

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

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

\$2 Million
Awarded
In Grants

69
Grantee
Orgs
62
Mini-
Grantees

250
Presentations
Given
37,000
Calls made by
organizations

Total Impressions made:
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

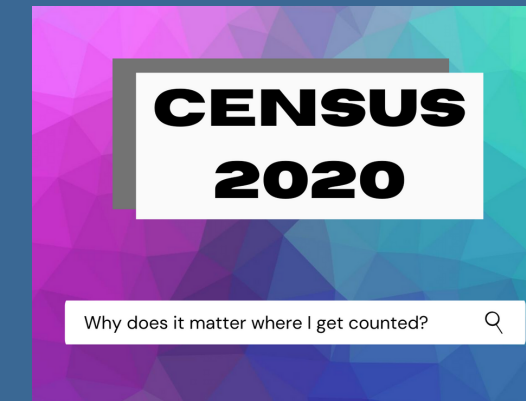


Immigrant Testimonial Video Series

Immigrants across Alameda County shared their reasons for getting counted!

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

Interactive Online Census Quiz



Census Magic Show



EARNED MEDIA

Various outlets featured and interviewed Alameda County CCC staff and partners



ADVERTISING

