Census 2020
Count each person once, and in the right place
Napa County Complete Count Committee

- County staff
  - CEO
  - HHSA
  - PBES
  - Community Outreach
- Other Agencies
  - Cities and Town
  - Schools
  - NVTA
- Community Based Organizations
- State and Federal Census representatives
Census Overview

• Address Identification
• Enumeration
  • Postcards
  • Phone Call
  • In-person Enumerators
• Group quarters/congregate populations
• Electronic Response
• SwORD data maps
Napa County Subcommittees

- Target Populations
- Workforce Development
- Marketing
- Congregate Populations
- Employer outreach
- Data/GIS
- Budget/resource sharing
Target populations

- Human-centered design-interviews to understand barriers
- Identify the trusted messengers
- Develop test messages
- Using lessons learned from Voters Choice Napa
Workforce Development

• Act as liaison between Census Bureau hiring efforts with locals looking for employment
• Focus on getting trusted messengers into the Census Bureau recruitments
Congregate Populations

• Hospitals, school dorms, jails, farmworker centers, homeless encampments, assisted living facilities
• Census Bureau has different way to count each population
• Committee will identify each population and work with facilities and homeless outreach team to identify best method for enumeration
  • Where possible, support training of existing facility staff to be enumerators
Marketing

• Develop a cohesive message that can be delivered to different populations using different mediums
• Work collaboratively with state and regional efforts where possible
• Partner with employers as trusted messengers to support a complete count
  • Response events at employer sites
  • Communications targeted to employers
GIS/Data

- Identify additional data sources that can be added to SwORD database as GIS layers, to better focus outreach efforts
  - Areas with limited Broadband Access
  - Births to Napa County residents since last census
  - Group quarters
  - Vacation rentals
- Ensure community partners are trained in order to fully utilize the SwORD database
• Developing a single source to track financial needs, to support leveraging and application for other outside funding sources
• Focused on leveraging existing resources to the extent possible
• Provide baseline information for future census outreach efforts
Timeline

• Summer 2019-identify barriers and trusted messengers
• September 1, 2019 Implementation Plan due to the State
• September 2019-April 2020-Outreach efforts
• April 1, 2020-Enumeration begins
• Summer 2020-follow-up and evaluation
Questions?