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**
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 (Supplemental Nutrition Assistance Program)
- 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.contraosta.ca.gov/census2020
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.
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 individuals 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 capture those experiencing homelessness and those living in unconventional units. The County is actively working with the Census Bureau to support those operations.
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.
Historical Patterns

2010 Mail Response Rate
- Less than 60%
- 60-70%
- 70-80%
- 80-90%
- More than 90%

Lessons Learned from 2010
In 2010, Contra Costa County had a Mail Response 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.
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

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<th>Organization</th>
<th>Responsibilities</th>
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| US Census Bureau | • Responsible for the Count  
                    • Partnership Staff and Local Census Offices |
| State of California | • Budgeted $90 million + potentially $40 million more  
                        • Grants to Counties, Regional CBOs, Statewide Outreach Contracts |
| Regional Community Based Organization (United Way) and other Regional Funders | • United Way Bay Area (UWBA) has a State contract to implement Outreach for San Francisco Bay Area  
                                                                                        • UWBA and local Foundations are providing funding to local CBOs |
| Contra Costa County | • Received Funding from State  
                      • Working to support Grassroots Outreach with Trusted Messengers |
| Trusted Messengers | • Work Directly with Hard to Count Population and encourage to fill out the Census Form |
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
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

- Complete Count!
- Boots on the Ground
- Training
- Implementation Plan
- Strategic Plan – Building Network

Timeline:
- Feb 2019: We are here!
- Sept 2019
- Jan 2020
- April 2020
- June 2020
WHEN: REGIONAL MEETINGS

Feb 2019: We are here!

Sept 2019: Implementation Plan

Jan 2020: Training

April 2020: Boots on the Ground

June 2020: Complete Count!

April Regional Meetings 4: Final Push!

Jan/Feb Regional Meetings: Outreach Events Kick-Off

Oct/Nov Regional Meetings: Training

June Regional Meetings: Inventory

Strategic Plan – Building Network

We are here!
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
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!!