



Census 2020 Complete Count and COVID-19 Budget Considerations

There is approximately \$107,000, including \$64,000 in grant funds that have not been allocated remaining in the Census 2020 budget and additional understanding about the implications of COVID-19. The following outlines the funding available by category and potential COVID-19 Options.

Media Buys: \$1,520

- **Funded:** Transit Buys \$30,000 and Digital Ads: \$20,000
- **COVID-19 Options:** Media buys are one of the most effective ways to reach people during COVID-19. Some options with an increased Media Buy allocation include:
 - Increase digital ads (\$5,000 - \$20,000) – very adaptable by location, language, and key wordsearch.
 - Add TV spots via ABC news (\$4,000 - \$10,000) – targets those without broadband
 - Add ethnic media spots (\$ TBD) – target specific languages as needed.

Printing: \$13,139

- **Funded:** There is about 10,000 pieces of printed collateral that will be given away
- **COVID-19 Option:** The focus of the printing strategy has shifted from events and gathering to a more focused outreach on specific needs and essential services
 - Print and mail postcards - Postcards can be mailed to those in Update Leave areas or other groups that may need special messaging like residential care facilities or targeted census tracts. Estimated cost is \$0.50/postcard to print and mail or approximately \$500/1000 postcards.
 - Bags for ethnic grocery stores - Providing bags to small ethnic grocery could be a standalone effort or part of a larger effort to support smaller, ethnic grocery stores during COVID-19. Estimated cost is between \$0.62 - \$1.00 / bag or approximately \$700/thousand.

Outreach: \$22,416

- **Funded:** This category includes swag, food and venue for meetings and workshops, and other outreach related costs, including the planned Census Day Outreach event.
- **COVID-19 Option:** Move all the current outreach funds to media buys. The cost to increase Contra Costa County census messaging in digital, television, or other media buys will exceed the current media category budget. Estimated cost depends on level of outreach desired and is listed under the Media Buys option.

Grant Funding: \$64,000

- **Funded:** About \$320,000 to local partners, each of which are working on various pivots in outreach due to COVID-19 such as increased digital media, phone banking, and connecting with people during essential service delivery. Note, unless the County's contract with the State is amended, \$32,000 of these funds must be spent on grants

- **COVID-19 Option:** The intent of the Phase 2 grants was to have smaller organizations and community groups host census events throughout the County. There will likely not be any large gatherings where most of the Outreach funds were directed. Now that it is apparent social distancing measure will likely be in place for a longer term, the structure of the grant program may need to be reconsidered. Redirecting grants funds to support community organizations that are providing essential needs to their community during these difficult times. It is likely the same people struggling to meet basic needs are also too overwhelmed to fill out the Census form. One option is to contract with a couple of organizations to implement special outreach projects such as:
 - **Essential need “swag”** – Provide census branded swag in the form of essential need items to key organizations to distribute to community members. Facemasks, toilet paper, etc. Cost depends on type and amount.
 - **Ethnic Grocery Story Outreach** - This project might include giving away the census grocery bags, providing posters, and maybe supporting the grocery stores by purchasing a gift card and operating a raffle at various stores. Estimated cost: \$5,000 - \$20,000+
 - **Food Distribution Grant** – Provide a grant to food distribution organizations to that are distributing food to families during this time. Ideally, the funds would go to one organization and be distributed to supporting organizations.
 - **Census “Stronger Together” Challenge** – The Census Stronger Together Challenge is to use the census self-response rate as tool to raise funds for the Food Bank or other non-profit supporting our community during COVID-19. The prize for the Census Challenge could be a given to one community and the prize would be a set amount of funds to be donated to the Food Bank in their name. For example, the city with the greatest improvement would have \$5,000 donated to the Food Bank. Estimated cost between \$1,000 - \$10,000

It is also possible to structure the Census Challenge Awards so all communities are competing with themselves. Under this structure, each community (city or unincorporated community) would receive a set amount for every percentage over 2010 response rates. For example, if the metric is \$500 per 0.1% over the 2010 Self-Response rate and the cities’ final was 0.2% over 2010, then their prize would be \$1000 to the Food Bank or other selected non-profit. An alternate to using 2010 data would be a set amount for percent increase over a given time (one or two weeks). Estimated cost \$10,000 - \$20,000 +. Note, the amount can be capped if needed

Non-Response Follow Up (NRFU): \$5,000

- **Funded:** These funds have not been allocated yet.
- **COVID-19 Options:** It is possible that given the new timeline for the Census, there will be a need to have additional outreach for NRFU.