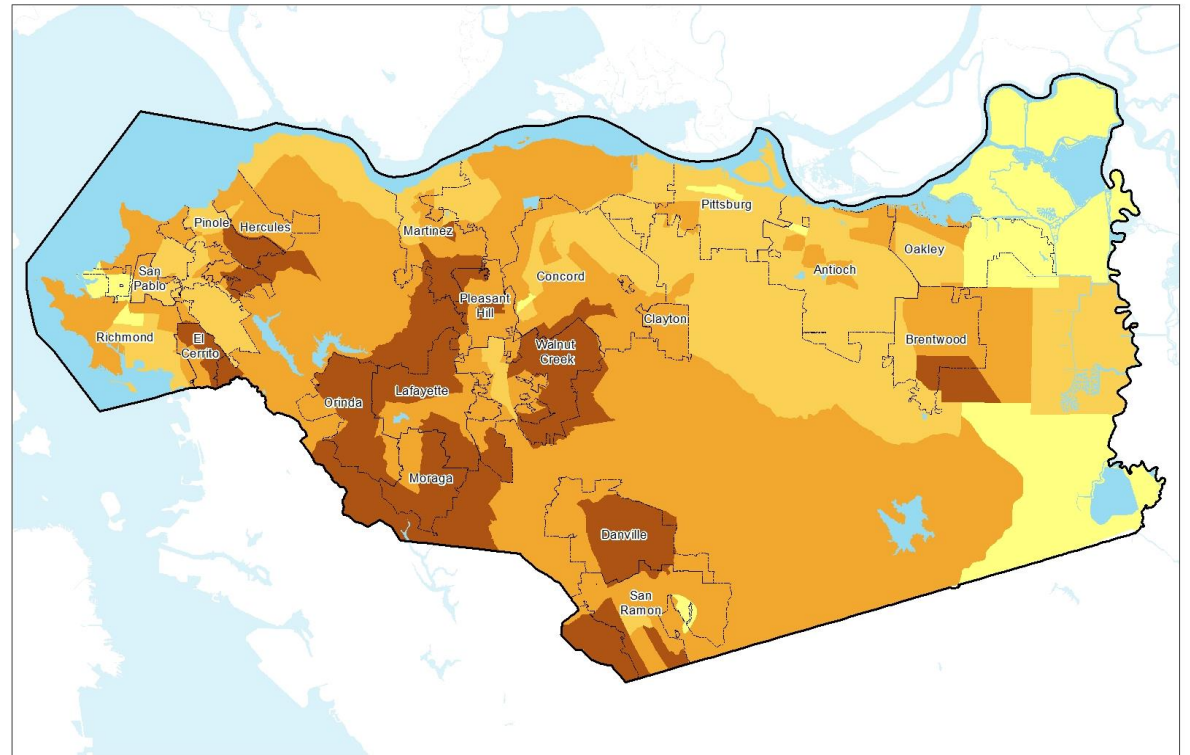
Exceed	Meet or exceed the 2010 Self Response Rate
Increase	Increase participation in hard-to-count communities
Collaborate	Collaborate with the U.S. Census Bureau, State, regional groups, the Regional CBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message
Build Capacity	Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts

Goal: Meet or Exceed the 2010 Self-Response Rate

2020: 77.4%



2010: 72.1%



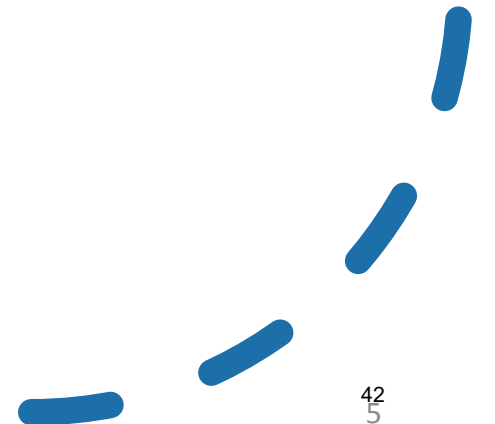


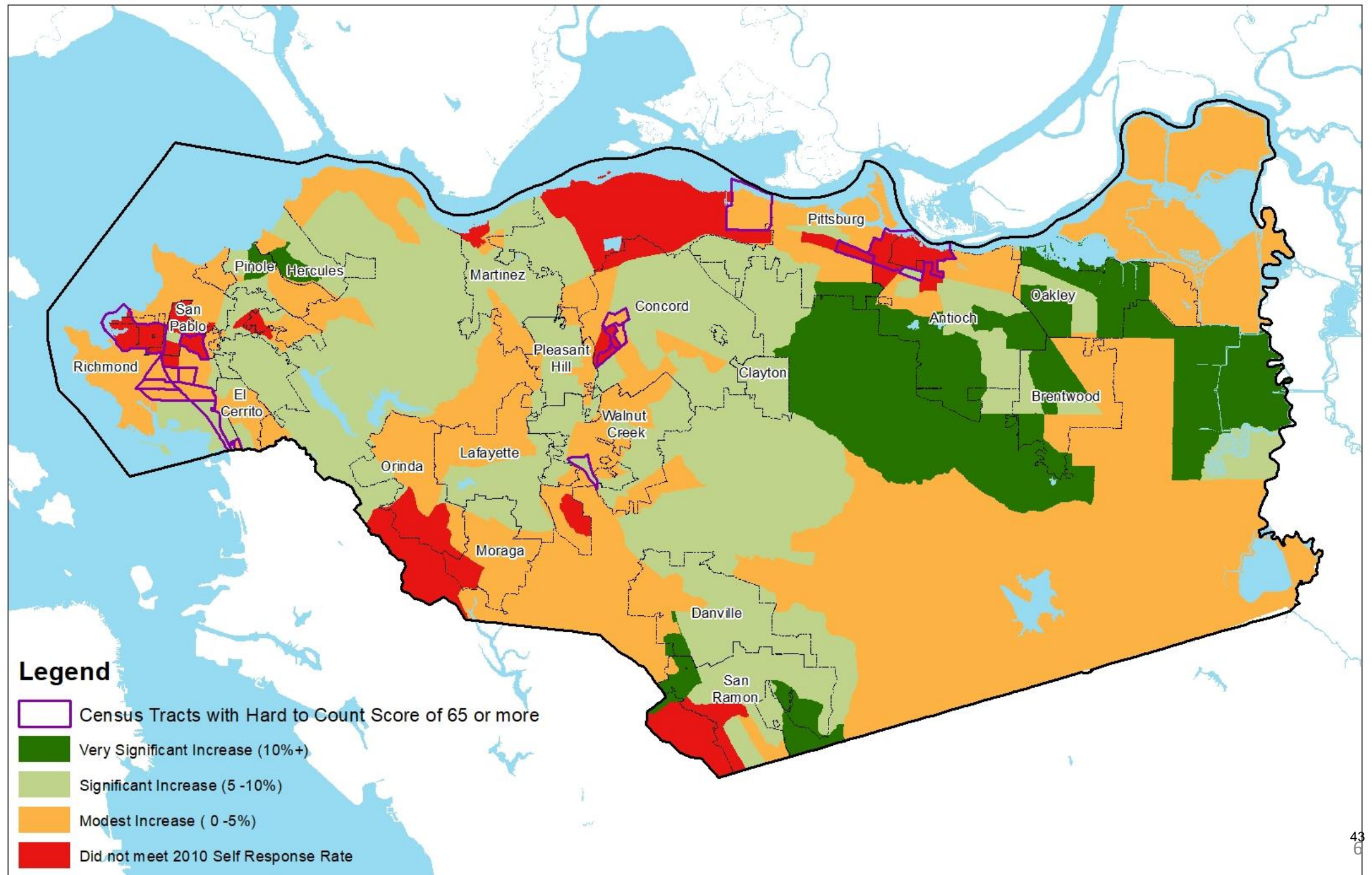
Goal: Meet or Exceed the 2010 Self- Response Rate

**Nearly all Contra Costa County cities
and unincorporated communities surpassed their
2010 Self-Response Rates.**

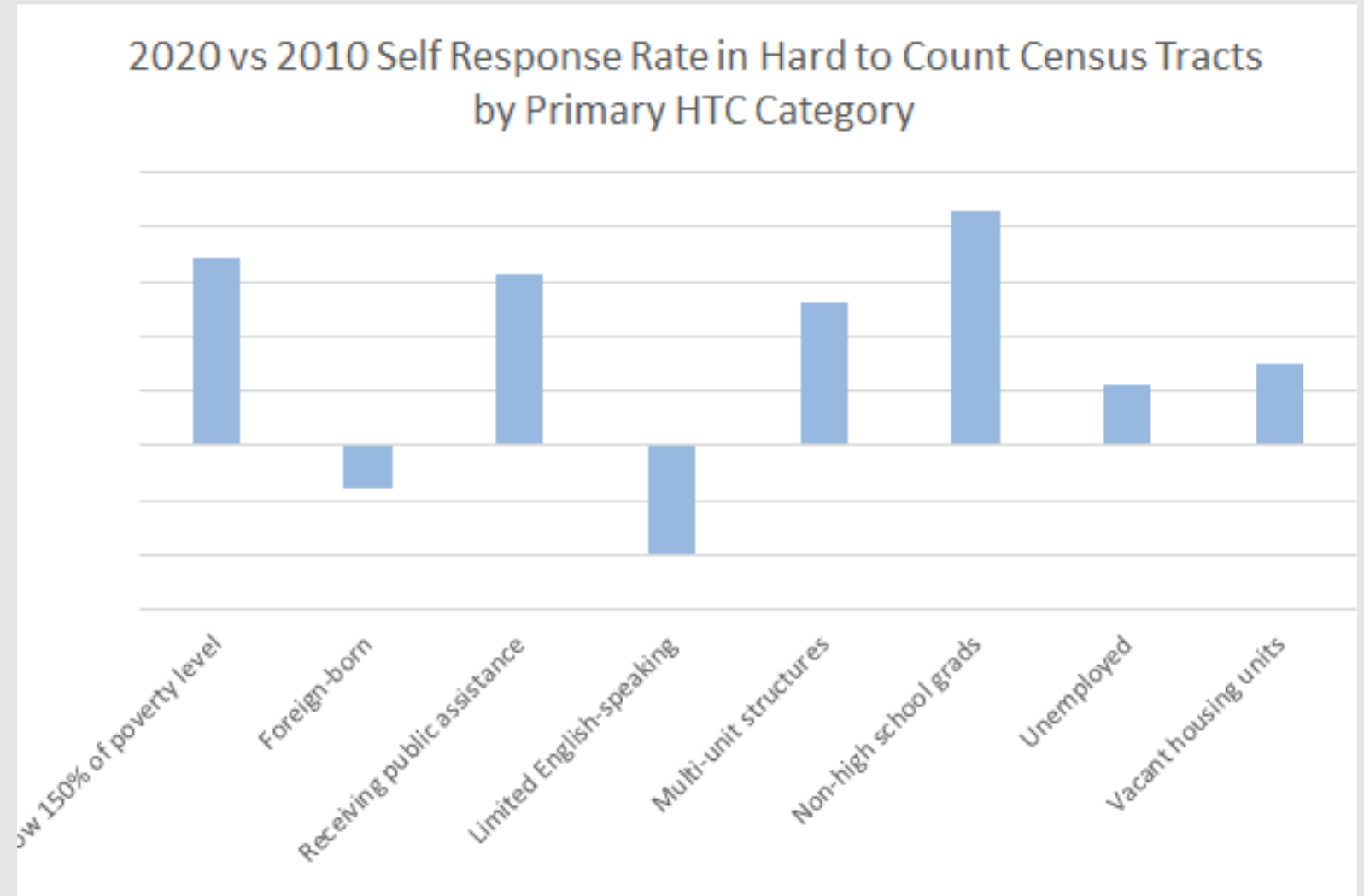
**Those that did not, were within 1% of meeting
the 2010 Self-Response Rates.**

All during a pandemic.

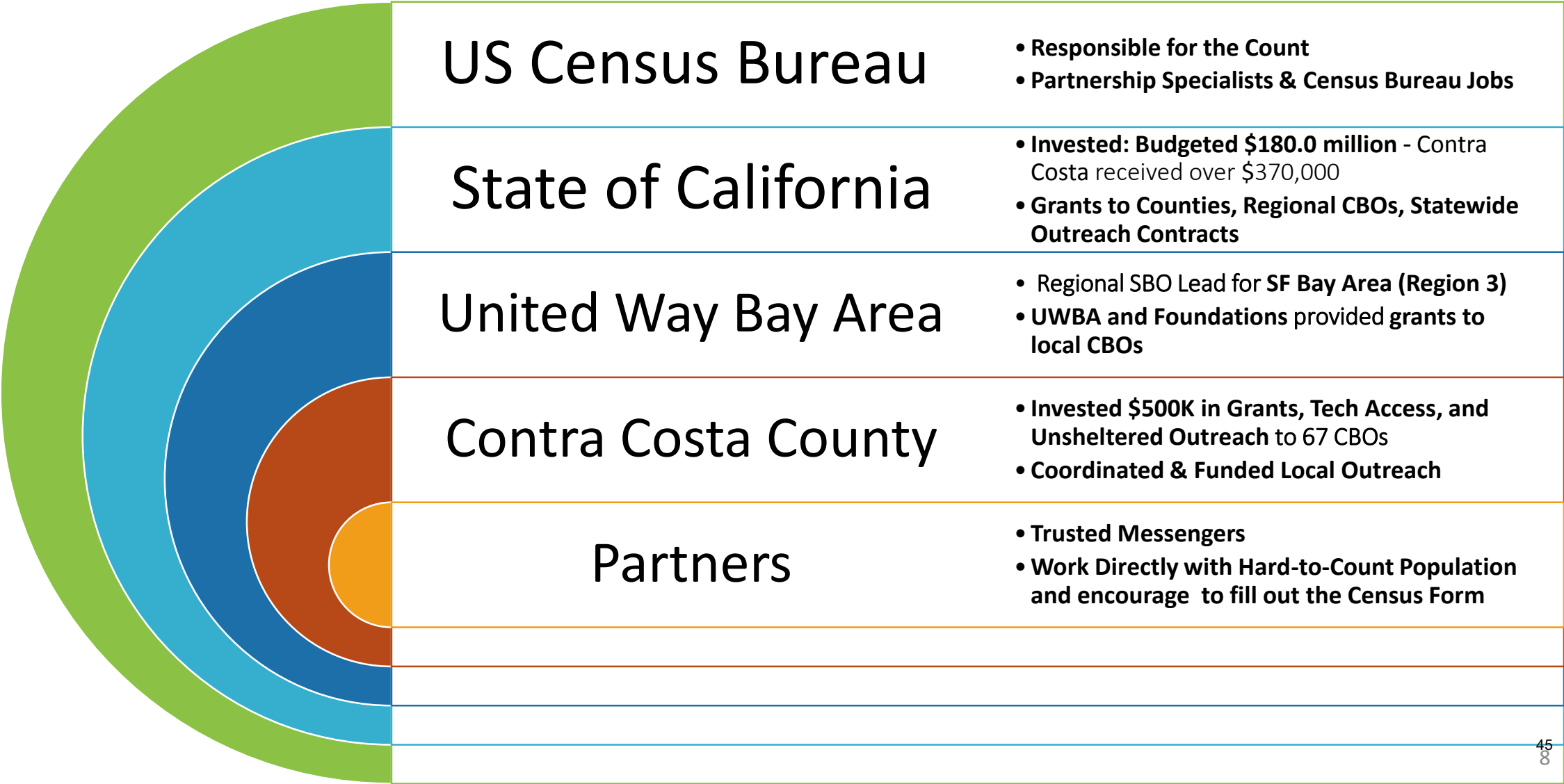




Goal:
Increase
Participation
in Hard to
Count
Communities



Goal: Collaborate with Partners



Goal: Collaborate with Partners

**Consistent Reporting structure for funds between
County, Region, and State**

**State developed robust GIS tool to inform
outreach**

Weekly coordination calls

**Excellent leadership from United Way Bay Area
and our State Program Manager, David Tucker**

**Shared resources and coordination for phone
banking, canvassing, digital media, and others**

**Strong local support from dedicated Census
Partnership staff**

Goal: Build Capacity and Strengthen Community-Based Organization

- Funded 67 Community Based Organizations (CBOs) throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.
- Census Outreach provided a foundation for other County outreach efforts such as COVID-19 and Voter outreach.

Strategy and Activities

OUTREACH STRATEGY

- Messaging Partners (social media, newsletter, etc.)
- Questionnaire Assistance Centers or Questionnaire Action Kiosks.
- Census Speakers Bureau
- Grant funding to CBOs for outreach efforts
- Adopt-a-Block (Canvassing)
- Census Ambassadors
- Media buys

COVID PIVOT

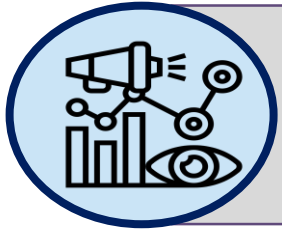
- Census Caravans
- Food Distribution
- Increased Phone Banking
- Increased Digital Ads
- Increased Social Media

Planned Activity: Messaging Partners

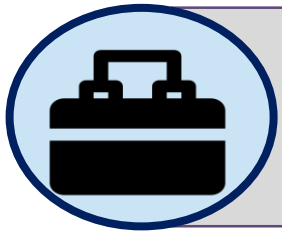
COVID: Critical Outreach pivot method



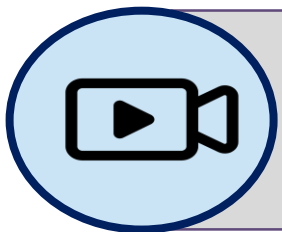
Over **400 Social Media Posts, Webinars, and emails**



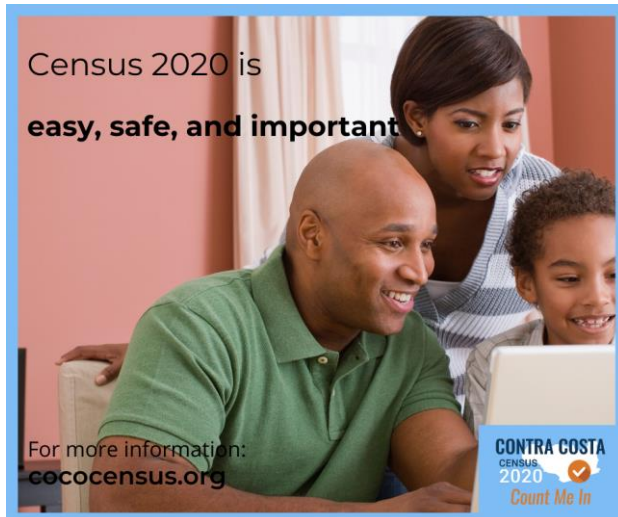
More than **337,000 Impressions**.
Estimated **37,000 Non-English Impressions**



Developed **Social Media and Newsletter Toolkits** for Partners



CCTV provided **FREE Video production** for grantees



"Census data
has the **strongest**
protections in law
period."

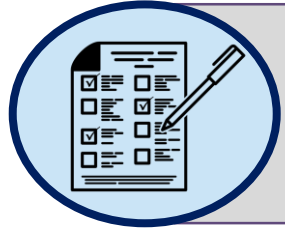
- Terry Ao Minnis (AAJC)

CONTRA COSTA
CENSUS
2020
cococensus.org



Planned Activity: Questionnaire Assistance

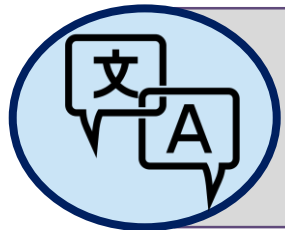
COVID: Highly Impacted – QACs could not open



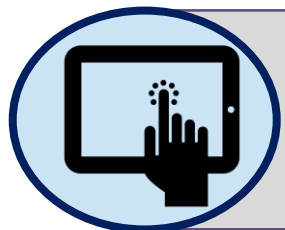
Over **35 Form Filling Assistance Activities**



More than **300 Households Served**



Estimated **50% of Assistance in Non-English Languages**

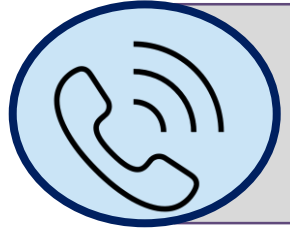


Partnered with UWBA to **Provide "QAC in a Box,"** including
loaning devices to Partners

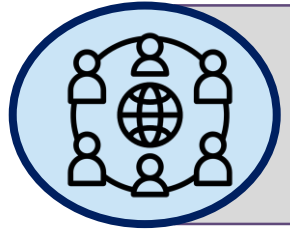


Planned Activity: Adopt-a-Block (canvassing)

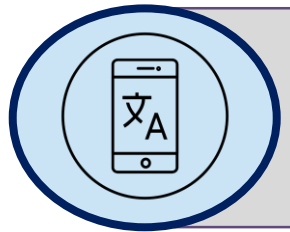
COVID: Highly Impacted – Phone Banking



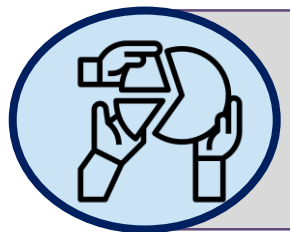
About **100** Canvassing and Phone Banking Events



Over **23,000** impressions



Over **7,400** Non-English Impressions



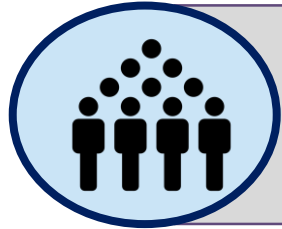
Collaborated with State and UWBA to reduce duplication

Planned Activity: Speaker Bureau / CBO Events

COVID: Impacted - food distribution, caravans, and others



230 Events, Speaking Engagement, Tabling, and Other Outreach Activities



Over 69,000 impressions



Over 7,000 Non-English Impressions



County provided over 25,000 flyers and swag distributed



RESPONDA AL CENSO HOY...

EVITE QUE ALGUIEN TOQUE LA PUERTA MAÑANA

Visite: my2020census.gov

Llame: 844-468-2020

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.



The colors on this page are RGB simulations of Pantone Colors. Actual colors may vary.

Planned Activity: Media Buys/Digital Ads/Transit/Etc.

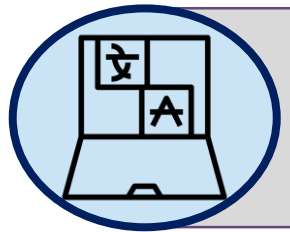
COVID: Slightly impacted



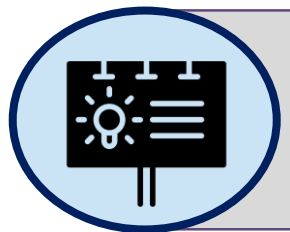
Over **80** advertising events and media buys



Over **860,000** impressions



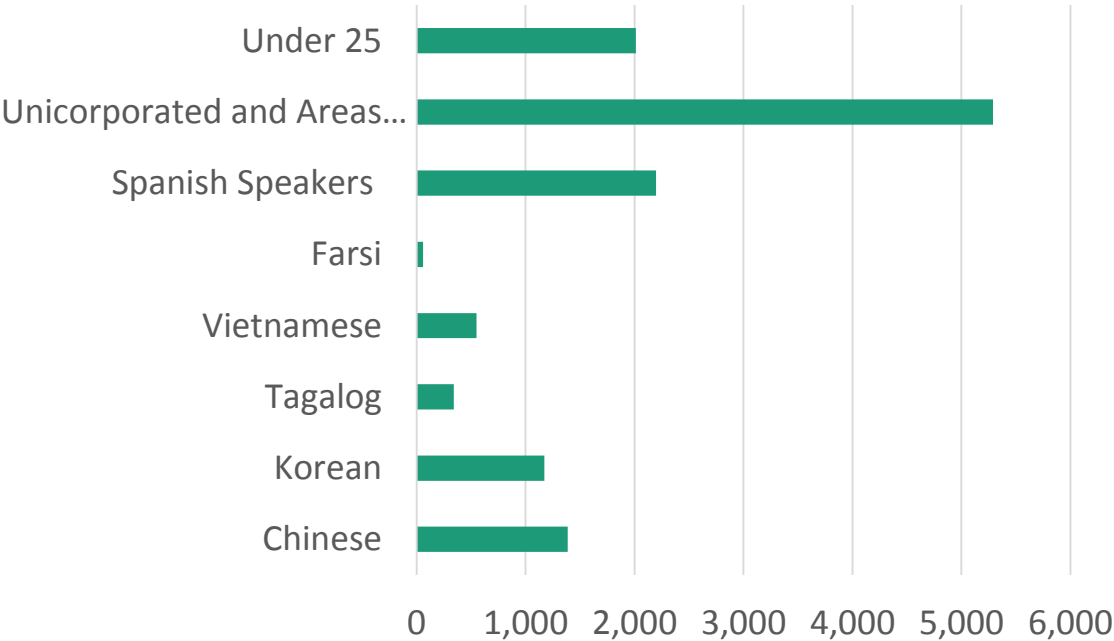
Over **65,000** non-English impressions



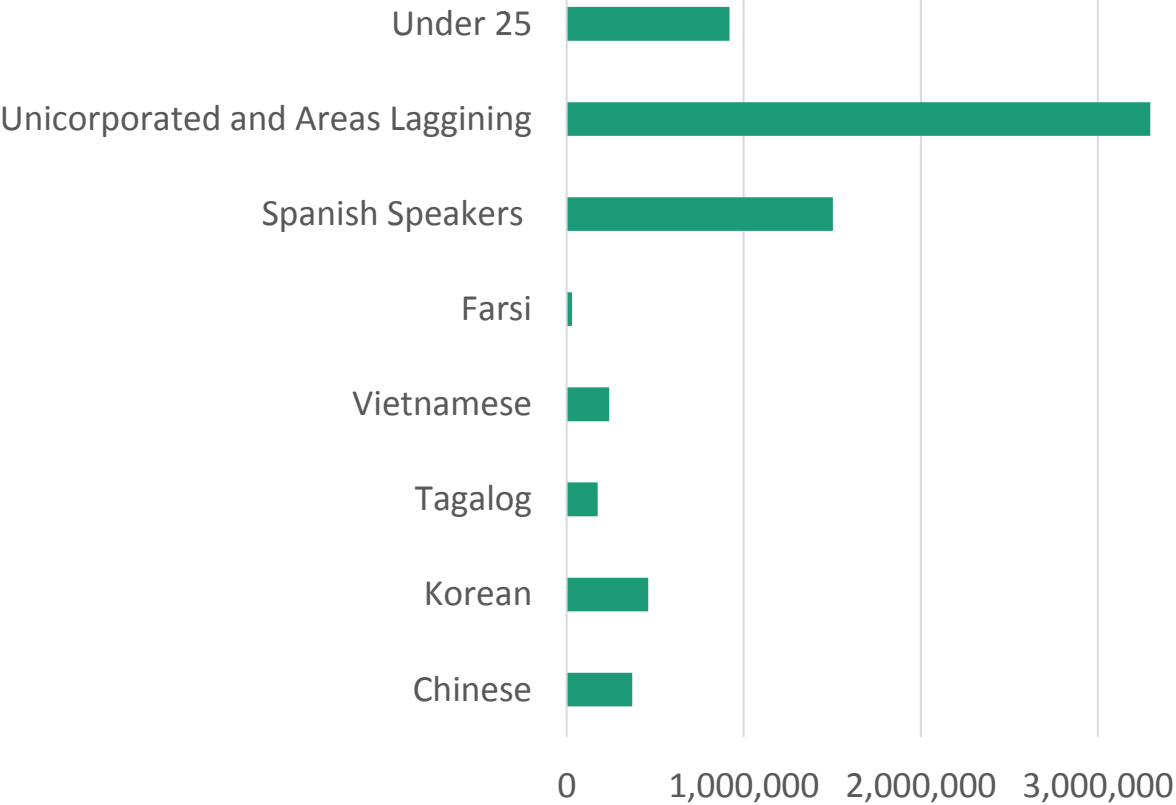
County **invested funds in digital ads, transit ads, and sinage**

Digital Ads Analytics

Clicks by Campaign



Impressions by Campaign



در سرشماری 2020 شمرده شوید
وقتی شما پاسخ می‌دهید، همه نفع می‌برند

CONTRA COSTA
CENSUS
2020
Count Me In

پاسخ شما مهم است

تحت شمارش قرار گیرید

Hágase **Contar** en el **Censo 2020**.

Responda confidencialmente



en línea



por teléfono



por correo
postal

CONTRA COSTA
CENSUS
2020
Count Me In

Sea Contado

Be **Counted** in the 2020 **Census**

When you respond, you
ensure funding for your:



Community



Roads



Education



Healthcare



Social services



Housing

CONTRA COSTA
CENSUS
2020
Count Me In

Everyone Counts

Get Counted



Challenges

- **COVID-19**
 - Derailed in-person/peer-to-peer outreach strategy and Questionnaire Assistance.
 - Led to high attrition of Census Enumerators who were ill prepared.
- **Distrust of Government**, particularly with immigrants.
- **Lack of coordination** with USCB, particularly with Service Based Enumeration.
- Difficulty reaching **multi-family/multi-unit residences**.
- Changing **enumeration deadlines**.
- **Staff time** and competing priorities.
- Not having existing relationships with language-based communities throughout County.

Accomplishments

Increased	Increased self-response rate more than five points than 2010.
Third highest	Third highest self-response rate of all CA counties.
Second highest city	Second highest city self-response rate in state in Contra Costa County (Clayton)
Developed	Developed strong relationships with 67 organizations throughout the county.
Increased	Increased participation of Hard-to-count populations.
Strengthened	Strengthened regional relationships with other Bay Area counties and the state government.

Recommendations for 2030

- Continue to **build trust and maintain relationships** with Hard to County Communities and CBOs in the County – starting now and not in 10 years.
- Continue to **provide County information in multiple languages** and develop relationships with community partners to assist in non-English language outreach
- **Start planning** process in April 2028
- Ensure Census Outreach Team is **adequately staffed**
- Have **collateral and swag** designed and ordered by December 2029
- Dedicate staff, space, and vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign
- **Collaboration takes time** – allocate sufficient time for meetings with Federal, State, and Regional coordination
- **Be ready to pivot** – in 2010 the foreclosure crisis impacted outreach and 2020 had a pandemic – any 2030 bets?

THANK YOU

CONTRA COSTA

CENSUS

2020



Count Me In



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 11/16/2020

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

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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 reflecting technical closeout adjustments made by staff, 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 one State revenue payment remains outstanding. 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 has made necessary technical adjustments to close out the project budget, attached.

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 11-9-2020

Census 2020 Budget Update as of 11/9/2020	ADOPTED BUDGET		ADJUSTED BUDGET		TOTAL	ACTUALS					PROJECTED 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	36,260		-
GIS - data analysis and map production	50,000		50,000		50,000			50,000	50,000		-
Contract Outreach Staff	150,000		114,263		114,263		64,152	31,569	95,720	18,543	(0)
Media Buys	30,317		65,978		65,978		65,978	-	65,978	-	-
**Printing Collateral	16,400		25,547		25,547		14,742	10,805	25,547	-	-
Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.	44,028		43,899		43,899	703	24,602	14,596	39,901	3,998	-
Language Contracts	10,000		8,820		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	81,239	344,905	426,144		157,510	85,050	270,560	121,440	34,144
Phase I		280,000	18,239	295,905	314,144		136,760	67,300	204,060	80,940	-
Phase II (includes NRFU)		63,000	63,000	49,000	112,000		20,750	40,750	61,500	40,500	-
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		110,095	110,095		95,094	15,000	110,094	-	-
Homeless Outreach -Targeted material for Homeless & Transient Population.		25,000		25,000	25,000			25,000	25,000	-	-
*Veteran Outreach -Targeted material for Veteran Population.		20,000		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	926,005	703	440,898	279,779	749,380	142,481	34,144
				926,005	926,005					891,861	34,144
REVENUES					-				-		
Counties to opt out or opt in with a board resolution	32,634		32,634		32,634		32,634		32,634		-
1st Quarterly Report due	32,634		32,634		32,634		32,634		32,634		-
Strategic Plan due - 60 days from State approval	114,221		114,221		114,221		114,221		114,221		-
2nd Quarterly Report due	32,634		32,634		32,634		32,634		32,634		-
Implementation Plan due	81,586		81,586		81,586		81,586		81,586		-
Implementation Outreach Release Withholding	32,634		32,634		32,634	32,634	-		32,634		-
NRFU Plan due	18,130		18,130		18,130		18,130		18,130		-
Final Report due	18,130		18,130		18,130		-		-	18,130	
Additional Funding From State(Contract Amendment)	63,400		63,400		63,400		63,400		63,400		-
County Supplemental Funding		500,000		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	926,005	32,634	877,240	-	909,875	18,130	(2,000)
					-						
Net Balance	-	-	0	-	0	(31,932)	(436,342)	279,779	(160,495)	124,351	36,144
* Redistribution of \$20,000 in technology funds to new line item Veteran Outreach											
** Distribution of additional State Revenue of \$63,400											