



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

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



## FINAL REPORT TEMPLATE

### General Information

Date of report	November 16, 2020
Organization / Entity	Contra Costa County
Responsible Person / Title	Julie Enea Senior Deputy County Administrator
Contact Person / Title	Kristine Solseng, Principal Planner
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### Narrative Report

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

#### Goals

1. Achieve a Self-Response Rate of at least 76.9% (2010 Participation Rate according to the US Census Bureau. Note, since our goals were developed, the Census Bureau has published estimated 2010 Self Response Rates. For Contra Costa County this is 72.1% and a more accurate comparison).
2. Increase participation in hard-to-count (HTC) communities.
3. Collaborate with the U.S. Census Bureau, State, regional groups, the Regional Administrative Community Based Organization (ACBO), Contra Costa cities and special districts, and Community Based Organizations (CBOs) to avoid duplication and effectively communicate the Census message.
4. Build additional capacity and strengthen Contra Costa County CBOs through Census outreach efforts.

#### Objectives

Due Date: November 16, 2020

1. Messaging Partners: Community Partners agree to amplify Census messaging through social media, newsletters, and email blasts. Messages may be targeted to specific populations and in multiple languages as needed. We increased our focus on messaging partners due to COVID.
2. Hosting Questionnaire Assistance Centers or Questionnaire Action Kiosks. Our Questionnaire Assistance strategy was greatly impacted by COVID. We were able to do some phone assistance and implemented some questionnaire assistance towards the end of the Census operation.
3. Census Speakers Bureau: The County will work to match requests for a Census 2020 Speaker at community events with local trusted messengers, Complete Count Committee Members, and Census staff to present at various local events. The Speaker's Bureau was greatly impacted by COVID. We were able to attend some virtual meetings.
4. Mini-Grant Program: Applying for mini-grants to implement a Census Outreach idea, such as:
  - Community Events
  - Youth Film Festivals
  - Soccer Tournaments
  - CBO outreach efforts (to fund larger CBO outreach events to leverage existing resources)

Our grantees also had to pivot during COVID and increased social media outreach and added phone banking and food distribution activities instead of their planned activities.

5. Adopt-a-Block Program: Community Organization volunteers to canvass in HTC Census Blocks to encourage residents to fill out their Census questionnaires. This program will work in concert with SwORD's live self-response data to target areas with a low self-response rate. Community Organizations and/or volunteers will be provided with training and a stipend for the canvassing. We were unable to implement the Adopt-a-Block Program due to COVID. We pivoted to phone banking and increased social media.

**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).**

**Contracted partner's operations**

***What worked well operationally?***

- Training trusted messengers in the education period months in advance of Census throughout the county to reach people directly in their own communities, particularly for communities who speak English as a second



language. We heard time and again that residents preferred to see outreach in their native language even if they spoke English fluently.

- Funding local community-based organizations during the activation phase was an efficient way to get our funding out and into the hands of community members who could most effectively conduct outreach to their communities.
- Our Health, Housing, and Homelessness Coordinated Outreach Referral and Engagement (CORE) homeless outreach team was a major factor in our success with counting our unhoused population in the Service Based Enumeration (SBE) and Targeted Non-Sheltered Outdoor Locations (TNSOL) Census operations. Although communications with our Area Census Offices (ACO) was not always clear, we were able to rely heavily on our CORE team to provide the needed information and conduct additional clean-up efforts with unhoused populations to ensure all our residents who were unhoused were enumerated correctly.

***What hindered the operations?***

- COVID-19 was of course the biggest hinderance to our outreach operations. It completely derailed our strategy of peer-to-peer outreach and forced us to shift to a more digital/virtual approach as we all adjusted to the "new normal". In addition to a shift in strategy, many of our outreach partners were stretched thin due to conducting rapid response related to COVID. Towards the end of the Census operations we were able to conduct more in person outreach as we adapted to the precautions needed to prevent spread of the virus.
- In September as we attempted to do more in person assistance wildfires and smoky air thwarted our efforts.
- The social unrest and distrust of the government, particularly the Federal Government greatly impacted our ability to reach communities who were wary of responding to the Census to begin with. In particular, immigrants and those that speak a non-English language were most impacted.
- Second to COVID, the lack of Information and communication from the US Census Bureau (USCB) was an enormous hinderance in effectively reaching a complete count. For instance, in West County we never heard from the Oakland ACO about TNSOL operations and had to rely completely our Health, Housing, and Homelessness Core Team to enumerate encampments, particularly in Richmond. Additionally, USCB staff often contacted the County or CBO in various capacities and unaware of concurrent outreach conducted by USCB. This caused confusion and frustration among our partners.
- Lack of communication and coordination from Mercury for micro-media campaign.
- The State did a lot of helpful up front outreach, but it would have also been helpful to know early in the process the "big buckets" the State planned to invest in such as large transit buys or robust digital ad markets. These big-ticket items cost more at a local scale and using the State's buying power would have been more effective. This left us struggling to determine the best use of county funds available and often too late in the process.
- The County's contracting and invoicing process hindered the pace of grant approval and fund dispersant.
- Inconsistent data formats for planning and reporting activities required significant staff time to review and provide quality control.

**Contracted partner's outreach**

***What outreach tactics worked well?***

- Early communication between government and community-based organizations. By cultivating relationships more than a year in advance of the Census count between the county and our community-based organizations helped drum up more support and awareness of the census than in previous counts.
- Focusing efforts on peer-to-peer communication to engage all residents around the Census was pivotal to reach all residents in a way that was effective, culturally competent, and relevant to their own identities and backgrounds.
- Providing outreach material and website information in non-English language contributed to a sense of inclusion for all Contra Costa county residents.
- Direct questionnaire assistance was by far and away the most effective form of outreach that led to direct results of hard-to-count community members being counted accurately.
- Once COVID forced us to shift to more virtual and digital tactics, phone banking became a pivotal way for us to continue with some peer-to-peer outreach and ensure community members had not only responded to the Census but were safe, healthy, and not in need of food or financial assistance.
- Hiring a Census Outreach Coordinator and Outreach Specialists (interns) helped to provide dedicated staff time to focus on outreach activities.
- Strong collaboration and high level of communication between staff, Complete Count Steering Committee, UWBA, and State allowed for more advocacy throughout the county, region, and state to ensure the Census Bureau was following through on their job.
- The combination of SwORD Hard to Count analysis and additional staff GIS analysis to understand various Hard to County characteristics and how they impact different communities within the County. In particular, detailed language analysis allowed us to understand where non-English languages populations are concentrated so that we could tailor communications and outreach in those areas with the preferred language(s).

***What hindered the outreach?***

- As mentioned above, COVID-19 greatly hindered our strategy of reaching people on a peer-to-peer basis. Once the county developed and adapted to safety measures to prevent the spread of the virus, we were able to conduct limited peer-to-peer communication, but not at the level we were hoping prior to the pandemic.
- The Micro-media plan being implemented behind schedule was a huge hinderance to our ability to flesh out ads in our county. We were relying on the state's buying power to purchase ads throughout the region, particularly in transit. However, Mercury was slow in providing a clear ad buy plan and we ended up having to rely on our own contacts in the county to eventually get ads up on transit, including BART. All counties in Region 3 were hoping for a more coordinated campaign and effort from the state's contractor throughout the Bay Area that was well thought out and started well in advance of the count.

- Another hinderance were the changing deadlines and disinformation from the federal government. This made it particularly difficult for us to conduct outreach as the current administration consistently changed its own position and spread misinformation, particularly around counting immigrants.

**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.**

- Political climate/distrust of government, including the Federal administration threats to count or not count undocumented immigrants.
  - Response: Working with trust partners and community organizations on the ground to provide one-on-one communication in hard to count areas
- COVID-19
  - Response: Pivoting to phone banking and digital outreach
  - Response: Organizing COVID safe events such as caravans and working with food distribution, COVID testing, and other essential services.
  - Response: Continued focus on Questionnaire Assistance
- Changing enumeration deadlines
  - Response: Updated partners and general public as needed
- Coordinating with USCB, particularly with SBE and TNSOL. The CORE team experienced challenges coordinating to be on the ground during SBE help reach the unhoused population in Contra Costa County
  - Response: The County issued devices to CORE Team members to assist in self-enumeration during their ongoing work in the weeks following SBE.
- Staff time and competing priorities. The County only had one full time staff member dedicated to Census Outreach full time.
  - Response: The Department of Conservation and Development, County Administrator's Office, and Office of District III Supervisor Diane Burgis all provided a staff member to work on Census part-time in addition to their other duties. Other County departments also provided in-kind support of Census Outreach activities.

**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: 72.1%
- Final 2020 self-response rate: 77.4%
- Both the state and county dedicated increased funding to Census 2020 compared to Census 2010 (due to the challenges as discussed) and this led to our local governments taking more ownership, allowing us to increase our connections with community-based partners. In 2020, the county started working more than a year in advance of the Census to train trusted messengers and organizations throughout the county to conduct outreach and prepare their own communities for responding and being counted in Census 2020.

- The silver lining of COVID is there was additional time to conduct targeted outreach in hard to count communities, which helped the county exceed our 2010 Self-Response Rate.
- When comparing 2020 and 2010 SRRs, it's important to remember there was a foreclosure crisis in 2010 with many vacant units that did not have people to respond to the census.

**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.**

The Contra Costa County Board of Supervisors authorized \$500,000 of county funds be allocated to Census 2020 to support achieving a complete count. The funds were specifically to be granted out to cities, county departments, and community-based organizations to assist the county in conducting Census outreach in all areas and communities. We awarded over 80 grants and subsequently trained trusted messengers to understand the importance of the census, how to be counted, and spread awareness in their respective communities. Each organization was provided with training, swag, outreach materials, and support to conduct outreach activities to best meet the needs of their communities. Grantees proposed a range of outreach approaches including training community members, hosting census events, phone banking and canvassing, conducting questionnaire assistance, providing census material and assistance alongside food distribution sites, coordinating census caravans, engaging via social media, and other approaches to educate their community members about the importance of responding to the census.

**6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.**

- Community Based Organizations
  - Our main partners were community-based organizations. We granted funds to 67 organizations to help us conduct outreach in all communities throughout the county.
- County Departments and Cities
  - We supported to various county departments and cities.
  - Worked with county departments to educate county employees and layer in census messaging to their communications with county residents and partners.
- Health, Housing, and Homelessness CORE Team
  - A major partner was Contra Costa County's Health, Housing, and Homelessness CORE team who was pivotal in counting our unhoused population. They coordinated directly with the Regional ACOs to provide needed information and went out into the field to support the TNSOL operation and enumerate residents who were missed.
- United Way Bay Area
  - United Way Bay Area (UWBA) (our Region 3 Administrative Community Based Organization) was a pivotal part of our success and helped us take a more regional approach to our outreach and work in tandem with all

seven Bay Area counties to support one another's goals and objectives. UWBA was also extremely helpful in serving as a liaison between the state and the county. They also provided a lot of technical expertise in tracking self-response rates, navigating phone banking programs, supporting questionnaire assistance centers, language translation, and providing training materials.

- Federal, State, Regional, County Legislative & Government Partners
  - Representatives from our federal and state legislators' offices; regional, county, special district, and local government elected officials, along with appointed members of county municipal advisory councils were instrumental in helping to get the word out. They attended training workshops, invited speakers to present at their meetings and events, and pushed out messages via their communications channels. Several local cities and towns issued census response rate challenges.
- Faith Based
  - Faith-based organizations and churches in our county were an enormous help in getting the word out, particularly to our Spanish speaking residents.
- Higher Education
  - Outreach to higher education institutions played a part in getting the word out to students, faculty and staff at those locations via campus clubs and other organizations.

**7) 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?**

- We developed digital ads in multiple languages targeted throughout County based on where we knew those languages were spoken using demographic data.
- We provided Spanish language assistance at many events/outreach activities. When we could not provide language assistance, we coordinated with the USCB Partnership Specialists to fill in any gaps.
- Our collateral and our social media toolkit were translated in all required languages.
- Our website featured seven different languages plus sign language information on the home page, contributing to a sense of inclusion and easy access to information in multiple languages.
- We presented about the importance of the Census and provided needed resources to the Developmental Disability Council of Contra Costa County.

**8) 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.**

After COVID hit and forced the Bay Area into a long shelter-in-place order, we were encouraged to see the number of our grantees who stepped up and worked with us to completely pivot our strategy of reaching our hardest-to-count residents and



ensuring that all were counted. Many were eager to find ways to continue reaching out to their community. Grantees took on phone banking and made over 15,000 calls; providing virtual questionnaire assistance; helping us distribute census materials at food sites; planning Census Caravans in 10 cities, helping us pass out 4,000 Census backpacks, 5,000 bilingual Census grocery bags, and countless other swag items. While this year was obviously incredibly challenging, it was also incredibly moving to see the ways in which our community stepped up to continue to support our most vulnerable residents and ensure they were safe, healthy, and counted.



(Pinole Backpack Giveaway)



(Hercules, Crockett, Rodo Census Caravan)





(Northern California Black Trade Unionists)



(Men and Women of Valor)

**9) Please add any suggestions for the 2030 Census efforts, including timelines.**

- Train and invest in a diverse group of trusted messengers who reflect the demographic makeup of county residents.
- Make questionnaire assistance accessible and inviting throughout the state
- Work with nearby counties in region to plan a coordinated transit ad campaign throughout region in advance of the Census count.
- Advocate to the federal government to strengthen the USCB and make operations more effective and transparent.
- Work between now and 2030 to rebuild relationship between our state and local government and immigrant community.
- Hire a diverse staff that reflect our residents' race, ethnicity, gender identity, sexuality, language, etc.
- Develop reporting template early in the process and all data development should be built to support the final template. For example, the Implementation Plan categories and the Activity Report categories were different, leading to additional staff time reviewing reports.
- Collateral and materials in multiple languages spoken throughout the County. Conduct a thorough survey/demographic evaluation before developing strategy for 2030 outreach.
- Provide "Big Buckets" of State investment prior to County, ACBO, and other Partner plan development process.

## Attachments

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

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
  - a. Digital ads
  - b. Summary final reports feedback
  - c. Language maps
- d) Sample products\*
  - a. Social Media Toolkit
  - b. Newsletter Toolkit
  - c. Elected/cities
  - d. Schools
  - e. Faith Based
  - f. Sample Ad and translation document
  - g. Census 101 Training
  - h. Spring 2019 Workshops
  - i. Digital Ads sample

\* 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.

*The Board of Supervisors of  
Contra Costa County, California*

In the matter of:

**Resolution No. 2020/301**

**Recognizing the Contra Costa County Census 2020 Complete County Steering Committee**

WHEREAS, Contra Costa County recognizes the contributions of the Contra Costa County Census 2020 Complete County Steering Committee; and

WHEREAS, on December 18, 2018, the Board of Supervisors authorized the establishment of a Complete County Steering Committee to guide the County's 2020 Census outreach effort; and

WHEREAS, the Complete County Committee, led by Supervisor Diane Burgis, Chair and Supervisor Candace Anderson, Vice Chair was selected from a pool of individuals who represented organizations with deep connections to hard-to-count populations within the County and who have the capacity to leverage regional cooperation through existing community networks across all areas of the County; and

WHEREAS, on February 19, 2019, the Contra Costa County Board of Supervisors appointed Fran Biderman, Alvaro Fuentes, Samuel Houston, Melody Howe Weintraub, Terry Koehne, Mariana Moore, Mark Orcutt, Andres Orozco, and Ali Saidi as At-Large members of the Complete Count Committee, and appointed the following supervisorial district representatives, Lina Velasco, District I, Aparna Madireddi, District II, Linda Soliven, District III: Lauren Babb, District IV, and Lynn Reichard-Enea, District V; and

WHEREAS, the Contra Costa County Census 2020 Complete Count Steering Committee Steering Committee members served as ambassadors for the 2020 Census within their region and/or across diverse sectors and communities countywide, developed a strategic plan to engage residents in hard to count populations, oversaw the budget, coordinated the grant program, helped to organize community events, communicated through their networks, and made presentations to community groups; and

WHEREAS, the work of the Committee and its members to build a grassroots coalition of trusted messengers throughout the county, led Contra Costa County's to the third highest self-response for counties in the State of California, and its 77.4% self-response rate surpassed the 2010 self-response rate by 72.1%.

WHEREAS, the Contra Costa County Census 2020 Complete Count Steering Committee through hundreds of hours of work and strategic leadership guaranteed fair representation and protected approximately \$1 billion dollars in funding for critical infrastructure and programs for the next decade; and

NOW, THEREFORE, BE IT RESOLVED THAT the Board of Supervisors of Contra Costa County hereby recognizes and thanks the Contra Costa County Census 2020 Complete Count Steering Committee members listed above, and extends its deepest appreciation for their commitment to ensuring a complete and accurate count.

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**CANDACE ANDERSEN**

Chair, District II Supervisor

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**JOHN GIOIA**  
District I Supervisor

**DIANE BURGIS**  
District III Supervisor

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**KAREN MITCHOFF**  
District IV Supervisor

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











**FEDERAL D. GLOVER**  
District V Supervisor

I hereby certify that this is a true and correct copy of an  
action taken  
and entered on the minutes of the Board of Supervisors on  
the date  
shown.

ATTESTED: November 10, 2020

David J. Twa,

By: \_\_\_\_\_, Deputy

Topic	Post	Image	Twitter Image Download	Instagram Image Download	Facebook Image Download
Safety and Confidentiality	<p>Your census response is   private   protected   and confidential.</p> <p>Respond to the #Census2020 this March knowing your information can only be used to produce anonymous statistics &amp; CANNOT be shared with landlords, immigration, law enforcement, or any other agency.</p>		<a href="#">Download Security Twitter Image (PNG)</a>	<a href="#">Download Security Instagram Image (PNG)</a>	<a href="#">Download Security Facebook Image (PNG)</a>
First 5	<p>Young children are historically undercounted in the Census. Make sure to count all children regardless of age or relation living in your household when responding to #Census2020</p> <p>Our children our counting on us! #CountMeIn #CoCoCounts</p> <p>Learn more about cococensus.org</p>		<a href="#">Download First 5 Twitter Image (PNG)</a>	<a href="#">Download First 5 Instagram Image (PNG)</a>	<a href="#">Download First 5 Facebook Image (PNG)</a>
First 5 (Babies)	<p>The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! 🍼👶</p> <p>Learn more about #census2020 at cococensus.org</p>		<a href="#">Download Baby Twitter Image (PNG)</a>	<a href="#">Download Baby Instagram Image (PNG)</a>	<a href="#">Download Baby Facebook Image (PNG)</a>
LGBTQ (family)	<p>No matter what your family looks like, YOU COUNT! Can we count you in to respond to #Census2020 by April 1? #CountMeIn #CoCoCounts</p> <p>Learn more at cococensus.org</p>		<a href="#">Download LGBTQ Family Twitter Image (PNG)</a>	<a href="#">Download LGBTQ Family Instagram Image (PNG)</a>	<a href="#">Download LGBTQ Family Facebook Image (PNG)</a>
LGBTQ (identity)	<p>No matter how you identify YOU COUNT! Can we count you in to respond to #Census2020 by April 1? #CountMeIn #CoCoCounts</p> <p>Learn more at cococensus.org</p>		<a href="#">Download LGBTQ identity Twitter Image (PNG)</a>	<a href="#">Download LGBTQ identity Instagram Image (PNG)</a>	<a href="#">Download LGBTQ identity Facebook Image (PNG)</a>
Latinx	<p>Communities of color are historically underrepresented in the census. Encourage your family and friends of color to fill theirs out and offer to help translate if necessary. #CountMeIn #CoCoCounts</p> <p>Learn more at cococensus.org</p>		<a href="#">Download Latinx Twitter Image</a>	<a href="#">Download Latinx Instagram Image</a>	<a href="#">Download Latinx Facebook Image</a>
API	<p>Communities of color are historically underrepresented in the census. Encourage your family and friends of color to fill theirs out and offer to help translate if necessary. #CountMeIn #CoCoCounts</p> <p>Learn more at cococensus.org</p>		<a href="#">Download API Twitter Image (PNG)</a>	<a href="#">Download API Instagram Image (PNG)</a>	<a href="#">Download API Facebook Image (PNG)</a>
Homeless	<p>🏠 Even if you don't have an address YOU COUNT 🏠</p> <p>Most residents experiencing homelessness will be counted at their location, but they can still respond to #census2020 online at Questionnaire Assistance Centers or by phone.</p> <p>List of QACs in the county: <a href="https://bit.ly/ZR4c3yg">https://bit.ly/ZR4c3yg</a></p>		<a href="#">Download Homeless Twitter Image (PNG)</a>	<a href="#">Download Homeless Instagram Image (PNG)</a>	<a href="#">Download Homeless Facebook Image (PNG)</a>
Vets	<p>Veterans are the backbone of communities across America. No matter when you served, your response to #Census2020 will play a part in shaping our future. #CountMeIn #CoCoCounts</p> <p>Learn more at cococensus.org</p>		<a href="#">Download Vets Twitter Image (PNG)</a>	<a href="#">Download Vets Instagram Image (PNG)</a>	<a href="#">Download Vets Facebook Image (PNG)</a>
Seniors	<p>As our Senior population grows locally and nationally, it's vital we have info on the number of seniors in a given area so government can provide adequate services to ensure seniors can thrive. Respond to #Census2020 by April 1. #CountMeIn</p> <p>Learn more at cococensus.org</p>		<a href="#">Download Senior Twitter Image (PNG)</a>	<a href="#">Download Senior Instagram Image (PNG)</a>	<a href="#">Download Senior Facebook Image (PNG)</a>

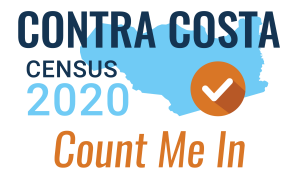
Renters	<p>Be sure to count everyone in your household regardless of relation! Every 10 years, the US counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters. #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Renter Twitter Image (PNG)</a>	<a href="#">Download Renter Instagram Image (PNG)</a>	<a href="#">Download Renter Facebook Image (PNG)</a>
African Americans	<p>We honor and celebrate the unique individuality and humanity of Black people. We include the voices of all beliefs and backgrounds. #Census2020 presents opportunities to increase community resources. #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>			<a href="#">Download African American Instagram Image (PNG)</a>	<a href="#">Download African American Facebook Image (PNG)</a>
Funding	<p>Did you know that an accurate census count will help our communities get their fair share of government funding for schools, social services, healthcare, highways and housing?</p> <p>Can we count you in? #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Funding Twitter Image (PNG)</a>	<a href="#">Download Funding Instagram Image (PNG)</a>	<a href="#">Download Funding Facebook Image (PNG)</a>
Stats	<p>What matters to you? Schools? Transportation? Hospitals? Data from #census2020 will help inform planning efforts for all these important community resources. Can we count you in? #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Stats Twitter Image (PNG)</a>	<a href="#">Download Stats Instagram Image (PNG)</a>	<a href="#">Download Stats Facebook Image (PNG)</a>
Representation	<p>⚠ CA is at risk of losing a seat in Congress ⚠</p> <p>Responding to #Census2020 will ensure our communities get their fair share of representation in the federal government and beyond. Can we count you in? #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Representation Twitter image (PNG)</a>	<a href="#">Download Representation Instagram Image (PNG)</a>	<a href="#">Download Representation Facebook Image (PNG)</a>
Key Messages	<p>#Census2020 is...</p> <ul style="list-style-type: none"> <li>✓ easy (only 9 simple questions)</li> <li>🔒 safe (strong laws protect your responses)</li> <li>📞 and important (responses impact funding for 10 years)</li> </ul> <p>Can we count you in? #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Key Messages Twitter image (PNG)</a>	<a href="#">Download Key Messages Instagram Image (PNG)</a>	<a href="#">Download Key Messages Facebook Image (PNG)</a>
Ways to respond	<p>For the first time, the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can also respond by mail or by phone. Can we count you in? #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Respond Twitter Image (PNG)</a>	<a href="#">Download Respond Instagram Image (PNG)</a>	<a href="#">Download Respond Facebook Image (PNG)</a>
Businesses	<p>Responding to #Census2020 could lead to more jobs and businesses in a community. Businesses use population statistics to decide where to add jobs or open new stores in communities across the country. #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Businesses Twitter Image (PNG)</a>	<a href="#">Download Businesses Instagram Image (PNG)</a>	<a href="#">Download Businesses Facebook Image (PNG)</a>
Schools	<p>Your Child's education is directly implicated by the Census. Help ensure our schools get the funding they need by responding to #Census2020 by April 1, 2020. #CountMeIn #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Schools Twitter Image (PNG)</a>	<a href="#">Download Schools Instagram Image (PNG)</a>	<a href="#">Download Schools Facebook Image (PNG)</a>
Citizenship Question	<p>The census counts every person regardless of their immigration status. Responding to #Census2020 is safe and critically important to getting our families and communities the resources and representation we deserve. #Cuentame #CoCoCounts</p> <p>Learn more at <a href="https://cococensus.org">cococensus.org</a></p>		<a href="#">Download Citizenship Twitter Image (PNG)</a>	<a href="#">Download Citizenship Instagram Image (PNG)</a>	<a href="#">Download Citizenship Facebook Image (PNG)</a>





# Census 2020 Wrap-Up

Achieving a Complete  
and Accurate Count





## **CENSUS 2020 GOAL**

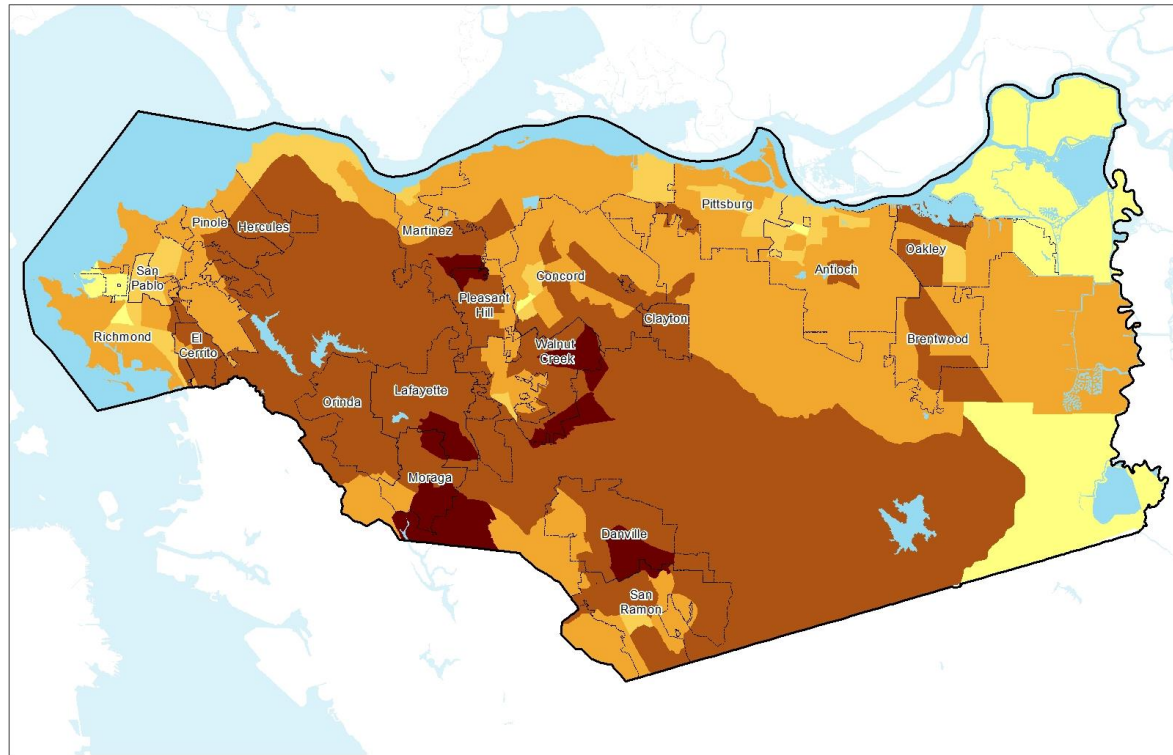
Ensure that everyone is  
counted once, only once, and  
in the right place.

# Contra Costa County Census 2020 Goals

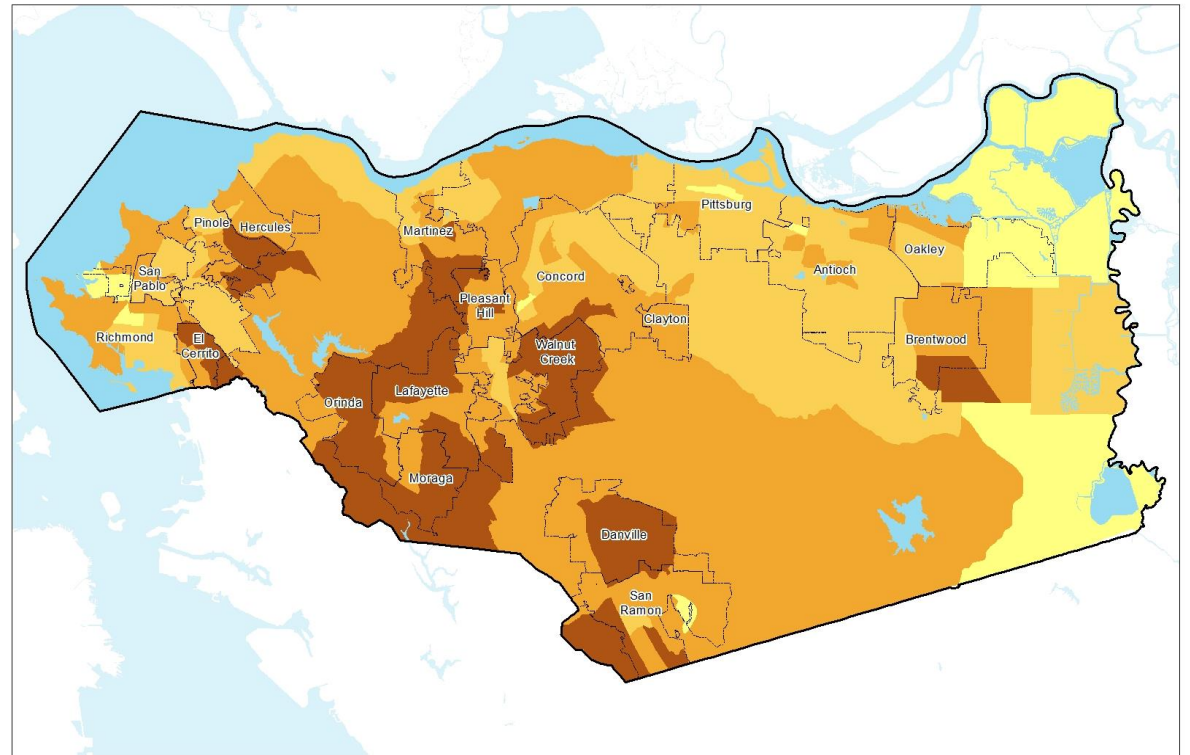
Exceed	Meet or exceed the 2010 Self Response Rate
Increase	Increase participation in hard-to-count communities
Collaborate	Collaborate with the U.S. Census Bureau, State, regional groups, the Regional CBO, Contra Costa cities and special districts, and community organizations to avoid duplication and effectively communicate the Census message
Build Capacity	Build additional capacity and strengthen Contra Costa County community-based organizations through Census outreach efforts

# Goal: Meet or Exceed the 2010 Self-Response Rate

**2020: 77.4%**



**2010: 72.1%**



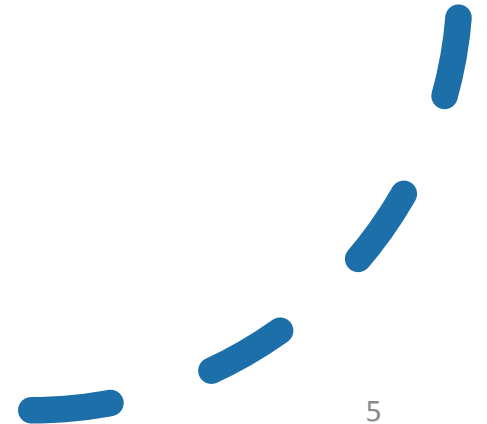


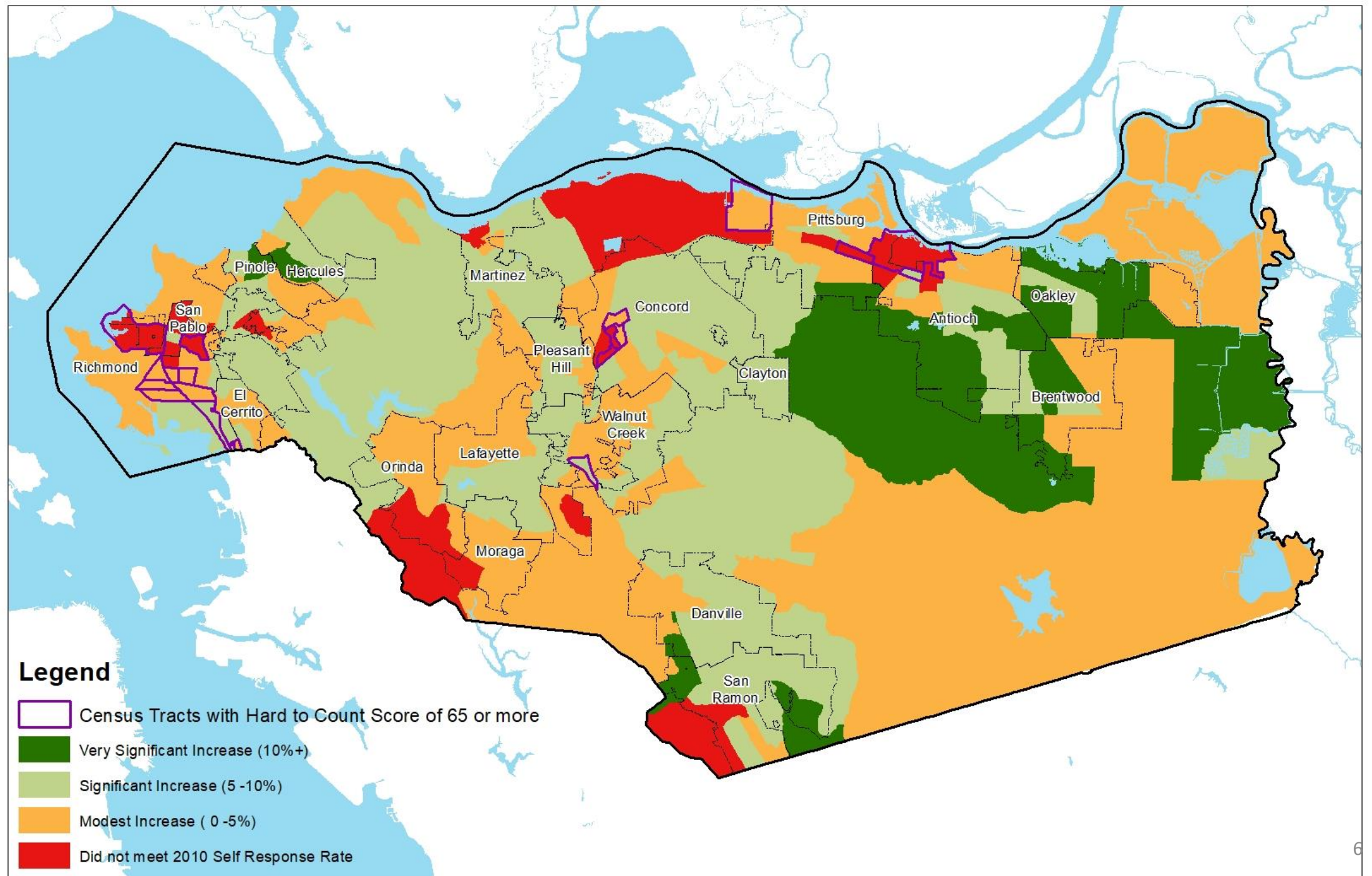
# Goal: Meet or Exceed the 2010 Self- Response Rate

**Nearly all Contra Costa County cities  
and unincorporated communities surpassed their  
2010 Self-Response Rates.**

**Those that did not, were within 1% of meeting  
the 2010 Self-Response Rates.**

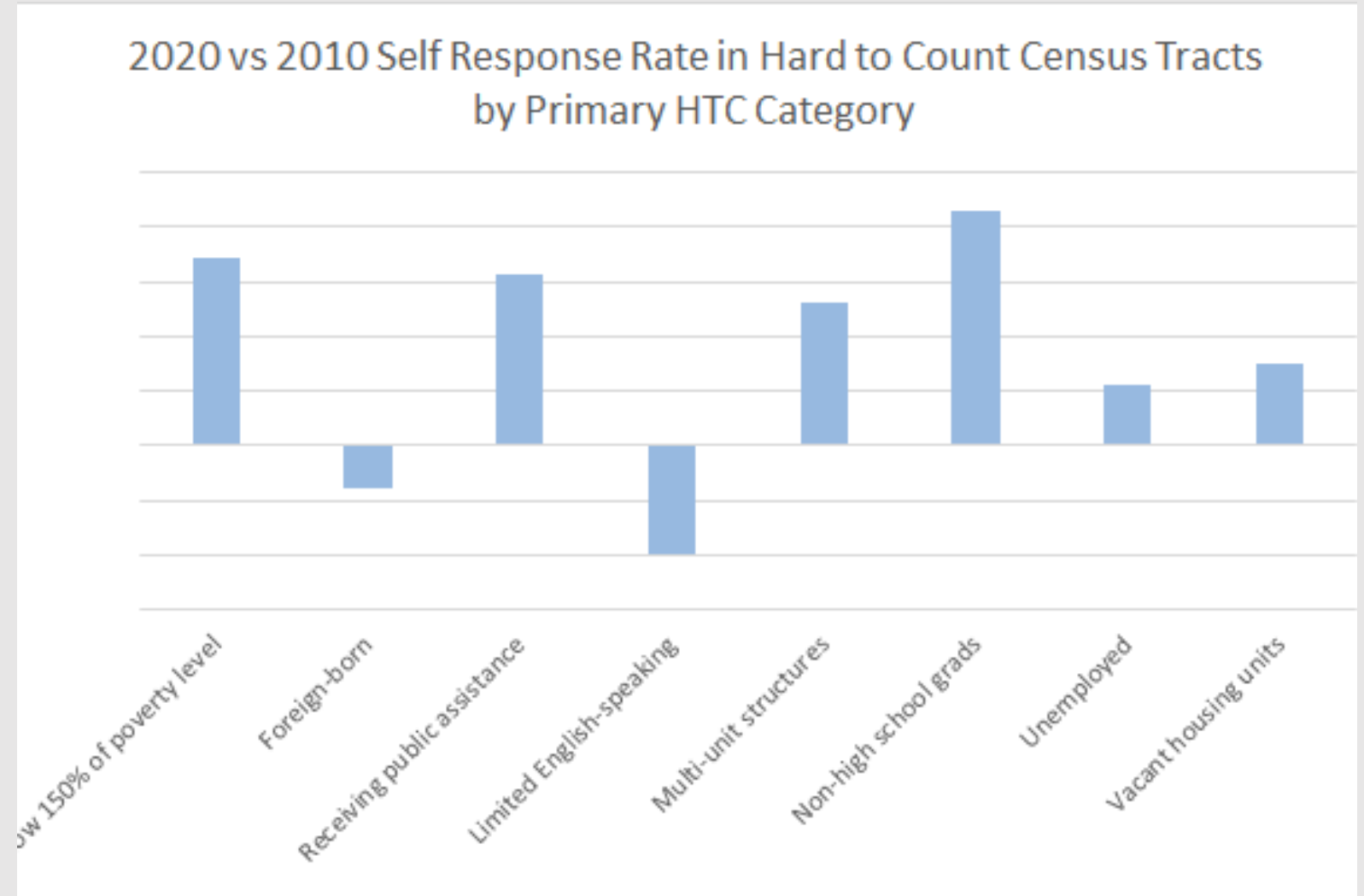
**All during a pandemic.**



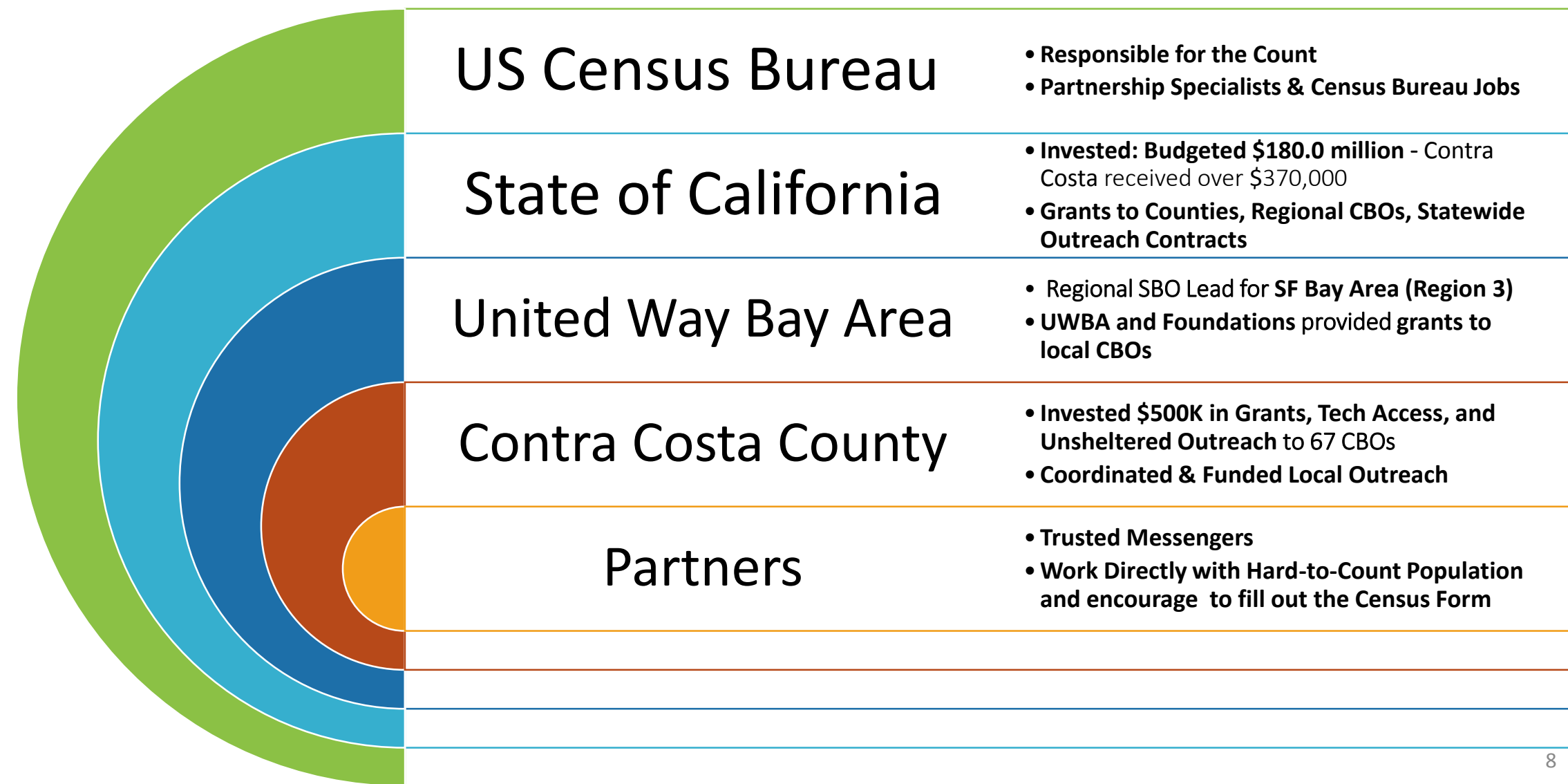




Goal:  
Increase  
Participation  
in Hard to  
Count  
Communities



# Goal: Collaborate with Partners





# **Goal: Collaborate with Partners**

---

**Consistent Reporting structure for funds between  
County, Region, and State**

---

**State developed robust GIS tool to inform  
outreach**

---

**Weekly coordination calls**

---

**Excellent leadership from United Way Bay Area  
and our State Program Manager, David Tucker**

---

**Shared resources and coordination for phone  
banking, canvassing, digital media, and others**

---

**Strong local support from dedicated Census  
Partnership staff**

---

# Goal: Build Capacity and Strengthen Community-Based Organization

- Funded 67 Community Based Organizations (CBOs) throughout Contra Costa County through our Census Outreach and Assistance Grants.
- Over 97% of grant funding was directed to CBOs.
- Census provided an opportunity for CBOs to collaborate and forge new relationships with the County, cities, and other CBOs.
- Census Outreach provided a foundation for other County outreach efforts such as COVID-19 and Voter outreach.

# Strategy and Activities

## **OUTREACH STRATEGY**

- Messaging Partners (social media, newsletter, etc.)
- Questionnaire Assistance Centers or Questionnaire Action Kiosks.
- Census Speakers Bureau
- Grant funding to CBOs for outreach efforts
- Adopt-a-Block (Canvassing)
- Census Ambassadors
- Media buys

## **COVID PIVOT**

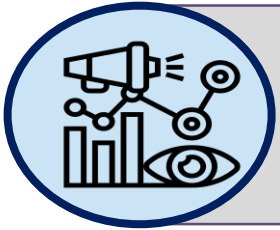
- Census Caravans
- Food Distribution
- Increased Phone Banking
- Increased Digital Ads
- Increased Social Media

# Planned Activity: Messaging Partners

## COVID: Critical Outreach pivot method

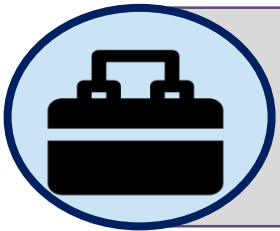


Over **400 Social Media Posts, Webinars, and emails**

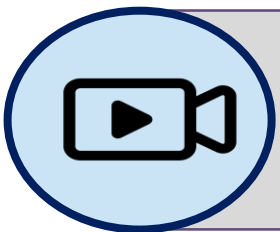


More than **337,000 Impressions.**

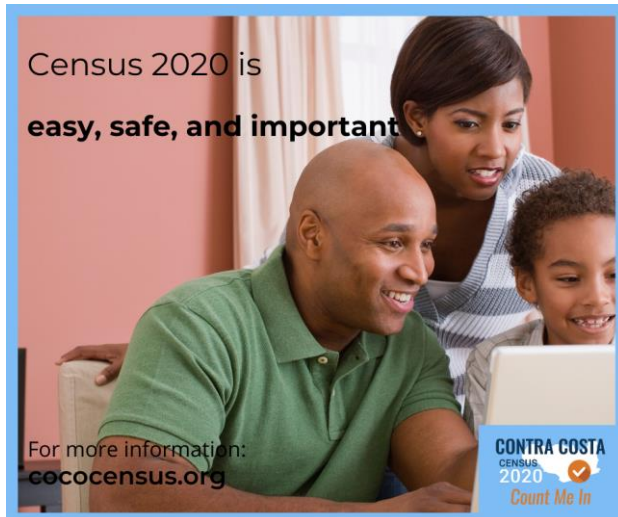
Estimated **37,000 Non-English Impressions**



Developed **Social Media and Newsletter Toolkits** for Partners



CCTV provided **FREE Video production** for grantees



"Census data  
has the **strongest**  
protections in law  
period."

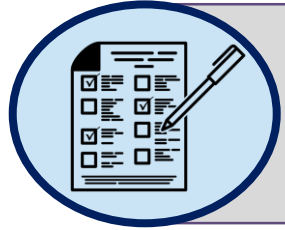
- Terry Ao Minnis (AAJC)

CONTRA COSTA  
CENSUS  
2020  
cococensus.org



# Planned Activity: Questionnaire Assistance

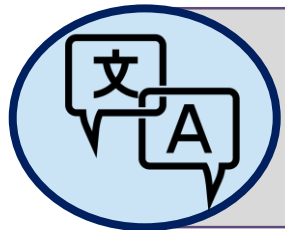
## COVID: Highly Impacted – QACs could not open



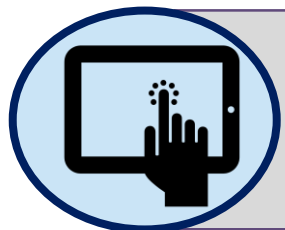
Over **35 Form Filling Assistance Activities**



More than **300 Households Served**



Estimated **50% of Assistance in Non-English Languages**



Partnered with UWBA to **Provide "QAC in a Box,"** including  
**loaning devices to Partners**

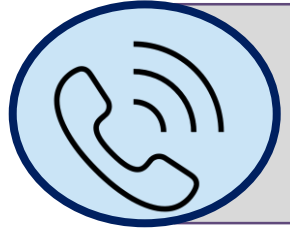




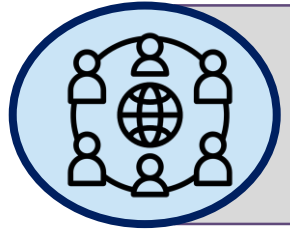


# Planned Activity: Adopt-a-Block (canvassing)

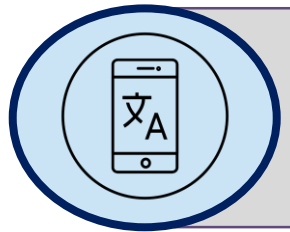
## COVID: Highly Impacted – Phone Banking



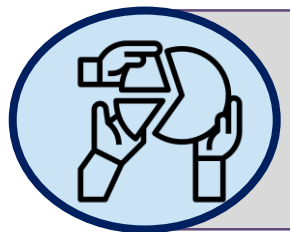
About **100** Canvassing and Phone Banking Events



Over **23,000** impressions



Over **7,400** Non-English Impressions



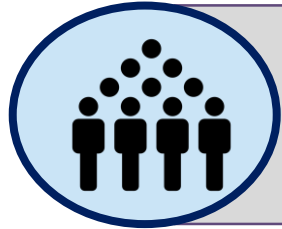
**Collaborated with State and UWBA** to reduce duplication

# Planned Activity: Speaker Bureau / CBO Events

**COVID: Impacted - food distribution, caravans, and others**



**230 Events, Speaking Engagement, Tabling, and Other Outreach Activities**



**Over 69,000 impressions**



**Over 7,000 Non-English Impressions**



**County provided over 25,000 flyers and swag distributed**



**RESPONDA AL CENSO HOY...**

**EVITE QUE ALGUIEN TOQUE LA PUERTA MAÑANA**

Visite: [my2020census.gov](https://my2020census.gov)

Llame: 844-468-2020

### El **censo** es fácil, seguro, confidencial, y importante

- La población latina es el segundo grupo étnico más grande de los Estados Unidos.
- Contra Costa se compromete a promover un censo justo y preciso que cuente a todas las personas residentes. Para que nuestras voces sean escuchadas, **TODAS LAS PERSONAS DEBEMOS SER CONTADAS EN EL CENSO 2020**. Completar el censo es su oportunidad de marcar la diferencia para usted, su familia y su comunidad.
- Un censo de latinx podría significar una pérdida de MIL MILLONES de dólares en educación, atención médica, transporte y otros programas para nuestras comunidades.
- Complete el censo hoy, para asegurarse de que nuestra comunidad sea contada y atendida.

**¡Cuéntense!** Es su oportunidad de hacer la diferencia para que se escuche su voz y ayudar a nuestras comunidades a prosperar durante la próxima década y más allá.



# Planned Activity: Media Buys/Digital Ads/Transit/Etc.

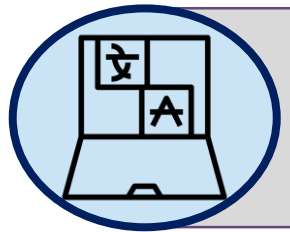
COVID: Slightly impacted



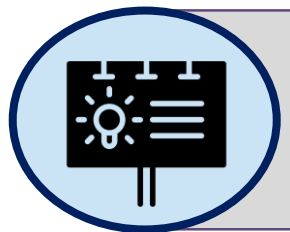
Over **80** advertising events and media buys



Over **860,000** impressions



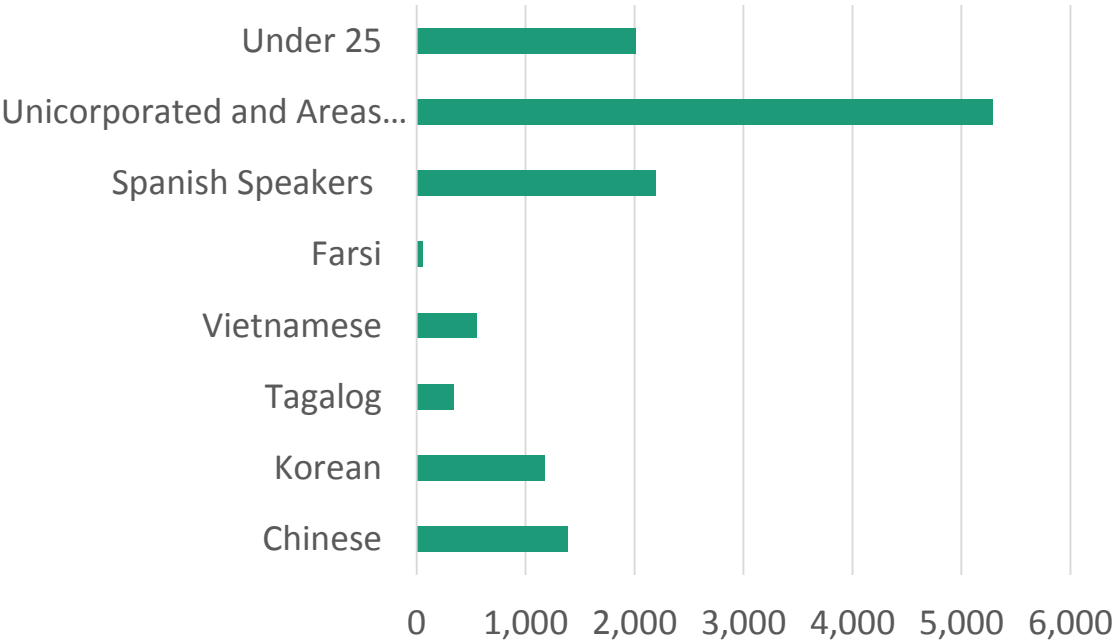
Over **65,000** non-English impressions



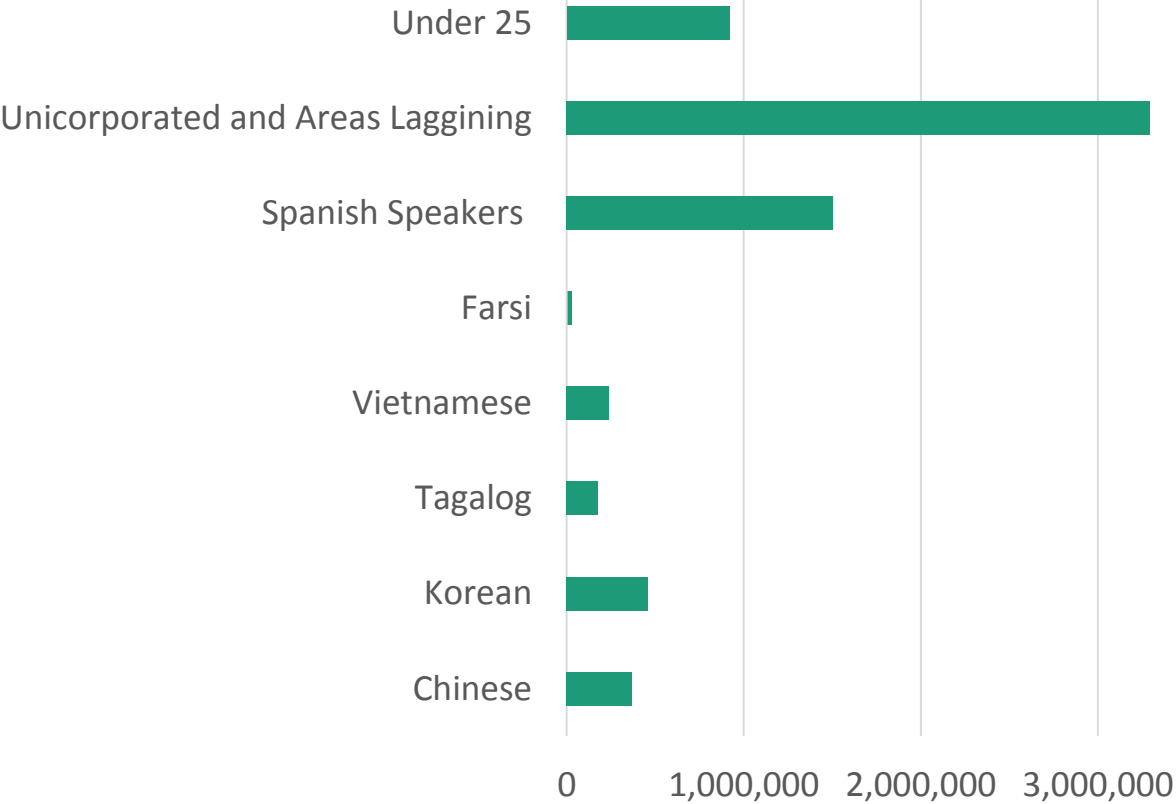
County **invested funds in digital ads, transit ads, and sinage**

# Digital Ads Analytics

## Clicks by Campaign



## Impressions by Campaign





در سرشماری 2020 شمرده شوید  
وقتی شما پاسخ می‌دهید، همه نفع می‌برند

CONTRA COSTA  
CENSUS  
2020  
Count Me In

پاسخ شما مهم است

تحت شمارش قرار گیرید

Hágase **Contar** en el **Censo 2020.**

Responda confidencialmente



en línea



por teléfono



por correo  
postal

CONTRA COSTA  
CENSUS  
2020  
Count Me In

Sea Contado

## Be **Counted** in the 2020 **Census**

When you respond, you  
ensure funding for your:



Community



Roads



Education



Healthcare



Social services



Housing

CONTRA COSTA  
CENSUS  
2020  
Count Me In

Everyone Counts

Get Counted



# Challenges

- **COVID-19**
  - Derailed in-person/peer-to-peer outreach strategy and Questionnaire Assistance.
  - Led to high attrition of Census Enumerators who were ill prepared.
- **Distrust of Government**, particularly with immigrants.
- **Lack of coordination** with USCB, particularly with Service Based Enumeration.
- Difficulty reaching **multi-family/multi-unit residences**.
- Changing **enumeration deadlines**.
- **Staff time** and competing priorities.
- Not having existing relationships with language-based communities throughout County.

# Accomplishments

Increased	Increased self-response rate more than five points than 2010.
Third highest	Third highest self-response rate of all CA counties.
Second highest city	Second highest city self-response rate in state in Contra Costa County (Clayton)
Developed	Developed strong relationships with 67 organizations throughout the county.
Increased	Increased participation of Hard-to-count populations.
Strengthened	Strengthened regional relationships with other Bay Area counties and the state government.

# Recommendations for 2030

- Continue to **build trust and maintain relationships** with Hard to County Communities and CBOs in the County – starting now and not in 10 years.
- Continue to **provide County information in multiple languages** and develop relationships with community partners to assist in non-English language outreach
- **Start planning** process in April 2028
- Ensure Census Outreach Team is **adequately staffed**
- Have **collateral and swag** designed and ordered by December 2029
- Dedicate staff, space, and vehicle to census **collateral and swag ordering and distribution**
- **Include cities more** directly in outreach campaign
- **Collaboration takes time** – allocate sufficient time for meetings with Federal, State, and Regional coordination
- **Be ready to pivot** – in 2010 the foreclosure crisis impacted outreach and 2020 had a pandemic – any 2030 bets?

THANK YOU

CONTRA COSTA

CENSUS

2020



*Count Me In*



## WHY

### Billions of dollars for our:



Schools



Healthcare



Children &  
Families



Housing



Transportation



### Political Power

## WHO

- One Census form should be completed for all residents in each household

## WHAT

- The United States Constitution requires all residents to complete the Census form every 10 years in a nationwide count
- By law, the U.S. Census Bureau cannot share an individual's responses with the public, state or local governments, immigration, or any other organization
- Questionnaire takes about 15 minutes, with large households taking longer, and asks 9 questions about address, age, race, and relationship to other residents in the household

## WHEN

- Census 2020 begins online in mid-March 2020
- Starting in May 2020, Census workers begin going door-to-door to households who have not completed the Census to ask them to respond

## HOW

All households receive a postcard in the mail with instructions about how to take the Census through the following options:

### Online

By computer, tablet,  
or smart phone

### Phone

By a 1-800 number

### Paper

Households can  
request a paper form

### Available In

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog,  
Polish, French, Haitian Creole, Portuguese, and Japanese

### Printed In

English & Spanish

## WHERE



At home



At the library

At community locations to be  
announced in early 2020!

For more information, visit [www.cococensus.org](http://www.cococensus.org) or email [info@cococensus.org](mailto:info@cococensus.org)

## WHY

### Billions of dollars for our:



Schools



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Children &  
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Housing



Transportation



### Political Power

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- Questionnaire takes about 15 minutes, with large households taking longer, and asks 9 questions about address, age, race, and relationship to other residents in the household. **No citizenship question.**

## WHEN

- Census 2020 begins online in mid-March 2020
- Starting in May 2020, Census workers begin going door-to-door to households that have not completed the Census to ask them to respond

## HOW

All households receive a letter in the mail with instructions about how to take the Census through the following options:

### Online

By computer, tablet,  
or smart phone

### Phone

By a 1-800 number

### Paper

Households can  
request a paper form

### Available In

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog,  
Polish, French, Haitian Creole, Portuguese, and Japanese

### Printed In

English & Spanish

## WHERE



At home



At the library

At community locations near you  
See list at [www.contracosta.ca.gov/QA](http://www.contracosta.ca.gov/QA)

For more information, visit [www.cococensus.org](http://www.cococensus.org) or email [info@cococensus.org](mailto:info@cococensus.org)

<h3>¿POR QUÉ?</h3>	<div>Billones de dólares para nuestras</div> <div>  Escuelas          Salud          Niños y familias          Vivienda          Transporte       </div> <div>Poder Político</div> 
<h3>¿QUIÉN?</h3>	<ul style="list-style-type: none"> <li>Un cuestionario del Censo debe ser completada por todas las personas que viven en el hogar.</li> </ul>
<h3>¿QUÉ?</h3>	<ul style="list-style-type: none"> <li>La Constitución de los Estados Unidos ordena que cada 10 años se cuente a todas las personas que están en el país.</li> <li>Ante la Ley, la Oficina del Censo (Census Bureau) no puede compartir la información de ninguna persona con el público, gobiernos estatales o locales, inmigración u otros. <b>No preguntan por ciudadanía.</b></li> <li>La encuesta tarda aproximadamente 15 minutos, con hogares más grandes un poco más de tiempo. Hay 9 preguntas acerca de: dirección, edad, raza y relación con otras personas que viven en el mismo hogar.</li> </ul>
<h3>¿CUÁNDO?</h3>	<ul style="list-style-type: none"> <li>El Censo 2020 empieza a la mitad del mes de marzo en línea.</li> <li>Empezando en mayo de 2020, el personal de la Oficina del Censo empezará a ir de puerta en puerta a los hogares que no han completado el cuestionario para pedirles que respondan.</li> </ul>
<h3>¿CÓMO?</h3>	<p>Todos los hogares recibirán una carta por correo explicando las opciones de completar el cuestionario:</p> <div> <div> <div>Internet</div> <div>Por computadora, tableta o teléfono</div> </div> <div> <div>Papel</div> <div>A través de un número 01 800</div> </div> <div> <div>Teléfono</div> <div>Se puede pedir un formato en papel</div> </div> </div> <div> <div>Disponible en</div> <div>Inglés, español, chino, vietnamita, coreano, ruso, árabe, tagalo, polaco, francés, creole haitiano, portugués y japonés</div> </div> <div> <div>Impreso en</div> <div>Inglés y español</div> </div>
<h3>¿DÓNDE?</h3>	<div>  En casa          En la biblioteca       </div> <p>¡En ubicaciones de la comunidad que serán anunciadas al inicio de 2020!</p> <p><a href="http://www.contracosta.ca.gov/QA">www.contracosta.ca.gov/QA</a></p>

<h3>¿POR QUÉ?</h3>	<div>Billones de dólares para nuestras</div> <div>  Escuelas              Salud              Niños y familias              Vivienda              Transporte         </div> <div>Poder Político</div> <div>  </div>
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# When we all respond, we all benefit.

When everyone is counted in the 2020 Census, our communities get the funding they need for things like health care, education, emergency services, and more.

For more information, visit:  
**2020CENSUS.GOV**

D-PO-GP-EN-422

**CONTRA COSTA**  
CENSUS  
2020  
*Count Me In*

**Shape  
your future**  
START HERE >

United States®  
**Census  
2020**



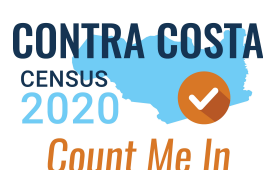


# Façonnez la prochaine génération. Faites-les recenser.

Participez au Recensement 2020 et influencez le financement des programmes éducatifs qui profitent à nos enfants, comme les activités parascolaires, les programmes de repas scolaires et le programme Head Start. Ce recensement va au-delà d'un simple décompte, c'est l'occasion de façonner la prochaine génération.

Pour plus d'informations, rendez-vous sur :

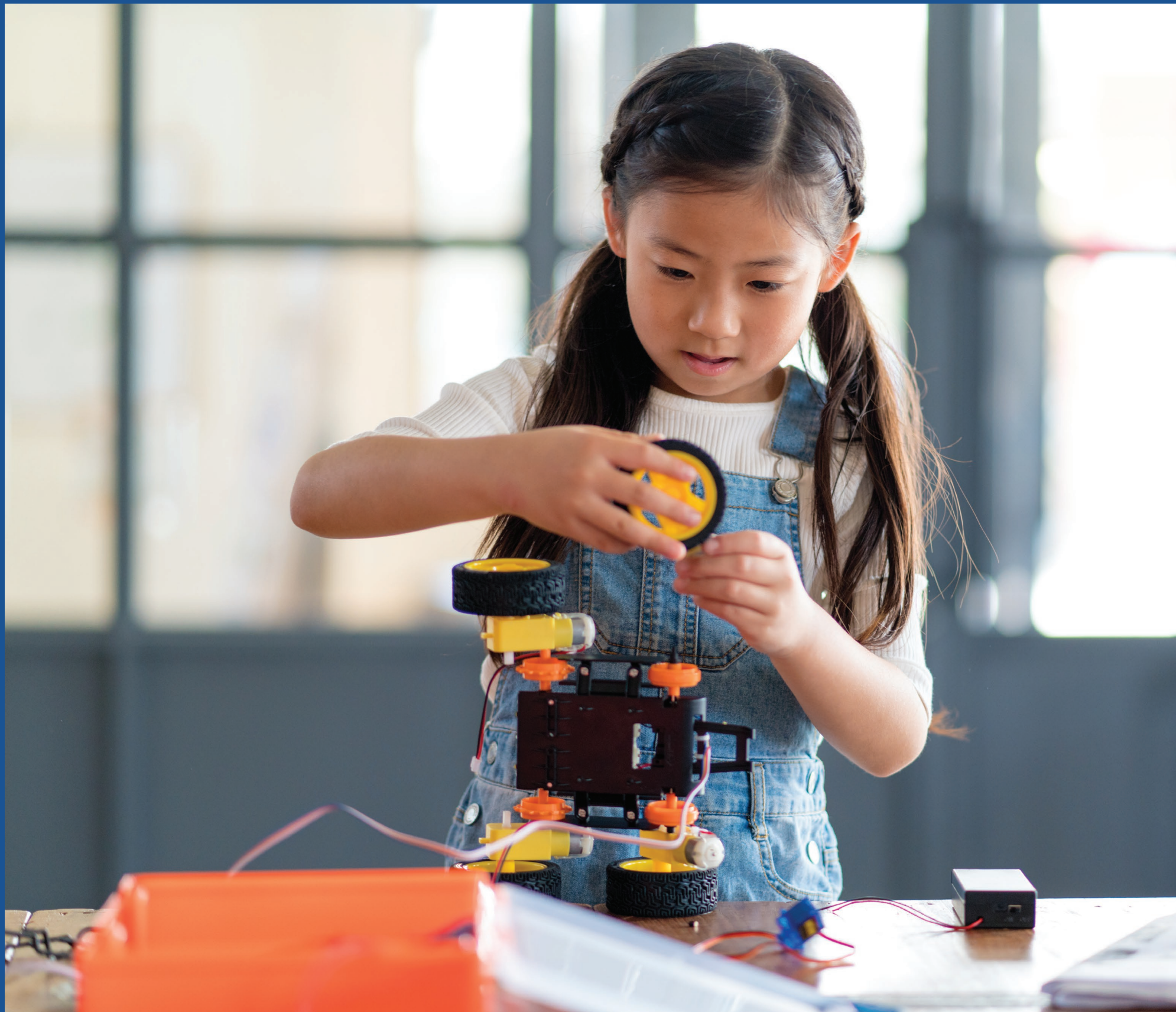
**2020CENSUS.GOV/fr**



**Façonnez  
votre avenir**  
COMMENCEZ ICI >

United States®  
**Census  
2020**





# 次の世代を形作る。 次世代を人数に入 れる。

2020年国勢調査に回答し、放課後活動や給食プログラム、Head Startなど、子どもたちの利益となる教育プログラムの予算に関する情報を伝えましょう。これは単に人数を数えるだけではなく、次の世代を形作る機会です。

さらに詳しい情報はこちらへアクセス：

**2020CENSUS.GOV/ja**

CONTRA COSTA  
CENSUS  
2020  
Count Me In

未来のカタチ  
これからスタート>

United States®  
**Census**  
2020





# 모두의 참여가 다음 세대를 풍요롭게 만듭니다.

2020년 센서스 인구조사에 응답하시면 방과 후 활동, 학교 급식 프로그램, 헤드 스타트(Head Start) 같은 교육 프로그램에 대한 연방 자금 지원의 지표가 되어, 우리 아이들에게 혜택이 돌아갑니다. 센서스 인구 조사는 단순한 집계가 아닌 다음 세대를 풍요롭게 만들 소중한 기회입니다.

자세한 정보를 알아보십시오.

**2020CENSUS.GOV/ko**

CONTRA COSTA  
CENSUS  
2020  
Count Me In

우리가  
만드는 미래  
지금 시작하십시오 >

United States®  
**Census**  
2020



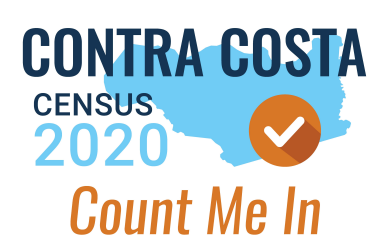


# When you shape education, you shape our future.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

For more information, visit:

**2020CENSUS.GOV**



**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**





# Już dziś możesz nadać kształt następnemu pokoleniu. Niech liczy się każdy z nas.

Biorąc udział w Spisie Ludności 2020, współuczestniczysz w podejmowaniu decyzji o rozdziale funduszy na programy edukacyjne dla dzieci, takie jak zajęcia pozalekcyjne, posiłki szkolne oraz program „Head Start”. Spis ludności to coś więcej niż liczby. To szansa, by wpłynąć na kształt następnego pokolenia.

Więcej informacji na stronie:

**2020CENSUS.GOV/pl**



**Wpływnaj  
na kształt  
swojej przyszłości  
ZACZNIJ JUŻ DZIŚ >**

United States®  
**Census  
2020**



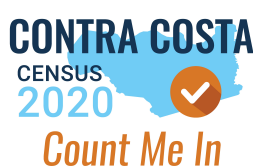


# Alagaan ang susunod na henerasyon. Isama sila sa bilang.

Sumagot sa 2020 Senso para may kapangyarihan kang ipatupad ang mga programang pang-edukasyon para sa ating mga anak, tulad ng after-school activities, school meal programs, at Head Start. Hindi lamang ito simpleng pagbibilang; ito ang boses mo para maalagaan ang susunod na henerasyon.

Para sa karagdagang impormasyon:

**2020CENSUS.GOV/tl**



**Bigyang hugis  
ang inyong  
kinabukasan  
MAGSIMULA DITO >**

United States®  
**Census  
2020**





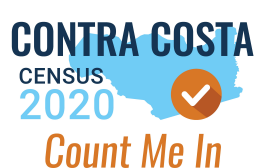
# Shape the future for every generation.

Responses to the 2020 Census will influence funding in your community for services that help every generation—from newborn babies to the oldest among us. Count everyone in your home to benefit you, your children, and future generations.

For more information, visit:

**2020CENSUS.GOV**

D-PO-EL-EN-428



Shape  
your future  
START HERE >

United States®  
**Census**  
**2020**



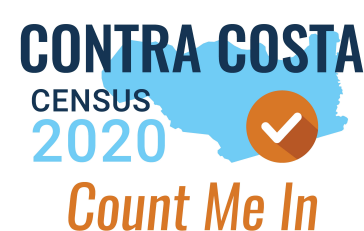


# Help shape America's 10-year checkup.

An accurate count helps us grow stronger over the next 10 years. Responses to the 2020 Census will inform funding for clinics, Medicare, the Children's Health Insurance Program, and other health care assistance programs.

For more information, visit:

**2020CENSUS.GOV**



**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**



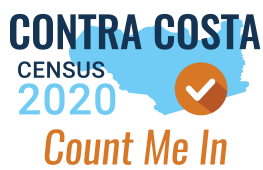


# The future is in your hands.

Responding to the 2020 Census is easy—you can even do it on your mobile phone. When you participate, you become part of a count that influences future funding for Pell Grants, health care, housing, transportation, and other important education and community services.

For more information, visit:  
**2020CENSUS.GOV**

D-PO-HE-EN-429



Shape  
your future  
**START HERE >**





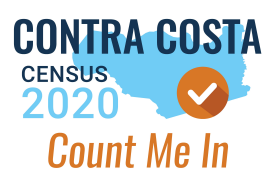


# Shape the future for our families and communities.

Census data informs funding for things important to everyone, like neighborhood health clinics, after-school programs, college grant programs, and so much more. Help shape the future of our community. We count and so do you.

For more information, visit:  
**2020CENSUS.GOV**

D-PO-ME-EN-425



Shape  
your future  
START HERE >





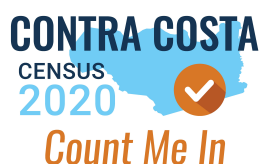


# Heroes count in the 2020 Census.

Regardless of when you served, your secure and confidential response to the 2020 Census can shape the future for you and your community.

For more information, visit:

**2020CENSUS.GOV**



Shape  
your future  
START HERE >

United States®  
**Census**  
2020





# It's easy for you to be counted.

Every 10 years, the United States counts everyone who lives in the country, regardless of age, nationality, or ability. It is important for everyone to respond to the 2020 Census so that communities like yours can receive the funding they need for health care, accessibility services, and more.

## The 2020 Census is accessible for everyone.

Beginning in mid-March 2020, you can respond to the census by answering a handful of questions online, by phone, or by mail.



The online questionnaire is accessible to people with a wide range of disabilities.



If you prefer to respond by mail but do not receive a questionnaire in your first mailing from the U.S. Census Bureau, you can wait for the fourth mailing, in mid-April 2020, which will include a questionnaire.



If you have blindness or low vision, you can print a guide to the questionnaire in braille or large print from 2020CENSUS.GOV.



If you have deafness or a hearing loss, you can:

- Respond to the census using telephone devices for hearing impaired.
- Access video guides to the questionnaire in American Sign Language on 2020CENSUS.GOV.
- View online videos and webcasts with closed or open captioning.
- Request a visit from a census taker who uses American Sign Language.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

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CENSUS  
2020 



2020CENSUS.GOV is a 508-compliant website accessible to people with blindness or low vision, deafness or hearing loss, learning disabilities, cognitive limitations, limited movement, photosensitivity, and various combinations of these.



From May – July 2020, census takers will visit households that have not yet responded. A census taker can assist if you need help completing your form.

### Responding helps influence funding for your community.

The 2020 Census will influence community funding and congressional representation for the next decade. Information collected in the census will inform the allocation of more than \$675 billion in federal funds for states and communities each year. That includes money for things like:

- › Public transportation
- › Libraries
- › Education programs
- › Supplemental Nutrition Assistance Program (SNAP)
- › Medicare and Medicaid
- › Temporary Assistance for Needy Families

### Responding is safe.

Your personal information is kept confidential by law. Your responses can only be used to produce statistics. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

*Count Me In*





# The 2020 Census shapes your future.

The census comes around once every 10 years and is a count of everyone living in the country. Your response will inform how more than \$675 billion in federal funding each year is spent on critical services, including education, health care, senior centers, and public transportation. Responding is important for you, your family, and your community.

## Census data impacts funding for things like:

- › Schools
- › Head Start
- › Language assistance programs
- › Other educational programs
- › Career and technical education grants
- › Libraries
- › Community centers
- › Parks, playgrounds, and recreational facilities
- › Emergency services
- › Medicare
- › Health clinics
- › New roads

## 9 Questions. 10 Years of Impact.

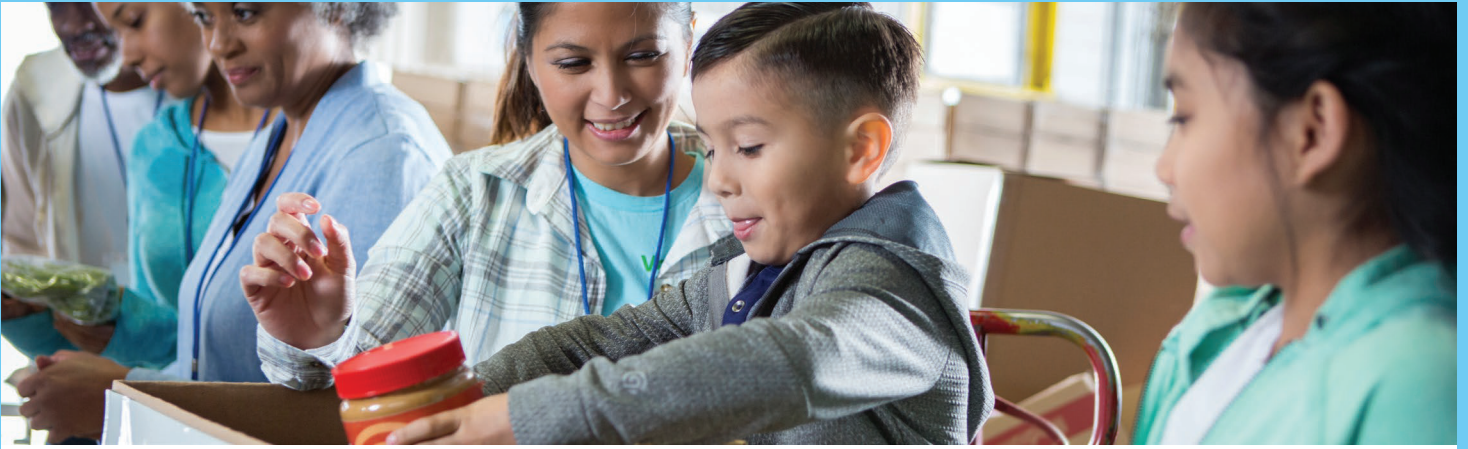
For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

*Count Me In*







# Shape the future for your family.

Every 10 years, the census counts everyone living in the United States. It is important to count every person living in your home to make sure your community and others across the nation are accurately funded and represented for the next decade.

## Count everyone, from grandpa to the new baby.

No matter who lives in your home, be sure to count them all in the 2020 Census. This includes grandparents, young children, foster children, and nonrelatives who are living with you. Information collected in the census will inform the allocation of more than \$675 billion in federal funding each year. That includes money for things like:

- › First responders
- › School meals
- › Medicare and Medicaid
- › Adoption assistance
- › Food assistance programs
- › Libraries and community centers

## Your response is safe.

Your personal information is kept confidential by law. Your responses can be used only for statistical purposes. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## Your family can help you respond.

The online census form is available in English and 12 additional languages. If you do not speak one of those languages, someone else in your home can complete the form for everyone in your home. If the adults in your home do not speak one of these languages, someone can translate for you. This includes a child in your home or a friend.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

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# Nada que temer, mucho que ganar.


Cuando participas en el censo 2020, tus respuestas están protegidas y nadie puede compartir tu información personal con ninguna entidad del gobierno, esto incluye al ICE, el FBI o la policía. Cada 10 años, los datos del censo ayudan a determinar cómo se distribuyen los fondos federales en nuestras comunidades para que se beneficien con:

- Más programas educativos
- Clínicas de salud
- Centros recreativos
- Programas de almuerzos escolares
- Centros comunitarios para adultos mayores

El censo 2020 es nuestra oportunidad de contribuir para que haya un mejor futuro en nuestra comunidad.

Para más información,  
sobre el Censo 2020 visite:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

**CONTRA COSTA**  
CENSUS  
**2020**   
*Count Me In*



# Your responses are safe with us.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. These statistics are used to determine each state's representation in Congress and to inform the allocation of more than \$675 billion in federal funding annually. Local leaders may use these statistics to make decisions about programs and services for their community.

No matter how you respond—online, by phone, or by mail—your responses are important and confidential. Your responses cannot be used against you in any way.

[2020CENSUS.GOV](https://2020CENSUS.GOV)  
[COCOCENSUS.ORG](https://COCOCENSUS.ORG)

**CONTRA COSTA**  
CENSUS  
2020   
*Count Me In*

# We are committed to confidentiality.

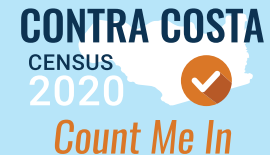
All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

Through the Census Bureau's strong precautions, cybersecurity programs, and data encryption, your online responses are safe from hacking and other cyberthreats.

By law, your responses and personal information cannot be shared with law enforcement agencies — not the FBI, ICE, or even local police.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**





# The 2020 Census shapes your future.

The census comes around once every 10 years and is a count of everyone living in the country. Your response will inform how more than \$675 billion in federal funding each year is spent on critical services, including education, health care, senior centers, and public transportation. Responding is important for you, your family, and your community.

[2020CENSUS.GOV](https://2020census.gov)  
[COCOCENSUS.ORG](https://cococensus.org)

**CONTRA COSTA**  
CENSUS  
2020   
*Count Me In*

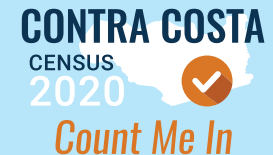


# Census data impacts funding for things like:

- Schools
- Head Start
- Language assistance programs
- Other educational programs
- Career and technical education grants
- Libraries
- Community centers
- Parks, playgrounds, and recreational facilities
- Emergency services
- Medicare
- Health clinics
- New roads

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**





# Veterans shaped our past, and they shape our future.

Veterans are the backbone of communities across America. No matter when you served, your response to the 2020 Census will play a part in shaping our future.

Responses to the 2020 Census will determine how more than \$675 billion in federal funds is distributed annually for the next 10 years. That money is used for education and public services like parks, public transportation, health care, emergency services, and more.

[2020CENSUS.GOV](https://2020CENSUS.GOV)  
[COCOCENSUS.ORG](https://COCOCENSUS.ORG)

**CONTRA COSTA**  
CENSUS  
2020   
*Count Me In*

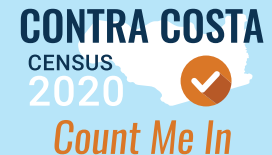
# Census data impacts funding for things like:

- Emergency services
- Medical facilities
- Community mental health services
- Education
- Public transportation and roads
- Disabled Veterans Outreach Program

If you live in a group housing or assisted living facility, a representative of the building will fill out the census questionnaire for everyone in the facility.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**





# Shape the future for your family.

Every 10 years, the census counts everyone living in the United States. It is important to count every person living in your home to make sure your community and others across the nation are accurately funded and represented for the next decade.

## Count everyone, from grandpa to the new baby.

No matter who lives in your home, be sure to count them all in the 2020 Census. This includes grandparents, young children, foster children, and nonrelatives who are living with you. Information collected in the census will inform the allocation of more than \$675 billion in federal funding each year. That includes money for things like:

- › First responders
- › School meals
- › Medicare and Medicaid
- › Adoption assistance
- › Food assistance programs
- › Libraries and community centers

## Your response is safe.

Your personal information is kept confidential by law. Your responses can be used only for statistical purposes. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## Your family can help you respond.

The online census form is available in English and 12 additional languages. If you do not speak one of those languages, someone else in your home can complete the form for everyone in your home. If the adults in your home do not speak one of these languages, someone can translate for you. This includes a child in your home or a friend.

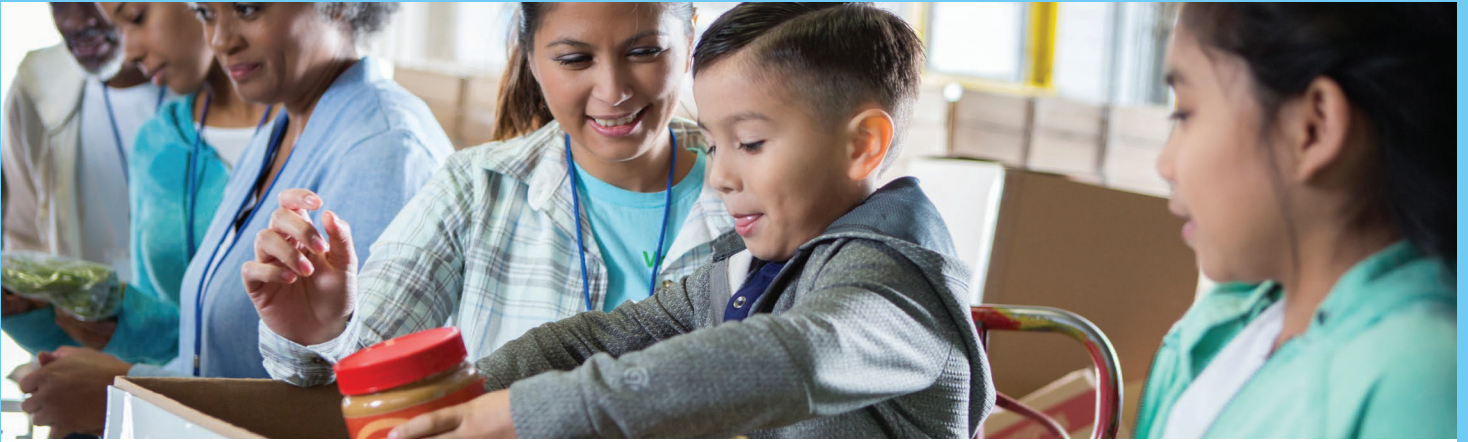
For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

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CENSUS  
2020 





# You count, no matter where you live.

Every 10 years, the United States counts everyone who lives in the country. Your participation in the 2020 Census will help communities like yours get the funding they need to provide housing and food assistance and other vital services.

## Responding is important.

The 2020 Census will influence funding for community services for the next 10 years. Data from the census helps determine where over \$675 billion is spent each year in states and communities. That includes money for things like:

- › Supplemental Nutrition Assistance Program (SNAP)
- › Community centers
- › Libraries
- › Housing assistance
- › Medicare
- › Employment resources

## There are many ways to respond.

Beginning in mid-March 2020, you can respond to the census. Many libraries and community centers will have public computers available for you to respond online at 2020CENSUS.GOV. You can also respond by phone. Census takers will work with shelters, meal centers, group homes, and other places where you may receive services to make sure everyone is counted, including babies and young children. If you or your children are staying with a relative or friend, make sure they include you on their census response form.

## Responding is safe.

Your personal information is kept confidential by law. Your responses can only be used to produce statistics. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

For more information, visit:

**2020CENSUS.GOV**  
**COCOCENSUS.ORG**

*Count Me In*





# The 2020 Census shapes your future.

The census comes around once every 10 years and is a count of everyone living in the country. Your response will inform how \$675 billion+ in federal funding each year is spent on services, including schools, health care, senior centers, libraries, housing, emergency services, public transportation, and roads.

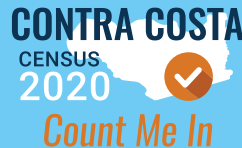
## Your response is safe.

Your personal information is kept confidential by law. Your responses can be used only for statistical purposes. Responding is important for you, your family, and your community.

For more information, visit:

**2020CENSUS.GOV**

**COCOCENSUS.ORG**





# 9 Questions. 10 Years of Impact.

All households will receive a letter in the mail beginning mid-March with instructions about how to take the Census through the following options:

**Online**

**By computer, tablet,  
or smart phone**

**By a 1-800 number**

**Households can  
request a paper form**

**Available In**

*English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog,  
Polish, French, Haitian Creole, Portuguese, and Japanese*

**Printed In**

*English & Spanish*

# COUNT *ME* IN!

April 1, 2020

**CONTRA COSTA**  
CENSUS  
2020



**cococensus.org**



Your Community is Counting on **YOU!**



# CONTRA COSTA

## CENSUS

## 2020



# *Count Me In*

## April: Reminder: Respond to Census 2020 by April 30

### Elected Officials

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of our [CITY/COUNTY/REGION] has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our [CITY/COUNTY/REGION/COMMUNITY] gets **for the next decade.** You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you.](#)**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Cities

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of our [CITY] has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city gets **for the next decade.** You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you.](#)**

Still have questions about how to respond to Census 2020? Click here to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### County Departments

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of our county has responded.** We're trying to reach **76.9% by the end of April 30.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our county gets **for the next decade.** You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you.](#)**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### NGOS

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of Contra Costa County has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city **gets for the next decade.** You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you.](#)**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click [here](#) to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Chambers of Commerce

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of our city has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city gets **for the next decade**. You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you](#).**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click [here](#) to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Unions

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of Contra Costa County has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city gets **for the next decade**. You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you](#).**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click [here](#) to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Schools

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of Contra Costa County has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city gets **for the next decade**. You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you](#).**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click [here](#) to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Community / Neighborhoods

Census 2020 has been underway for a month and so far, **[INSERT CURRENT PERCENTAGE OF SELF-RESPONSE RATE] of Contra Costa County has responded.**

If you haven't responded to Census 2020 yet, remember it's **easy, safe, and important!** Your response will help decide how much resources and civic representation our city gets **for the next decade.** You can respond to the census **online, by phone, by mail, or at a [Questionnaire Assistance Center near you.](#)**

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click [here](#) to see answers to FAQs

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)



## Early March: What to Expect When You're Expecting Census 2020

### Elected Officials:

The time has come! **Census 2020 kicks off in just a FEW DAYS!** Can I count you in?

Starting Thursday, March 12, households will start to receive a notice in the mail with a unique code to fill out the census online for the first time ever. Make sure to count everyone living in your household as of April 1, 2020. Remember, your responses are confidential and will shape how much federal funding and civic representation our community gets **for the next decade**.

**You can fill out the census online, by phone, or by mail.** After April, the Census Bureau will begin sending out Enumerators to follow up with households who haven't responded. If you don't have access to the internet and/or need assistance filling out your census survey, you can go to **Questionnaire Assistance Centers (QACs)** located throughout the county that will have laptops with secured internet, resources, and a person to help answer your questions and concerns. [Click here](#) for a list and location of all QACs in Contra Costa County.

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to check out answers to frequently asked questions.

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Cities

The time has come! **Census 2020 kicks off in just a FEW DAYS!** Can I count you in?

Starting Thursday, March 12, households will start to receive a notice in the mail with a unique code to fill out the census online for the first time ever. Make sure to count everyone living in your household as of April 1, 2020. Remember, your responses are confidential and will shape how much federal funding and civic representation [CITY NAME] gets **for the next decade**.

**You can fill out the census online, by phone, or by mail.** After April, the Census Bureau will begin sending out Enumerators to follow up with households who haven't responded. If you don't have access to the internet and/or need assistance filling out your census survey, you can go to **Questionnaire Assistance Centers (QACs)** located throughout the county that will have laptops with secured internet, resources, and a person to help answer your questions and concerns. [Click here](#) for a list and location of all QACs in Contra Costa County

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to check out answers to frequently asked questions.

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### County Departments

The time has come! **Census 2020 kicks off in just a FEW DAYS!** Help the county achieve its goal of a 76.9% self-response rate by April 30!

Starting Thursday, March 12, households will start to receive a notice in the mail with a unique code to fill out the census online for the first time ever. Make sure to count everyone living in your household as of April 1, 2020. Remember, responses are confidential and will shape how much federal funding and civic representation our county gets **for the next decade.**

**The census can be filled out online, by phone, or by mail.** After April, the Census Bureau will begin sending out Enumerators to follow up with households who haven't responded. For those without access to the internet and/or who need assistance filling out your census survey, they can go to **Questionnaire Assistance Centers (QACs)** located throughout the county that will have laptops with secured internet, resources, and a person to help answer questions and concerns. [Click here](#) for a list and location of all QACs in the county.

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to check out answers to frequently asked questions.

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

## CBOS

The time has come! **Census 2020 kicks off in just a FEW DAYS!** Can we count you in?

Starting Thursday, March 12, households will start receiving a notice in the mail with a unique code to fill out the census online for the first time ever. Make sure to count everyone living in your household as of April 1, 2020. Remember, your responses are confidential and will shape how much federal funding and civic representation our community gets **for the next decade.**

**You can fill out the census online, by phone, or by mail.** After April, the Census Bureau will begin sending out Enumerators to follow up with households who haven't responded. If you don't have access to the internet and/or need assistance filling out your census survey, you can go to **Questionnaire Assistance Centers (QACs)** located throughout the county that will have laptops with secured internet, resources, and a person to help answer your questions and concerns. [Click here](#) for a list and location of all QACs in Contra Costa County.

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020 and how your data is protected? Click here to check out answers to frequently asked questions.

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

## Chambers of Commerce

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## Unions

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## Schools

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## Community / Neighborhoods

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## February: Addressing Fears and Concerns of Census 2020

### Elected Officials

Census 2020 kicks off in **ONE MONTH!** On March 12, households will begin to receive a notification in the mail inviting them to respond to the census online, by phone, or by mail.

In talking with some of my constituents, I have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted online. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

#### **Your census responses are confidential.**

- Extremely strong laws protect the confidentiality of your census response.
- The Census Bureau is not allowed to share your personal information with anyone, including ICE, police, your landlord, or any other government agencies.
- The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.
- The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual.
- The Census Bureau has robust cybersecurity, incorporating industry best practices and federal security standards for encrypting data.

The law requires everyone to respond to the census completely and answer all questions truthfully. If you skip questions or don't answer the census at all, the Census Bureau might follow up to ask for the missing information, either by phone or by sending a Census Bureau worker to your home. **Nine questions, ten years of impact.**

If you still have questions or concerns about the safety of your census data, we highly recommend [this podcast produced by Asians Americans Advancing Justice](#).

For more information about Census 2020 and how your data is protected visit [cococensus.org](https://cococensus.org).

### Cities

Census 2020 kicks off in **ONE MONTH!** On March 12, households will begin to receive a notification in the mail inviting them to respond to the census online, by phone, or by mail.

In talking with some of our residents, [CITY NAME] city staff have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about**

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## County Departments

Census 2020 kicks off in **ONE MONTH!** On March 12, households will begin to receive a notification in the mail inviting them to respond to the census online, by phone, or by mail.

We are aware that county residents may still have questions and concerns about exactly what the census asks and how their census data will be protected, especially given this is the first time the census will be conducted online. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

**Ensure residents their census responses are confidential.**

- Extremely strong laws protect the confidentiality of census responses.
- The Census Bureau is not allowed to share personal information with anyone, including ICE, police, your landlord, or any other government agencies.
- The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.

- The Census Bureau can only use responses to create general information about the population, like how many people live in our county, and statistics about age, gender, and race. The Census Bureau cannot share information about any individual.
- The Census Bureau has robust cybersecurity, incorporating industry best practices and federal security standards for encrypting data.

The law requires everyone to respond to the census completely and answer all questions truthfully.

**Nine questions, ten years of impact.**

If you still have questions or concerns about the safety of census data, we highly recommend [this podcast produced by Asians Americans Advancing Justice](#). For more information about Census 2020 and how your data is protected visit [cococensus.org](http://cococensus.org).

## NGOs

Census 2020 kicks off in **ONE MONTH!** On March 12, households will begin to receive a notification in the mail inviting them to respond to the census online, by phone, or by mail.

In talking with some of our [CLIENTS, DONORS, FOLLOWERS, SUPPORTERS], [ORGANIZATION] staff have heard your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

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The law requires everyone to respond to the census completely and answer all questions truthfully. Your form will still be counted if you skip a question or two, if you provide your name and address. If you skip questions or don't answer the census at all, the Census Bureau might follow up to ask for the missing information, either by phone or by sending a Census Bureau worker to your home. **Nine questions, ten years of impact.**

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## Chambers of Commerce

Census 2020 kicks off in **ONE MONTH!** On March 12, households will begin to receive a notification in the mail inviting them to respond to the census online, by phone, or by mail.

In talking with some of our local business owners and community members, we have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

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## Unions

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In talking with some of our members, we have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time



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## Schools

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In talking with some of our faculty, staff, and parents, we have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

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## Community / Neighborhoods

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In talking with some of our [NEHIGBORS, COMMUNITY MEMBERS], we have heard some of your questions and concerns about exactly what the census asks and how your census data will be protected, especially given this is the first time the census will be conducted. The census asks basic questions, like age, name, race, and ethnicity, about each person living in your household. **The 2020 Census will not ask about immigration or citizenship, social security numbers, bank or credit card accounts, or political affiliation.**

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## January: Time for Another Census!

### Elected Officials

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our communities not just because it's an election year, but because it's time to take another Census. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our local communities in [INSERT NAME OF CITY/COUNTY/REGION] respond will impact our civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital programs such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. Every person not counted is a **loss of up to \$2000 per year for the next ten years** for our local community.

**Starting on March 12**, households will receive a postcard in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact us for the next ten years. **Being counted is easy, safe, and more important than ever.** I humbly ask each of my constituents to pledge to respond to Census 2020 by Census Day on April 1, 2020. **Nine questions, ten years of impact.**

For more information about Census 2020 and Contra Costa County's outreach efforts visit [cococensus.org](http://cococensus.org).

### Cities

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our city not just because it's an election year, but because it's time to take another Census. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our local communities in [INSERT NAME OF CITY] respond will impact our city's civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital programs such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. Every person not counted is a **loss of up to \$2000 per year for the next ten years** for [INSERT CITY].

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For more information about Census 2020 and Contra Costa County's outreach efforts visit [cococensus.org](http://cococensus.org).



## County Departments

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for the county not just because it's an election year, but because **it's time to take another Census**. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How the county responds will impact its civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital programs such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. **Every person not counted is a loss of up to \$2000 per year for the next ten years for Contra Costa County.**

Starting on March 12, households will receive a notification in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact us for the next ten years. **Being counted is easy, safe, and more important than ever.**

The county's goal is to reach a **self-response rate of 76.9% by April 30** before the Enumerators are deployed. We humbly ask all [INSERT DEPARTMENT] employees to pledge to respond to Census 2020 by Census Day on April 1, 2020 and pledge to be ambassadors for the county and our residents to help the county reach its goal. **Nine questions, ten years of impact.**

For more information about Census 2020 and Contra Costa County's outreach efforts visit [cococensus.org](http://cococensus.org).

## NGOs

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our communities not just because it's an election year, but because **it's time to take another Census**. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our communities respond will impact our civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital services such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. Every person not counted is a **loss of up to \$2000 per year for the next ten years** for our community.

**Starting on March 12**, households will receive a postcard in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact us for the next ten years. **Being counted is easy, safe, and more important than ever.** We humbly ask that each of our [CLIENTS/SUPPORTERS/DONORS] pledge to respond to Census 2020 by Census Day on April 1, 2020. Please don't hesitate to reach out to use with any questions or concerns you might have in responding to Census 2020. **Nine questions, ten years of impact.**

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## Chambers of Commerce

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our communities not just because it's an election year, but because **it's time to take another Census**. The Census, which is

taken every ten years, is the biggest peace time mobilization effort in the US. How our local communities in [INSERT NAME OF CITY/COUNTY/REGION] respond will impact our civic representation and resources for the next decade. Responses could lead to more jobs and new businesses in our community. Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses. Every person not counted is a **loss of up to \$2000 per year for the next ten years** for our local community.

**Starting on March 12**, households will receive a postcard in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact us for the next ten years. **Being counted is easy, safe, and more important than ever.** We humbly ask all our local business owners to pledge to respond to Census 2020 by Census Day on April 1, 2020 and be ambassadors for their customers. **Nine questions, ten years of impact.**

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## Unions

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For more information about Census 2020 and Contra Costa County's outreach efforts visit [cococensus.org](http://cococensus.org).

## Schools

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our community not just because it's an election year, but because **it's time to take another Census**. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our local community responds will directly impact the amount of funding our schools will receive. Data from the census is

also used to decide where to build new schools. Every person not counted is **a loss of up to \$2000 per year for the next ten years** for our local community.

**Starting on March 12**, households will receive a postcard in the mail inviting them to fill out the census online for the first time ever. The Census is only nine questions, will take about ten minutes, and will impact our school for the next ten years. **Being counted is easy, safe, and more important than ever.** I humbly ask each of our [PARENTS/STUDENTS/FACULTY AND STAFF] to pledge to respond to Census 2020 by Census Day on April 1, 2020. **Nine questions, ten years of impact.**

For more information about Census 2020 and Contra Costa County's outreach efforts visit [cococensus.org](http://cococensus.org).

### Community / Neighborhoods

Happy New Year and welcome to a new decade! 2020 is going to be a pivotal year for our [COMMUNITY/NEIGHBORHOOD] not just because it's an election year, but because **it's time to take another Census**. The Census, which is taken every ten years, is the biggest peace time mobilization effort in the US. How our [COMMUNITY/NEIGHBORHOOD] responds will impact our civic representation and resources for the next decade. Data from the census will be used to allocate over a trillion dollars in federal funding for vital programs such as WIC, Section 8, Medicare, Foster care, and much more. That data is also used to decide where to build housing, schools, hospitals, and transit. Every person not counted is **a loss of up to \$2000 per year for the next ten years** for our community.

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## March 23: Happy National Census Week!

### Elected Officials

Happy National Census Week! **Have you responded to Census 2020 yet?**

The census count affects how much funding goes to schools, healthcare, and other essential services in [INSERT NAME OF CITY/COUNTY/REGION]. The more people counted, **the more funding our community receives**. When you respond to the census, you help make sure that your family and community get their fair share of funding, services, and political representation. This week and through April there will be **fun Census 2020 events for everyone in Contra Costa County!** Click here for a list of events.

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to see answers to FAQs

Click here for a list and location of all Questionnaire Assistance Centers in the county

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### Cities

Happy National Census Week! **Have you responded to Census 2020 yet?**

The census count affects how much funding goes to schools, healthcare, and other essential services in [INSERT CITY]. The more people counted, **the more funding our community receives**. When you respond to the census, you help make sure that your family and community get their fair share of funding, services, and political representation. This week and through April there will be **fun Census 2020 events for everyone in Contra Costa County!** Click here for a list of events throughout the Contra Costa County.

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[Click here](#) for a list and location of all Questionnaire Assistance Centers in the county

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

### County Departments

Happy National Census Week!

We have reached [INSERT SELF RESPONSE RATE] **self-response** rate in Contra Costa County, and we want to reach 76.9% by the end of the census operation. Keep encouraging residents and your coworkers to respond to the census!

The census count affects how much funding goes to schools, healthcare, and other essential services in [INSERT COUNTY, CITY, REGION]. The more people counted, **the more funding our community receives**. When you respond to the census, you help make sure that your family and community get their fair share of funding, services, and political representation. This week and through April there will be **fun**

**Census 2020 events for everyone in Contra Costa County!** Click here for a list of events throughout the Contra Costa County.

**Nine questions, ten years of impact.** Still have questions about how to respond to Census 2020? Click here to see answers to FAQs

[Click here](#) for a list and location of all Questionnaire Assistance Centers in the county

For more information about Census 2020 and Contra Costa County's efforts visit [cococensus.org](http://cococensus.org)

## NGOS

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## Chambers of Commerce

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## Unions

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## Schools

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## Community / Neighborhoods

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## May: Census 2020 Non-Response Follow Up

### Elected Officials

As we enter May, non-response follow up for Census 2020 begins. **Census Takers or Census Enumerators** (someone hired from our local community by the Census Bureau) will be going around to knock on doors and collect responses Census 2020 from **households that have not yet responded** from mid-May through the end of July.

For those who haven't responded to Census 2020, prepared for a Census Taker to knock on your door. Remember your census data is **confidential, protected, and will shape our civic representation for the next decade.**

### WHAT WILL A CENSUS TAKER ASK ME?

The census taker will **ONLY** ask questions that appear on the census form and basic information about each resident.

The Census 2020 Enumerators will **not** ask for:

- Immigration or citizenship status
- Social security number
- Money or donations
- Anything on behalf of a political party
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### HOW CAN I VERIFY THE IDENTITY OF A CENSUS TAKER?

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### Cities

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#### **County Departments**

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### NGOs

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## Businesses

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