



**Contra
Costa
County**

To: Board of Supervisors

From: Supervisor Diane Burgis and Supervisor Candace Andersen

Date: December 8, 2020

Subject: Contra Costa County Census 2020 Recap, Resources and Recommendations for 2030

RECOMMENDATION(S):

ACCEPT report from the 2020 Census Complete Count Steering Committee recapping the Census 2020 effort and resources and ACKNOWLEDGE best practice recommendations for the 2030 Census.

FISCAL IMPACT:

None. This is an informational report only.

BACKGROUND:

Under the direction of then Secretary of State Thomas Jefferson, the first U.S. Census began on August 2, 1790. The United States Constitution requires that a census be conducted every 10 years to apportion the United States House of Representatives and determine how federal funding is allocated to state, local and tribal governments. The Decennial Census is the largest peacetime activity the United States Federal Government undertakes. The Census counts all persons living in the United States on April 1 of the year ending in "0."

On November 10, 2020 Census Complete Count Steering Committee Chair Burgis, Vice Chair Andersen, and Census Coordinator Matt Lardner debriefed the Board of Supervisors

☒ APPROVE

☐ OTHER

☐ RECOMMENDATION OF CNTY

☒ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **12/08/2020** ☒ 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: December 8, 2020

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

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By: June McHuen, Deputy

cc:

on the Contra Costa County's 2020 Census project and self response rate results for the State, Bay Area, and Contra Costa County. Contra Costa County, on October 15, 2020, completed the 2020 Census and delivered a self-response rate of

BACKGROUND: (CONT'D)

77.4%. This lofty result was achieved despite political unrest, a global pandemic, and the introduction of new technology to the Census process. There have been important lessons learned in the administration of each Census, some which were particular to that Census and some which can be taken forward to improve the next Census. Below is a sampling of how the Census process has evolved and improved over time:

- 1940 – First Census to use advanced sampling techniques, including probability sampling.
- 1950 – First Post Enumeration Survey Conducted. 1951 – Installed the UNIVAC I (for Universal Automatic Computer).
- 1960 – First use of mail-out/mail-back.
- 1970 – First address register and use of short and long forms.
- 1990 – First use of computer matching for the Post Enumeration Survey.
- 2000 – Developed MAF/TIGER (a Census geographic database).
- 2010 – Short-form only; Long-form data are collected using the American Community Survey (ACS), a continuous measurement survey.
- 2020 – Digital survey and Statewide Outreach and Rapid Deployment (*SwORD*) web portal.
- 2030 – Still to be imagined...

The County's 2020 Census Complete Count Steering Committee determined to analyze the 2020 Census effort and develop recommendations to better inform and lay a clear and robust roadmap for the the 2030 Census. Attached is a report prepared by the Steering Committee, discussing the challenges particular to the 2020 Census, what worked and didn't work well, and providing best practice recommendations and a list of important resources to be considered during preparation for the 2030 Census. The Resources listed in the report are not attached due to their volume, but will be made a part of the 2020 legacy information on the Census.

ATTACHMENTS

Contra Costa County Census 2020 Recaps Recommendations and Resources for 2030