Sole Source Justification for Census Outreach Tools

To avoid an undercount in the 2020 Census, it's important for local governments to provide language-accessible information, referrals, and reminders to encourage hard-to-count residents to respond to the Census.

Local governments can provide these services with the Census Outreach tools from CommunityConnect Labs. CCL's Census text message- and mobile messaging-based solutions are designed to reach hard-to-count communities through messengers they trust, with messages that are relevant and accessible to them, and in the languages they speak.

1. Why CommunityConnect Labs' Census Outreach Solutions Are Unique:
- CommunityConnect Labs (CCL) is the only vendor providing Census outreach technology. Our suite of tools are built from the ground up and designed for the unique requirements of Census 2020 outreach:
    - Census Q&A chatbot to answer people's Census questions. The chatbot is trained on the largest crowdsourced data set of Census questions.
    - Pledge to Be Counted and Census follow-ups timed with the Self-Response and Non-Response Follow-Up Timeline.
    - Census Canvassing app with built-in Census block groups and ALL buildings including non-standard buildings.
    - Reporting Census misinformation. Partners who will be reporting misinformation include national and local grassroots organizations.
    - Recruiting Census field staff. Developed as part of The Opportunity Project's Census Accelerate, a program of the U.S. Census Bureau.

- CCL is the only software vendor with a State of California contract for Census outreach.

- CCL is the only vendor with experience providing technology tools for Census outreach to local government. In 2018, CCL developed a community-based address canvassing solution in consultation with the U.S. Census Bureau's Geography unit. Our customers include Salt Lake County, Los Angeles County, San Mateo County, and Santa Clara County during the Local Update of Census Addresses.

- CCL is the only vendor whose results from Census outreach tools have been evaluated and published in a professional journal for statistics (Kissam, E., C. Quezada, and J.A.

Intili. 2018. "Community-based canvassing to improve the U.S. Census Bureau's Master Address File: California's experience in LUCA 2018." *Statistical Journal of the IAOS* 34(4): 605–619).

- CCL is the only vendor whose Census outreach tools have been presented at local government hearings such as Complete Count Committee (CCC) meetings. CCL has been represented at CCC meetings and is known by local government Census coordinators for their subject matter expertise regarding Census.

- CCL is the only vendor that has trained local governments, partner agencies, and lay individuals on how to use Census outreach technologies. Census outreach training was provided to more than 1,500 staff and volunteers from 40 organizations across local governments such as Los Angeles County, Salt Lake County, and Santa Clara County.

- All of CCL's tools are uniquely designed for local government's language accessibility needs. CCL works with local, human translators to ensure the tools are available in multiple languages unique to each region.

- CCL's tools are uniquely designed to reach traditionally hard-to-engage residents such as low-income individuals and immigrant communities. They work on low-tech phones through ubiquitous SMS as well as through broadly available mobile messaging applications (e.g., Facebook Messenger).

- CCL's Census Outreach tools are designed and built based on years of experience providing mobile messaging solutions to help local government and nonprofit organizations engage low-income communities.

2. How to Verify that CCL Is the Only Source for Census Outreach Technology:
- Google Search: CommunityConnect Labs is the only vendor that appears in Google search results for "Census outreach technology" (see CommunityConnect Labs and Census Outreach Project)

- Expert References:
  - Mara Abrams (mara.abrams@census.gov), Managing Director of Innovation, U.S. Census Bureau
  - Ditas Katague (ditas.katague@census.ca.gov), Director, California Complete Count — Census 2020

3. How to Justify Pricing?

CCL's pricing is standard and based by population of the local area. Our pricing for this project is comparable to that offered to other government agencies.

4. Is the Product Proprietary or Is It Available from Various Dealers? How to Verify This?
CCL's Census Outreach tools are proprietary and developed, operated, and supported by CommunityConnect Labs. A Google search for "Census outreach solutions" will show there are no other dealers besides CCL (see CommunityConnect Labs and Census Outreach Project).