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

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
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
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
ROLE OF THE COMPLETE COUNT COMMITTEE STAFF

Identify  Engage  Activate  Train  Equip  Support

“Trusted Messengers”
ENSURING LANGUAGE ACCESS

Immigrant Testimonial Videos

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

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).

@AlamedaCountyCompleteCountCommittee
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

<table>
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<tr>
<th><strong>Phonebanking</strong></th>
<th><strong>Mobile Questionnaire Assistance</strong></th>
<th><strong>Field Outreach</strong></th>
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| • Using the State’s phone outreach system - over 70,000 calls made! | • 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 | • 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.* |

**Special thanks to:**
- Alameda County Disaster Service Workers
- City of Oakland Disaster Service Workers
- Alameda County Census Ambassadors
- Great Oakland Check-in Volunteers
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

2020 SRR
- Dark = more extreme
- Orange = Low SRR
- Purple = High SRR
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 hundreds of 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.

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

GRANTMAKING

$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

Interactive Online Census Quiz
Census Magic Show

EARNED MEDIA

Various outlets featured and interviewed Alameda County CCC staff and partners

ADVERTISING

Ray Ame Advocates Fear Census Homeless Count Will Come Up Short

THE DAILY CALIFORNIAN
Bay Area News Group

KALW
LOCAL PUBLIC RADIO

Immigrants across Alameda County shared their reasons for getting counted:
- Burmese
- Cantonese
- Spanish
- Dari
- Tagalog
- Hindi
- Tigrinya
- Mandarin

We are immigrants. We are getting counted!