



**CALIFORNIA COMPLETE COUNT**  
400 "R" Street, Suite 350  
Sacramento, CA 95811  
(916) 852-2020

**Ditas Katague**  
Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager ([mignonne.pollard@census.ca.gov](mailto:mignonne.pollard@census.ca.gov)) if you have any questions.

Please send the completed final report by email [Mignonne.Pollard@census.ca.gov](mailto:Mignonne.Pollard@census.ca.gov) by **May 29, 2020**.

### 1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60002
Contract start date	7/1/2019
Contract end date	4/31/2020
Contractor name	Contra Costa County Office of Education
Contractor business address	77 Santa Barbara Road, Pleasant Hill, CA 94523
Contact name	Terry Koehne, Lynn Mackey - Superintendent
Contact title	Chief Communications Officer
Contact phone	925-942-3420
Contact email	tkoehne@cccoc.k12.ca.us
Total amount of allocation	\$100,652.87
County	Contra Costa
Region	3
Date of report	5/29/2020

### 2. Demographic Overview

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	18
Number of students reached	178,000
Percent of students reached who are English language learners	40%

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	CENSUS TRACTS
These were all handled through county staff.	

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DISTRICT	CENSUS TRACTS

### 3. Activities

Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	Yes	Printed materials adapted from toolkit. Social media campaign.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	Yes	None planned other than through County Steering Committee work
Have all activities been uploaded into SWORD?	No	All activities that involved partnership with County Steering Committee
What activities replaced Census Week?		<p>School Census Banners (Spanish and English)</p> <ul style="list-style-type: none"> <li>- Finish Distribution to all Schools/Districts in hard to count areas</li> <li>- Posted banners at CCCOE and all COE sites</li> <li>- Hand delivered banners to District Offices</li> </ul> <p>Census Kick-Off Event Scheduled for March 28th</p> <ul style="list-style-type: none"> <li>- Send 2<sup>nd</sup> wave of Kick-Off Event Flier</li> <li>- Send News Release about event the week prior</li> </ul> <p>Released Census Promotional Video</p> <ul style="list-style-type: none"> <li>- Finish Distribution to all Schools/Districts in hard to count areas</li> </ul> <p>Invitation to participate in Student Ambassador Program distributed to all high schools in the county</p> <ul style="list-style-type: none"> <li>- Schools began to register for program and sign MOU</li> <li>- Follow-up with schools and gather reports on activities</li> <li>- Spot check events for Census Promotional table</li> <li>- PROGRAM NEVER GOT OFF THE GROUND DUE TO SHELTER IN PLACE ORDER/SCHOOL CLOSURES.</li> </ul>

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3a) Required Activities	Completed / Utilized yes / no	Comments
How was language access provided?	Yes	All printed materials (including custom school banners) in English and Spanish.
Did you participate in monthly meetings?	Yes	Weekly meetings: <ul style="list-style-type: none"> <li>• County Steering Committee</li> <li>• County Outreach Subcommittee</li> </ul>

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	Yes	Training for educators held in our county in January.
Did you participate in the train-the-trainer workshop for the curriculum?	No	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	No	Please describe
Was an evaluation conducted?	No	If yes, please provide any evaluation reports when completed

### 4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

We feel we had a solid plan and timeline for Census outreach activities, and were able to complete the majority of our strategies and activities. We created custom vinyl banners that were distributed to all schools in Contra Costa County within hard-to-count areas. All printed posters and flyers were also distributed to all schools that requested through an online request process. Our CCCOE Census video airs on our community access television channel and resides on our website:

[https://www.youtube.com/watch?time\\_continue=5&v=yneAbu13WY8&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=5&v=yneAbu13WY8&feature=emb_logo)

4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

Flyers and banners were repurposed to be displayed and distributed at all school district meal distribution sites following the school closures. Unfortunately, we developed the plan and guidelines for high schools and middle schools to participate in the School

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Ambassador Program, we were never able to get this fully off the ground as the school closures began shortly after implementation. In its place, our plan is to utilize the funding to purchase back-to-school and other education supplies that can be used for pandemic-related purposes. These include but are not limited to hand sanitizer, masks, pens, pencils, etc (branded with our Census logo and the "mycensus.org" website). We will hold approximately 25% of the funds targeted for the Student Ambassador Program in the unlikely event that the program (in an abbreviated version) can continue at select high schools in the Fall.

4c) What activities, if any, do you have planned for June?

Purchasing back-to-school and other education supplies that can be used for pandemic-related purposes. These include but are not limited to hand sanitizer, masks, pens, pencils, etc (branded with our Census logo and the "mycensus.org" website). These will be distributed to school meal distribution sites as well as other county-identified food distribution sites in hard-to-count communities. We will also continue to market the CCCOE Census video through social media, and will broadcast daily on our education community-access television station.

- [https://www.youtube.com/watch?time\\_continue=5&v=yneAbu13WY8&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=5&v=yneAbu13WY8&feature=emb_logo)

4d) What approach(s) worked well for outreach to students and their families that could inform subsequent Census outreach efforts in school districts? Why did it work well?

The banners were well received and many areas requested additional banners.

4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

Yes, through the county's food distribution sites.

4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

I only have one. I think it would have been helpful to have a regional COE point person to assist with CDE-related requirements so that we would not need to request help from the state level so frequently.

### 5. Please provide additional comments below

Thank you to Mignonne and the staff at CDE for all your support and guidance through this process! Our county outreach efforts were much improved thanks to your support!

