



A Tradition of Stewardship
A Commitment to Service

Census 2020

Count each person once, and in
the right place



Napa County Complete Count Committee



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

Census Overview



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

Napa County Subcommittees



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

Target populations



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

Workforce Development



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- 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



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- 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



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- Develop a cohesive message that can be delivered to different populations using different mediums
- Work collaboratively with state and regional efforts where possible

Employer Outreach



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- Partner with employers as trusted messengers to support a complete count
 - Response events at employer sites
 - Communications targeted to employers

GIS/Data



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- 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

Budget/Resource sharing



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- 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



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- 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



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Questions?

