



Contra  
Costa  
County

To: Board of Supervisors  
From: Diane Burgis, District III Supervisor  
Date: July 30, 2019

Subject: REQUEST FOR SUPPLEMENTAL 2020 CENSUS FUNDING

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### **RECOMMENDATION(S):**

1. RECEIVE status report from the 2020 Census Steering Committee regarding the outreach efforts for Census 2020.
2. ALLOCATE \$500,000 to supplement State grant funds that are insufficient to cover expenses for outreach to hard-to-count (HTC) populations.
3. AUTHORIZE the 2020 Census Steering Committee to administer, on behalf of the Board of Supervisors, a program to allocate no more than \$350,000 of the \$500,000 County augmentation to community organizations and other trusted messengers to promote the Census to the HTC populations in Contra Costa County.

### **FISCAL IMPACT:**

The request would require a one-time transfer from the County's Contingency Reserve. The funding will promote a complete census of Contra Costa County residents. An undercount

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☒ APPROVE

☐ OTHER

☐ RECOMMENDATION OF CNTY  
ADMINISTRATOR

☒ RECOMMENDATION OF BOARD  
COMMITTEE

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Action of Board On: **07/30/2019** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

#### **VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Diane Burgis, District III Supervisor  
Karen Mitchoff, District IV Supervisor  
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: July 30, 2019

David Twa, County Administrator and Clerk of the Board of Supervisors

Contact: Julie DiMaggio Enea  
(925) 335-1077

By: Jami Napier, Deputy

cc:

could result in a loss of revenue for the county from State and federal sources.

## BACKGROUND:

The 2020 Census Complete Count Steering Committee has been meeting monthly since February 2019 to develop a strategic outreach plan to complement State and federal outreach efforts to ensure a complete and accurate 2020 Census.

At the May 21, 2019 status report, the Board of Supervisors approved the County's 2020 Strategic Plan and Budget for State grant funds, and authorized the County's application for State funding in the amount of \$362,605. The State allocation will fund grant administration, GIS - data analysis and map production, media advertisement, meeting and outreach materials, limited language interpretation, and one full-time equivalent staff person for up to 18 months. The grant budget also acknowledges the County's in-kind staffing contribution valued at approximately \$391,000.

The County must network, engage, train and equip community partners to serve as trusted messengers to carry the County's message to HTC populations wherever they live and congregate. HTC populations include:

- Foreign-born residents
- Immigrants
- People of color
- Young children
- Renters / Frequent movers
- Non-English speaking households
- Low-income households
- Homeless or transient individuals
- Large or overcrowded households
- Senior citizens
- People without high school degrees
- People with disabilities
- Households without a computer or internet access
- People who distrust government authority and / or have been or could be targets of law enforcement
- LGBTQ

## **Accomplishments to Date**

The Board of Supervisors adopted a resolution on December 18, 2018 in support of Census 2020 that authorized the County Administrator to opt into an Outreach Agreement with the State.

On February 12, 2019, the Board appointed members to compose the Complete Count Steering Committee.

The Census Steering Committee started meeting in February 2019 and has met six times since being established.

The Steering Committee conducted a successful Kick-off event on April 2, 2019 at the Contra Costa Food Bank facility in Concord.

The Steering Committee developed a Speakers Bureau to provide informed speakers at public meetings. Steering Committee members have presented at 13 of the 19 cities/town council meetings. In addition 17 out of 19 cities in Contra Costa County have passed proclamations in support of the census.

Supervisor Burgis, Chair, Contra Costa County Census 2020 Complete Count Committee, met with BART representatives to establish partnerships for Region 3 in an effort to assist in Census outreach efforts, for Questionnaire Assistance Centers and Questionnaire Assistance Kiosks; and also presented to the following community organizations / groups.

- April 4, 2019 - Contra Costa County Mayors Conference, approximately 100 people in attendance.
- April 21 & 22, 2019 San Ramon Cultural Events, across several days, 600-700 residents were reached. All were in HTC populations, including non-English language, families with children under age 5, immigrants and distrustful of government.
- May 18, 2019 - The League of Women Voters Diablo Valley, approximately 40 people in attendance.
- May 30, 2019 - East Contra Costa Capacity Building Workshop, approximately 65 people representing non-profits and funders who serve HTC populations.
- July 15, 2019 - Contra Costa County Special District Association / Alameda County Special District Association Joint Meeting, approximately 70 board members and managers of special districts throughout the two counties.
- Ongoing – Neighborhood Watch Video San Ramon Valley Area – viewed by approximately 1,000 people. All HTC populations, including Immigrant; Low Income; Non-English Speaking; Minorities; Youth; Households with children under 5; Distrustful of Government

The Steering Committee adopted the County 2020 Census tagline of, "Count Me In!"

The Steering Committee has thus far completed four of the eight milestones required in the Outreach Agreement with the State:

- Resolution opting into the Outreach Agreement on December 18, 2019
- 1st Quarterly Report on April 1, 2019
- Strategic Plan on June 5, 2019
- 2nd Quarterly Report on July 30, 2019

Staff, on July 9, 2019, launched a new County website landing page for Census 2020.

Census Steering Committee members have been on KCBS, East Bay Times, and on the San Ramon Neighborhood Watch YouTube Video.

Staff convened Regional Solutions public forums in June 2019 to convey the strategic outreach plan and provide opportunities for community and neighborhood groups to connect and collaborate with County organizers to mobilize a strong outreach message.

### **Next Steps**

The Steering Committee and staff will continue to coordinate with the U.S. Census Bureau, State of California, Region 3 Administrative Community-Based Organization – United Way of the Bay Area, and the Bay Area Census Funders Collaborative to

optimize limited resources and to reach the hard to count populations that are unique to Contra Costa County.

Staff will prepare for the next phase of Census Solution Workshops.

Staff will prepare required reports to the State:

- 3rd Quarterly Report Due – September 30, 2019
- Implementation Plan Due – September 30, 2019
- Non-Response Follow-up Plan Due – April 15, 2020
- Final Report Due – September 30, 2020

Upon approval of the Strategic Plan by the State, the Steering Committee will begin development of the Implementation Plan that will capture all participants that have contributed to the Census effort. Contra Costa has been allocated \$362,605 for Census 2020 Outreach efforts as part of the Outreach Agreement. To date the County has invoiced for the Resolution opting into the Outreach Agreement and the 1<sup>st</sup> Quarterly Report and has received \$32,634.

### **Regional Solutions Workshops Summary**

In June 2019 the Steering Committee and staff organized and hosted Regional Solutions Workshops in Richmond, Danville, Concord, and Brentwood to identify key community partners and seek their input on the best methods to communicate the importance of the Census to HTC populations. The workshops were promoted through social media, press releases, existing database, and partner connections. More than 40 individuals attended and provided valuable feedback. Each workshop provided an overview of the Census and its importance to Contra Costa County. The sessions also included breakout sessions that provided an opportunity to gather input and ideas for outreach efforts to reach HTC communities. Maps and posters were set up to gather information about potential locations for Questionnaire Assistance Centers as well as other Census outreach events, and to answer questions like "What is important to you?" and "What support do you need?" All in all, the Regional Workshops were very successful.

### **Budget Adoption**

The new digital Census questionnaire, and heightened concerns about confidentiality and citizenship status present particular challenges for the 2020 Census. The State allocation of \$362,605 will not be sufficient to fund the level of community outreach necessary to engage the County's HTC populations and overcome the many communication barriers. Many of the County's community-based partners in the Census effort rely on donations and restricted governmental funding for their operations, and will require additional resources in order to assist the County in the Census effort. To that end, the Steering Committee is recommending a one-time County augmentation to fully fund components of the outreach strategy. These components include a grant program for our County and community-based outreach partners, technology to assist in census outreach and support

questionnaire assistance centers, and targeted homeless outreach given the Bay Area housing crisis. The Steering Committee proposes the following funding allocations for the one-time augmentation:

<b>Category</b>	<b>Description</b>	<b>Budget</b>
Grant Funding	Community Partners / CBOs - Grants to fund outreach, including promotional material for outreach events	\$350,000
Technology Access	Technology needs, including software and hardware necessary for outreach efforts, Questionnaire Assistance Centers and Kiosks, Language Access, Adopt-A-Block, and other program requirements or implementation goals.	\$125,000
Homeless Outreach	Targeted material for Homeless & Transient Population.	\$25,000
<b>Total</b>		<b>\$500,000</b>

Some of the counties surrounding Contra Costa County have allocated substantially more than \$500,000 to fund the local Census effort, and the Steering Committee doubts that the requested amount will be sufficient to fund local Census outreach efforts. However, Contra Costa County efforts will be bolstered by the following:

- The County Office of Education, which will receive \$41,000 from the State to conduct outreach and education in schools;
- The City of Richmond , which has allocated \$150,000 to census outreach efforts;
- The State, which has provided the Region 3 ACBO, United Way of the Bay Area \$2.8 Million, of which \$1.5 Million has been designated for grants to educate and outreach to the community; and has received over \$ 5.5 Million in requests for funding, demonstrating a significant need for outreach partners.
- The Bay Area Census Funders Collaborative – a partnership of The East Bay Community Foundation, Silicon Valley Community Foundation, and Northern California Grantmakers, which has committed grant funding of \$1.5 Million to be awarded to nonprofit groups for outreach and education efforts to local community organizations.
- Additionally, the State did budget an additional \$54 Million for Census Outreach efforts totaling \$154.3 million; however, counties are waiting to learn if the augmentation will be shared with local government.

In recognition of these other potential resources and of the many demands on the County's budget, the Steering Committee will do its best with any amount that is allocated by the Board of Supervisors. The Steering Committee respectfully requests that the Board of Supervisor's consider a one-time allocation of \$500,000 and authorize its expenditure as described in the preceding table.

### **Request for Proposals**

The grant funding proposed in the budget will be administered through the Request for Proposals (RFP) process. The outreach and assistance grants will provide funding to community organizations and other trusted messengers to promote the Census to the HTC populations in Contra Costa County.

The proposed grant program is to have two phases. The first phase includes funding for outreach and education activities or Census assistance activities, both in English and other languages. The first round of grants would also include a category for Innovative Strategy to solicit new and effective ways to conduct Census outreach. These grants are expected to range from \$2,000 - \$20,000, but may be higher depending on the proposal. The RFP is anticipated to be issued on September 1, 2019 and due on September 30th, with the Steering Committee making award recommendations to the Board of Supervisors by October 2019.

The second phase is a "mini-grant" program for local community organizations, faith communities, or other eligible organizations to host a Census event to bring together members of their community to increase awareness about the Census and encourage attendees to fill out the Census Form. The RFP is anticipated to be issued on January 1, 2020 with proposals accepted until May 15, 2020. These mini-grants are anticipated to be awarded to organizations that meet certain criteria.

All grant recipients will be required to attend Census Training to understand the importance of the Census, learn about resources available to partners, and understand grant and Census Bureau requirements.

Eligible applicants would include:

- Organizations: Must be tax-exempt organizations such as 501(c)3, 501(c)4, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents
- School Groups: Must provide educational services to residents and students in Contra Costa County
- Government Agencies: Contra Costa County cities, Contra Costa County districts, and County Departments
- Coalitions: Groups comprised of two or more organizations, school groups, or government agencies.

### **CONSEQUENCE OF NEGATIVE ACTION:**

A lack of funding and resources would hinder the County's efforts to promote, on behalf of the U.S. Census Bureau, a complete and accurate 2020 Census count.

### **CHILDREN'S IMPACT STATEMENT:**

The requested action will support outcomes established by the Children's Report Card: (5) Communities that are Safe and Provide a High Quality of Life for Children and Families. The requested actions will better support all five outcomes.

### **CLERK'S ADDENDUM**

**Accepted the report and the allocation of funds. Authorized the 2020 Census Steering Committee to oversee the review and distribution of grants, including the possibility of doing an RFP for grant funds.**

## ATTACHMENTS

Outreach Timeline

Census Presentation 7-30-19