



Achieving a Complete
and Accurate Count

2020 CENSUS COMPLETE COUNT



OVERVIEW

Agenda and Census in Contra Costa County

AGENDA

Presentation

- Contra Costa County Hard to Count Populations
- Overview of Outreach Process

CENSUS 2020 GOAL

Ensure that everyone is
counted once, only once, and
in the right place.

Understanding Hard to Count Populations

Looking at who might be the most difficult to Count in Contra Costa County

HARD TO COUNT POPULATIONS

Contra Costa County is focusing on trying to reach the Hardest to Count populations. These include:

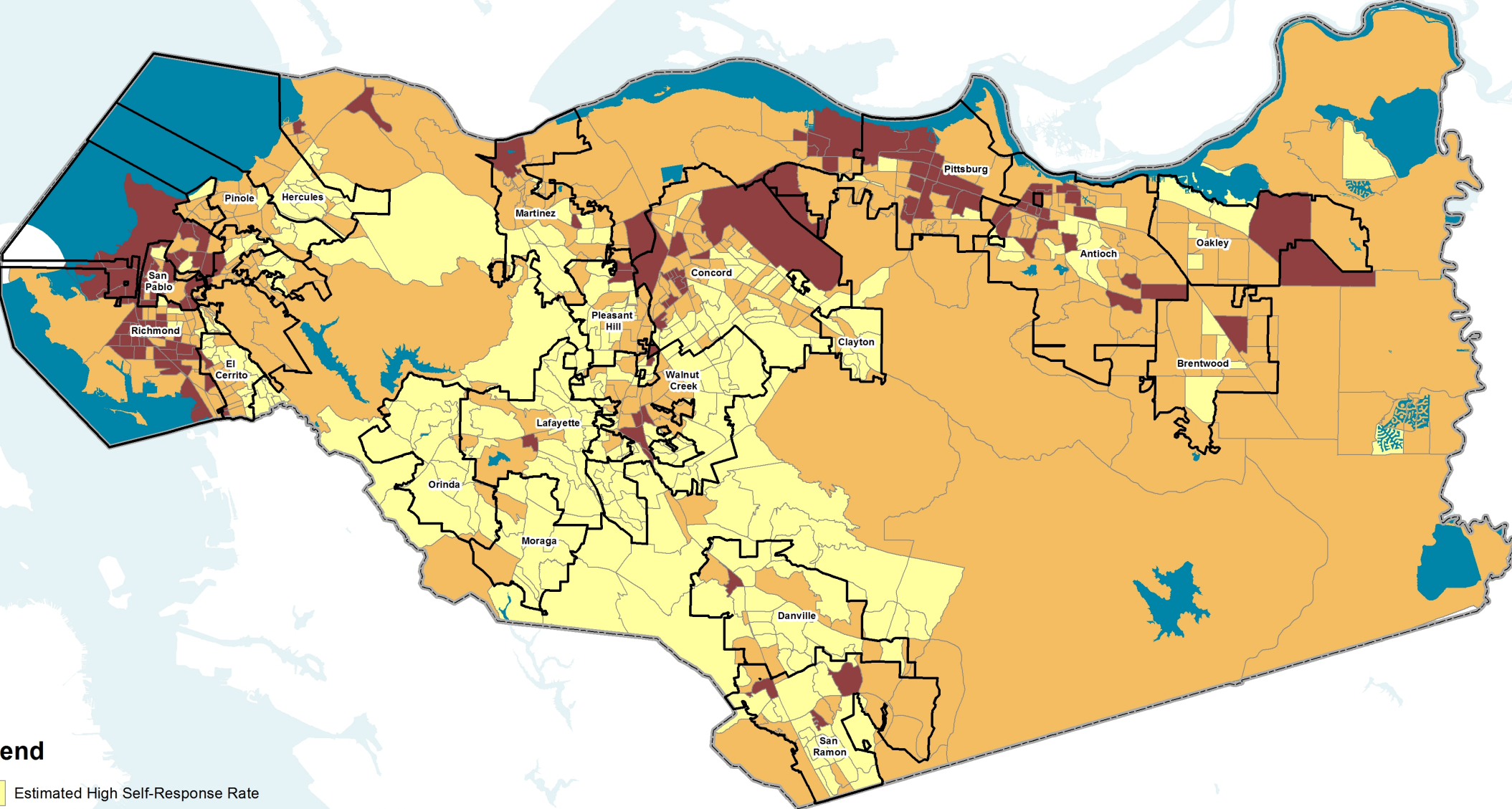
- Racial and Ethnic minorities
- People living in poverty
- Youth between 18-24
- Children under 5
- Non-English Speaking households
- People with no high school diploma
- People who have moved within the last year
- Renters, and people in multifamily units
- Seniors
- LBGQT
- Those experiencing homelessness



HARD TO COUNT POPULATION AREAS

- Hard to Count populations are found throughout the County.
 - Richmond (55,800) out of 227,032 - **25% Hard to Count**
 - Pittsburg (32,400) out of 72,141 – **45% Hard to Count**
 - Antioch (37,400) out of 111,674 – **34% Hard to Count**
 - Concord (22,700) out of 129,783 – **15% Hard to Count**
 - San Pablo (22,400) out of 31,156 – **72% Hard to Count**
 - Unincorporated (18,600) out of 173,406 – **11% Hard to Count**
 - San Ramon (8,100) out of 75,931 – **11% Hard to Count**

2020 Low Response Score



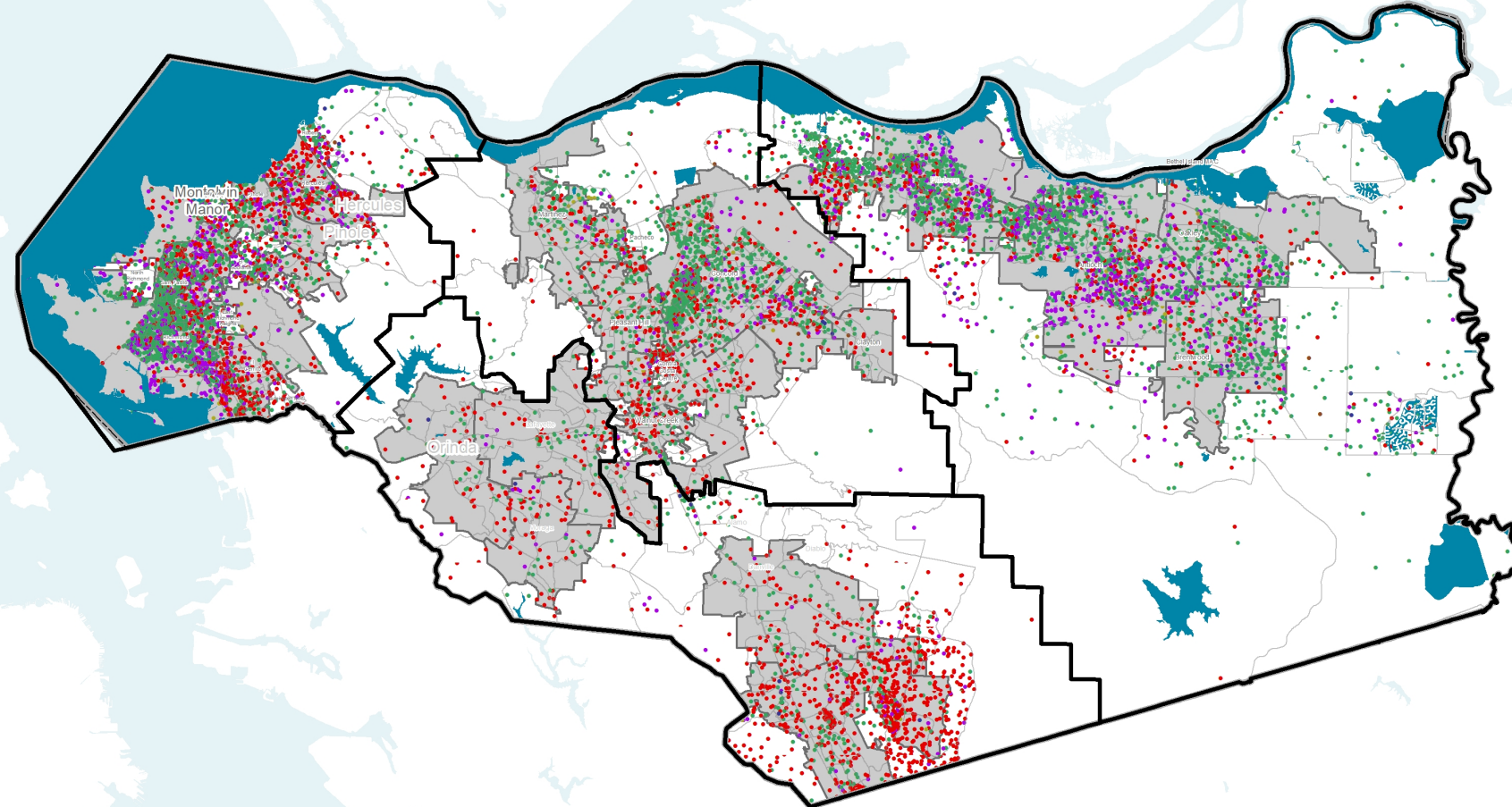
Legend

- Estimated High Self-Response Rate
- Estimated Medium Self-Response Rate
- Estimated Low Self-Response Rate

Racial and Ethnic Minorities

1 Dot = 20 People

- Hispanic/Latino
- African American/Black
- American Indian/Alaska Native
- Asian
- Native Hawaiian / Pacific Islander
- 2 or more races or some other race



Lower Income Population

1 Dot = 20 People

● Living below the poverty level

About 10% of Contra Costa County residents live below the poverty line.

Much of the funding targeted to lower income households are based on Census Data, including:

Education and Childcare

Title I Grants, Special Education Grants, Head Start Program, Child Care and Development Fund

Food and Nutrition

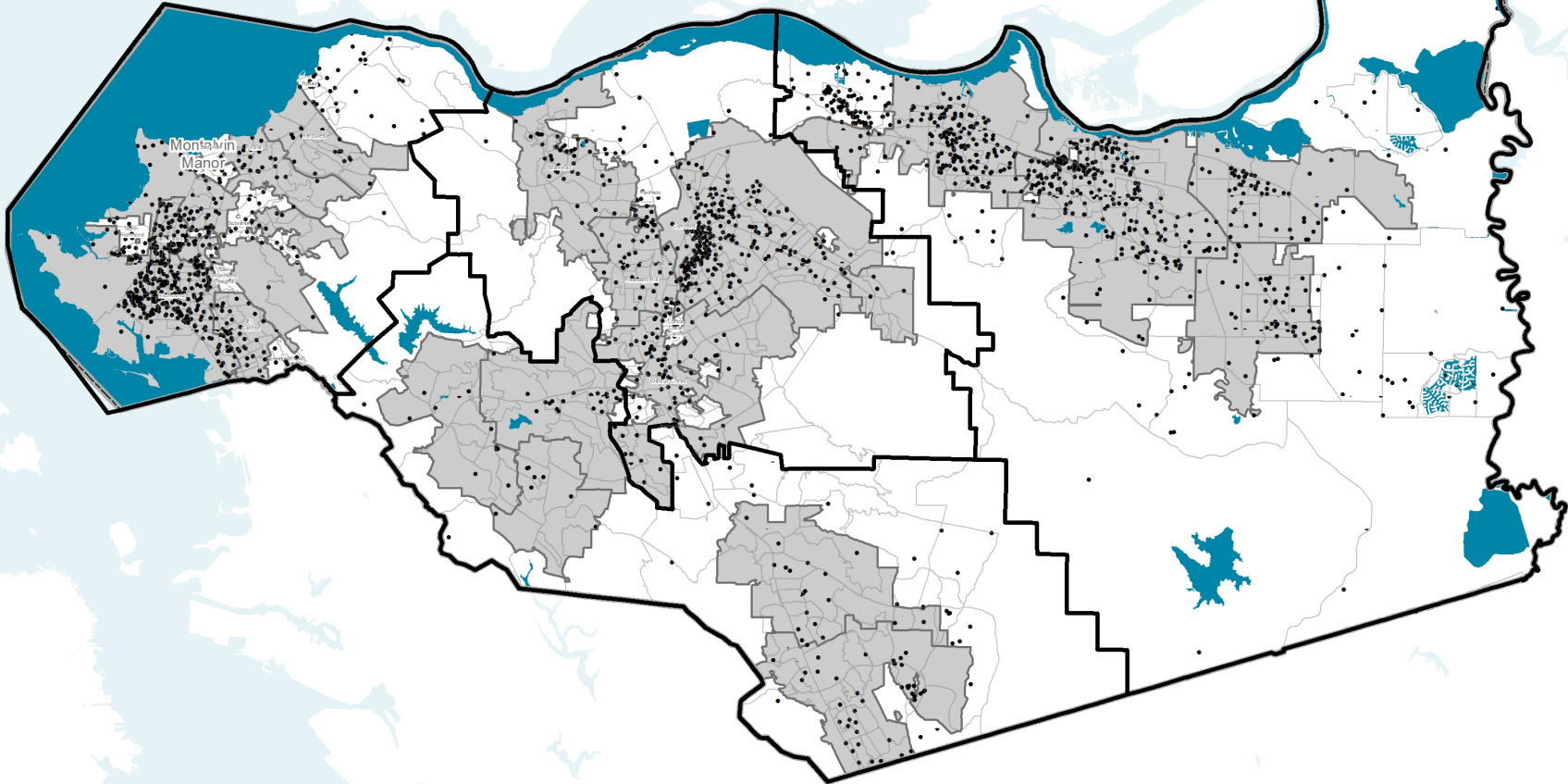
SNAP, National School Lunch Program, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

Health Care

Medicaid, Children's Health Insurance Program (CHIP), Health Center Programs

Housing and Energy

Section 9 Housing Choice Voucher Program, Low Income Home Energy Assistance Program



Non-English Speakers

1 Dot = 20 People

- Spanish Speaking
- Asian or Pacific Islander
- Other

Census Resources

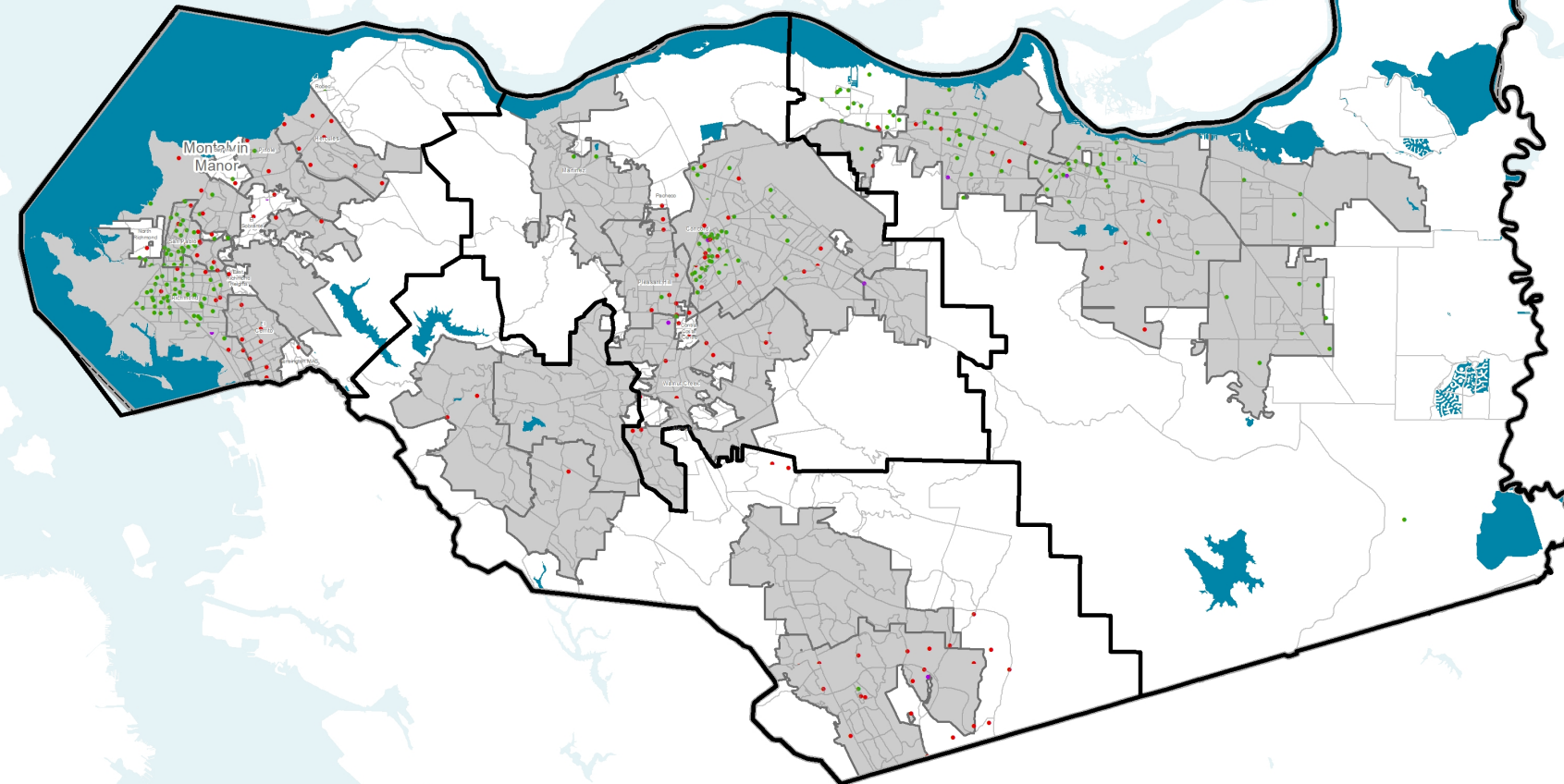
The online questionnaire and Census Support will be available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).

Language Guides and Videos will be provided in 59 languages

County Resources

The County's contract with the State identifies seven languages to include in our outreach efforts - Spanish, Tagalog, Chinese (Simplified, Mandarin, Cantonese), Farsi, Vietnamese, and Korean. The County is working with other agencies in the Bay Area to provide language access.

Explore Detailed Language Maps at
www.contracosta.ca.gov/census2020



Children Under 5

1 Dot = 20 People

● Children Under 5

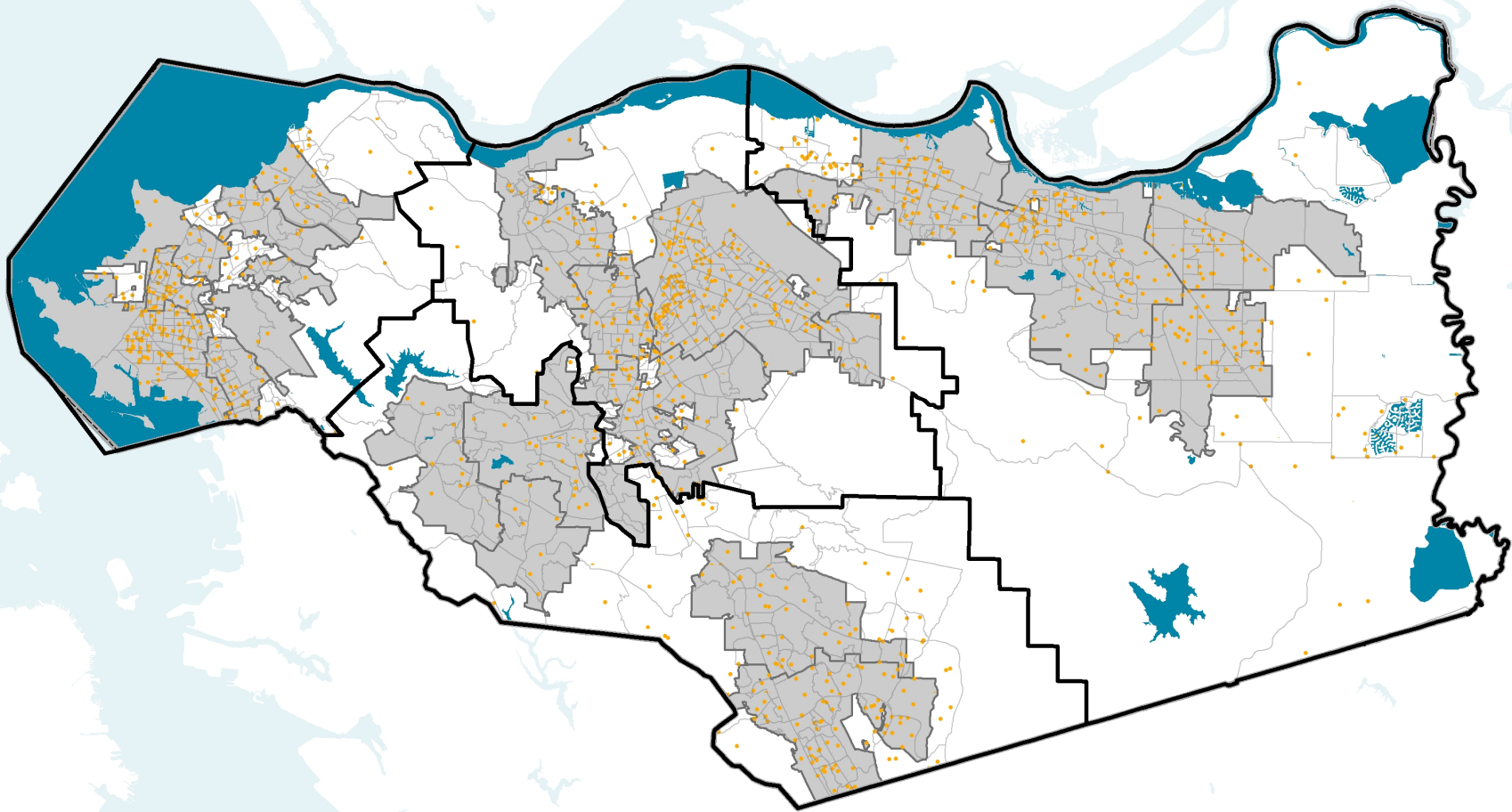
Young children are undercounted in the census at a higher rate than any other age group - here's why.

Confusion over whether certain children should be counted (e.g. split custody households, multi-generational, and other complex housing arrangement)

Infants are often missed in household counts

Young children have a higher poverty rate than any other age group.

Children living in immigrant households or household with limited English proficiency are especially difficult to count.



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2020



0 3 6 12 Miles

Hard to Count Housing

1 Dot = 20 People

● Renter Occupied Housing Units

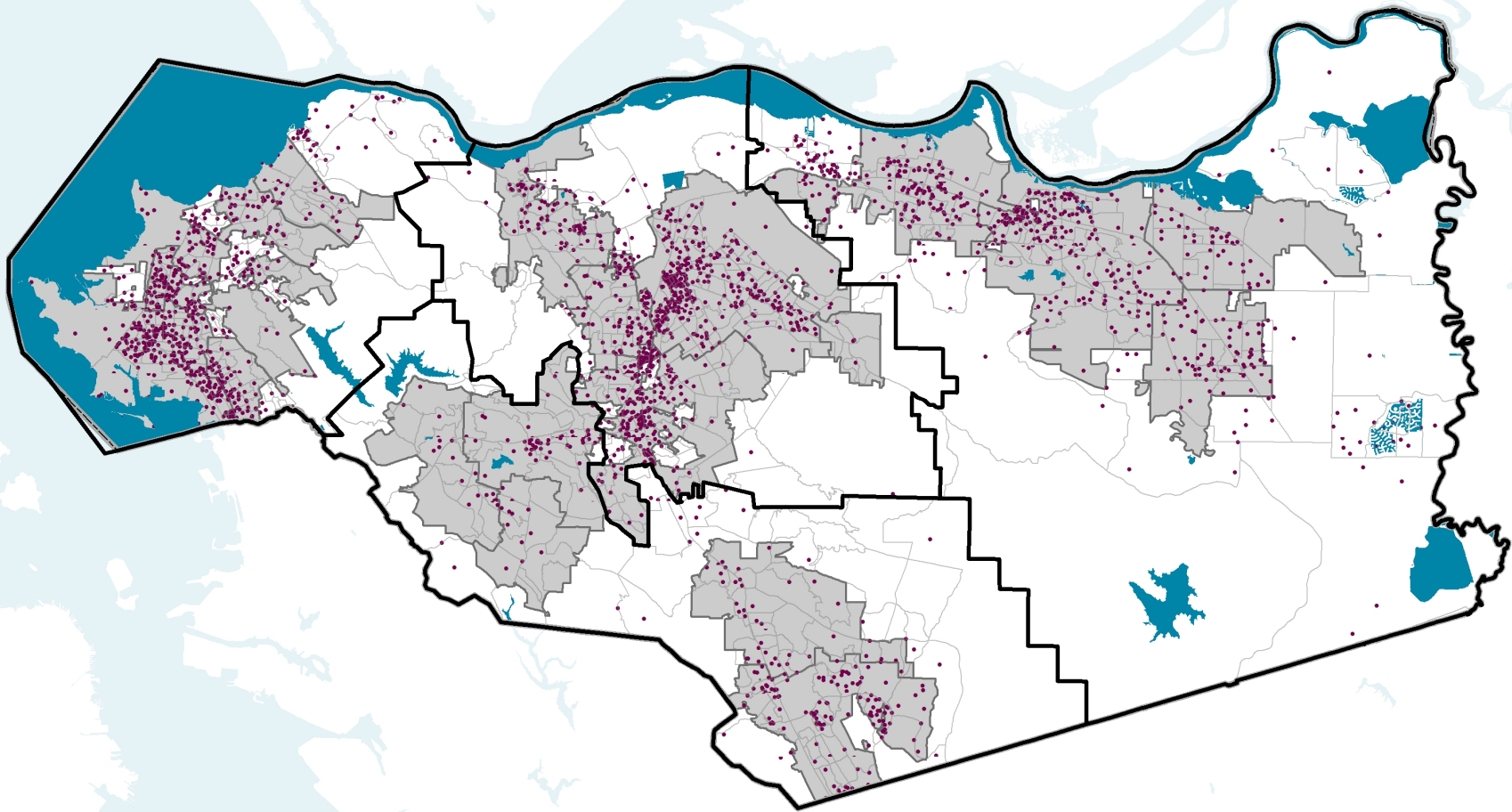
The Census count centers on housing units and the people who live within each unit. Given the high cost of Housing, there are a number of factors to consider in the Bay Area.

Group Quarters

The Census Bureau has an operation to count individual living in Group Quarters such as dorms, jails, group homes, nursing homes, and other group quarters. The County is working to support these operations as needed.

Unhoused and Unconventional Units

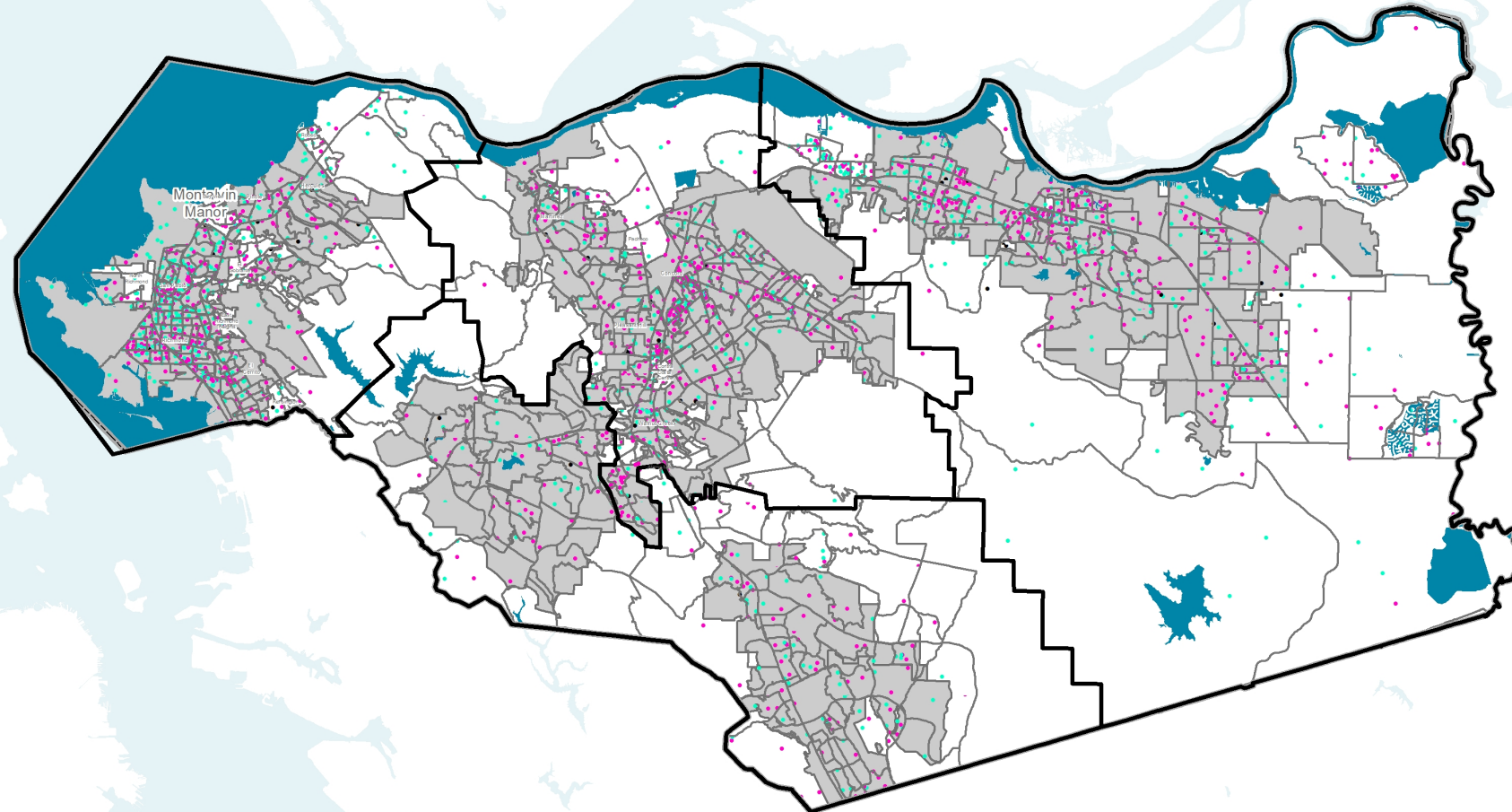
The Census Bureau has two operations to caputre those experiencing homelessness and those living in unconventional units. The County is actively working with the Census Bureau to support those operations.



Broadband

1 Dot = 20 Housing Units

- Household has no Internet
- Internet limited to Cell Phone Data
- Household only has Dial-Up Access



For the first time, the Census Bureau will promote online response as the preferred method. For many people, the online response option will make it easier and more convenient to respond. However, other people may prefer not to respond online, such as those with limited internet proficiency or who lack reliable internet access

If people have trouble with the online system or don't want to respond online, they can call Census Questionnaire Assistance for help or to respond by phone, also using the same unique ID number or giving their home address in the absence of one.

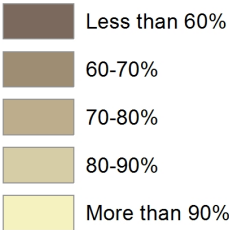
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Historical Patterns

2010 Mail Response Rate

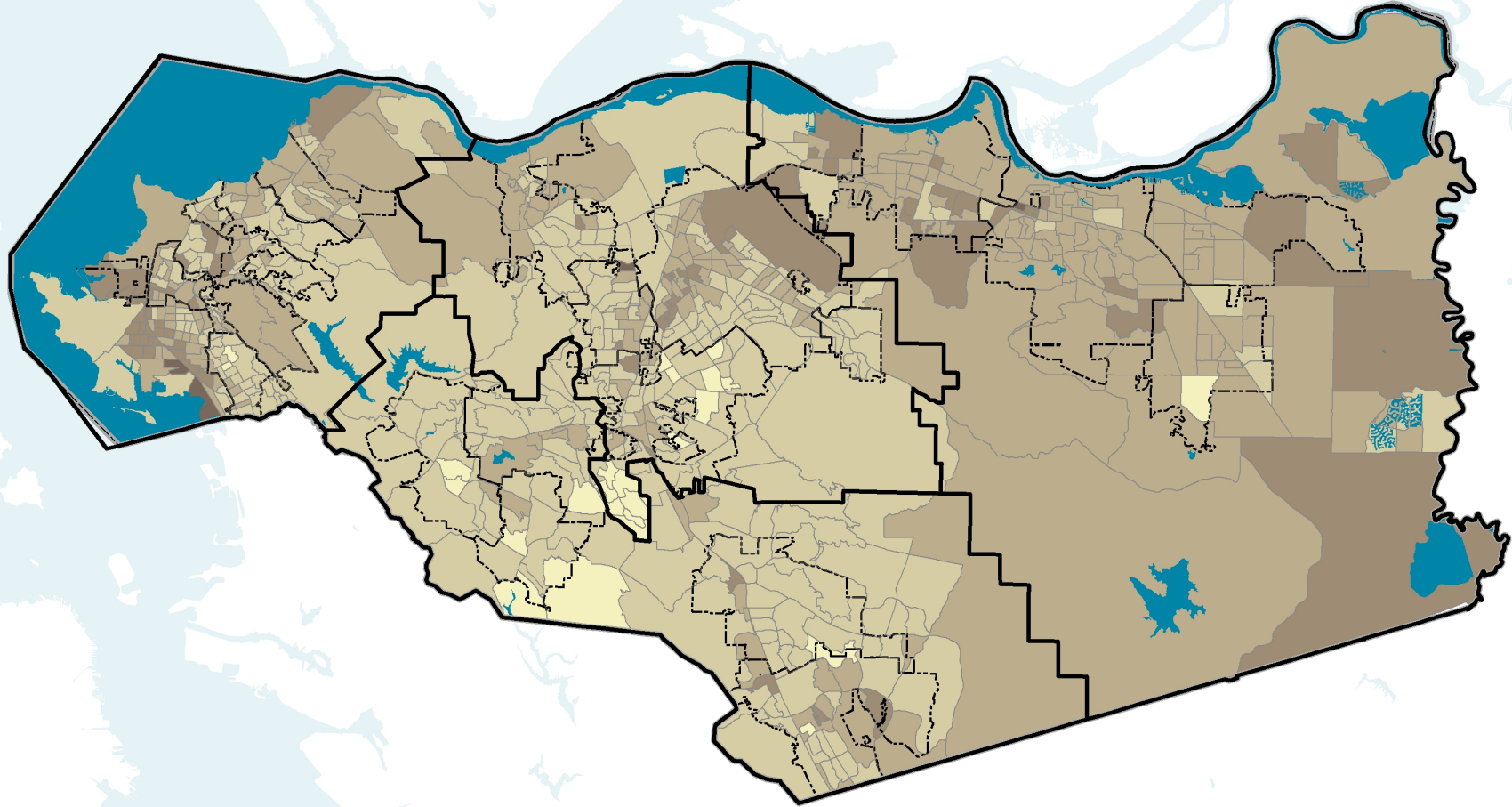


Lessons Learned from 2010

In 2010, Contra Costa County had a Mail Reponse Rate of 76.9%

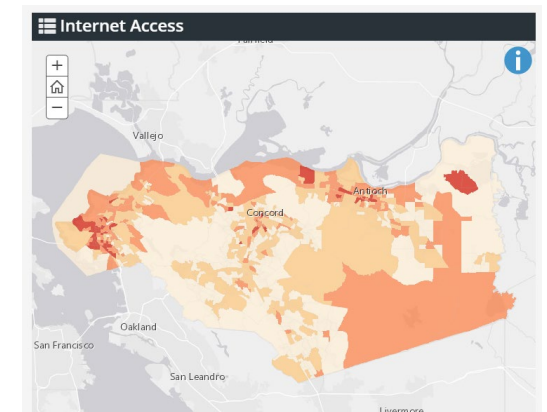
The darker areas are communities that had fewer households returning the Census form by mail in 2010.

These are areas that may need additional outreach in 2020.



DEEP DATA DIVERS – ONLINE MAPPING

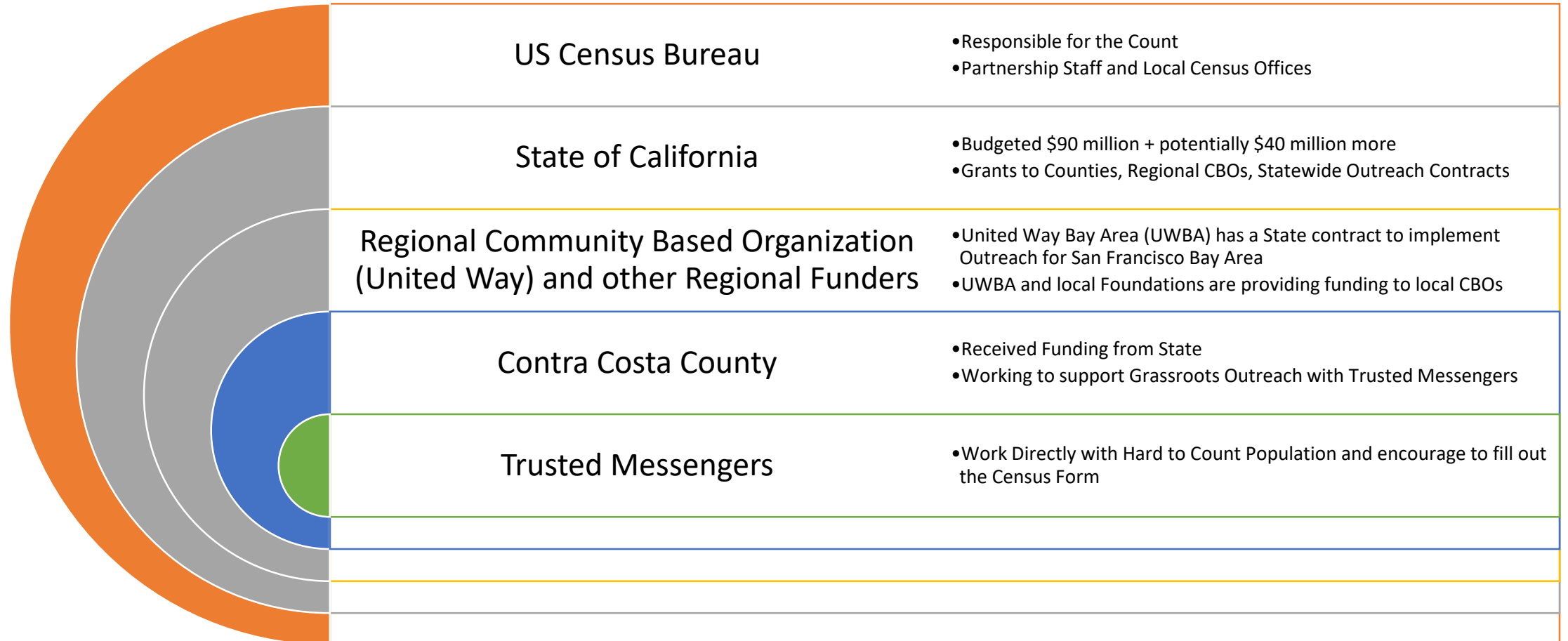
- Prior to SwORD's online mapping tools, the County developed some deep data dives to better understand particular hard to count demographics.



OUTREACH STRATEGY

The Who, What, When, and How of Census Outreach 2020

WHO: PARTNERS IN CENSUS OUTREACH



WHO: CONTRA COSTA COUNTY COMPLETE COUNTY COMMITTEE STRUCTURE



Contra Costa County Complete Count Structure

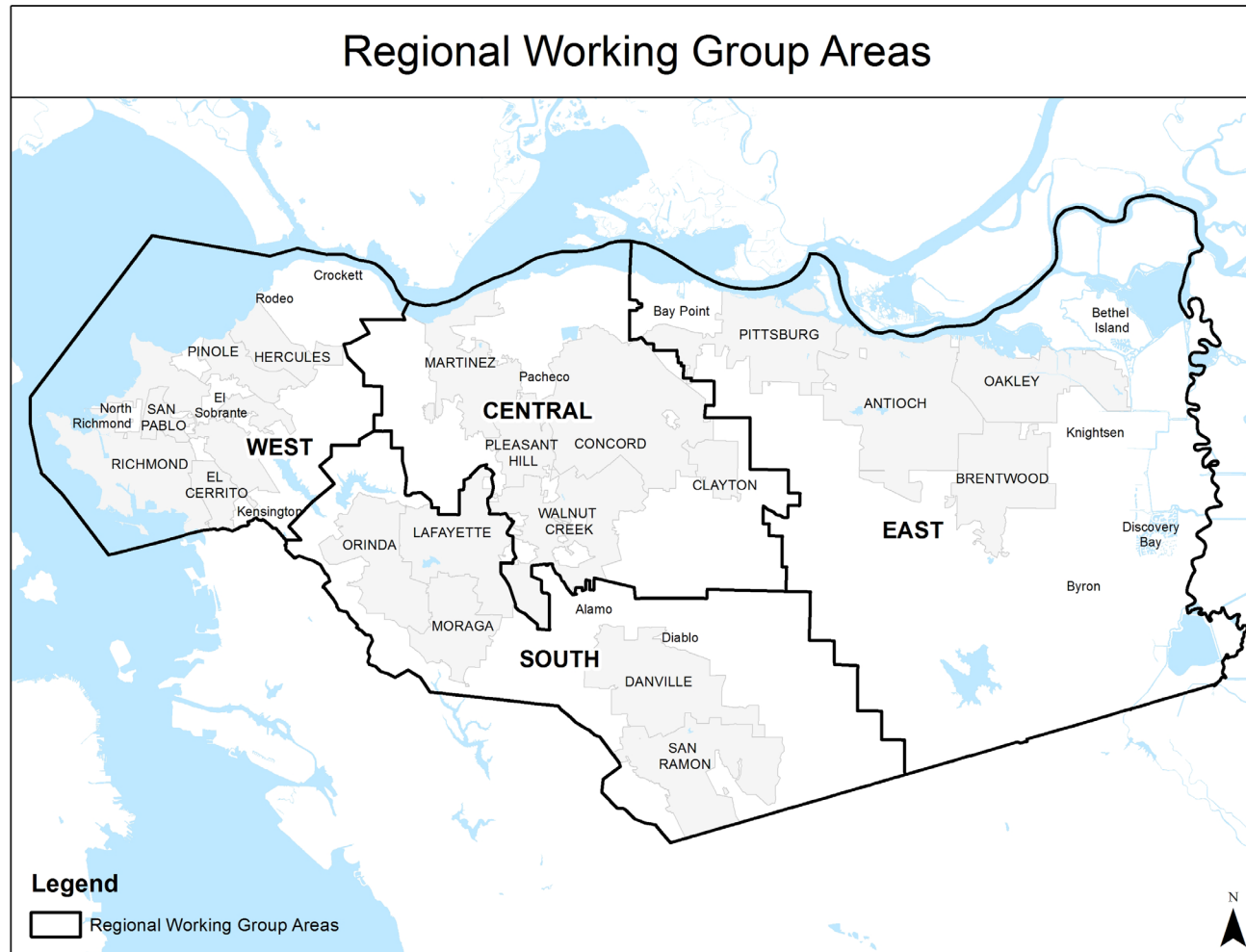
Contra Costa County Complete Count Steering Committee: Provides Oversight and sets policy for Census Outreach Effort

- Board Appointed Committee
- Chaired by Supervisor Burgis and includes representatives from community based organizations, schools, cities, faith communities, business community, and regional representatives
- **Finance Subcommittee:** Oversees budget, potentially mini grant guidelines/selection
- **Outreach Subcommittee:** Oversees development of outreach material, approach, collateral, and recommend special events



Connect with and Support **Trusted Messengers**, including through Regional Workshop Groups

WHO: REGIONAL WORKING GROUPS



Outreach mechanism to connect with community partners to provide input on outreach strategy and connect through the implementation phase.

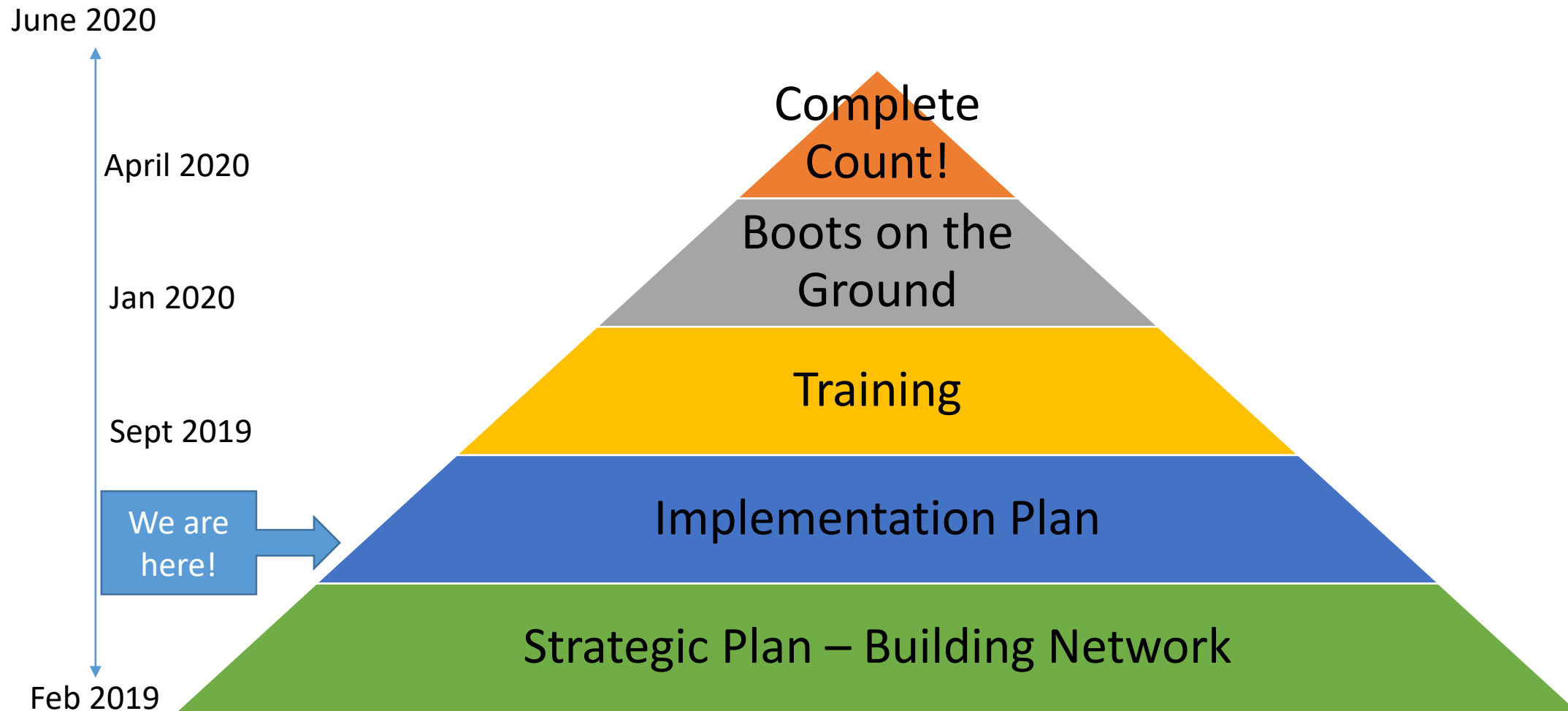
Four sets of workshops planned

- June: Inventory of Existing Assets
- Oct/Nov: Training
- Jan: Outreach Event Kick Off
- April: Non Response Follow Up

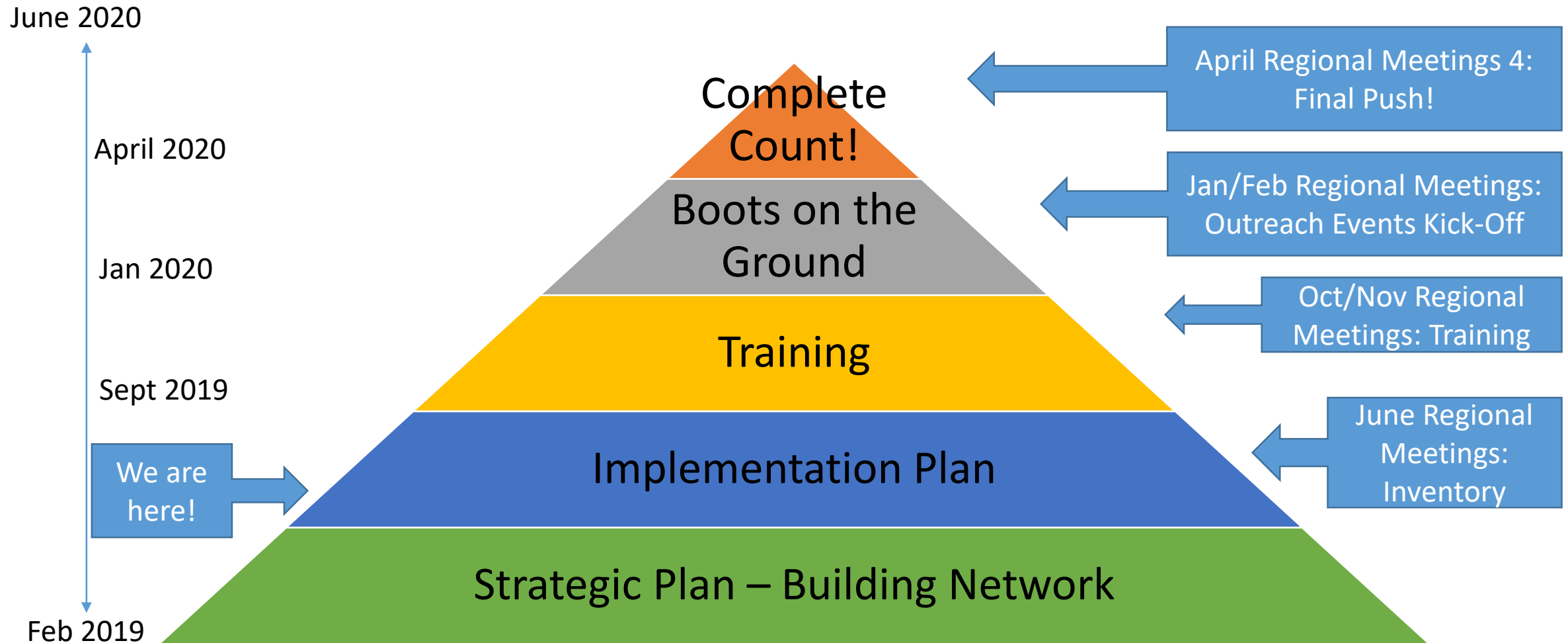
WHAT: CONTRA COSTA COUNTY OUTREACH STRATEGY GOALS

1. Achieve a Self-Response Rate of at least 76.9% (2010 Self Response Rate according to the US Census Bureau);
2. Increase participation in hard-to-count communities;
3. Collaborate with the U.S. Census Bureau, State, regional groups, the Regional CBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message;
4. Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts.

WHEN: COMPLETE COUNT PROCESS



WHEN: REGIONAL MEETINGS



HOW: COMPLETE COUNT COMMITTEE PRELIMINARY OUTREACH PROGRAMS

- **Messaging Partners** – Utilizing existing networks to spread the word about the importance of the Census to trusted messengers
- **Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosks (QAK)** – Local government offices, community centers, or local community organizations host assistance with the Census form if needed or make room for a computer so people can fill out their form
- **Speakers Bureau** – Complete County Committee members or other trusted messengers are available to speak about the importance of the Census

HOW: COMPLETE COUNT COMMITTEE POTENTIAL OUTREACH PROGRAMS

The following potential outreach programs are dependent on funding availability:

- **Contra Costa County Census Mini-Grants** – Funds for local community organizations to host block parties, soccer tournaments, or other outreach event to raise awareness about the importance of the Census.
- **Adopt-A-Block** – Local community based organization volunteer to adopt a hard to count block and canvass residents to make sure they fill out their Census form. Potential for the organization or volunteers to receive a small stipend.

Community Partners Connections

Visit our website www.contracosta.ca.gov/census2020

For more information about:

- The importance of the Census
- Contra Costa County 2020 Census Steering Committee Meetings.
- Regional Census Solutions Workshop
- Find Census 2020 resources – flyers, hand outs, etc.
- Hard to Count maps and deep dives
- Sign up to partner with Contra Costa County's Outreach effort!

ADDITIONAL QUESTIONS OR IDEAS

Reach out to staff at

Kristine.Solseng@dcd.cccounty.us

(925) 674-7809

THANK YOU!!

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