



State of California – Government Operations Agency  
California Complete Count-Census 2020  
400 R Street, Suite 359  
Sacramento, CA 95811  
www.census.ca.gov  
(916) 852-2020

**GAVIN NEWSOM, Governor**  
**DITAS KATAGUE, Director**



## FINAL REPORT TEMPLATE (Explanation)

### General Information

Date of report	11/23/2020
Organization / Entity	County of Alameda
Responsible Person / Title	Casey Farmer, Executive Director Alameda County Complete Count Committee
Address	2000 Embarcadero Suite 300, Oakland, CA 94609
Email / Phone	<a href="mailto:Casey.Farmer@ACGOV.ORG">Casey.Farmer@ACGOV.ORG</a> 510-393-0388

### Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plans. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

In response to COVID-19, the Alameda County Complete Count Committee made rapid changes to the outreach plan. Through CCC staff, fellows, and Census Ambassadors, direct Census outreach continued through remote, virtual, and other contact-free methods:

- Phone banking to more than **80,000** residents, using the State's Census PDI system
- **91** Mobile Questionnaire Assistance engagements where over 2,000 individuals completed the Census on-site using tablets and receiving support from trained Census Ambassadors. *Such in-person engagements were only conducted outdoors in compliance with public health guidelines and comprehensive usage of PPE. Locations included: Multiple sites of Oakland Unified School District's weekly food distributions, three Self Sufficiency Centers operated by Alameda County's Social Services Agency, COVID testing sites coordinated by Alameda County Public Health Department, and multiple grocery stores in low-responding Census tracts.*
- Direct mail to targeted populations including Medi-Cal recipients, families with children ages 0-5 receiving services from First Five of Alameda County, tenants of Accessory Dwelling Units, and affordable housing residents.
- Coordinated direct outreach events with education and mobile questionnaire assistance: "Marimba y Censo" in the Fruitvale, "Agua Fresca y Censo" at Cherryland Elementary, mask distribution in Hayward, street outreach with the Oakland Black Cowboys Association, doorhanger deliveries in East and West

Due Date: November 16, 2020

[Insert contract partner name]

Oakland low-responding tracts, and socially-distanced canvassing efforts in East Oakland, West Oakland and South Hayward

- Incorporating Census materials into hundreds of food and meal distributions throughout the county (operated by schools, faith communities, and nonprofits)
- Participating in online town halls
- Produced a video "Know Your Rights" forum

Grantees also shifted their efforts to methods which were safe to conduct during the pandemic. For example, many community and faith-based organizations had originally planned to hold in-person Census events but pivoted by assigning staff to call their clients or members for one-on-one Census education and support. Others hosted online events on Facebook Live or Zoom. Such efforts were successful in ensuring that thousands of residents completed their Census because these individuals were contacted directly by organizations they know and trust.

The Complete Count Committee staff delivered the following outcomes:

- Supported enumerator recruitment through eight application workshops and targeted promotion of Census jobs through workforce development partners
- Delivered Census presentations to nearly 250 groups reaching over 6,500 individuals (including County departments, County and City commissions, nonprofits, & clubs)
- Trained over 800 individuals on how to conduct Census outreach
- Advocated on behalf of unhoused residents regarding the deficiencies of the US Census Bureau's plan to enumerate individuals experiencing homelessness (see attached memos)
- Equipped hundreds of partners with materials, incentives, signage, and technology
- Coordinated with County Agencies who serve historically undercounted populations on how to engage clients, including Public Health, Health Care Services, Social Services, Behavioral Health Care Services, Probation
- Provided technical assistance to cities and the offices of elected officials, such as message development, crafting outreach strategies, and clarifying USCB processes
- Provided thought partnership and individualized support to grantees on how to alter their outreach plans in the wake of the COVID19 pandemic
- Real-time interventions to low-responding Census tracts: recruiting and onboarding new partners, coordinating strategy meetings amongst stakeholders serving those tracts, and enhancing resources such as Mobile Questionnaire Assistance or canvassing

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

(NOTE: Components of this question are more thoroughly answered in other questions)

Contracted partner's operations

[Insert contract partner name]

What worked well operationally?

- High demand for grant funding (2-3x as much requested than available)
- Organizations attended training / took the training back to their teams

What hindered the operations?

- COVID19 – prohibited public gatherings indoors, closed institutions who had prepared to conduct Census outreach, and accessing PPE early in the pandemic was challenging
- Staffing shortfalls
- Competing priorities (ex: some partners had to shift all efforts toward addressing basic needs of their clients and delayed their Census work or curtailed it) Some groups struggled to see the value of the census amidst the chaos and fear

#### Contracted partner's outreach

What outreach tactics worked well?

- Early Engagement – educational events or rallies before COVID19
- Mobile Questionnaire Assistance

What hindered the outreach?

- COVID19
- Smoke from the fires
- Staffing shortages
- Our inability to gather in person – our Complete Count Committee meetings allowed partners to build off of one another's energy, ideas and successes. Although we had great attendance at our April and July CCC Meetings – if these had been in person it would have felt more like a Census Revival than another Zoom meeting.
- The materials / incentives we planned for and purchased for outreach did not always match the ways in which organizations could support outreach amidst COVID (ex: signage and QAC in a box materials were never able to be used)

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

- Lack of PPE (The County's vendor for supplies had a major shortage in March-April 2020 which thus restricted County staff and partners from conducting outreach until we could be adequately equipped)
- County procurement is a slow process requiring multiple layers of approvals to purchase goods and services. While the two augmentations of State funds were greatly needed and appreciated, the time required to fulfill new procurement processes in the middle of project implementation was very challenging. Spending money quickly was difficult: January we were launching our training series for hundreds of people and purchasing massive amounts of materials for our partners in a time crunch for the March 12 launch of the Census. We had not

[Insert contract partner name]

planned for the added capacity for staff to be problem solving and managing the paperwork for new purchases to augment the existing plan. During the second augmentation in the summer, we were better able to augment existing grantees with capacity to continue their work in innovative ways to new audiences, however, this still required getting Board of Supervisor's approval which is about a 30 day process.

- Our original plans to launch the Census and promote Census Day were high impact and high dollar. When those events were cancelled, it was difficult to pivot resources and determine how to capture similar audiences at scale.
  - Census Day at Oakland A's Opening Weekend – Messaging had been developed for their "big screens," tabling was planned, and County staff had coordinated Secretary of State Padilla to throw out the first pitch accompanied by an explanation that he was traveling to communities throughout the State to promote Census 2020. This effort would have reached thousands of people and could not be replicated amidst COVID-19 restrictions.
  - Alameda County's Census Day effort was planned for Saturday, April 4 at the Oakland Roots Soccer Game in which 10,000 people from a diverse range of backgrounds would be gathered. Announcements and videos were planned to share with the crowd and all attendees were going to receive an Oakland Roots Census 2020 water bottle when leaving the stadium. This effort would have reached thousands of people and could not be replicated amidst COVID-19 restrictions.
  - Casey's opinion: "It was very discombobulating to process and understand how COVID19 was going to change our lives and our Census plans – both in the few weeks leading up to the Census where the threats were growing nearer and amidst the shutdowns. At the very moment we needed to shift our work into hyperdrive and execute the plans we had developed for years, we saw the world turn upside down and that took an emotional toll. Yet, we exhibited strong and sensible leadership to continue to motivate and support our partners, to provide them technical assistance revamping their outreach plans with flexibility but remaining keenly focused on maximizing outcomes. We continued to share new possibilities with them while they dealt with the changing dynamics of life during a pandemic and the crises it imposed on their clients."

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

Final 2010 Self Response Rate: 70.2%

Final 2020 Self Response Rate: 75.8%

- We monitored response rates regularly.
- We reported them out to our partners as a means to celebrate success and spur on greater engagement.

[Insert contract partner name]

- To craft new ideas, we held strategy sessions when LRR tracts did not progress
  - City of Hayward and partners
  - Southside of UC Berkeley / concentrated with student apartments – with UC Berkeley, members of the City Council and Mayor's office, City staff
  - City of Fremont and partners
  - East and West Oakland – our grantees serving those tracts, City Councilmembers, business and faith leaders
  - Cherryland / Ashland: grantees in the unincorporated areas
- One final strategy was to train and compensate school site personnel to call all of the families enrolled at those schools to ensure those students had completed the Census. These schools were selected based on their locations in the lowest responding tracts.

City or Unincorporated Area	2020 Self Response Rate	2010 Self Response Rate	Percent Increase
Piedmont	90% (highest SRR in the state)	85.80%	4.2%
Newark	82.80%	73.50%	9.3%
Livermore	82.60%	75%	7.6%
San Lorenzo	81.70%	76%	5.7%
Union City	81.60%	73%	8.6%
Pleasanton	81.20%	79.30%	1.9%
Albany	80.90%	50.40%	30.5%
Castro Valley	80%	75.20%	4.8%
Fremont	79.80%	74.90%	4.9%
Alameda	79.20%	76.20%	3.0%
Dublin	78.70%	71.00%	7.7%
San Leandro	78%	75.20%	2.8%
Fairview	74.30%	69.60%	4.7%
Berkeley	72.50%	72.30%	0.2%
Hayward	71.60%	67.90%	3.7%
Oakland	71.30%	66.60%	4.7%
Emeryville	69.40%	63.50%	5.9%
Ashland	67%	63.70%	3.3%
Cherryland	65.40%	64.50%	0%

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

[Insert contract partner name]

September – November 2018:

- Asset mapping and 1-1 meetings with stakeholders and elected officials' offices to evaluate the landscape of potential coalition partners to serve as Trusted Messengers; asked stakeholders to promote CCC meeting to their networks

November 2018: Complete Count Committee Kickoff

- 120 people in attendance
- 14 Subcommittees launch

December 2018 - February 2019 – 20 Census Solutions Workshops

March 2019: 2nd Complete Count Committee Meeting – Analysis of suggestions from the Census Solutions Workshops

April 1, 2019: Premiered our **Census 2020 Video**

(See here <https://www.youtube.com/channel/UCGxmmD2AbFhmvXkcTes4ryg/videos>)

Summer 2019:

- Rally in response to the Supreme Court ruling on proposed citizenship question
- Subcommittee meetings / planning efforts

October 2019: Grant funding awarded to 70 CBO's

November 2019: Grantee Launch Meeting & 3<sup>rd</sup> Complete Count Committee Meeting

December 2019 – February 2020:

- "In the Weeds" Planning meetings with cities / neighborhoods
- Provided USCB with an Add Template of SBE and Group Quarters sites

January – February 2020:

- Trained 800 people at 45 trainings
- Premiered "Immigrant Testimonial Videos" (We produced a series of videos where multiple partners representing many ethnicities and speaking many languages to share their stories of why they were committed to getting counted)  
<https://www.youtube.com/channel/UCGxmmD2AbFhmvXkcTes4ryg/videos>

Early March 2020: Distribution of materials to equip partners

- Handouts in multiple languages
- Postcards to include in meal distributions
- Branded giveaways: pens, canvass bags, Census books & coloring books
- Signage
- (later, we distributed Census 2020 masks, PPE, and supplemented materials needed by our partners)

April 2020: 4<sup>th</sup> Complete Count Committee Meeting: Response Rates to Date / strategies on how to pivot outreach due to COVID

- 300 people attended (on Zoom)



[Insert contract partner name]

July 2020 – 5<sup>th</sup> Complete Count Committee Meeting; Second wave Grantee extensions

- 150 people attended (on Zoom)

September 2020 Enumeration of People Experiencing Homelessness

- Over the last year we made grants to 4 organizations serving our unhoused neighbors to lead Census outreach
- We continued to recruit organizations, street outreach teams, cities with homeless outreach teams, etc to engage in the work, train and provide mini grants for street outreach to include MQA
- March 14, 2020 – CCC Staff led a MQA at the Fremont Winter Shelter
- September: Contacted organizations on the Add Template to ensure that USCB had come to enumerate their clients
  - For organizations who were NOT contacted by USCB – we sought to mitigate this gap by asking USCB to enumerate those sites or empowered/equipped staff to enumerate their own populations
  - The USCB failed to visit the “regularly scheduled mobile food vans” despite ensuring us they would

See attached Partner List which is broken down by Subcommittee and Partner Type.

- 6) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

The CCC ensured language access in multiple ways. Census educational materials was produced in multiple languages. For less commonly spoken languages in which translation services were less effective, community-based organizations with linguistic capacity were provided resources to produce translated materials or videos. CCC staff produced a video series of immigrant testimonials in 13 languages, which were available on its YouTube page, promoted through grantees, and featured in United Way Bay Area's digital marketing campaign. These videos were developed to address key concerns raised by immigrants about Census participation and allow immigrant advocates to express why they were committed to getting counted. In late 2019, Complete Count Committee staff supported an English as a Second Language (ESL) expert to produce Census curriculum for adult education programs throughout the County. After these materials were produced, County staff led eight presentations to ESL instructors to invest them in teaching about the Census and to preview the materials to them. In lieu of being unable to host 3 large Census Know Your Rights forums, the Complete Count Committee activated Spanish speaking partners from Faith in Action East Bay and Centro Legal and produced an online event and video to assuage fears of participation repeatedly raised by immigrants. CCC staff contracted with various ethnic media outlets to feature Census Ambassadors in “Census spotlight” programs on both KIQI 1010am (Spanish radio) and Ariana TV (which reached Farsi speaking Afghanis.) County Census materials also referred individuals to the 211 hotline, whose multi-lingual staff were trained to provide Census support. Language access was most significantly achieved through the work of the dozens of ethnic grantees and mini-grantees who are “Trusted Messengers” among immigrants and non-English speakers,

[Insert contract partner name]

and whom could conduct outreach in the most linguistically and culturally appropriate ways.

We also worked closely with members of the Mam community, an indigenous group from Guatemala with a large population in Oakland. We supported Mam leaders to get philanthropic funding for their work which they used to open a hotline for Mam speaking folks to get Census support, to contact community members directly, and to provide Mobile Questionnaire Assistance at a church serving the Mam community.

<https://www.sfchronicle.com/politics/article/We-are-invisible-Coronavirus-just-made-15203827.php>

7) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Our community leaders and nonprofit partners shared a deep sense of pride in their Census outreach work. Their persistence to continue through the very end of the Census was remarkable. Here is the perspective of one of our outreach superstars.

"It was so inspiring and fulfilling to do this work. The folks we helped at the Mobile Questionnaire Assistance stations didn't even know about the Census – they didn't know that their participation was so important for themselves and their children's futures. Wearing our PPE and keeping a 6 foot distance, we answered their questions, provided translation, offered our tablets, and we thanked them for completing the Census and for their contribution to their community." -Les Morones, Census Outreach Fellow



[Insert contract partner name]



- 8) Please add any suggestions for the 2030 Census efforts, including timelines.
- Promote the use of pledge cards more as a mechanism to collect information from individuals who commit to getting counted. Perhaps a QR code that goes directly to an online form which is also connected to social media where folks can post about their commitment to getting counted on the Census.
  - Enhanced efficiency and less bureaucracy
  - Continue the flexibility for each county, not a one-size fits all approach
  - Alert counties earlier about funding augmentations or help them achieve expedited processes within their bureaucracies so funding can be expended as rapidly as it needs to in order to maximize effectiveness and impact
  - Make materials easier to replicate so folks don't have to reinvent the wheel
  - The enumeration of people experiencing homelessness needs to be reimaged and completely overhauled. The US Census Bureau failed to meet its commitment to fully and accurately count people who don't have addresses. They refused to utilize their own philosophies of partnership and trusted messengers when seeking to enumerate these people. Complete Count Committees and other partners on the ground were unclear on which SBE, GQ, and TNSOL sites the Bureau enumerated and which sites they missed/undercounted. Filling in those gaps was time consuming and expensive for us and incredibly burdensome and disrespectful to the service providers who already have challenging work to support the unhoused every day.

[Insert contract partner name]

## Attachments

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- 9) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

See Google File Here:

[https://drive.google.com/drive/folders/1QH6YHcYoKxn0l52uH\\_8McUiLy\\_3mw4BC?usp=sharing](https://drive.google.com/drive/folders/1QH6YHcYoKxn0l52uH_8McUiLy_3mw4BC?usp=sharing)

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products\*

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

## Submission

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Please submit your final report and attachments no later than November 16, 2020 to: [outreach@census.ca.gov](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.



# ALAMEDA COUNTY COMPLETE COUNT COMMITTEE IMPACT REPORT



**Final Self Response Rate: 75.8%**

**Increase from 2010: +5.6%**

## WHY IS THE CENSUS IMPORTANT?

Census data is used to allocate:

- Billions of dollars for important programs such as education, housing, transportation, and dozens of social services.
- Congressional representation for each state (+ redistricting!)



## CHALLENGES

Alameda County faced unique challenges in attaining a complete count:

**Growing Distrust**  
in government and  
sharing of data



**26%** of the  
County population  
is considered  
"Hard to Count"



**Lack of knowledge**  
about the importance  
of the Census

## IMPACT OF COVID-19

Days before the launch of Census 2020, the pandemic and subsequent shelter-in-place orders **cancelled hundred events & 130 Questionnaire Assistance Centers**. Certain populations became extremely difficult to reach because they were no longer utilizing public spaces where outreach had been planned and many college students left the area entirely. The CCC staff and its partners pivoted their outreach plans to meet community members where they could safely gather while upholding safety guidelines.



**91**

**Mobile Questionnaire Assistance events held**  
at food distributions,  
COVID testing sites, etc.

**15,000**

**Census 2020 masks**  
distributed





# ALAMEDA COUNTY APPROACH: BY THE NUMBERS

The Alameda County Census Committee engaged the community by engaging local stakeholders, funding impactful outreach projects, investing in local targeted media, and our Census Ambassador program.



**70,000**

Phoebanking  
calls made



## City Engagement:

Worked closely with staff and elected officials from each city in the County to develop outreach strategies & communicate effectively to residents.

**14** Subcommittees

1. Affordable Housing
2. Children 0-5
3. Cities
4. Community Based Organizations
5. Elected Officials
6. Immigrants
7. Libraries
8. LGBTQ
9. Health
10. Higher Education
11. People with Disabilities
12. Senior Citizens
13. Unhoused Community
14. Workforce Development

## GRANTEE PROGRAM

Goal: Invest in effective organizations who are trusted by hard-to-count communities

**\$2 Million**  
Awarded  
In Grants

**69**  
Grantee  
Orgs  
**62**  
Mini-  
Grantees

**250**  
Presentations  
Given  
**37,000**  
Calls made by  
organizations

Total Impressions made:  
**688,710 people**

## CENSUS AMBASSADOR PROGRAM

**310**  
Census Ambassadors

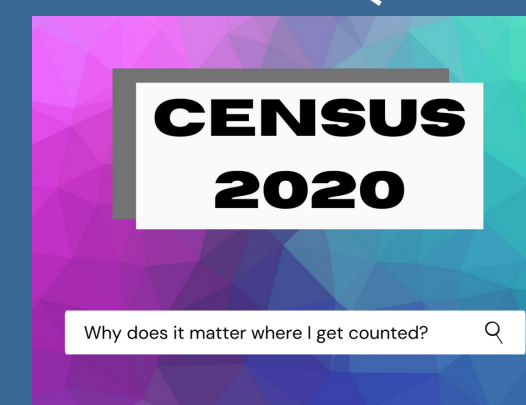
Ambassadors were trusted messengers, trained by County staff to provide direct outreach into their own communities

## DIGITAL OUTREACH

### Know Your Rights Video



### Interactive Online Census Quiz



### Census Magic Show



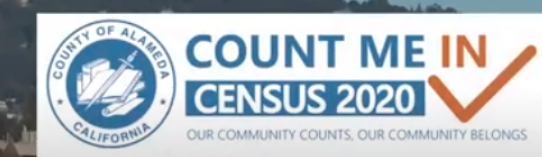
### Immigrant Testimonial Video Series

*Immigrants across Alameda County shared their reasons for getting counted!*

- Burmese
- Cantonese
- Dari
- Hindi
- Mandarin
- Punjabi
- Spanish
- Tagalog
- Tigrinya



*We are immigrants.  
We are getting counted!*



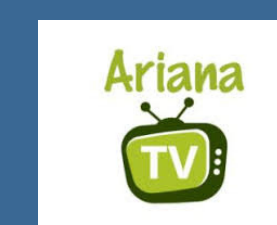
## EARNED MEDIA

Various outlets featured the outreach efforts of the Alameda County Census Committee



**KALW**  
LOCAL PUBLIC RADIO

## ADVERTISING



THE DAILY  
CALIFORNIAN

{510} fun with kids  
families in the East Bay

Berkeleyside  
Berkeley, CA's  
independent news site

THE  
OAKLANDSIDE



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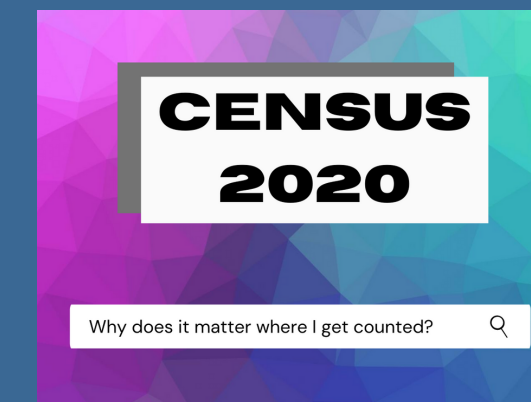
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### Know Your Rights Video



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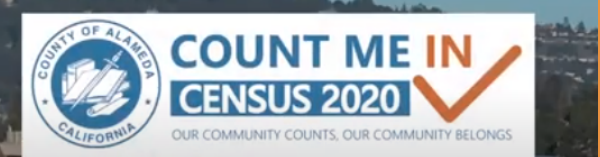
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