Census Organizing with Purpose – Region 3

Peer Learning Lab | 09/11/2020

# Hello from the SF Bay Area!

Region 3 Census Ecosystem

- US Census Bureau

- State of CA Complete Count Office

- Regional ACBO (United Way Bay Area)

- County Complete Count Committees

- State CBOs

- Bay Area Census Funders Collaborative

- Hundreds of government, nonprofit, philanthropic, labor, business organizations and individual volunteers

UWBA's Approach as ACBO

1. **Transparency** – spirit of collaboration

2. **Accountability** – high standards for ourselves and for others

3. **Flexibility** – adapting to the challenges of 2020

4. **Literacy** – understanding and presenting data, policy, and operational analysis in an accessible, actionable way

5. **Inclusion** – sharing resources beyond our funded network; advocating for shifts that raise the collective water table
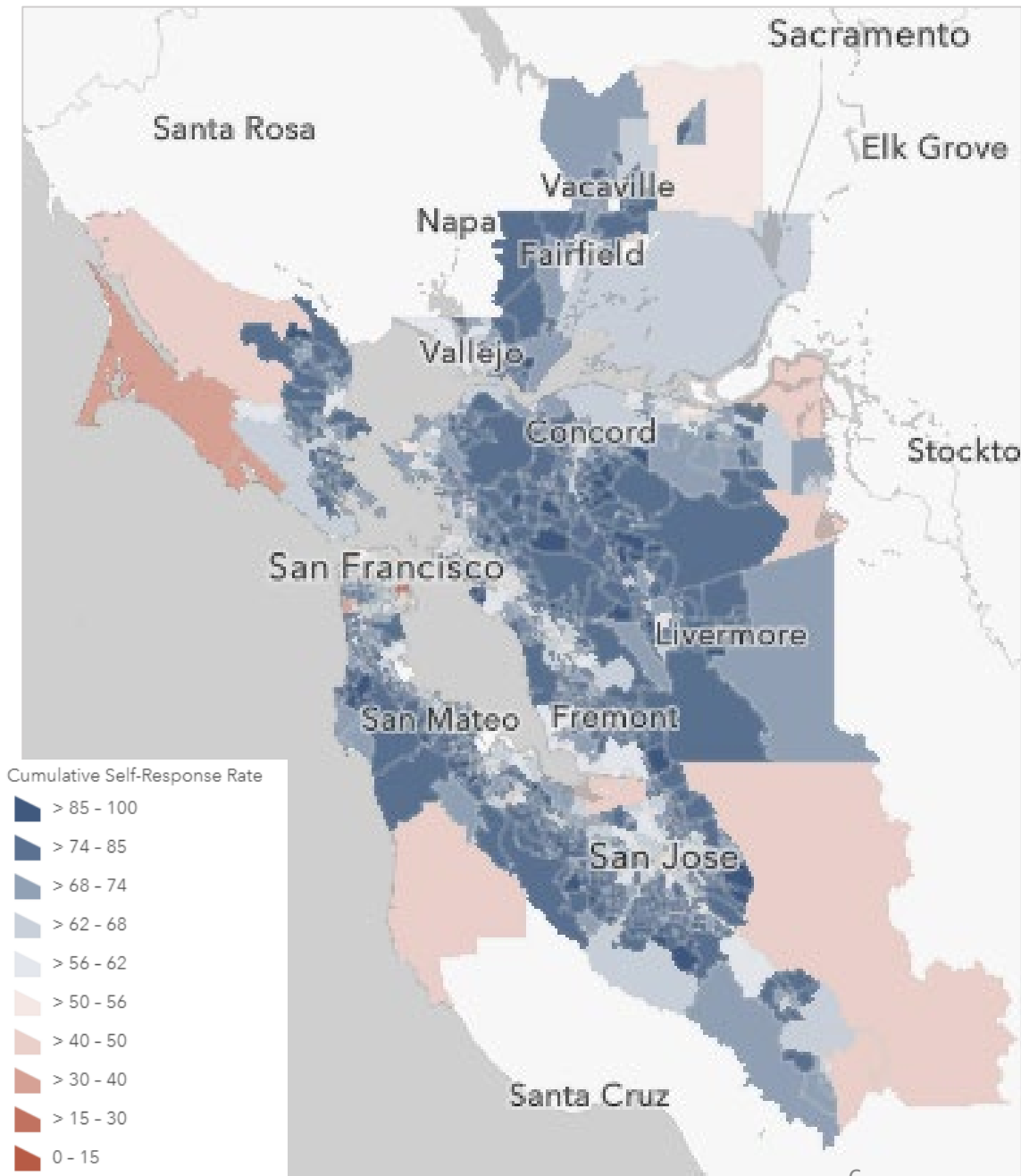
Funding

- 5 RFP rounds in coordination with counties & foundations

- Received additional $900K Spring/Summer 2020 on behalf of 6 counties, a local foundation, and for Veterans outreach

- 75% to grants & direct outreach

- $2.4M distributed in grants, subcontracts, and in-kind resources to 115 organizations

- Includes $400K in biweekly rapid response funding due to COVID-19 (April/May)

CA-HTC Index

- > 58 – 122
- > 39 – 58
- > 24 – 39
- > 12 – 24
- 0 – 12
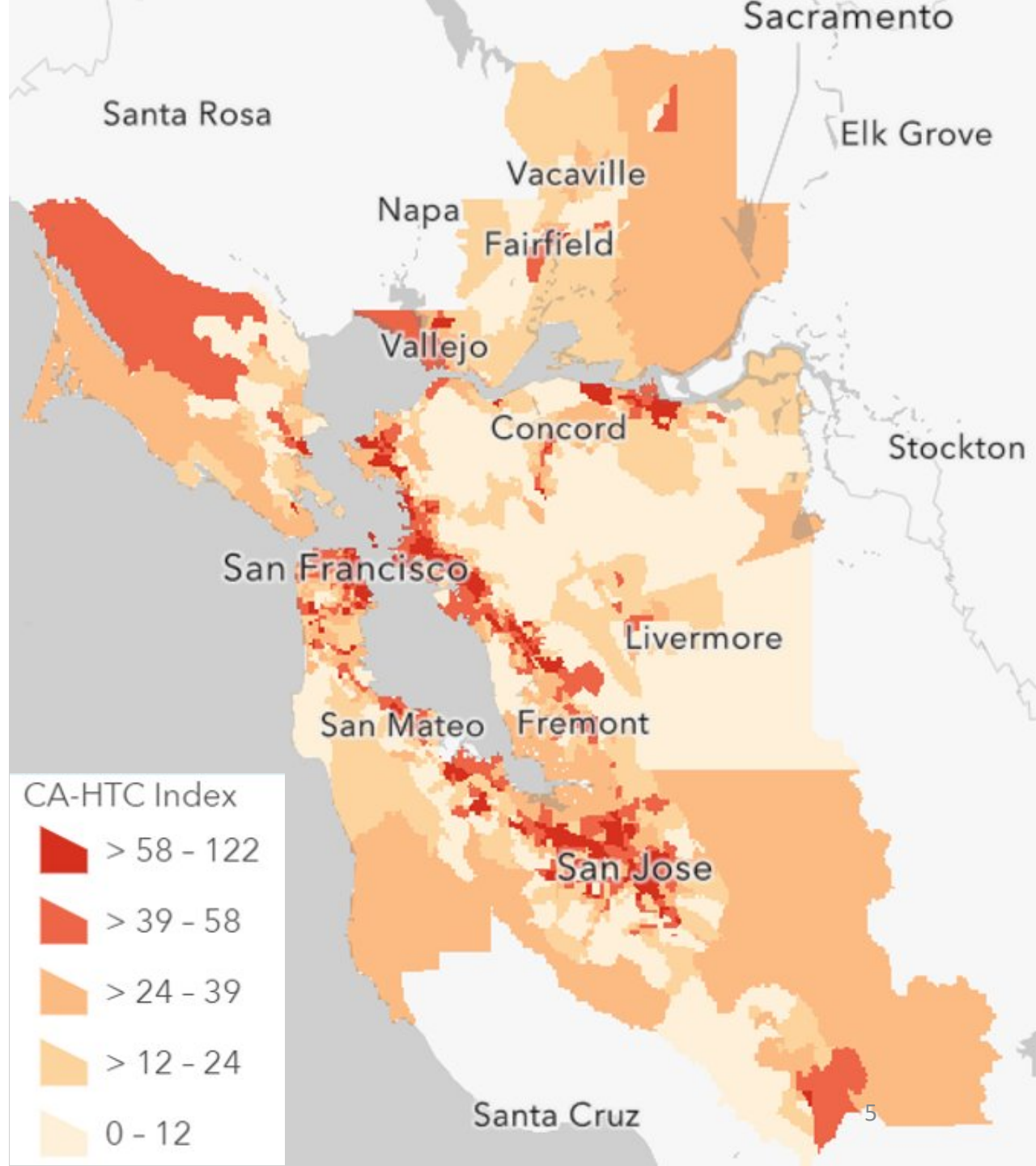
Regional Coordination

- Centralized reporting process across 7-county region incl. foundations

- Regional toolkits (updated real-time):
  - Canvassing
  - Phone Banking
  - (Virtual) Questionnaire Assistance
  - Call Centers
  - Business Engagement
  - Social Media Outreach

- State micro-media plan

- Monthly/weekly county coordination calls

- Working sessions, communications with ACBOs, State CBOs

Cumulative Self-Response Rate

- > 85 - 100
- > 74 - 85
- > 68 - 74
- > 62 - 68
- > 56 - 62
- > 50 - 56
- > 40 - 50
- > 30 - 40
- > 15 - 30
- 0 - 15

Technical Assistance

- Stakeholder-approved, turnkey outreach materials in 18+ languages

- Swag to all who need it regardless of funding relationship

- Standardized "Questionnaire Assistance Kits" for 525 QACs

- Weekly self-response snapshots & analysis

- Monthly regional update calls; weekly check-in calls

- Media spokesperson training

- Training space

Outreach

- Digital / out of home ads

- OpEds, earned media incl. press briefings

- 211 infrastructure

- Phone banking

- Text campaign

- Mailers

- Advocacy
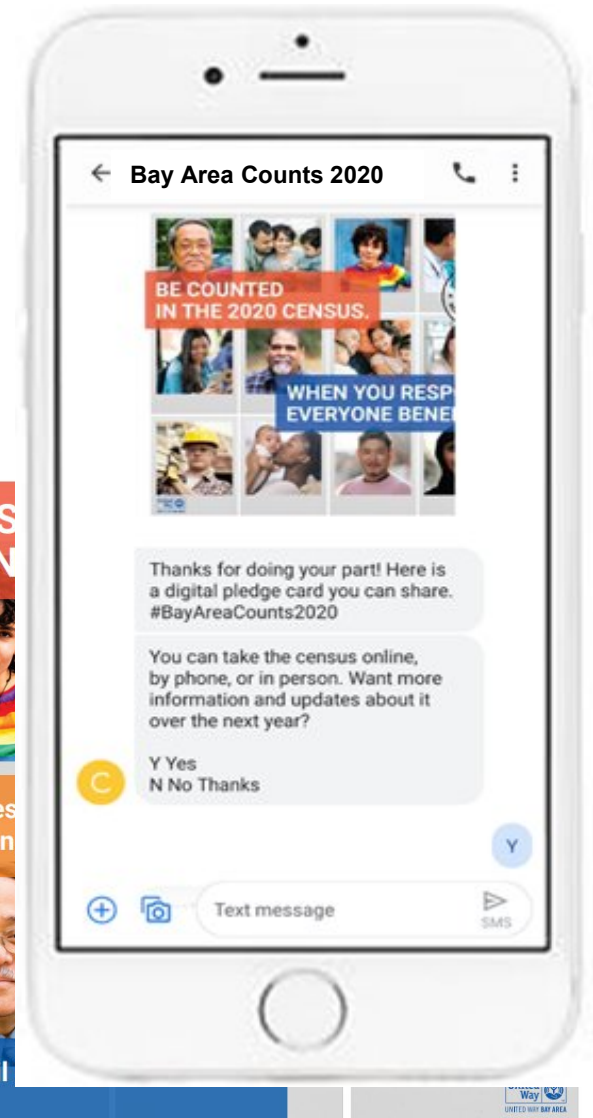
Bay Area Response Snapshot (74.2%)

State Rank	County	Current 2020 SRR (9/9)	Final 2010 SRR	Diff. 2020 vs 2010	# Tracts where 2020 ≥ 2010	% Tracts where 2020 ≥ 2010
1	San Mateo	**77.5%**	73.2%	+4.3	127	81.4%
2	Contra Costa	**76.2%**	72.1%	+4.1	164	79.2%
3	Santa Clara	**76.1%**	74.0%	+2.1	256	68.8%
6	Marin	**75.3%**	72.1%	+3.2	40	72.7%
7	Alameda	**74.2%**	70.2%	+4.0	282	78.3%
11	Solano	**72.2%**	67.9%	+4.3	73	77.7%
27	San Francisco	**64.8%**	68.5%	-3.7	53	21.2%
	All Bay Area	74.2%	72.0%	+2.2	995	69.1%
	Bay Area HTC (>=57)	62.7%	64.6%	-1.9		-

"Self-Response" Progress (9/9/20)
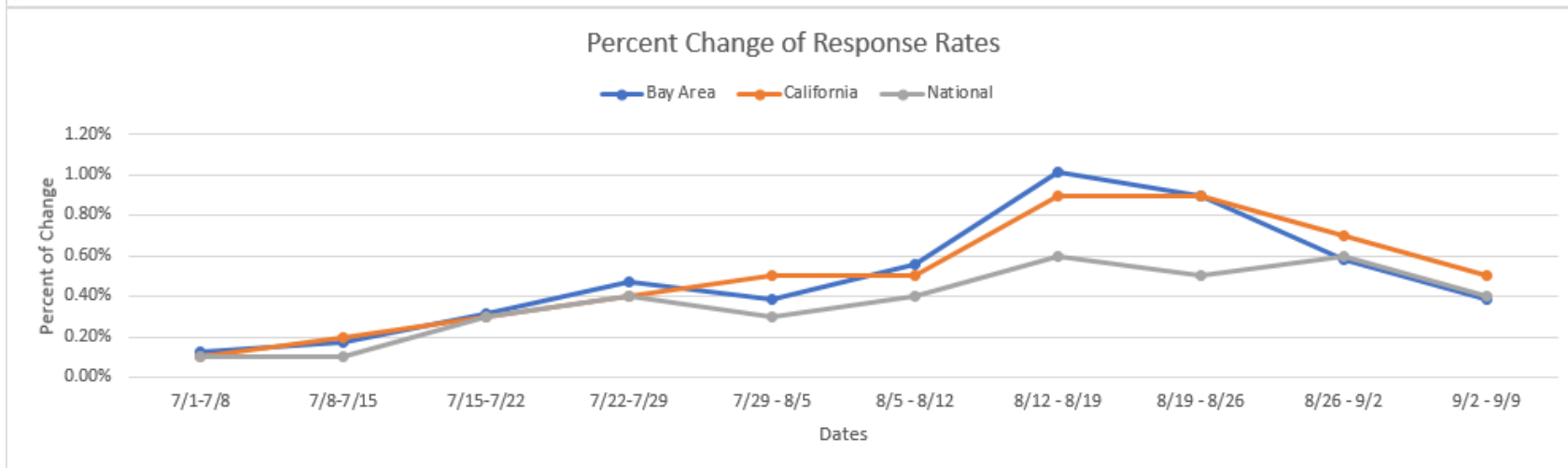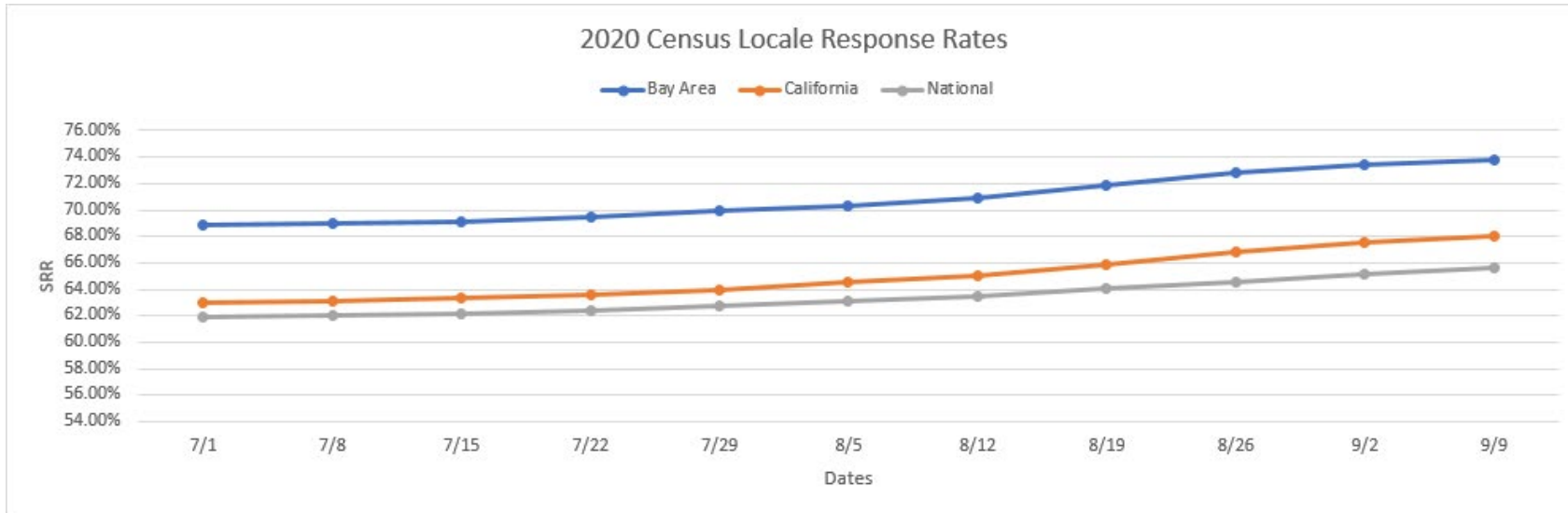
2020 Census Locale Response Rates

- Bay Area
- California
- National

Percent Change of Response Rates

- Bay Area
- California
- National

- Marked increase in response rate slope late July

- Continued consistent growth since NRFU

- 6/8-6/15 and 7/20-7/27 spikes suggest bulk paper & non-ID response processing

- Potential future spikes for paper processing

"Self-Response" Progress (9/9/20)
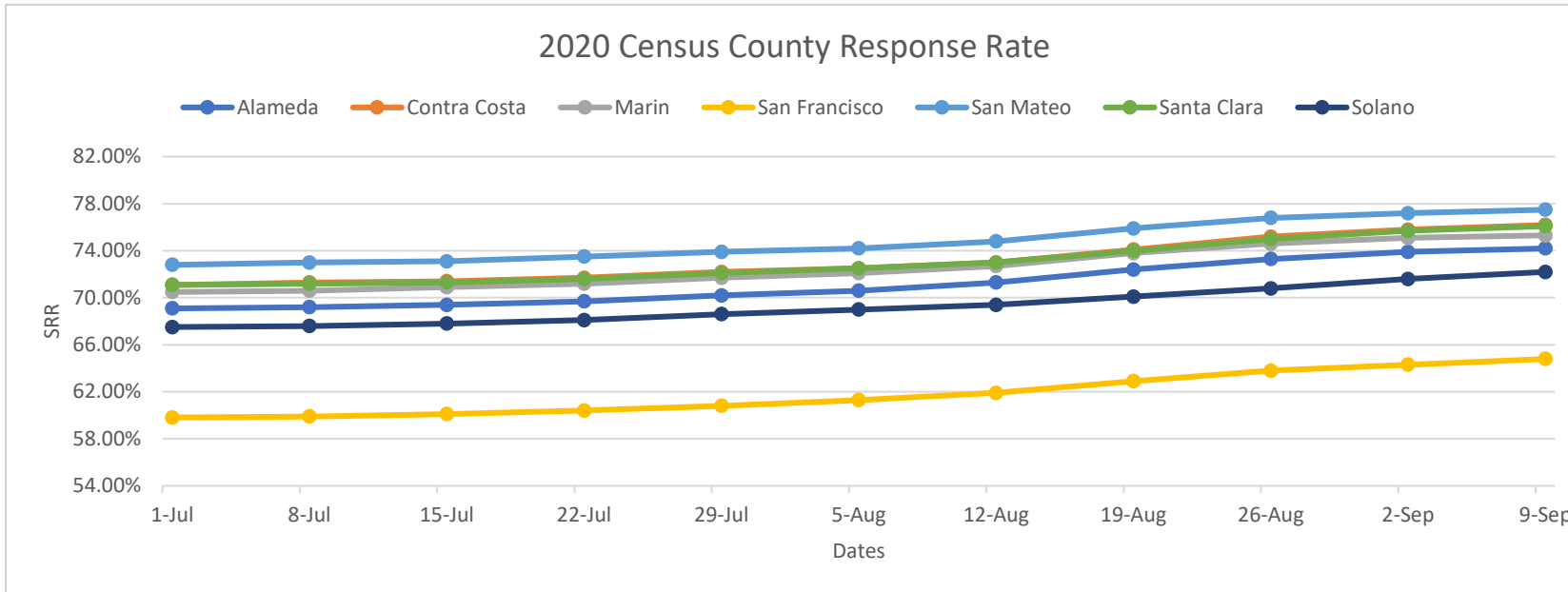
2020 Census County Response Rate

Percent Change in Response Rate
by County

- Marked increase in response rate slope late July

- Continued consistent growth since NRFU

- 6/8-6/15 and 7/20-7/27 spikes suggest bulk paper & non-ID response processing

- Potential future spikes for paper processing

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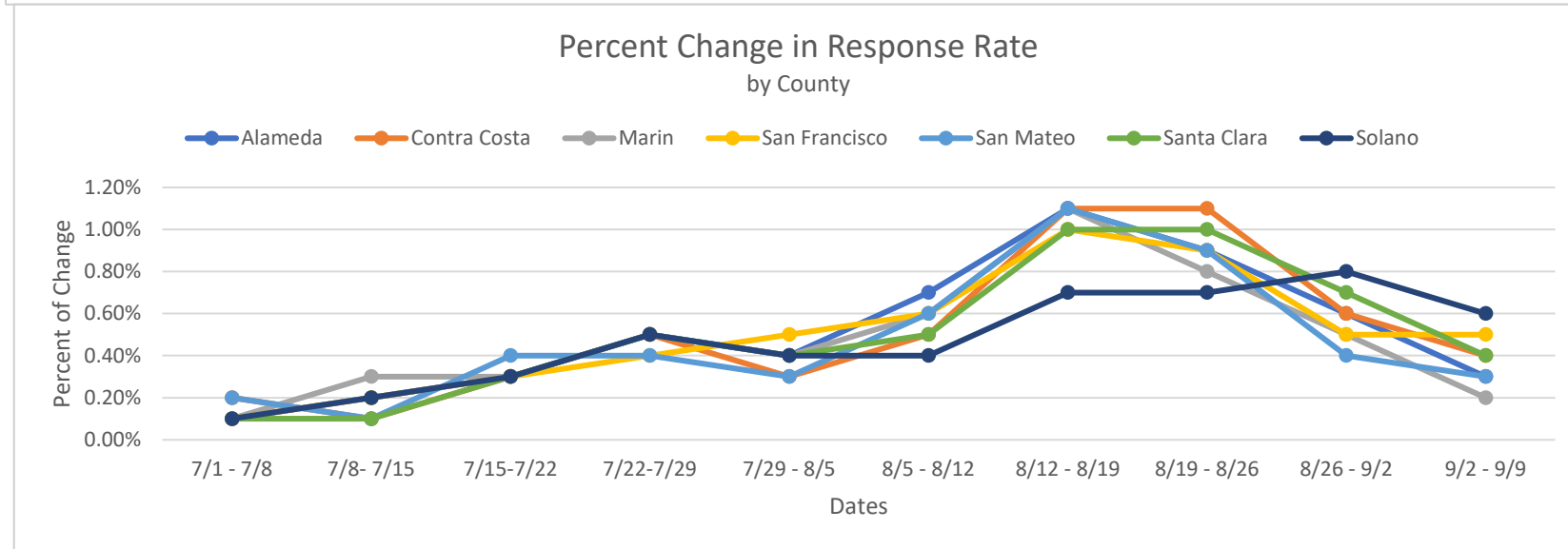
An Ode to Data

Case Study: Alameda County (May – September 2020)
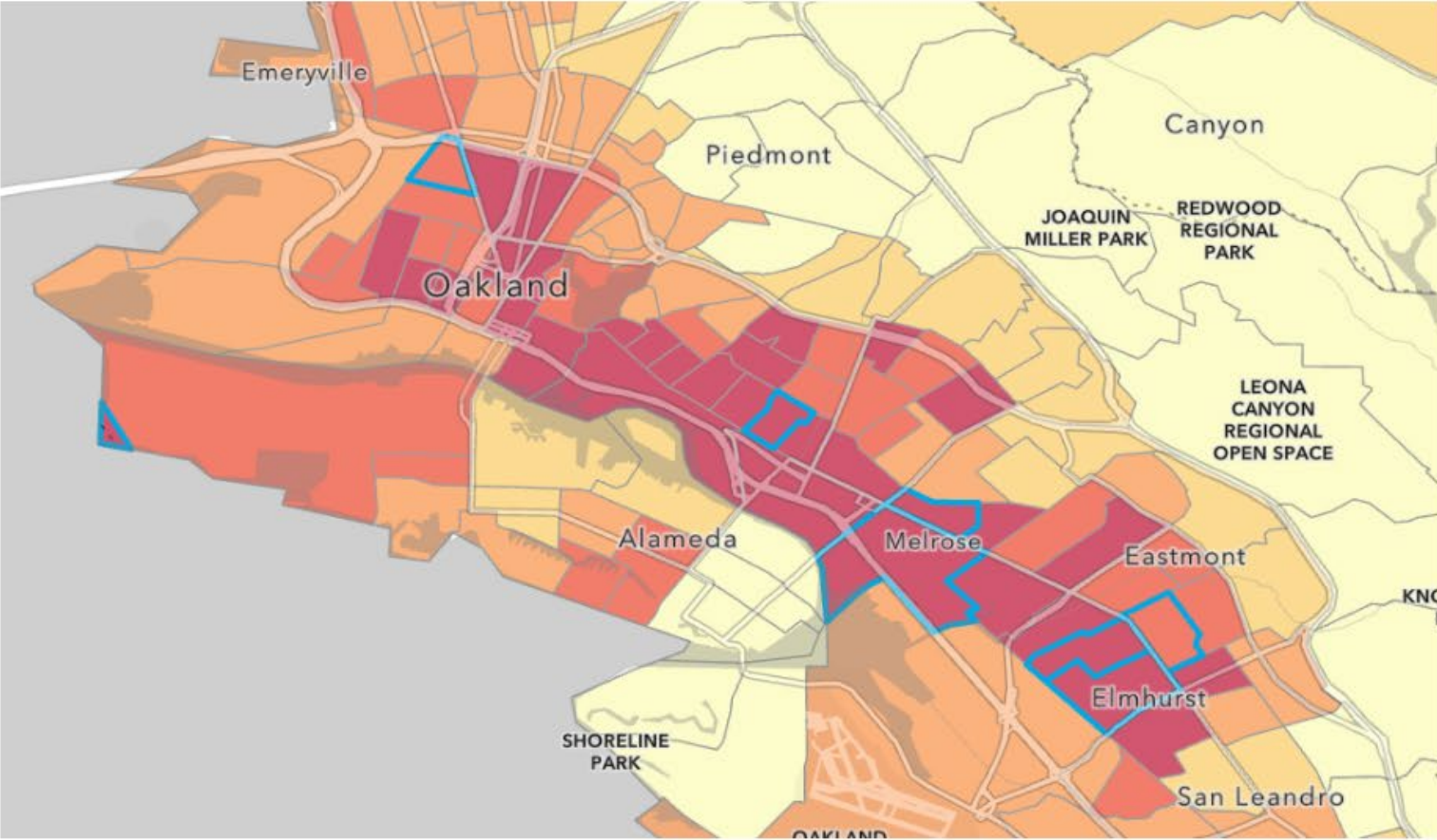
Alameda County

Self Response Rate (SRR): 28.4%

1. **Tract 4074(Melrose):** HTC 94, SRR 12.1%

2. **Tract 4073(Melrose/ Coliseum area):** HTC 90, SRR 12.6%

3. **Tract 4095(North Elmhurst):** HTC 83, SRR 12.6%

4. **Tract 4094(Elmhurst):** HTC 83, SRR 12.8%

5. **Tract 4096(Elmhurst):** HTC 67, 13.1%

6. **Tract 4015(Northeast of West Oakland):** HTC 70, SRR 13.7%

7. **Tract 4062.01(Oak Tree, North of Fruitvale):** HTC 104, SRR 13.8%

Alameda County: 59.2% SRR

10% lowest responding tracts

| GEOID	Tract	Location	HTCscore	SRR2020	SRR2010Final
6001422800	4228	Berkeley (UC Berkeley Southside)	83	33.9	60.5
6001437701	4377.01	Hayward	76	36.8	55
6001407300	4073	East Oakland (Melrose)	90	36.9	58.5
6001401800	4018	West Oakland	54	37	44.8
6001437702	4377.02	Hayward	88	37.3	53
6001422700	4227	Berkeley (UC Berkeley Southside)	79	37.8	60.1
6001407400	4074	East Oakland (Melrose)	94	37.9	58.2
6001402900	4029	Downtown Oakland	85	38.5	70.8
6001402800	4028	Downtown Oakland	93	38.6	62.6
6001407500	4075	East Oakland (Melrose)	100	38.7	54.8
6001402500	4025	West Oakland	87	38.9	52.3
6001409600	4096	East Oakland (Elmhurst)	67	38.9	58
6001406000	4060	East Oakland (Embarcadero)	105	39	62.5
6001409700	4097	East Oakland (Eastmont)	74	39	51.7
6001401600	4016	West Oakland	68	39.9	46.3
6001409500	4095	East Oakland (Elmhurst)	83	40.1	51.1
6001408900	4089	East Oakland (Melrose)	91	40.4	60.9
6001407101	4071.01	East Oakland (Fruitvale)	81	40.7	63.1
6001405402	4054.02	East Oakland (Embarcadero)	94	40.8	59.6
6001401500	4015	West Oakland	70	41.1	45.1
6001410300	4103	East Oakland (Elmhurst)	75	41.4	59.7
6001409300	4093	East Oakland (Elmhurst)	80	41.5	63.8
6001450101	4501.01	Dublin	51	41.8	69
6001435400	4354	Hayward	68	42	64.7
6001422900	4229	Berkeley (UC Berkeley Southside)	70	42.4	60.9
6001401400	4014	West Oakland	69	42.7	43.2
6001402700	4027	West Oakland	64	42.7	49.2
6001408800	4088	East Oakland (Melrose)	98	42.9	57.7
6001408500	4085	East Oakland (Eastmont)	67	43	59.5
6001410500	4105	West Oakland	85	43	58.1
6001406202	4062.02	East Oakland (Elmhurst)	103	43.1	62.3
6001406201	4062.01	East Oakland (Elmhurst)	104	43.2	52.6
6001406100	4061	East Oakland (Fruitvale)	88	43.3	63.2
6001433900	4339	Ashland	88	43.3	64
6001435601	4356.01	Hayward	66	43.5	63.5
6001405901	4059.01	East Oakland (Embarcadero)	96	44	62.4

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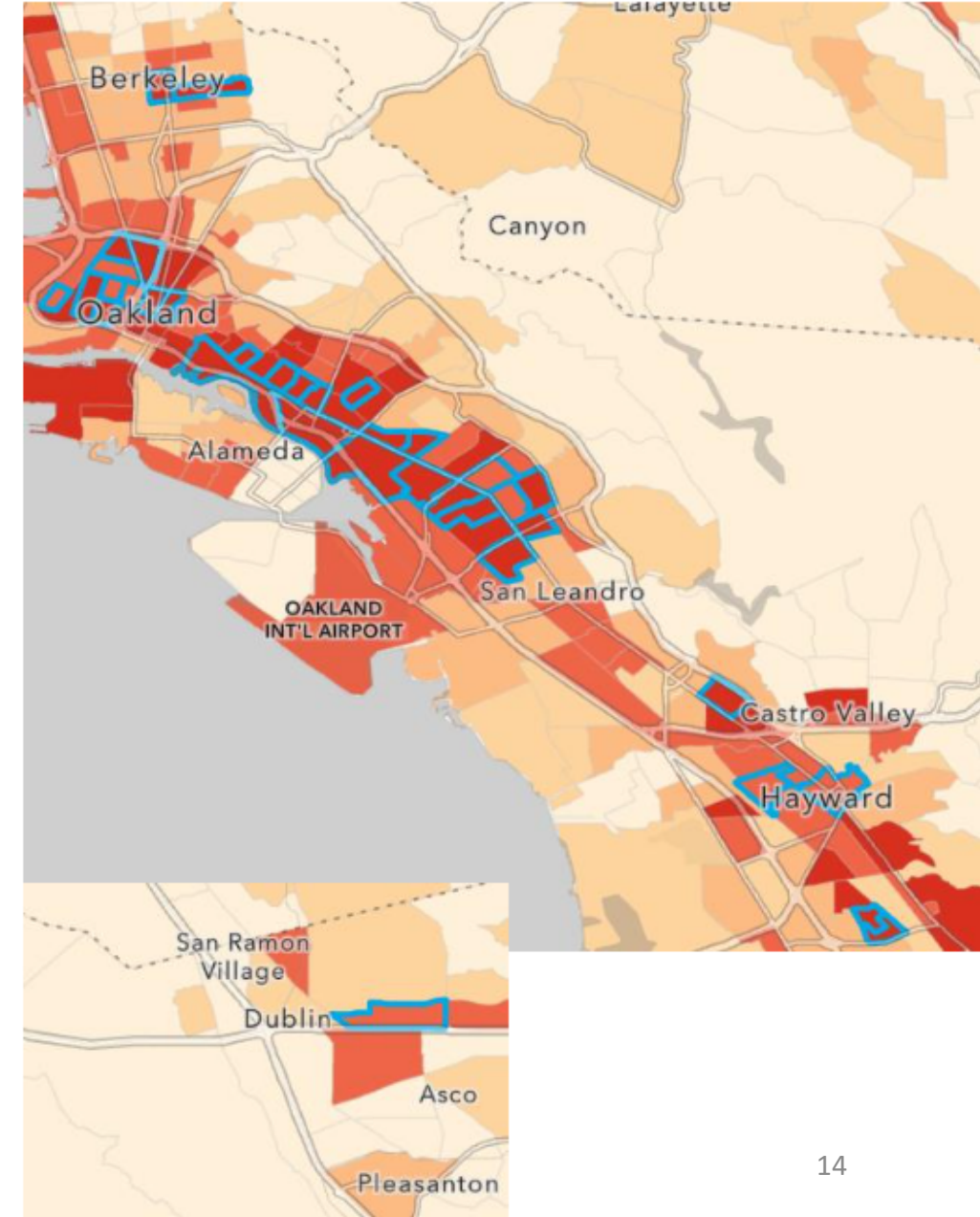
Alameda County (66.0%)

- Lowest responding tracts in East Oakland; SRR in low 40%

- Other challenge areas: Hayward, West Oakland

Mail Contact Strategy

	Internet First, English
	Internet First, Bilingual
	Internet Choice, English
	Internet Choice, Bilingual

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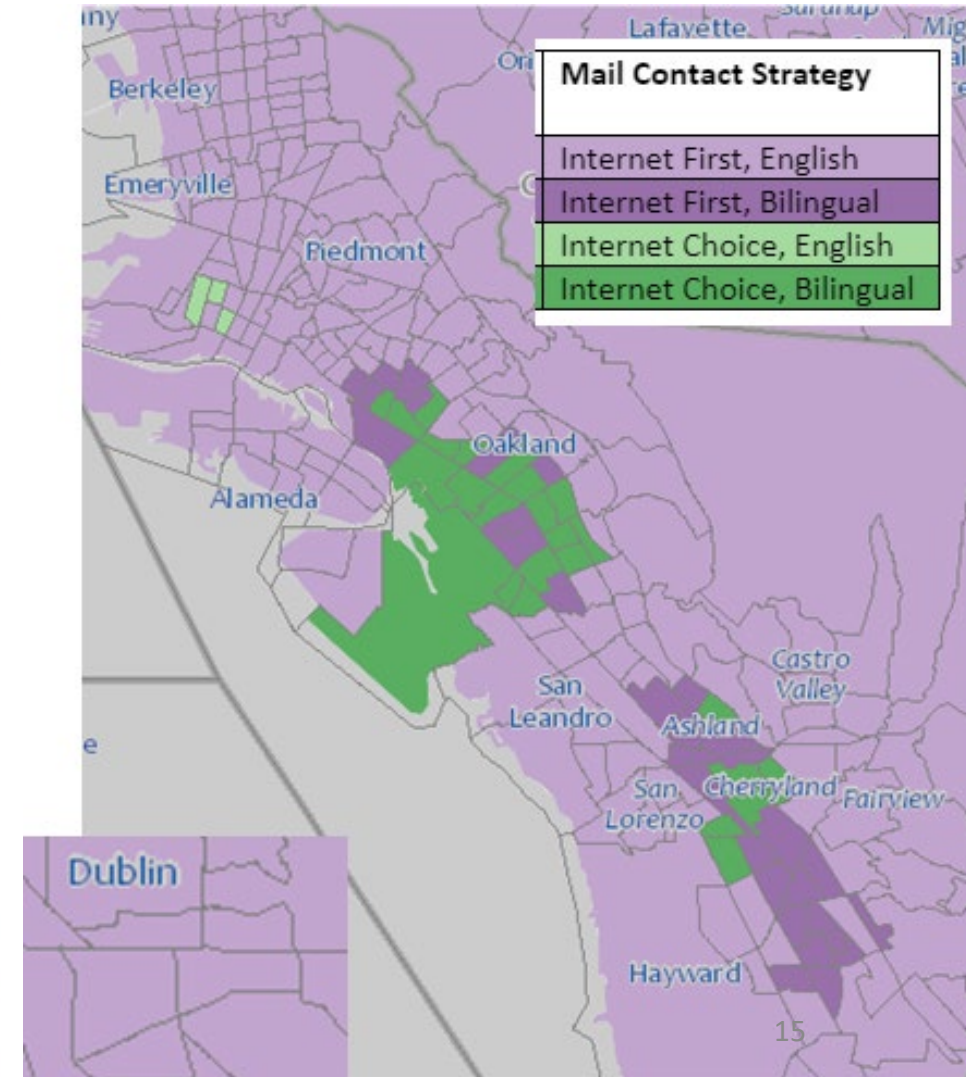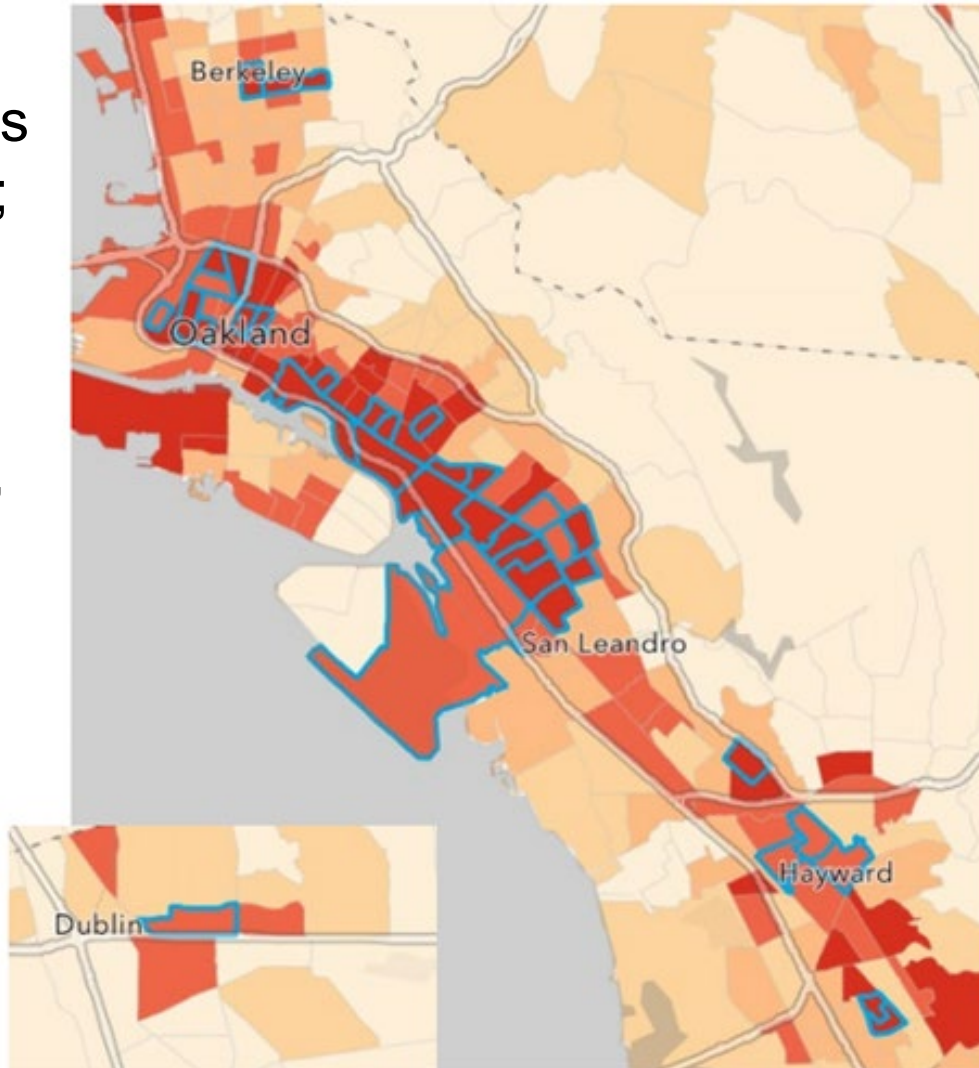
Alameda County (68.2%)
10% Lowest Responding Areas

Area	% of Estimated Population in Tracts
East Oakland	46%
Hayward	15%
Berkeley	16%
West Oakland	11%
Ashland	5%
Downtown Oakland	4%
Dublin	3%
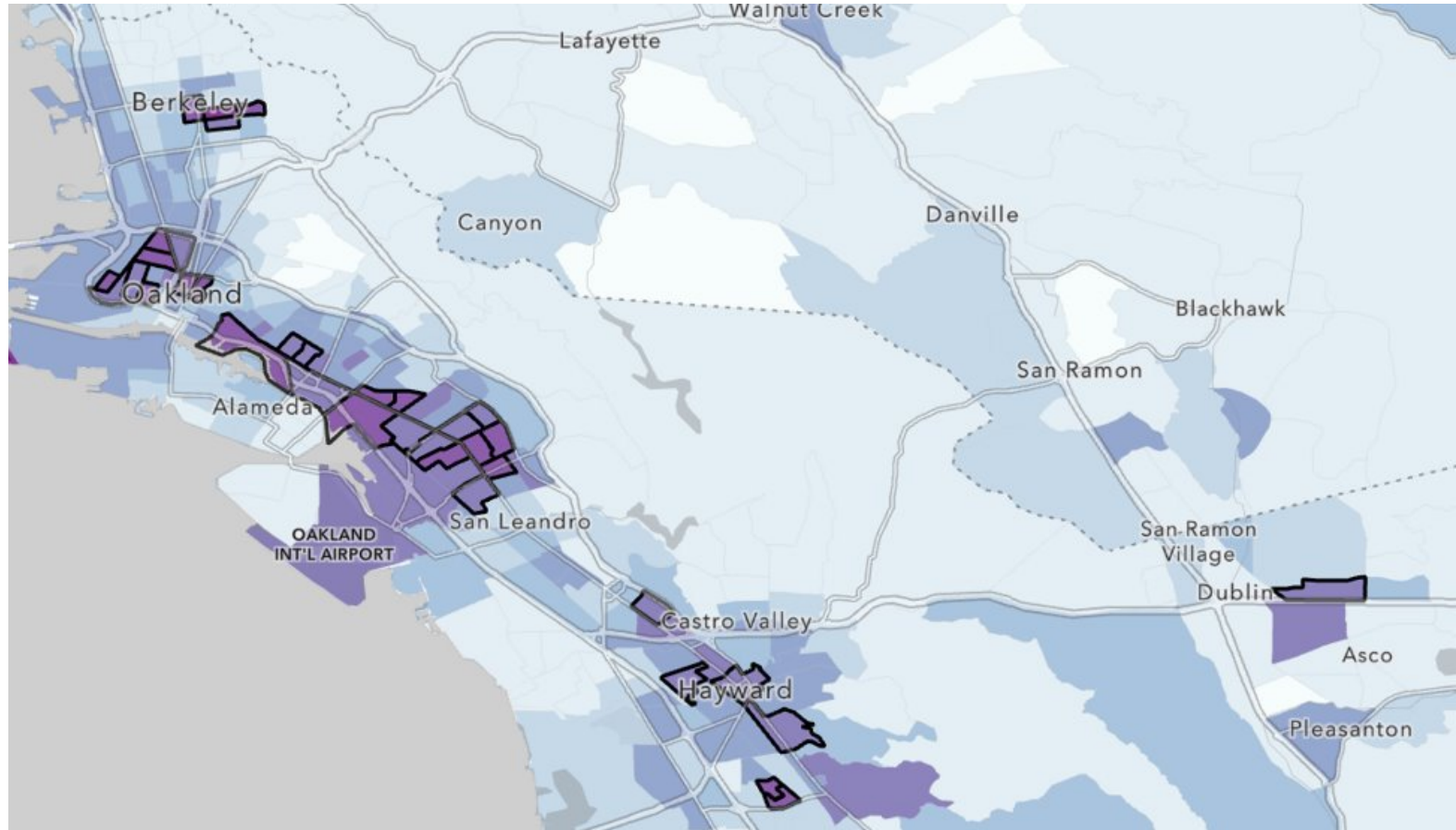
An estimated 46% of the people living in the 10% lowest responding tracts in Alameda County live in East Oakland.

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Alameda County
10% Lowest Responding vs. Highest Responding tracts

Predominant non-White race/ ethnic group

	% of lowest responding tracts	% of highest responding tracts
Hispanic / Latinx	58%	3%
Black / African American	23%	3%
Asian	19%	94%

The predominant non-White race / ethnic group in 58% of the county's lowest responding tracts is Hispanic / Latinx.

The predominant non-White race / ethnic group in 94% of the county's highest responding tracts is Asian.

Top non-English language in LEP households

	% of lowest responding tracts	% of highest responding tracts
Spanish	72%	19%
Chinese (Mandarin / Cantonese)	22%	58%
Korean	3%	
Arabic	3%	
"Other Indo-European languages"		11%
"Other Asian and Pacific Island languages"		8%
Tagalog		3%

Spanish is the predominant non-English language spoken in 72% of the county's lowest responding tracts.

Chinese is the predominant non-English language spoken in 58% of the county's highest responding tracts.

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Reaching the 2010 SRR

- [CUNY's HTC maps](#) calculated the average number of households that need to respond from 7/10 to 7/31 to reach the 2010 SRR

County	Average # of households in each tract to respond each day between 7/10 - 7/31 to reach 2010 SRR
Alameda	> 1
Contra Costa	> 1
Marin	1.5
San Francisco	9
San Mateo	> 1
Santa Clara	2.8
Solano	> 1

City/Neighborhood	County	Average # of house[holds to] respond each day be[tween 7/10 -] reach 2010 SRR
Berkeley	Alameda	5
Oakland	Alameda	1.8
Hayward	Alameda	3.9
Antioch	Contra Costa	1.8
Concord	Contra Costa	1.7
Pittsburg	Contra Costa	2.9
Richmond	Contra Costa	3.2
San Pablo	Contra Costa	7.1
San Rafael	Marin	5.9
Point Reyes	Marin	11.5
Bayview Hunters Point	San Francisco	12.6
Chinatown	San Francisco	18.7
Financial District	San Francisco	17.7
Mission District	San Francisco	11.3
Nob Hill	San Francisco	16.2
North Beach	San Francisco	17.8
Tenderloin	San Francisco	10.7
Daly City	San Mateo	1.4
East Palo Alto	San Mateo	3.3
Menlo Park	San Mateo	3.9
Redwood City	San Mateo	1.5
South San Francisco	San Mateo	1.9
San Jose	Santa Clara	4.3
Gilroy	Santa Clara	4.3
Palo Alto	Santa Clara	4.4
Fairfield	Solano	1
Vallejo	Solano	1

Alameda County (71.4%)

Tracts with a 10%+ SRR gap between 2020 SRR and 2010 SRR (08/13)

GEOID	Tract	Location	HTC	SRR2020 (08/13)	SRR2010 Final	Diff from SRR 2010 Final
6001402900	4029	Oakland	85	45.3	70.8	25.5
6001422800	4228	Berkeley	83	40.3	60.5	20.2
6001422700	4227	Berkeley	79	44	60.1	16.1
6001450101	4501.01	Dublin	51	53.4	69	15.6
6001403100	4031	Oakland	92	58.4	71.9	13.5
6001435400	4354	Hayward	68	53.3	64.7	11.4
6001422500	4225	Berkeley	60	62.5	73.6	11.1
6001402800	4028	Oakland	93	51.5	62.6	11
6001403000	4030	Oakland	109	67.4	77.5	10.1
6001403501	4035.01	Oakland	69	58.8	68.9	10.1

- 10/360 (2.8%) tracts have a 10+ SRR gap between 2020 SRR and 2010 SRR

- 147 (40.8%) tracts have not met their 2010 SRR yet

2020 rate < 2010 by 10+ points
5-10 points below
Up to 5 points below
No comparable 2010 rate
2020 rate above 2010

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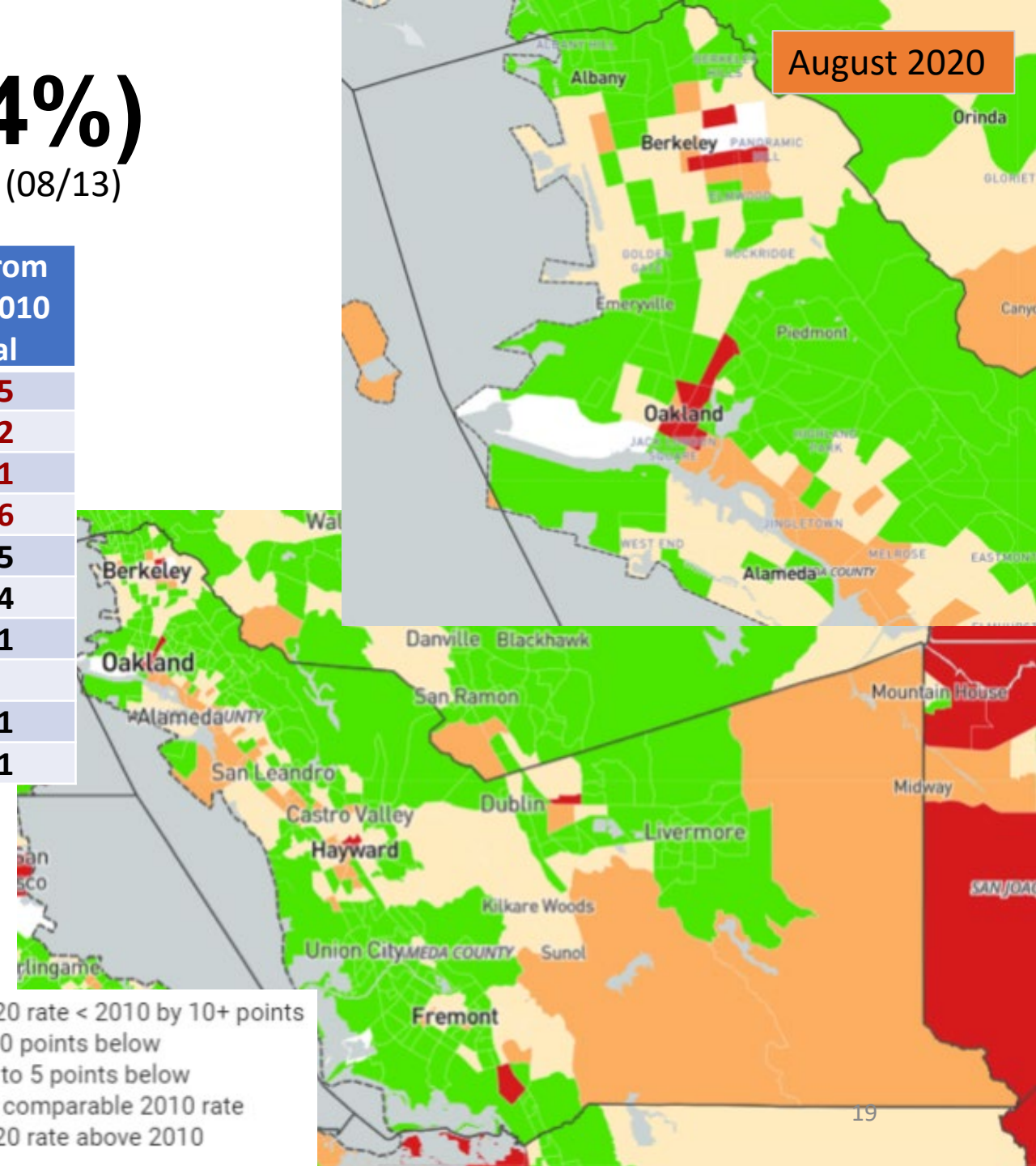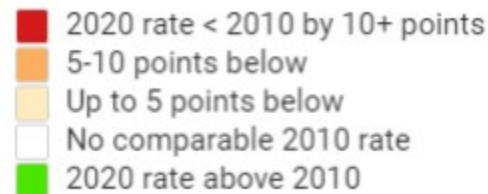
Alameda County: 74.2% SRR (Final 2010 SRR: 70.2%)

- 10% of Alameda County's lowest responding tracts (36) are located in Oakland, Hayward, Berkeley, Ashland, Fremont, and Dublin

- Alameda County has a total of 360 tracts

- Each of these 36 tracts has a Self-Response Rate of 59.8% or lower

- 3 of these tracts are in the bottom national quintile

- 11 of these tracts are 5%+ away from their 2010 SRR

Cumulative Self-Response Rate
- > 85 – 100
- > 74 – 85
- > 68 – 74
- > 62 – 68
- > 56 – 62
- > 50 – 56
- > 40 – 50
- > 30 – 40
- > 15 – 30
- 0 – 15
- NA
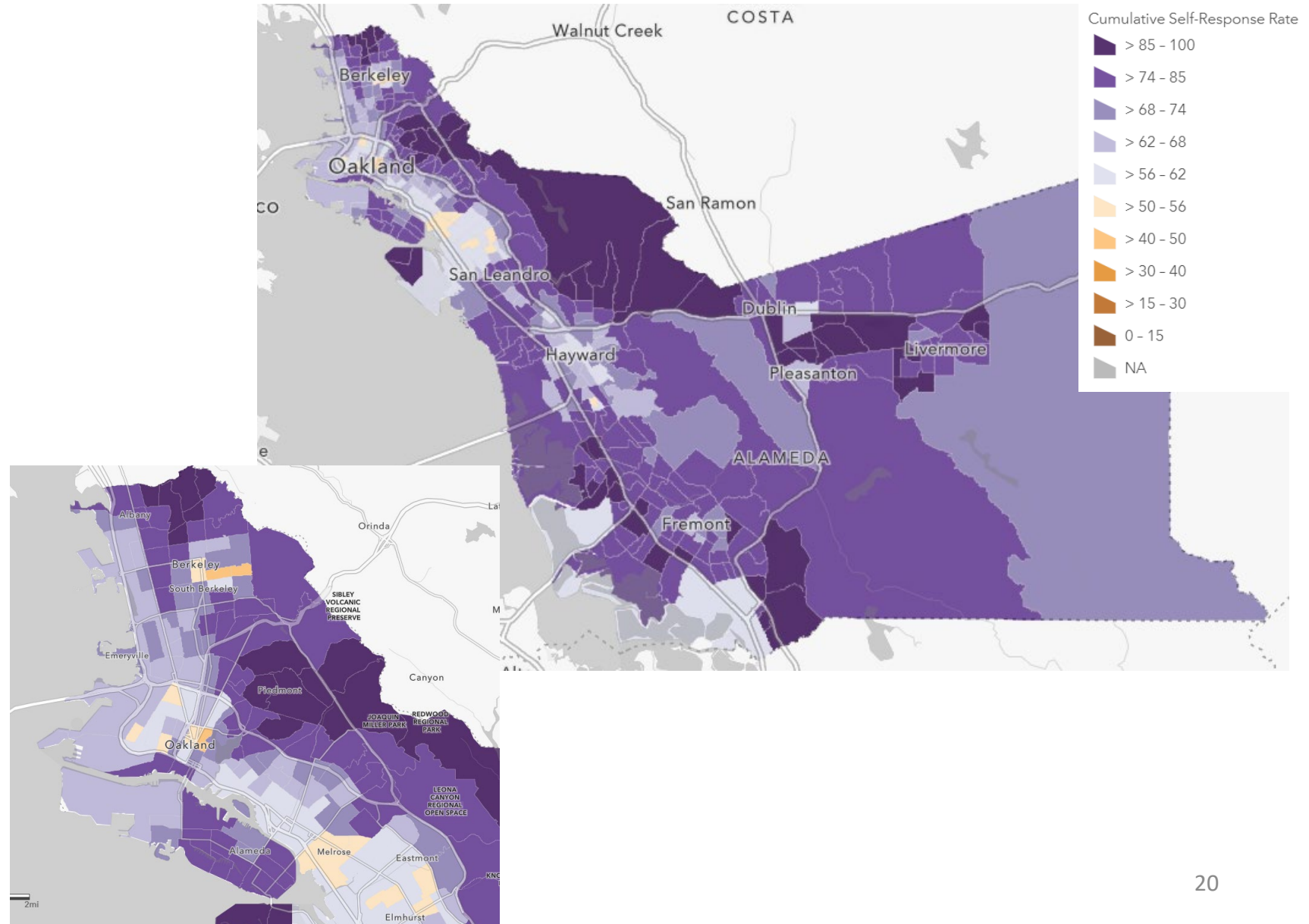
Alameda County: 74.2%

10% lowest responding tracts

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6001422700	4227	Berkeley (UC Berkeley Southside)	79	47	60.1	13.1
6001402900	4029	Downtown Oakland	85	48.9	70.8	21.9
6001407300	4073	East Oakland (Melrose)	90	53	58.5	5.5
6001422900	4229	Berkeley (UC Berkeley Southside)	70	53.6	60.9	7.3
6001407500	4075	East Oakland (Melrose)	100	53.6	54.8	1.2
6001402500	4025	West Oakland	87	53.7	52.3	-1.4
6001409500	4095	East Oakland (Elmhurst)	83	53.7	51.1	-2.6
6001409700	4097	East Oakland (Eastmont)	74	54	51.7	-2.3
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6001407400	4074	East Oakland (Melrose)	94	54.6	58.2	3.6
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6001401800	4018	West Oakland	54	54.9	44.8	-10.1
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6001409600	4096	East Oakland (Elmhurst)	67	56.1	58	1.9
6001408900	4089	East Oakland (Melrose)	91	56.3	60.9	4.6

Alameda County: 74.2% (continued)

10% lowest responding tracts

GEOID	Tract	Location	HTC	2020 SRR (09.09)	2010 SRR	Diff from 2010 SRR
6001437701	4377.01	Hayward (100.0)	76	56.3	55	-1.3
6001435400	4354	Hayward (99.8), Unincorp. (0.2)	68	56.5	64.7	8.2
6001423602	4236.02	Berkeley (100.0)	63	56.9	63.3	6.4
6001401400	4014	Oakland (100.0)	69	56.9	43.2	-13.7
6001401600	4016	Oakland (100.0)	68	57.7	46.3	-11.4
6001408800	4088	Oakland (100.0)	98	57.9	57.7	-0.2
6001402200	4022	Oakland (100.0)	71	57.9	54.5	-3.4
6001410500	4105	Oakland (100.0)	85	58.5	58.1	-0.4
6001408400	4084	Oakland (100.0)	60	59	52.6	-6.4
6001406100	4061	Oakland (100.0)	88	59.2	63.2	4
6001433900	4339	Unincorp. (100.0), Ashland	88	59.4	64	4.6
6001435601	4356.01	Hayward (0.7), Unincorp. (99.3), Cherryland	66	59.4	63.5	4.1
6001450101	4501.01	Dublin (100.0)	51	59.5	69	9.5
6001406202	4062.02	Oakland (100.0)	103	59.5	62.3	2.8
6001441503	4415.03	Fremont (88.9), Hayward (0.7), Newark (0.9), Unincorp. (9.5)	35	59.6	65.9	6.3
6001406201	4062.01	Oakland (100.0)	104	59.6	52.6	-7
6001405901	4059.01	Oakland (100.0)	96	59.8	62.4	2.6
6001408500	4085	Oakland (100.0)	67	59.8	59.5	-0.3

Thank you!

Resource Folder: bit.ly/BayAreaCounts2020_Resources
Contact: census2020@uwba.org | @UWBayArea