

NRFU Census Background, Outreach Budget Recommendations & Reallocation of Balance

The State notified Staff that they would be offering additional NRFU funding allocations. Staff and other County staff met with David Tucker, State Regional Manager for Region 3 on June 29, 2020. The States plan is to offer additional NRFU Funding of \$47,475 to be used in 5 Census tracts that have a CA-HTC Index \geq 69. As with the other funding received from the state there is an option to redirect funding to the ACBO United Way Bay Area.

Staff is recommending that the funds be redirected to United Way Bay Area.

If the Finance Subcommittee recommends that the County accept the additional funding for targeted NRFU Outreach in those low responding tracts identified with an index greater than 69, the following outlines the acceptance process and timeline.

- Acceptance process and anticipated timeline

July 20, 2020 – Propose the option of additional funding to the CCC Census 2020 Steering Committee and receive approval.

July 20, 2020 – Prepare Board Order to amend contract with State for the additional funding

July 28, 2020 – Request and Receive Approval from the Board of Supervisor's

July 29, 2020 – Notify State that the amendment was or was not approved

Given this timeline it will be difficult but we should be able to meet the timeline to disburse the funds in August if we preplan activities for implementation in August with the anticipation that the Steering Committee will vote to accept the additional funding.

- Potential Activities for the County:
 - Purchase and distribute grocery bags to ethnic grocery stores in the 5 Census tracts
 - Purchase digital advertising
 - Purchase and distribute masks and hand sanitizer
 - Direct mail to the 5 Census tracts and Phone Banking

If the recommendation by the Finance Subcommittee is to redirect the NRFU dollars to United Way Bay Area to spend on behalf of Contra Costa County, we will be able to notify the State by July 21, 2020 that the CCC Census 2020 Steering Committee has approved to redirect the NRFU dollars to United Way Bay Area.

This would allow the State to directly disburse the funds to UWBA by the August window. UWBA would work with the County to spend the funds as identified above. UWBA will receive 10% of the funds to cover administrative costs.

Budget Balance Realignment

Currently there is a balance of \$45,440 in unencumbered funds, \$5,000 was specifically set aside for NRFU activities. Staff has developed a draft revised budget, that provides examples of areas that the unused funds can be redirected.

Media Buys: \$1,502 - Redirect Balance to Print and Mail

Printed Material: \$6,494 Staff had distributed a majority of the printed collateral and printed 20,000 Rack cards for distribution at food sites. Staff recommends retaining \$6,494.81 for postcard mailings and additional printing needs as identified for NRFU.

Outreach Tasks: \$6,356 Outreach tasks includes swag, costs for Census workshops and events, and other miscellaneous costs. Given the current shelter in place trajectory, it is unlikely that government sponsored gathers over 100 people will be allowed in the foreseeable future. Therefore, the Census Event is anticipated to be canceled and associated costs are removed. Given the strong support for additional essential needs census swag, and ethnic grocery store outreach, staff recommends retaining the \$6,356 and redirecting the NRFU funds of \$5,000 to Outreach Tasks for additional swag which can include masks, more hand sanitizer, tote bags and other needs as identified.

Translation Services: \$1,180 - Redirect Balance to Print and Mail

Technology: \$1,905 - Redirect Balance to Print and Mail

Grants: \$20,000 There is \$20,000 remaining in Census Outreach and Assistance Grants. Grants applications for outreach continue to be submitted, even during COVID-19 shelter in place. To date, we have entered into contracts, or are in the contracting process, for 95% of our grant funds.

Non-Response Follow Up (NRFU): There is currently **\$5,000** allocated to Non-Response Follow Up. Staff recommends redirecting funds to Outreach Tasks. The proposed budget includes for media buys during non-response follow up through August 15, 2020.

Other ideas previously proposed for consideration:

Media Buys: As previous The committee redirected funding to media buys at the 5/11/2020 meeting. With an extension of the self-response operations into mid-September for non-response follow-up (NRFU) beginning in August, staff recommends expanding the digital media buys through the end of August. The follow are some media buy options and staff recommendations to consider.

- **Digital Media Buys: Additional \$10,000 (approximate)**

The digital media allows ads to be directed to audiences by key factors such as location, language, and age. Initial digital media reports are positive, with over 3,000 click throughs to the Census Bureau's website in initial 11-day test run. The digital media ads are nimble and can be used to promote special online events or services, reinforce partner messaging, and provide ad content in-language. Monument Optimization (consultant) has provided two estimates for extending digital media buys.

 - **Option 1: \$10,000** – increases ads through mid-September.

- **ABC News Spotlight: New allocation of \$4,000**

The spotlight consists of a custom 4-minute segment produced by ABC. The spotlight will run either at 11:30 am on a weekday or at 9 am on the weekend. The County can identify partners to appear in the segment, including Spanish speaking partners. The county will also receive a copy of the spotlight to run on social media and can share with partners. This news spotlight can reach those without broadband access but are watching the news. It is possible ABC can provide a reduced service for as little as \$2,000.

- **Transit Ads: No new allocation proposed**

Census transit ads include the following

- **County Connection and TriDelta (Vector Media)** – Current run includes 18 King displays from 3/15/20 – 5/31/20. Vector has added a four-week bonus term through the end of June. Additional run through the end of July estimated at \$4,320.