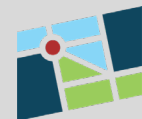


Measure X Needs Assessment + Program Evaluation

MXCAB - April 15, 2026



CONTRA COSTA
COUNTY, CALIFORNIA



raimi+
associates

an
alta
company

FM3
RESEARCH

FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Our Understanding

This Needs Assessment + Program Evaluation will:

- Include a mixed method approach to collect comprehensive and representative data on community needs
- Incorporate information from previous needs assessments and reports
- Provide a current snapshot of community needs and priorities
- Assess program performance and impacts of Measure X-funded program and increase programs' capacity for continuous improvement
- Support data-informed decision-making on Measure X investments



Our Team + Approach

Our Team

Raimi + Associates, an Alta Company

Kym Dorman	Project Director
Paige Kruza	Project Manager
Ana Padilla	Engagement Coordinator

FM3

Statistically reliable countywide survey + community survey

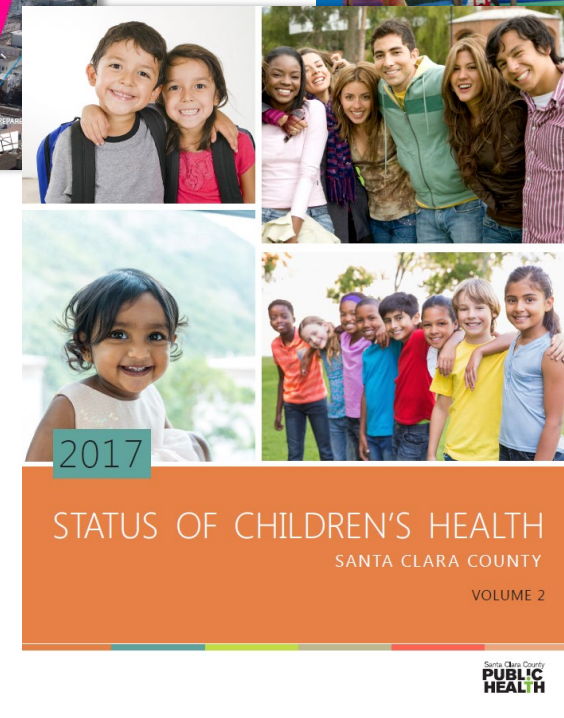
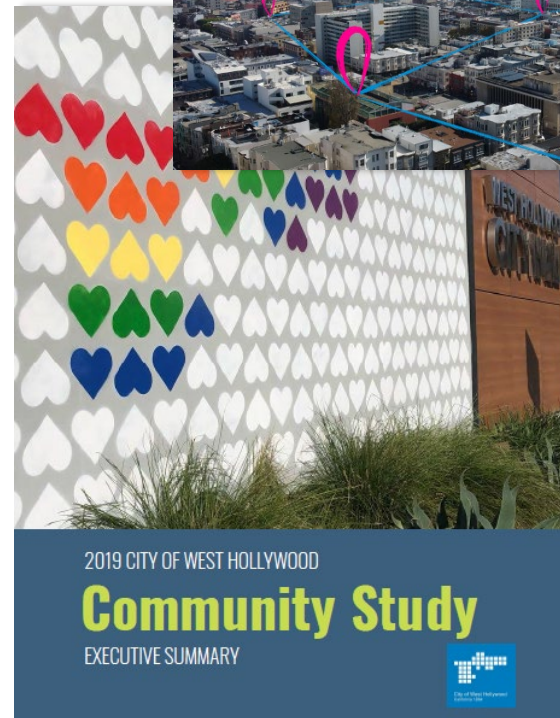
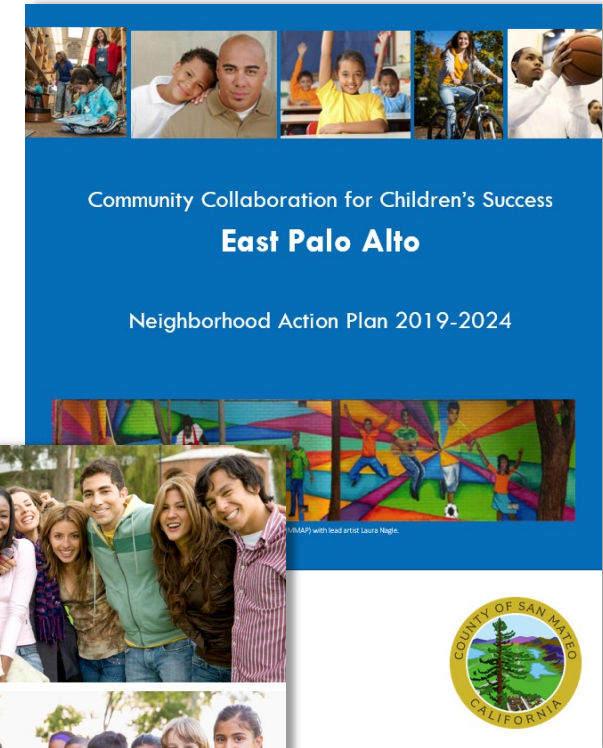
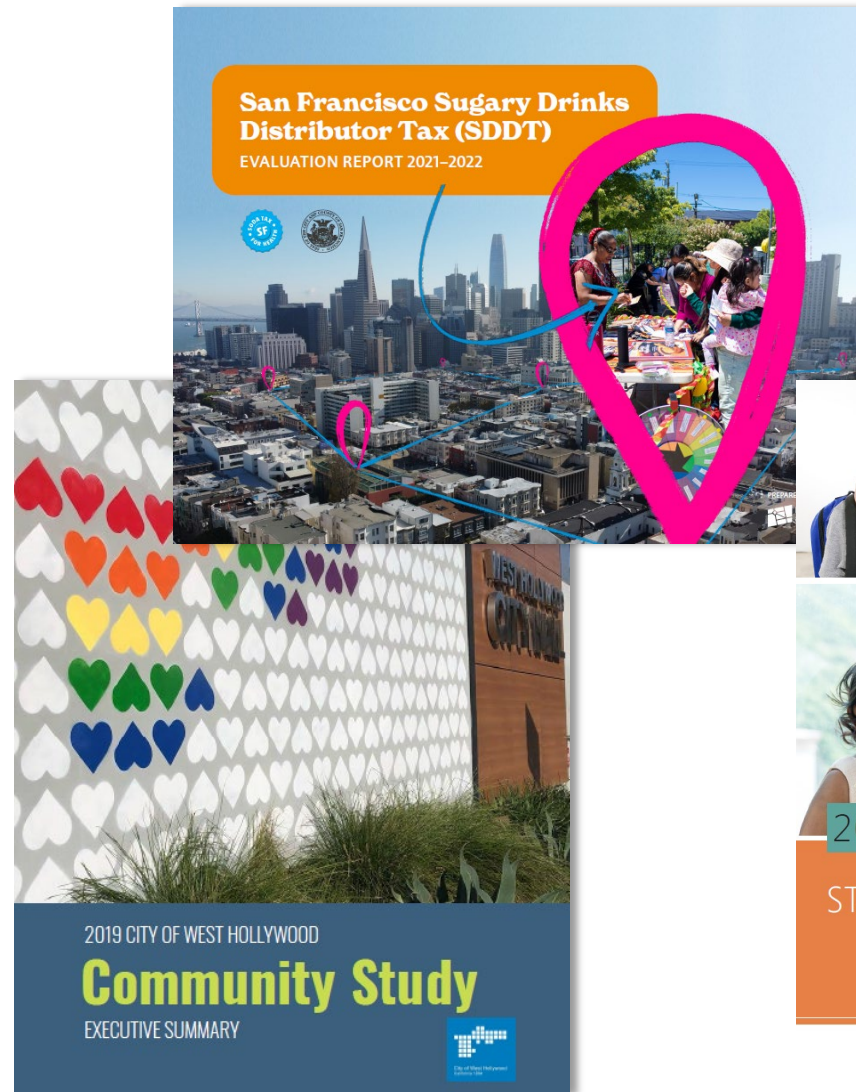
Richard Bernard	Project Manager
Lucia Del Puppo	Assistant Project Manager

Our expertise includes:

- ✓ Over 20 years of assessment and evaluation projects with government agencies, nonprofits, and foundations
- ✓ Rigorous, culturally responsive engagement
- ✓ Meaningful + actionable findings

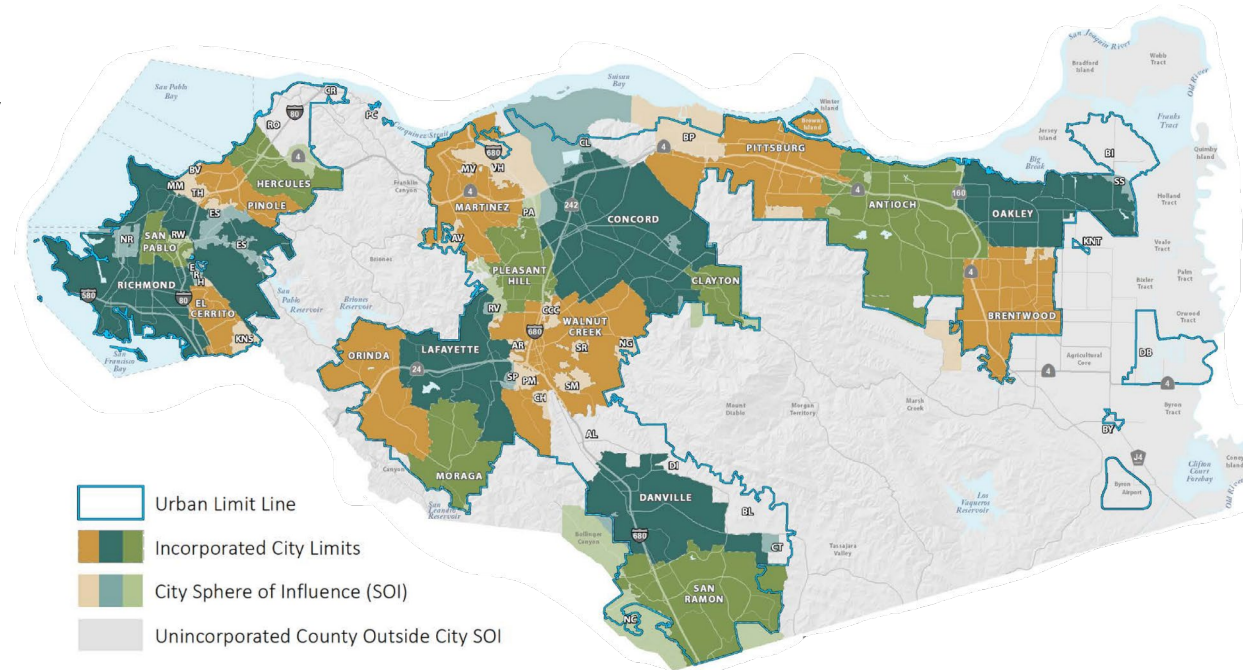
Highlighted Assessment + Evaluation Experience

- West Hollywood Community Study
- San Francisco Sugary Drinks Distributor Tax Evaluation
- Santa Clara County Children's Health Assessment
- San Mateo County Community Collaboration for Children's Success



Local Experience

- Contra Costa County
- Cities:
 - Antioch
 - Concord
 - Hercules
 - Martinez
 - Orinda
 - Pinole
 - Pittsburg
 - Richmond
 - San Ramon
 - Walnut Creek
- Town of Danville



- BAAQMD Richmond-San Pablo Community Emissions Reduction Plan
- Contra Costa Children's Leadership Council
- Contra Costa Community College District

- Contra Costa County Flood Control & Water Conservation District
- Contra Costa County Mosquito & Vector Control District
- Dublin San Ramon Services District
- East Bay Regional Park District
- Rodeo-Hercules Fire Protection District
- First 5 Contra Costa
- West Contra Costa Unified School District

Our approach leads to rigorous results + broad buy-in

- ✓ Build on previous work + recognize current issues
- ✓ Facilitate rigorous, transparent + inclusive engagement process
- ✓ Reflect broad range of experiences + perspectives
- ✓ Address challenges + real-world constraints



Building on Previous Work: Reviewed To-Date

- MXCAB meeting materials (including: funding recommendations; recommended evaluation framework; 2022 report on MX + MXCAB History, Stewardship, & Use of Funds; and 2021 presentations to MXCAB)
- CCC LGBTQAI+ Service Assessment (2026)
- First 5 CCC Listening Tour (2025)
- Community Health Needs Assessments for Kaiser Permanente (KP) Antioch, KP Richmond, and KP Walnut Creek (2025)
- Community Impact Fund Survey (2025)
- CC Health Population Needs Assessment [for the Medi-Cal Population] (2024)
- CCC Area Agency On Aging - Area Plan (2024)
- Community Needs Assessment for Youth & Young Adult Homelessness in CCC (2024)
- Mental Health Services Act Program + Expenditures Plan - Annual Update (2025)
- East CCC Alliance Community Listening Sessions – Healthy Contra Costa (2023)
- CCC Economic Opportunity Council’s Community Service Block Grant Community Action Plan (2023)
- CCC Employment & Human Services Department Community Assessment (2023)
- Listening Sessions for CC Office of Racial Equity & Social Justice (2022)
- Antioch Change: A Community Housing Assessment of Needs, Gaps & Equity (2022)
- Together Toward Health Streetwyze Map Data Analysis & Findings (2022)

Project Timeline



MXCAB



County Supervisors



Department Leadership

April

- Summarize findings from recent needs assessments from Contra Costa County
- Finalize engagement plan + tools
- MXCAB listening session
- Interview County Supervisors



May

- Conduct statistically reliable survey (random sample)
- Analyze data from departments to begin evaluation



June-July

- Conduct community survey
- Conduct focus groups
- Conduct additional key stakeholder interviews
- Create MX evaluation framework + standardized reporting template

August-October

- Analyze needs assessment data
- Prepare MX Needs Assessment + Evaluation Report



November

- Present MX Needs Assessment + Evaluation findings to key stakeholders



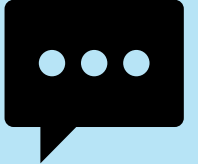
Community Engagement

Develop a Rigorous Community Engagement Plan

1. Gather input from MXCAB + BOS to inform the engagement plan
2. Review population data + reports
3. Develop engagement plan for the:
 - Statistically reliable survey (random sample)
 - Community survey
 - Key stakeholder interviews
 - Focus groups with residents most impacted by community needs



Statistically Reliable Survey



- *Sample size:* 800-1,000 Contra Costa residents (18+) (margin of error $\pm 3.5\%$)
- *Languages:* English + Spanish (at minimum)
- Available online and via phone interview
- Contact by phone call (cell phones and landlines), and SMS/text message
- ~ 15-minutes for the average respondent to complete on the telephone

Engage Diverse Range of Community Members

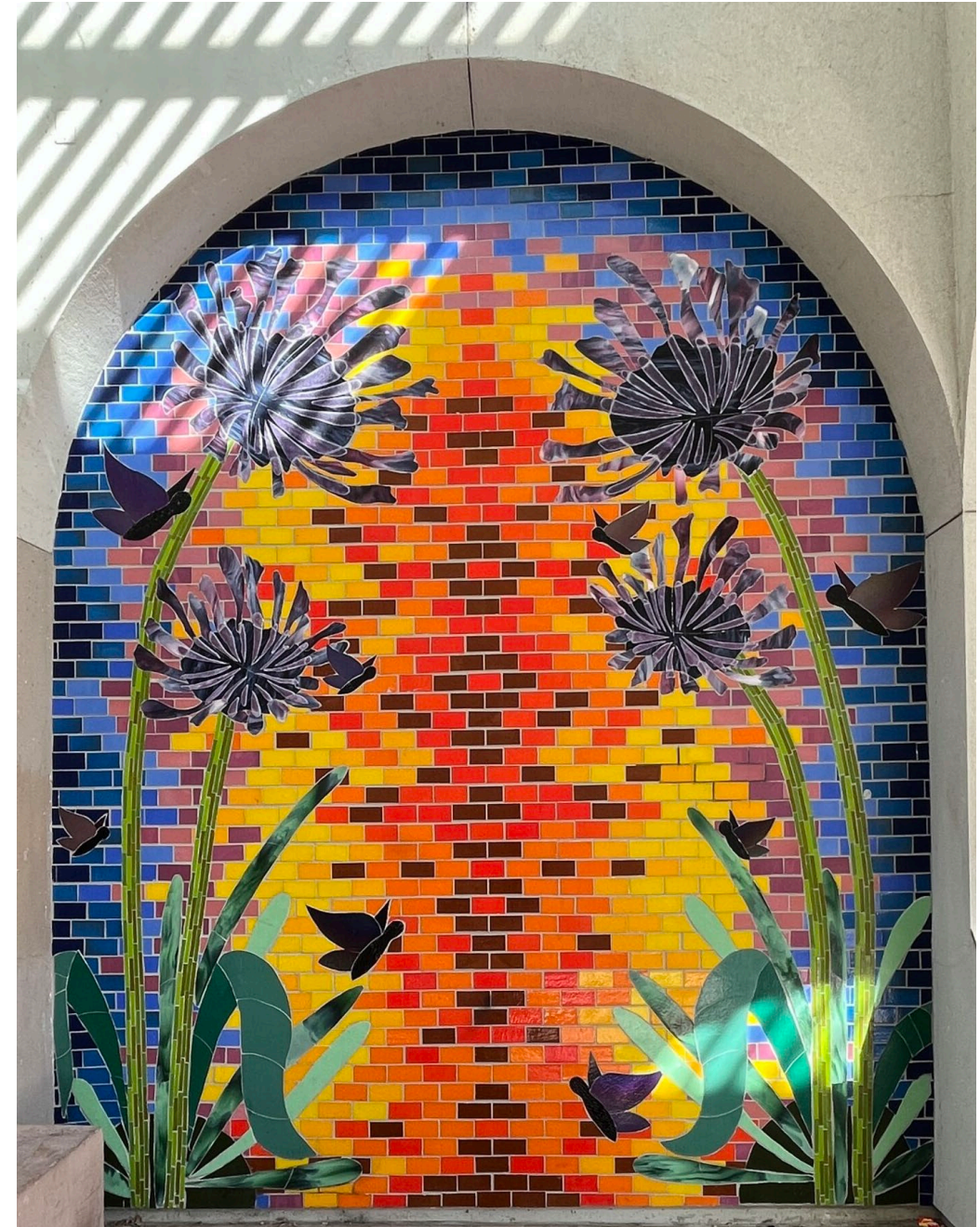
- ✓ **Culturally + linguistically responsive**
Multilingual survey instruments + focus groups, methods designed to be welcoming to all
- ✓ **Reducing barriers**
Online and phone statistically reliable survey, inclusive community survey, and focus groups
- ✓ **Leveraging trusted organizations**
We collaborate with community-based organizations, community leaders, and social service providers to collect community surveys, plan and conduct focus groups



Considerations for Engagement

We look at many demographics + characteristics, including, but not limited to:

1. Socioeconomic status
2. Language spoken + English proficiency
3. Where people live
 - Including all five County Supervisorial districts
4. Race/ethnicity
5. Gender
6. Age groups



Who should participate?

EVERYONE! Once launched (in June), please share the community survey with your friends and colleagues.

How can I get involved?

- If you live, work, and/or attend school in Contra Costa County, we would love to have you participate in the community survey!
- You can also share the survey with your family, friends, classmates, colleagues, and community groups! Please email paige.kruza@altago.com.



Listening Session: Questions for the MXCAB

Key Questions for MXCAB

1. Whose voices are important to include in this needs assessment?
2. What recommendations do you have for organizations to work with on distributing the community survey and/or focus groups?
3. What other needs assessments and data should we be aware of?
4. What do you consider to be the most pressing needs for CCC residents?
5. What should we consider for the evaluation?
6. What else should we consider?



Whose voices are important to include in this needs assessment?

- Unhoused, unsheltered residents, people with housing instability/at risk of eviction
- LGBTQAI+ community members
- Immigrants, undocumented families
- People currently on Medi-Cal and those who will lose Medi-Cal (and SNAP)
- African American residents
- People in jail + juvenile hall, reentry population
- Unemployed residents, long-term unemployed who no longer qualify for unemployment benefits
- Older adults
- Youth

What recommendations do you have for organizations to work with on distributing the community survey and/or focus groups?

- Youth centers funded with MX (to engage <18)
- Multi Faith Action Committee

What other needs assessments and data should we be aware of?

- MX Youth Centers Implementation Plan
- RYSE Listening Campaign 2.0
- HSD focus groups with immigrants done recently (ask SAFE Center staff for intro)
- Current CC Health CHA and overall process

What do you consider to be the most pressing needs for CCC residents?

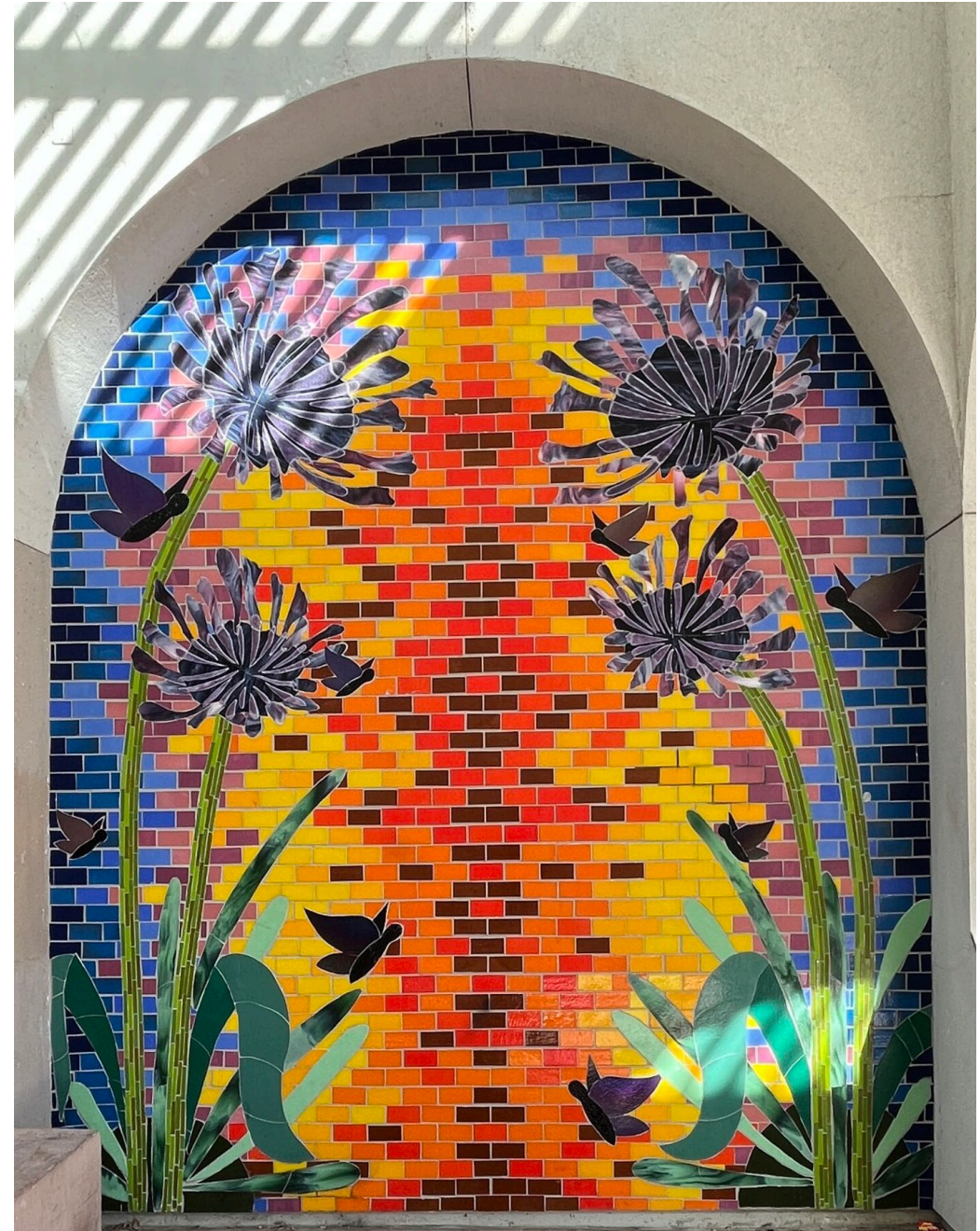
- Cost of living
- Food insecurity
- Unemployment
- Loss of health care
- Poor health outcomes
- Loss of homes/housing, unhoused community members' needs
- Environmental hazards (sea level rise, refineries, wildfires)
- Transportation (esp. for D3)
- Gentrification, ongoing resource disparities, lack of housing affordable for residents,
- Infrastructure investments in different communities within CCC

What ELSE should we consider for the evaluation?

- How could the evaluation set decision-makers up to assess impact of allocations that have been made
- What information will help CCC do it better? What has been effective that could/should be expanded
- Level of complexity is critical to consider for the standard reporting (what is important/meaningful for voters, for disadvantaged/vulnerable community members, for stakeholders)

What else should we consider?

- What do we have to show for MX?
 - Esp. given new tax measure on the ballot (for time-limited period to address federal cuts) that does not have any community oversight written into the measure
- MX is a small fraction of the CCC budget
- Service gaps are challenging to ID but are important
- Emergency response gaps in basic knowledge about how to respond to, who is responsible for what in evacuations
- Answer you get depends on the Q you ask
- A's, input are never monolithic, often juxtaposed or completely in conflict
- Possibly include in FAQ that info about funding has gone to / impact will be available



Thank You!

Kym Dorman

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