

Contra Costa County Status Update and Next Steps

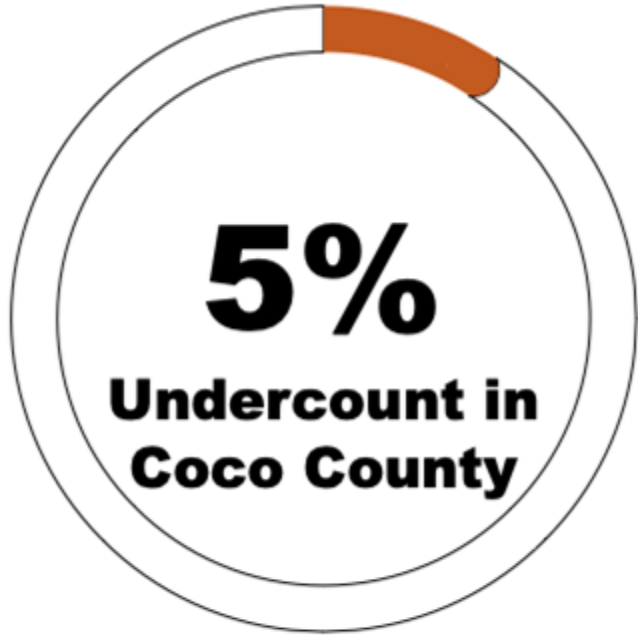
- Overview of Current Self-Response Rates (SRR) and Hard-to-Count (HTC) Communities.
- What CoCo Census has been up to.
- Next steps and resources needed.

COCO COUNTY SELF-RESPONSE RATE (SRR)

California
Self-Response
63.2%

Contra Costa
Self-Response
71.3%

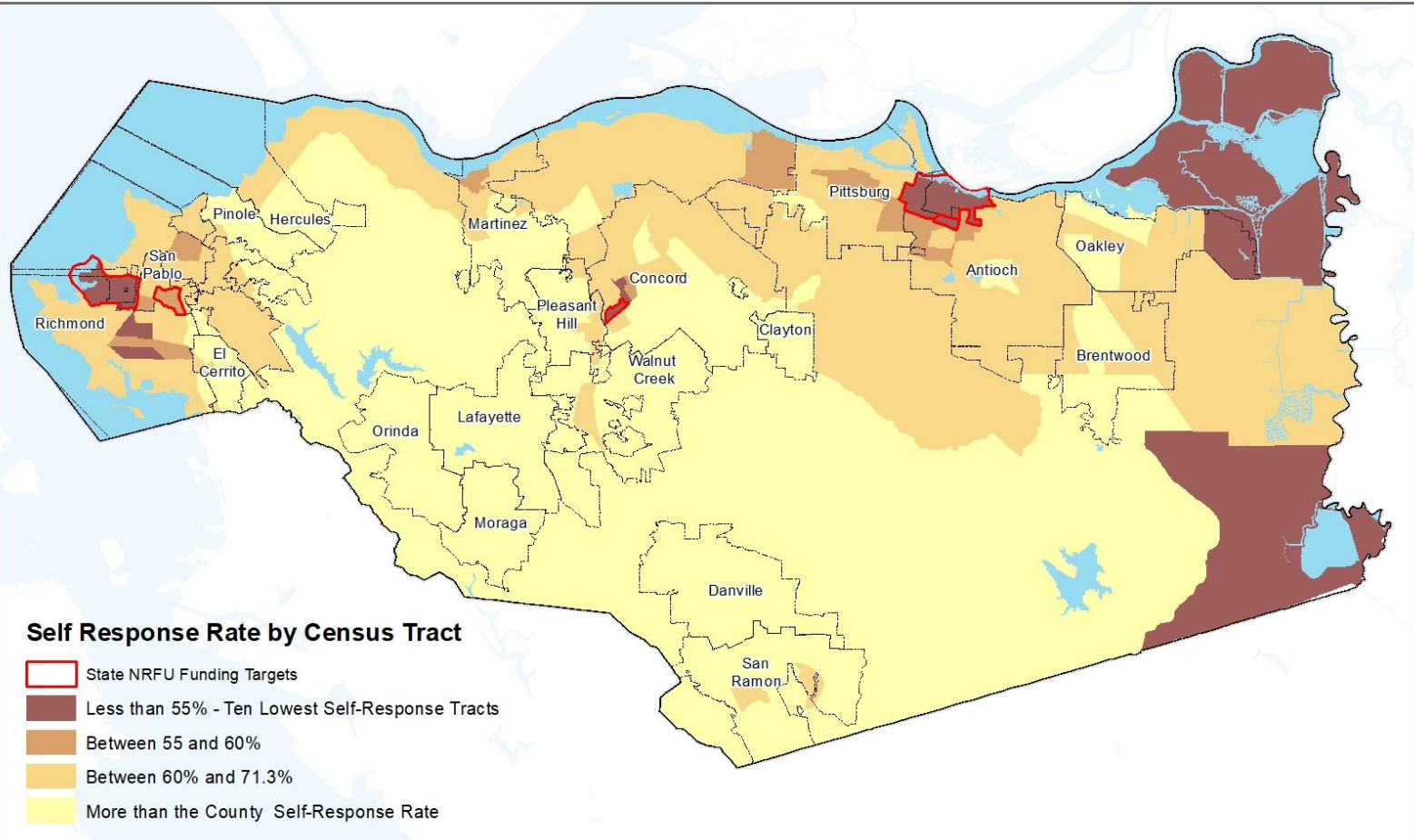




**Loss of \$500 Million to
\$1.1 Billion
over 10 years**

At our current SRR (71.3%) we could lose between
3 - 6 billion dollars over ten years!!!

Contra Costa County Self-Response Rates by Census Tract - July 15, 2020



**Cities, Towns, and
Neighborhoods that have
Surpassed their 2010 SRR**

Communities that have surpassed their 2010 Self Response Rates

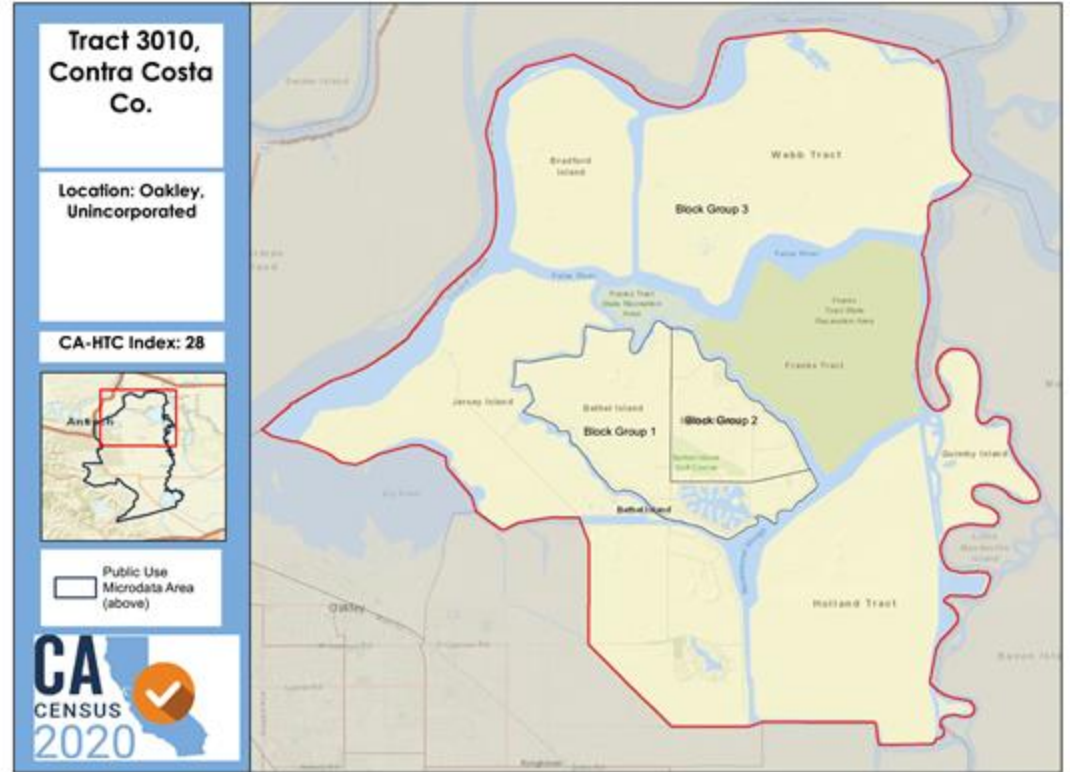
- Brentwood
- Clayton
- Danville
- El Cerrito
- Hercules
- Martinez
- Oakley
- Pinole
- Pleasant Hill
- San Ramon
- Richmond Neighborhoods:
 - Marina Bay
 - Richmond Annex
 - Richmond Heights
- Unincorporated Communities
 - Alamo
 - Blackhawk
 - Diablo
 - Discovery Bay
 - East Richmond Heights

Top 11 Census Tracts with Lowest SRR Score

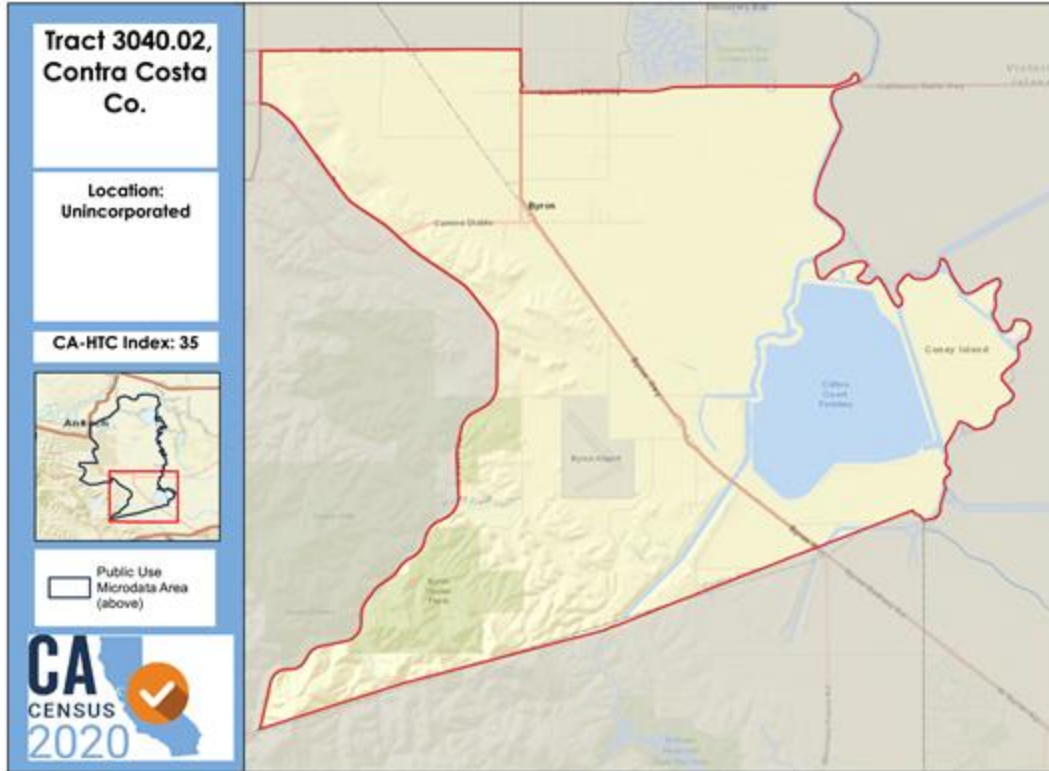
1. Bethel Island (44.1%)

Leading HTC Characteristics

- Vacant housing units
- Moved recently
- Children under 5



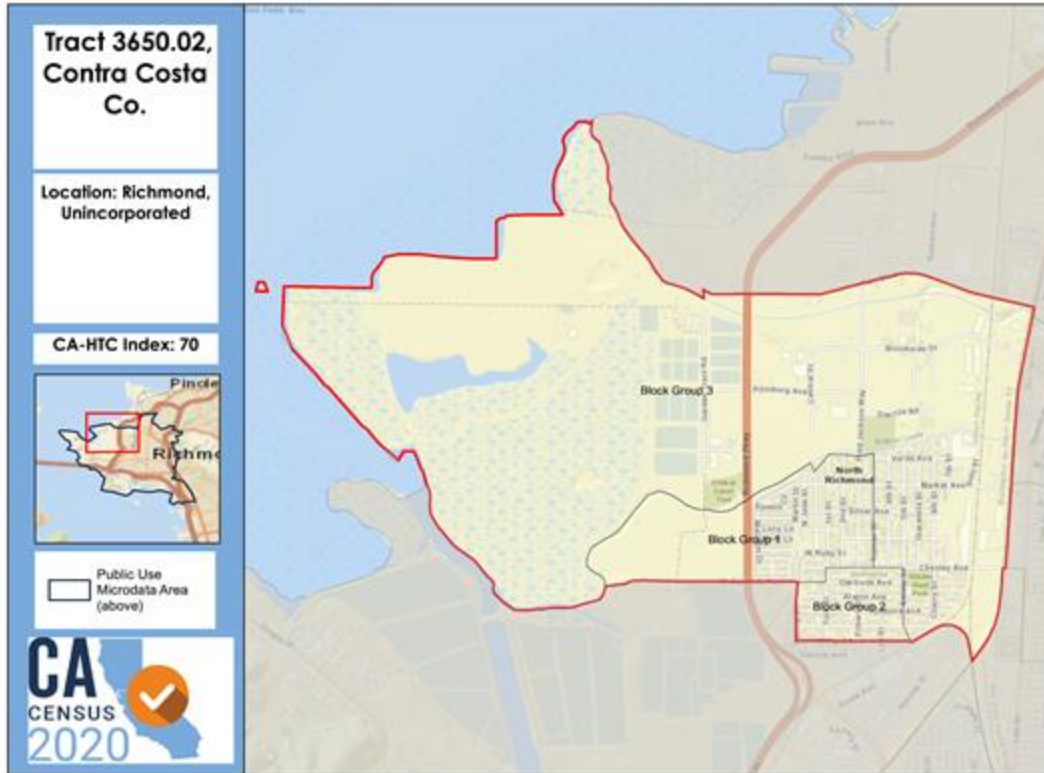
2. Byron (46.4%)



Leading HTC Characteristics

- Households without broadband subscription
- Unemployed
- Non-HS graduates

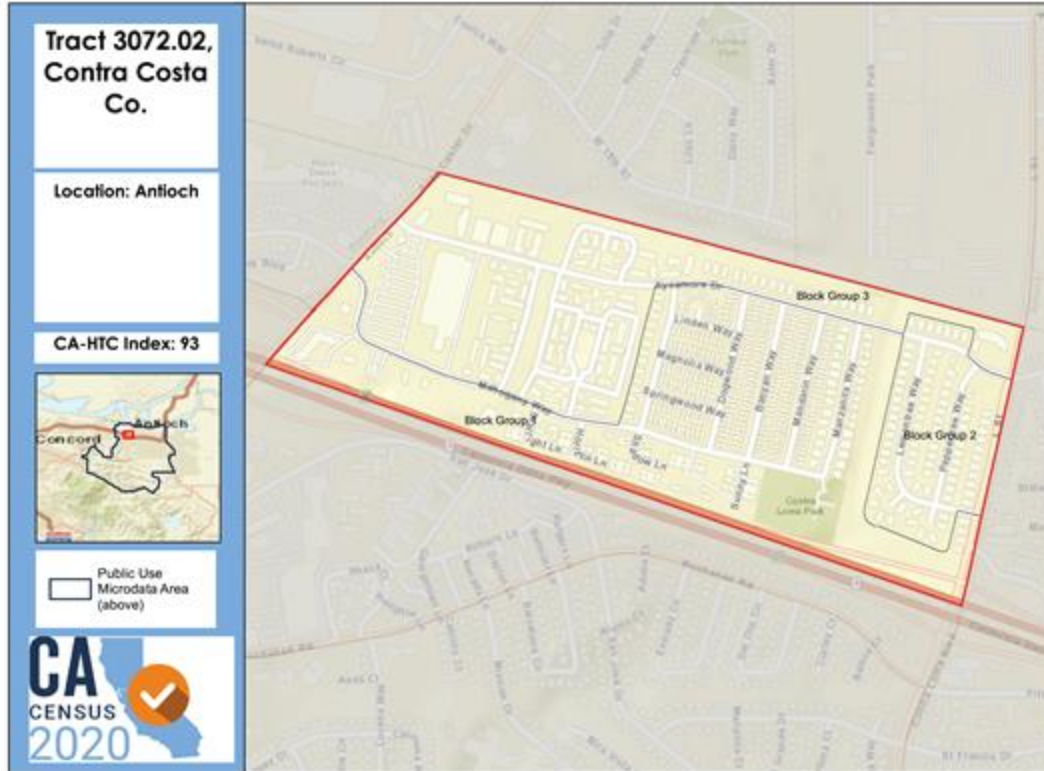
3. North Richmond (48.1%) - State NRFU Funding Eligible



Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
 - 76.9% of limited English-speaking population speak Spanish

4. Northwest Antioch (49.4%) - State NRFU Funding



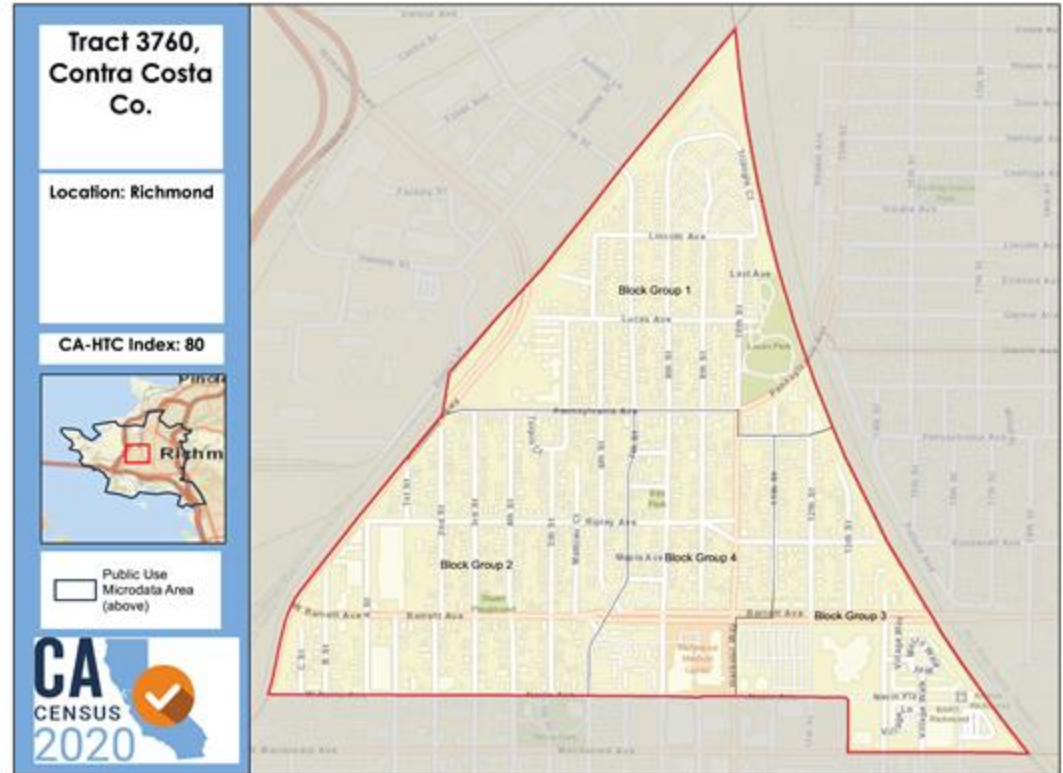
Leading HTC Characteristics

- Households receiving public assistance
- Unemployed
- Children under 5
- 88.4% renter occupied

5. Iron Triangle (50.3%)

Leading HTC Characteristics

- Vacant housing units
- Children under 5
- Non-HS graduates
- 65.1% renter occupied

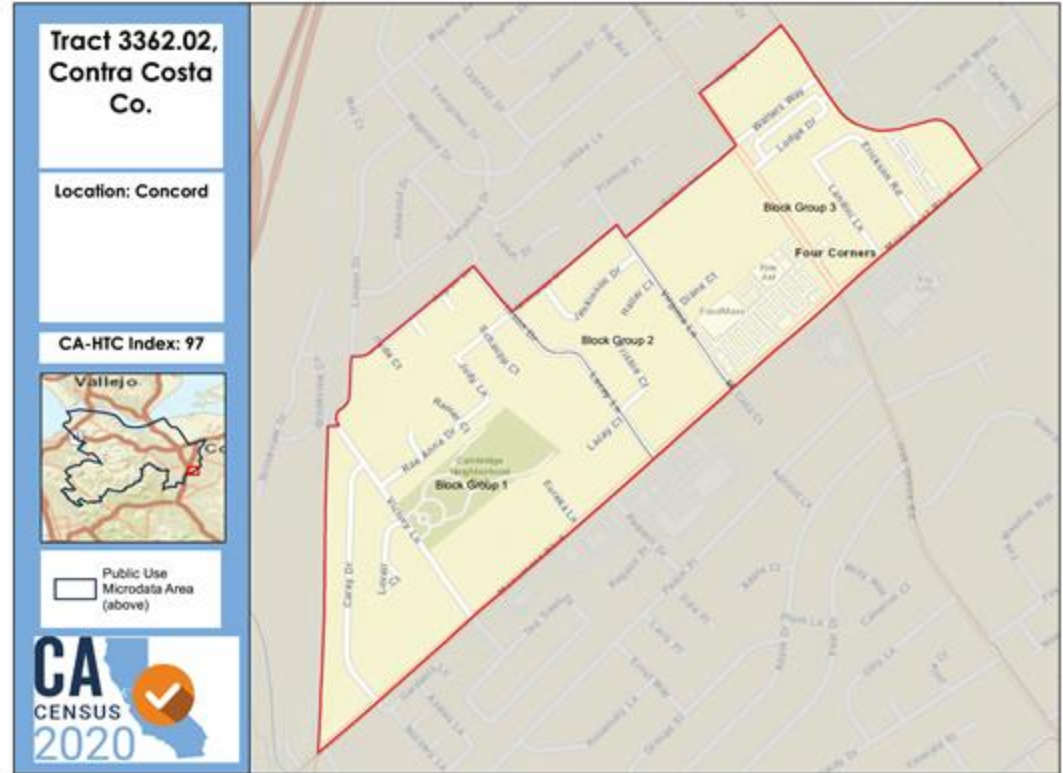


6. Monument Corridor / Four Corners (50.4%)

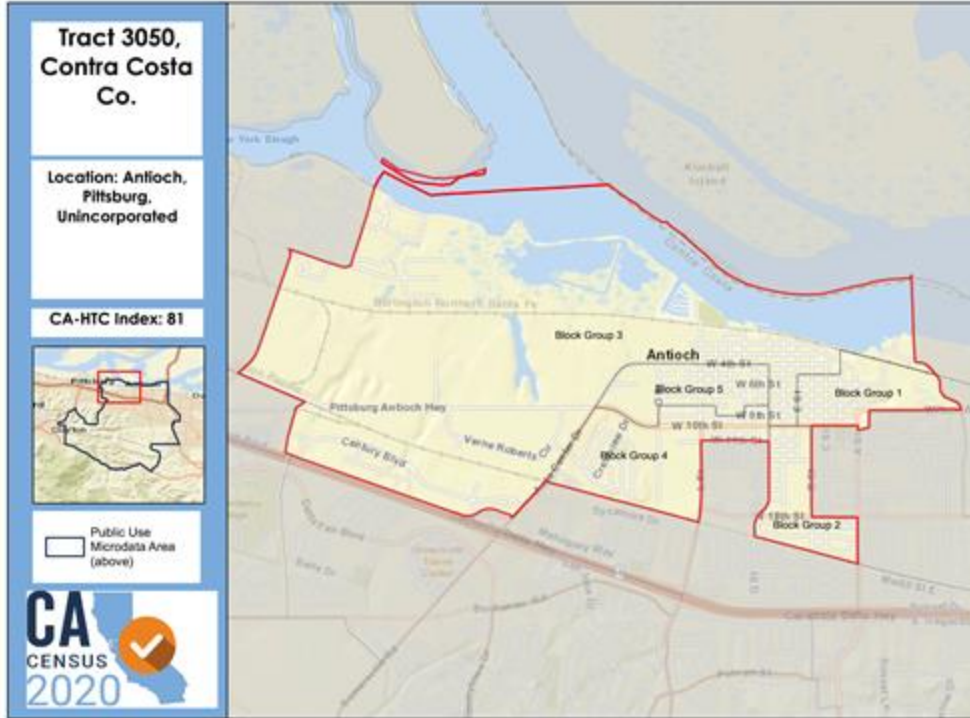
State NRFU Funding Eligible

Leading HTC Characteristics

- Foreign-born population
- Limited English-speaking population
 - 77.3% of limited English-speaking population speak Spanish
- Multi-unit structures
 - 84% renter occupied



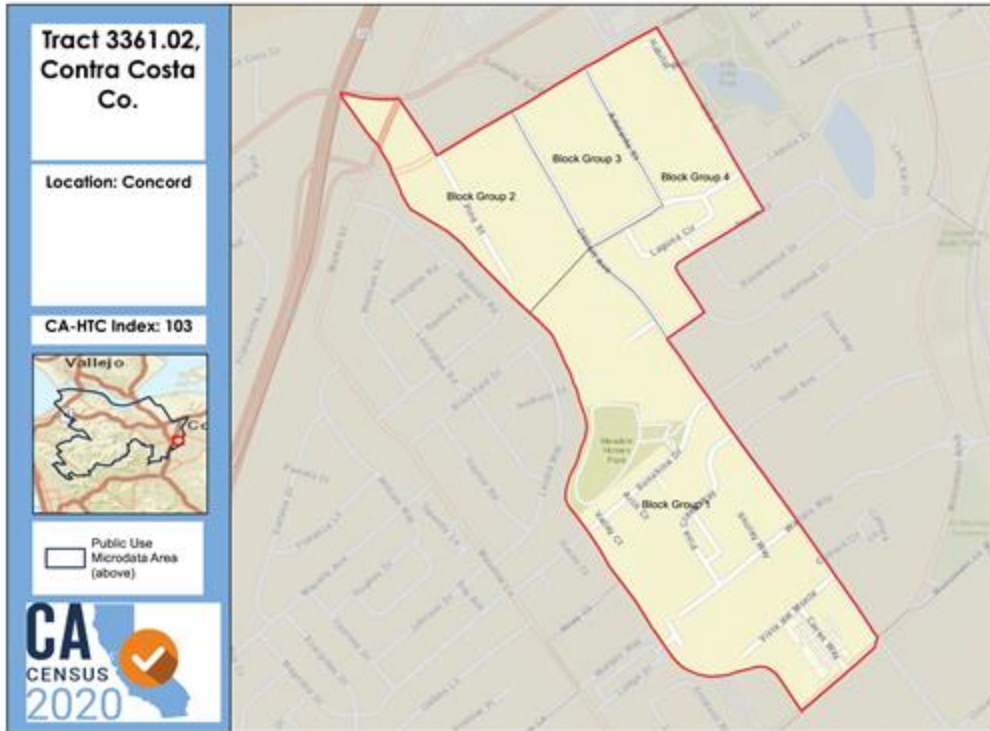
7. Pittsburg/Antioch (53.5%) - State NRFU Funding



Leading HTC Characteristics

- Unemployed
- Households receiving public assistance
- Children under 5

8. Monument Corridor (53.9%)



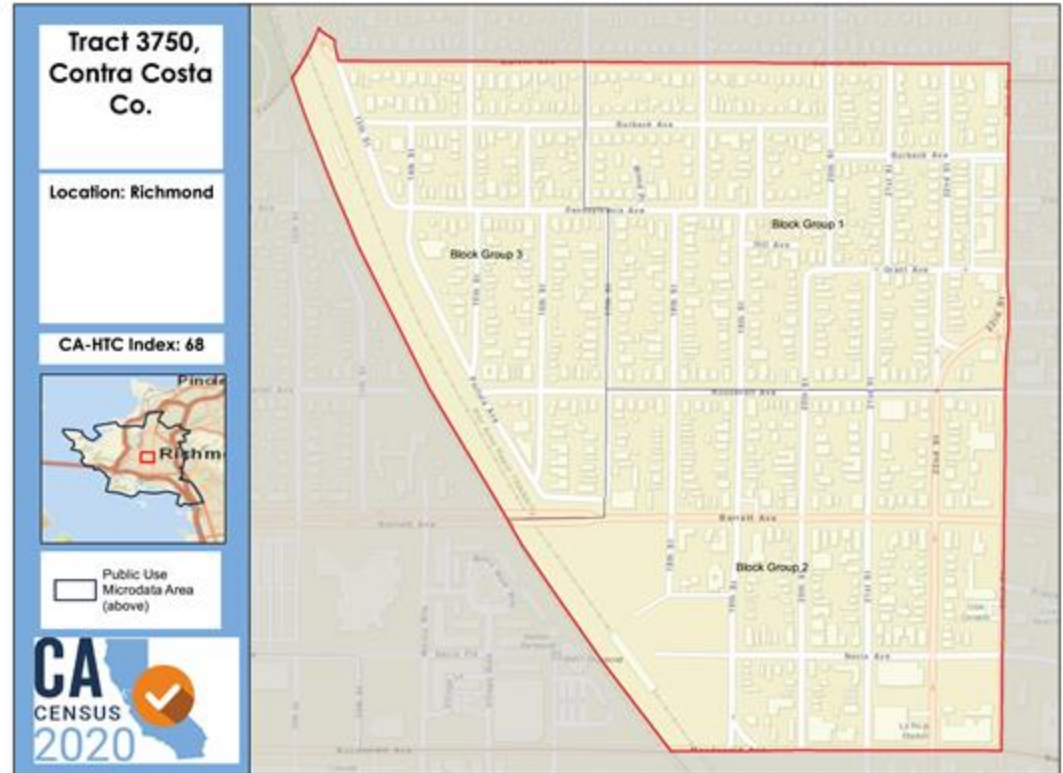
Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
 - 76.9% of limited English-speaking population speaks Spanish

9. Central Richmond (54.4%)

Leading HTC Characteristics

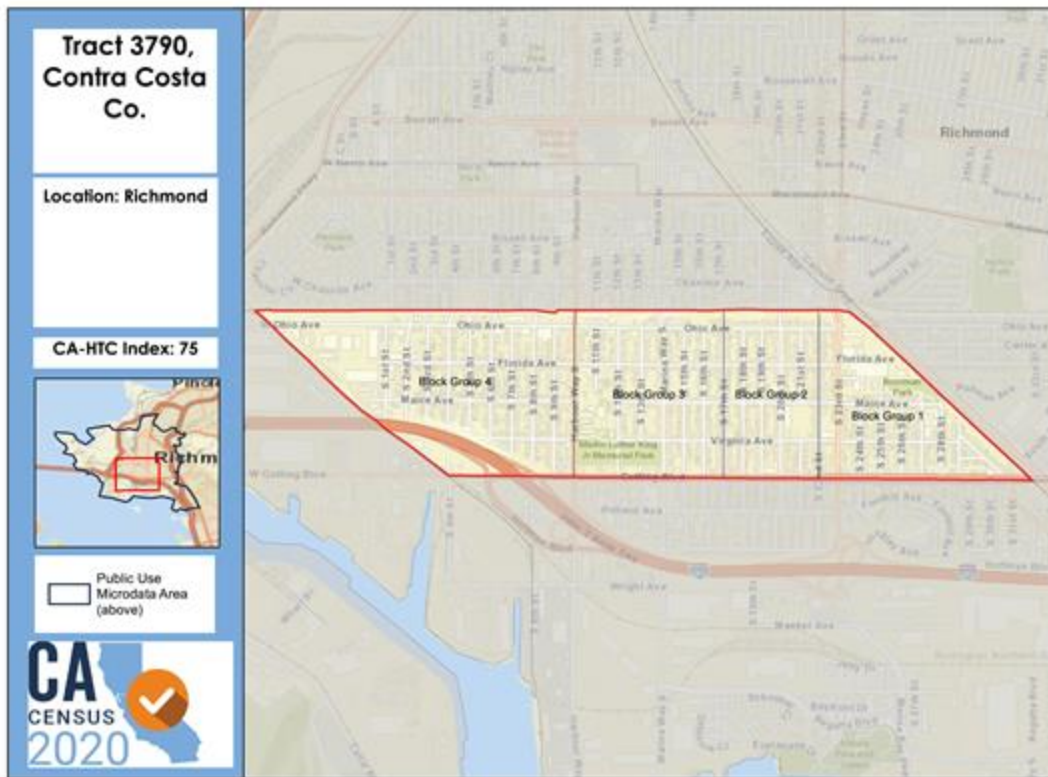
- Non-HS graduates
- Children under 5
- Renter-occupied units
 - 70.6% renter-occupied



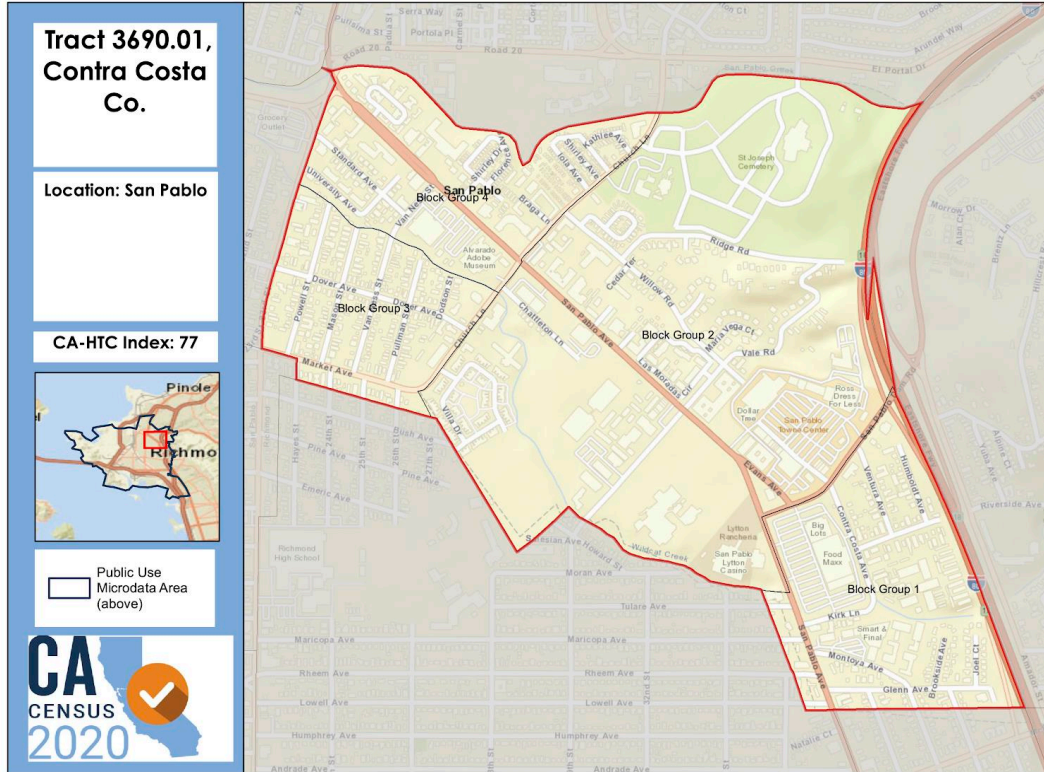
10. Central Richmond (55%)

Leading HTC Characteristics

- Below 150 percent of poverty level
- Children under 5
- Vacant housing units



11. South East San Pablo (55.3%) - State NRFU Funding Eligible



Leading HTC Characteristics

- Limited English-speaking households
- Foreign-born population
- Multi-unit structures

County Outreach Efforts and Next Steps - Costs

There is \$42,440 remaining in the existing County budget.

The State is also offering an additional \$47,475 for NRFU to be targeted in five specific census tracts. More discussion on this later.

The following provides an overview of what we have been doing and how it will continue into the final stretch and Non-Response Follow Up (NRFU).

Phone Banking

Update

During COVID – both the County and UWBA funded organizations have pivoted to conduct phone banking instead of their in-person events.

- Seven organizations + six volunteers.
- Over 13,000 calls made through PDI.

Final Stretch and NRFU

We will fund this activity, ideally an organization is reaching out to their community and will include Census Questionnaire Assistance as part of the call.

Can be layered onto existing outreach an organization might be conducting.

Food, School, and COVID Testing Distribution

Update

Providing Census Outreach Materials and Collateral through essential-needs services has been the primary outreach effort during COVID.

- 20,000 rack cards to Food Bank
- Grantees integrating Census into Food Distribution sites, including at schools and through White Pony Express which is coordinating among various CBOs.
- COVID Testing Sites are distributing hand sanitizer and Census information.



Food, School, and COVID Testing Distribution



Final Stretch and NRFU

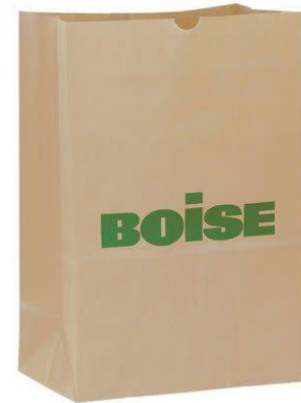
Continue to work with community-based organizations and schools for swag and material distribution.

- 5,500 pieces of swag (backpacks, sanitizer, and masks) from County Office of Education – **From County Office of Education.**
- Purchase of additional swag – **\$44,000 (see next slide for breakdown).**
- Additional Printing - **\$4,000 - \$11,000.**
- Eligible cost for grants – amount depends on applications.

Swag for NRFU (Using state NRFU funding)

Total Available: **\$44,000**

- Masks:
 - Branded: ≈ 7 k for \$16 k.
 - Non-branded: ≈ 10 k for \$16 k.
- Hand Sanitizer:
 - ≈ 30 k for \$16k.
- Grocery bags for ethnic grocery stores:
 - ≈ 30 k for \$9k.



Census Caravans

Updates

- Census Caravans took place in Richmond, San Pablo, Oakley, and Brentwood.
- [Video for San Pablo and Richmond Census Caravan.](#)



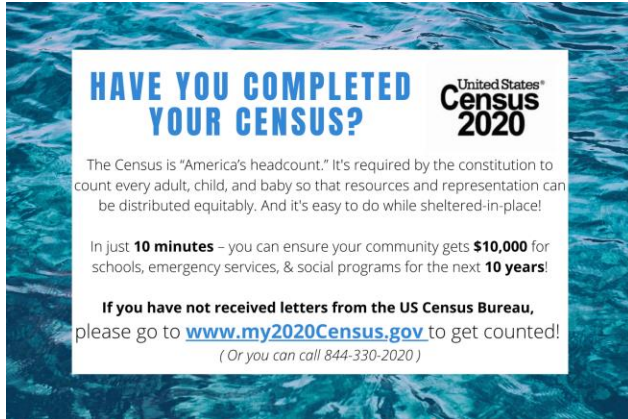
Final Stretch and NRFU

- Currently being organized in Far East County (Bethel Island & Byron), Concord, Pittsburg, Antioch, and a Boat Caravan in the Delta.
- Eligible for grant funding.

Print and Mail - Targeted Mailings

Update

2,417 postcards were sent to areas with PO Box Only Mail Delivery ahead of Update Leave. This includes Byron, Bethel Island, and Canyon. Cost - \$771.25



Final Stretch and NRFU

Send postcards to additional HTC areas.

- Messaging can include:
 - "It's Not Too Late"
 - "Social Justice" or
 - "What to Expect During NRFU?"
- **Cost:** About \$500 per thousand postcards. Includes printing, finishing, and mailing. Estimated at **\$10,000** for hardest-to-count areas.

Print and Mail – Collateral for Swag Distribution

Update:

Est. # of pieces provided: 70,400

Final Stretch and NRFU

- Messaging can include: "It's Not Too Late", "Social Justice", or "What to Expect During NRFU?".
- **Cost:** About \$300 per thousand postcards. Includes printing and finishing. 34,000 pieces of collateral would be \$10,000.



**HAVEN'T TAKEN THE CENSUS?
IT'S NOT TOO LATE!**

**¿NO HAS HECHO EL CENSO?
¡NO ES DEMASIADO TARDE!**

Respond at / Responder a:
my2020Census.gov / (844) 330-2020

**CONTRA COSTA
CENSUS
2020**
Count Me In

¡Un tiempo de responder el Censo 2020 y de estar seguros que los cambios profundos que queremos y se han posibilitado en los próximos 10 años.

EL CENSO TOMA UNOS 10 MINUTOS Y ES GRATUITO: teléfono, computadora o tableta a través del sitio census.gov

1. Con una rápida llamada telefónica en español al número 844-486-2020
2. O con un formulario de papel que la habría sido enviado a su residencia en caso en su hogar no hayan respondido todavía

¿SABE QUÉ ES EL CENSO 2020? El censo es un cuestionario que nos ayuda a saber cuántos y cómo somos en nuestro Condado Contra Costa. Saber cuántas personas viven en Contra Costa ayuda a las autoridades a asignar dinero para programas de educación, vivienda, salud, vejez y transporte, servicios para niños y ancianos, y asistencia para emergencias como el COVID-19. Igualmente, estos resultados sirven para tener un número correcto de representantes políticos que atiendan mejor nuestras necesidades.

Nuestra prosperidad depende en gran parte de los resultados del censo. Cuando responda el censo no olvide incluir a todos los que con usted viven. Son solo 9 preguntas sobre nuestra dirección y cuántas personas viven en nuestra residencia, y para cada uno de nosotros debemos decir el nombre y apellido, edad, sexo, y raza y etnia. El censo no pregunta al tenencia o los idiomas y nuestras respuestas no serán compartidas con ninguna otra agencia o persona.

Responda el Censo 2020 cuanto antes y comparta esta información con todas las personas que usted conoce.

Si necesita ayuda visite www.callforiacensus.org o llame al 877-352-3676.

You can still respond to the 2020 Census and ensure that the profound changes we want and need will be possible in the next 10 years.

ANSWERING THE CENSUS TAKES ABOUT 10 MINUTES AND IT'S FREE:

1. Online by phone, computer or tablet at my2020census.gov
2. By phone in English at 844-330-2020
3. By paper form that would have been mailed or delivered to your residence during the months of May and June

WHAT IS THE 2020 CENSUS? The census is a questionnaire that lets us know how many we are and who we are in Contra Costa County. Knowing how many people live in Contra Costa helps government allocate money for education, housing, health care, roads and transportation programs, child and elderly services, and emergency assistance such as the response to COVID-19. Likewise, these results ensure we have the appropriate level of political representation to meet our needs.

Our prosperity depends largely on the results of the census.

When you respond to the census don't forget to include everyone living in your household. You just have to answer 9 questions about your address, how many people live in your residence, their first and last name, age, sex, race and ethnicity. The census does not ask about immigration status and your answers will not be shared with any other agency or person.

Respond to the 2020 Census as soon as possible and share the information in this postcard with everyone you know.

If you need help, visit www.callforiacensus.org or call 877-352-3676.



Estos últimos meses han sido duros y desmoralizadores. Todos de alguna manera estamos viviendo la injusticia social.

ES HORA DE UN CAMBIO PROFUNDO, Y USTED Y TODOS NOSOTROS MERECEMOS SER CONTADOS.

Esto es el momento para que enfoquemos nuestro malestar y frustración en acciones pacíficas, valientes, sostenidas y efectivas mientras nos aseguramos que nuestras voces sean escuchadas. Usted existe y usted importa, y tiene la oportunidad de luchar contra todos los prejuicios y las desigualdades que han dado forma a nuestro país. RESPONDIENDO AL CENSO 2020 USTED PUEDE ASEGURAR MEJORES OPORTUNIDADES PARA TODOS NOSOTROS DURANTE LOS PRÓXIMOS 10 AÑOS.

These past few months have been hard and demoralizing. All of us, in some way, are living with social injustice.

IT'S TIME FOR A DEEP CHANGE, AND YOU AND ALL OF US DESERVE TO BE COUNTED.

This is the moment for us to focus our anger and frustration into peaceful, sustained, and effective action while making sure that our voices will be heard. You exist and you matter, and together we have the opportunity now to fight against all the prejudice and inequality that has shaped our country. RESPONDING TO THE CENSUS 2020 YOU ARE ENSURING BETTER OPPORTUNITIES FOR ALL OF US FOR THE NEXT 10 YEARS.

MARIN CANAL ALLIANCE 2020
WIMCS

Social Media

Update

Ongoing social media posting and toolkits

- Posted July Social Media Content Calendar.
- Posted Social Media Toolkit in Spanish, Tagalog, Vietnamese, Chinese (simplified), Korean, and Farsi.
- Sharing partner content.



Final Stretch and NRFU

- Continuing our social media outreach.
- Continuing to develop social media content calendars.
- Cost: No additional costs.

Media Buys

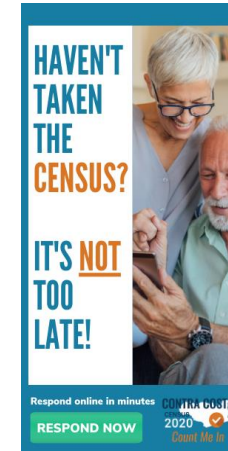
Update

Targeted digital ads throughout CCC

- Number of impressions: 4.79 million.
- Number of click throughs: 5.64 thousand.
- Average cost per click: \$1.74.

Final Stretch and NRFU

- Digital ads through August.
- No additional ads for NRFU.
- Remaining media buys transferred to printing costs.



Grants

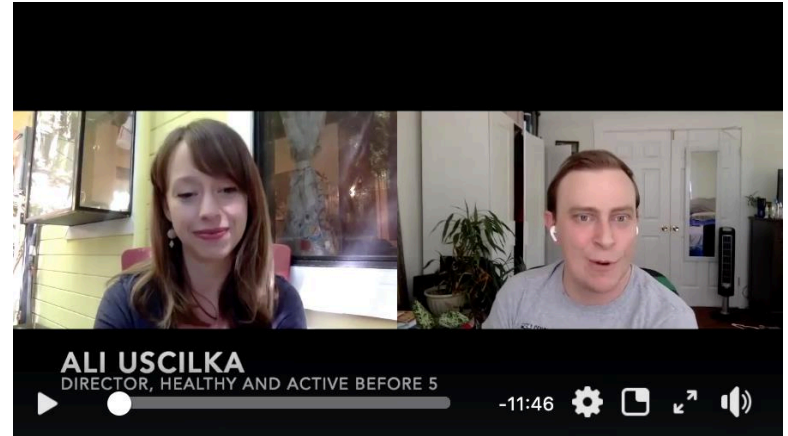
Grants

- We have 81 Contracts for Census Outreach and Assistance Grants.
- There is \$20,000 remaining in the budget.
- We continue to receive grant applications and organizations working in low response rate areas will continue to be funded.
- Potential to direct some of the State NRFU funds to more grants.



Other Outreach

- "Census Ask Me Anything" sessions with Matt Lardner and community partners.
- Census Roundtables with grantees, ambassadors, elected officials, and other interested parties.
- Attending virtual townhalls, meetings, and conferences to present and answer questions about the Census.
- Regular updates and technical assistance to elected officials, agencies, and other key partners.



Next Decisions

- Plan for new State NRFU funding = \$47,475
 - The County can manage the funds or have UWBA manage.
 - If UWBA takes the funding, they will work with us on a plan to distribute funds.
 - There is a 10% (\$4,547) administrative cost.
 - UWBA would want to work with existing partners (if possible).
 - If the County manages the money, the contract with state will have to go to the BOS to be amended.
- Realign Census Budget for Final Stretch and NRFU = \$42,440.

Budget Recommendation

Expense	Current Remaining - Approved	Remaining - Proposed	State NRFU - Proposed	Total
Grant Funding	\$ 20,000	\$ 20,000	\$ -	\$ 20,000
Swag/PPE (Outreach)	\$ 6,356	\$ 11,356	\$ 33,232	\$ 44,589
Printing	\$ 6,494	\$ 11,084	\$ 9,495	\$ 20,579
Media Buys	\$ 1,502	\$ -	\$ -	\$ -
Language Contracts	\$ 1,180	\$ -	\$ -	\$ -
Technology Access	\$ 1,905	\$ -	\$ -	\$ -
Contingency/NRFY	\$ 5,000	\$ -	\$ -	\$ -
Admin (UWBA)	\$ -	\$ -	\$ 4,747	\$ 4,747
TOTAL	\$ 42,440	\$ 42,441	\$ 47,475	\$ 89,916