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.

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**

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

- **91** 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.

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

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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

70,000 Phonebanking calls made

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

Interactive Online Census Quiz

Census Magic Show

Earned Media

Various outlets featured and interviewed Alameda County CCC staff and partners

Immigrant Testimonial Video Series

Immigrants across Alameda County shared their reasons for getting counted!

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

Advertising

The Daily Californian

Berkeleyside

KQED

Oaklandside

Kalw

Local Public Radio

We are immigrants. We are getting counted!