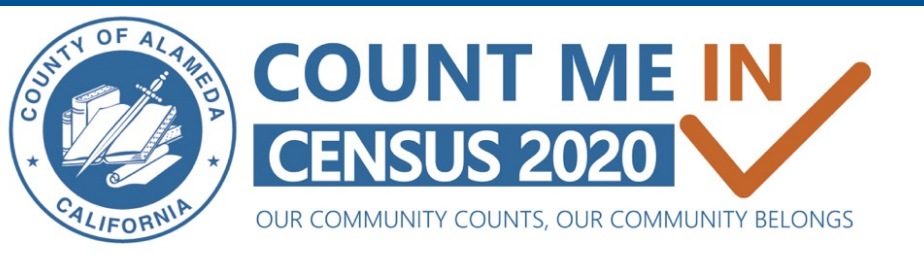


# ALAMEDA COUNTY COMPLETE COUNT COMMITTEE

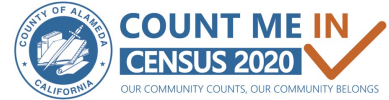
A PRESENTATION OF OUR WORK AND IMPACT



Casey Farmer, Executive Director

[www.acgov.org/Census2020](http://www.acgov.org/Census2020)

# BACKGROUND



## Importance of the Census

- 1. Federal funding:**  
Allocation of \$10,000 per resident for the next decade for housing, education, transportation, social services & more
- 2. Congressional representation:**  
and data for state and local redistricting
- 3. Data to understand our community:**  
Population trends, changes, and growth

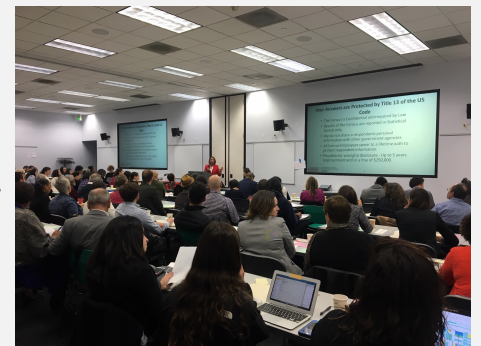
## Challenges Facing Census 2020

- **Distrust in government**
- **Political interference:**  
Fear from immigrant communities
- **First digital Census:**  
Concerns regarding data privacy
- **Language barriers:**  
Ensuring access & inclusion of our diverse community

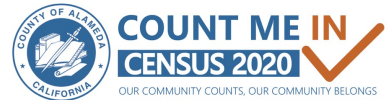


**Spring 2018:**  
The Alameda County Board of Supervisors recognized the need to support and invest in Census outreach.

**November 2018:**  
Launch Meeting of the Complete Count Committee



# 14 SUBCOMMITTEES



- Affordable Housing
- Children 0-5
- Cities
- Community Based Organizations
- Elected Officials
- Health
- Higher Education
- Immigrants
- LGBTQ
- Libraries
- People Experiencing Homelessness
- People with Disabilities
- Seniors
- Workforce Development

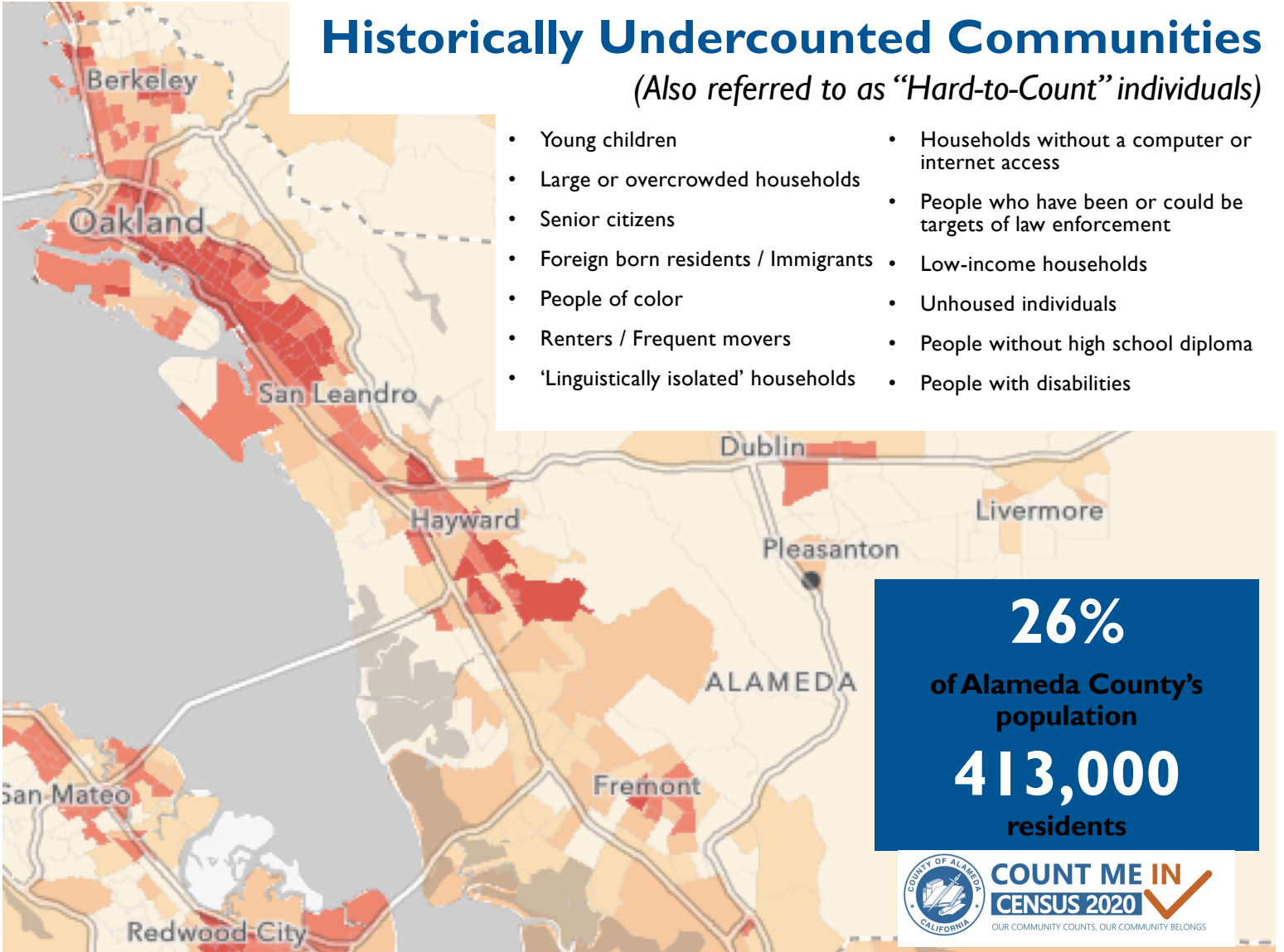
## CENSUS SOLUTIONS WORKSHOPS



- 20 workshops occurred between November 2018 - April 2019
- Attendees asked to name challenges, best practices & ideas

# Historically Undercounted Communities

(Also referred to as “Hard-to-Count” individuals)



- Young children
- Large or overcrowded households
- Senior citizens
- Foreign born residents / Immigrants
- People of color
- Renters / Frequent movers
- ‘Linguistically isolated’ households
- Households without a computer or internet access
- People who have been or could be targets of law enforcement
- Low-income households
- Unhoused individuals
- People without high school diploma
- People with disabilities

**26%**  
of Alameda County's  
population  
**413,000**  
residents



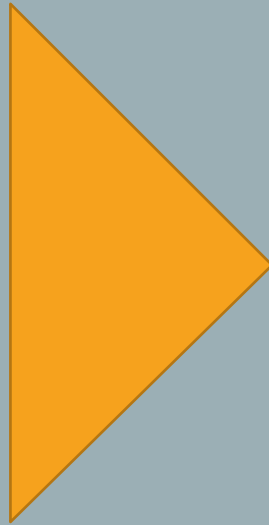
**COUNT ME IN**  
**CENSUS 2020** ✓  
OUR COMMUNITY COUNTS. OUR COMMUNITY BELONGS



**COUNT ME IN**  
**CENSUS 2020** ✓  
OUR COMMUNITY COUNTS, OUR COMMUNITY BELONGS

# ROLE OF THE COMPLETE COUNT COMMITTEE STAFF

Identify  
Engage  
Activate  
Train  
Equip  
Support

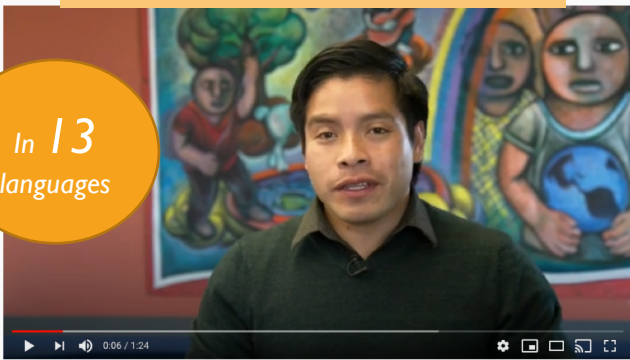


**“Trusted  
Messengers”**

# ENSURING LANGUAGE ACCESS

## Immigrant Testimonial Videos

In 13  
languages



Videos produced in the following languages:  
Burmese, Cantonese, Dari, Hindi, Mandarin,  
Mam, Punjabi, Spanish, Tagalog, & Tigrinya



@AlamedaCountyCompleteCountCommittee



Awarded Grants to “Trusted Messengers”  
within immigrant communities  
to provide translation and culturally  
competent outreach.

Organized our online Resource Bank  
with materials, flyers, and videos  
by language

Coordinated a virtual  
Census ‘Know Your Rights’ Workshop

Developed curriculum for ESL courses  
(English as a Second Language)



## SUPPORTING ENUMERATION OF PEOPLE EXPERIENCING HOMELESSNESS

- CCC staff identified gaps in the U.S. Census Bureau’s “Service Based Enumeration” & “Group Quarters” and “Targeted Non Sheltered Outdoor Locations” operations.
- Activated and equipped service providers and street outreach teams to enumerate their communities:
  - Abode Services Mobile Health Unit
  - Berkeley HOTT teams
  - City of Fremont Homeless Services
  - City of Union City Homeless Services
  - City Serve Tri-Valley
  - East Oakland Collective
  - Just Cities / The Village
  - Open Heart Kitchen
  - Operation Dignity
  - St. Mary’s Center





# PIVOTING PLANS DUE TO THE PANDEMIC

## Phonebanking

- Using the State's phone outreach system - over 70,000 calls made!

### Special thanks to:

- Alameda County Disaster Service Workers
- City of Oakland Disaster Service Workers
- Alameda County Census Ambassadors
- Great Oakland Check-in Volunteers

## Mobile Questionnaire Assistance

- While following COVID-19 public safety guidelines, our teams set up 91 MQA's at food distributions, COVID testing sites, & grocery stores to provide people access, support & a tablet to complete the Census on site



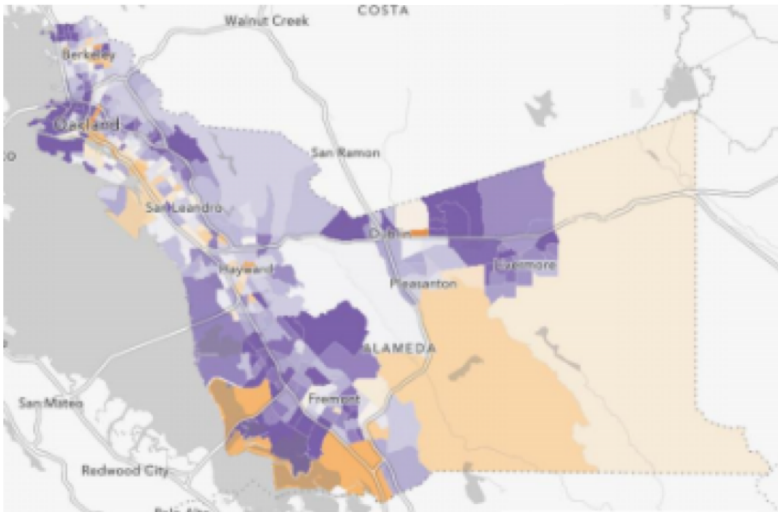
## Field Outreach

- While following COVID-19 public safety guidelines, our teams led 11 canvassing and 5 doorhanging outreach sessions in the lowest responding Census tracts in East and West Oakland, and South Hayward.
- Special thanks to our volunteers & the Oakland Black Cowboys Association.*



# 2020 CENSUS SELF RESPONSE RATES

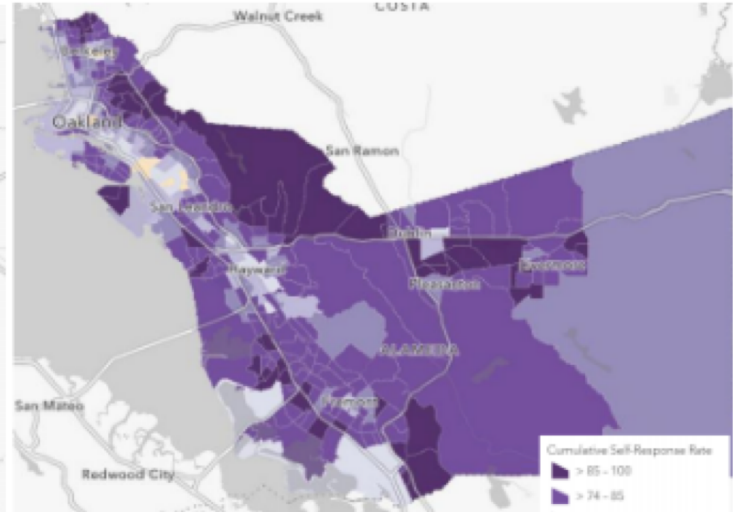
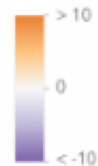
**Alameda County 75.8% SRR (Final 2010 SRR: 70.2%)**



### Difference from 2010 SRR

- Dark = more extreme
- Orange = Has not reached 2010 SRR
- Purple = Has passed 2010 SRR

Diff\_from\_response\_rate\_2010



### 2020 SRR

- Dark = more extreme
- Orange = Low SRR
- Purple = High SRR

Cumulative Self-Response rate



# ALAMEDA COUNTY COMPLETE COUNT COMMITTEE IMPACT REPORT



**Final Self Response Rate: 75.8%**

**Increase from 2010: +5.6%**

## WHY IS THE CENSUS IMPORTANT?

Census data is used to allocate:

- Billions of dollars for important programs including education, housing, transportation, & dozens of social safety net services
- Congressional representation for each state and redistricting



## CHALLENGES Alameda County faced unique challenges in attaining a complete count:

**FEAR**  
from immigrant  
communities



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



**LACK OF KNOWLEDGE**  
about the Census and  
**GROWING DISTRUST**  
in government

## IMPACT OF COVID-19

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



**91**  
**Mobile Questionnaire Assistance events held**  
at food distributions,  
COVID testing sites, etc.

**15,000**  
**Census 2020 masks distributed**



# BY THE NUMBERS

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

**70,000**  
Phonebanking  
calls made



### City Engagement:

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

**14** Subcommittees

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

## GRANTMAKING

**\$2 Million**  
Awarded  
In Grants

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

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

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

Total Impressions made:  
**771,969**

## CENSUS AMBASSADOR PROGRAM

**310**  
Census Ambassadors

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

## DIGITAL OUTREACH

### Know Your Rights Video



### Interactive Online Census Quiz



### Census Magic Show



### Immigrant Testimonial Video Series

Immigrants across Alameda County shared their reasons for getting counted!

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

We are immigrants.  
We are getting counted!



## EARNED MEDIA

Various outlets featured and interviewed Alameda County CCC staff and partners

Bay Area Advocates Fear Census Homeless Count Will Come Up Short



**KALW**  
LOCAL PUBLIC RADIO

## ADVERTISING



THE DAILY CALIFORNIAN

{510} Families fun with kids in the East Bay

Berkeleyside Berkeley, CA's independent news site

THE OAKLANDSIDE