

# Measure X Needs Assessment + Program Evaluation

MXCAB - April 15, 2026



**CONTRA COSTA**  
COUNTY, CALIFORNIA



an  
**alta**  
company



# 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

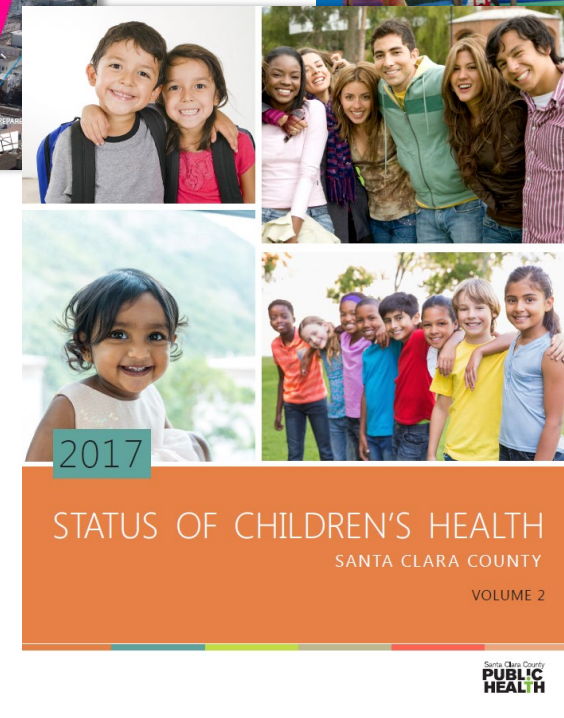
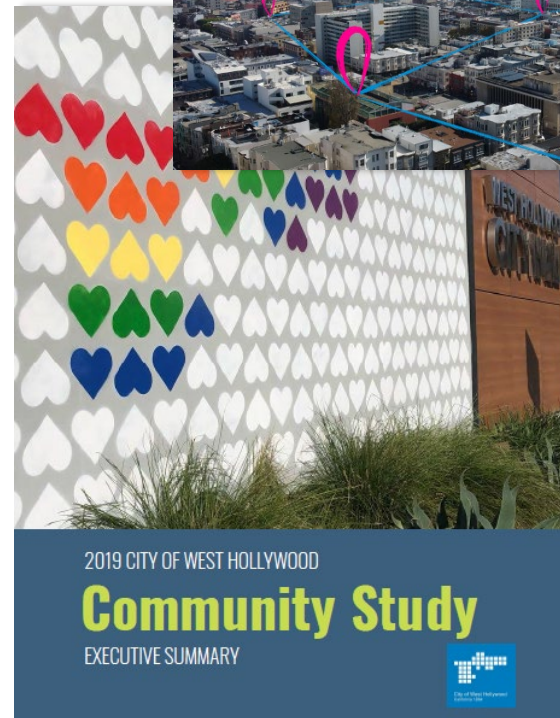
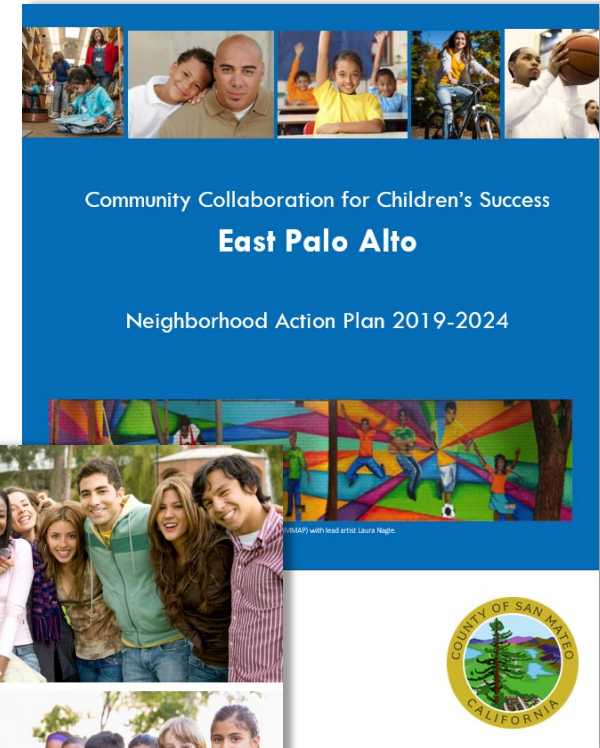
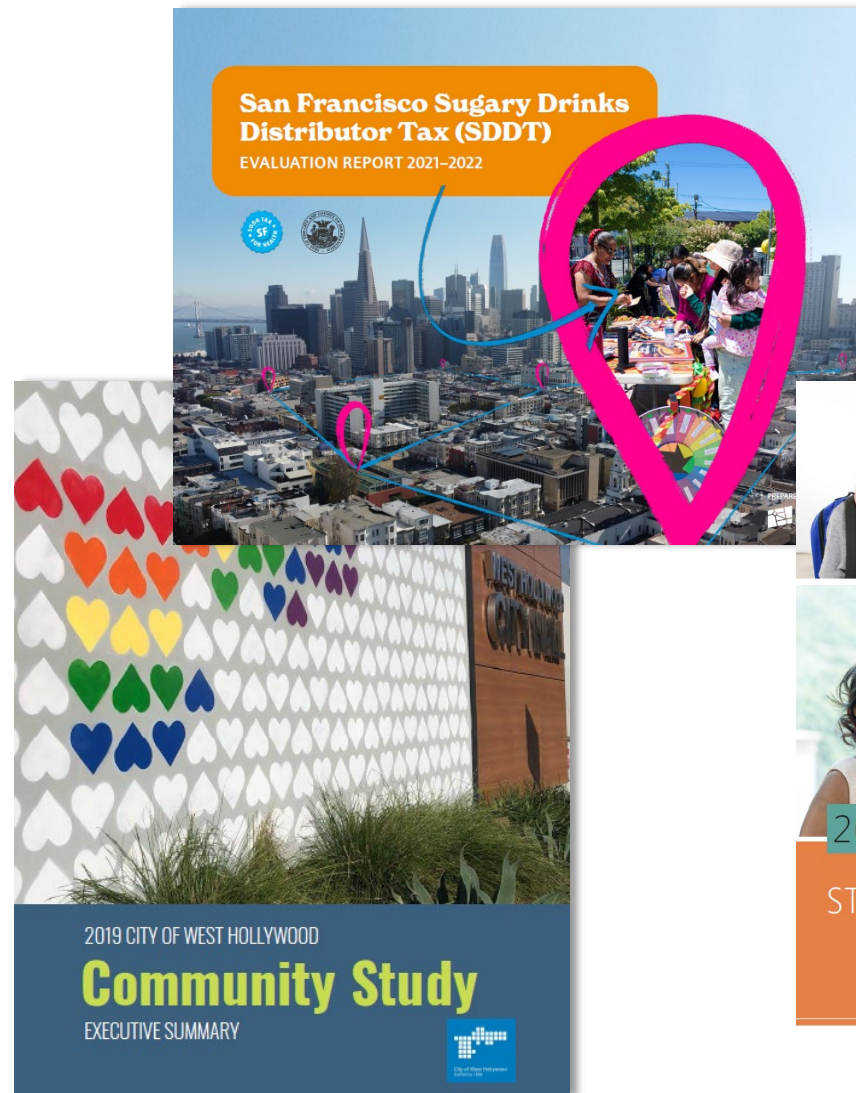
Richard Bernard	Lead for representative county-wide survey
Lucia Del Puppo	Assistant Project Manager for survey

### Our expertise includes:

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

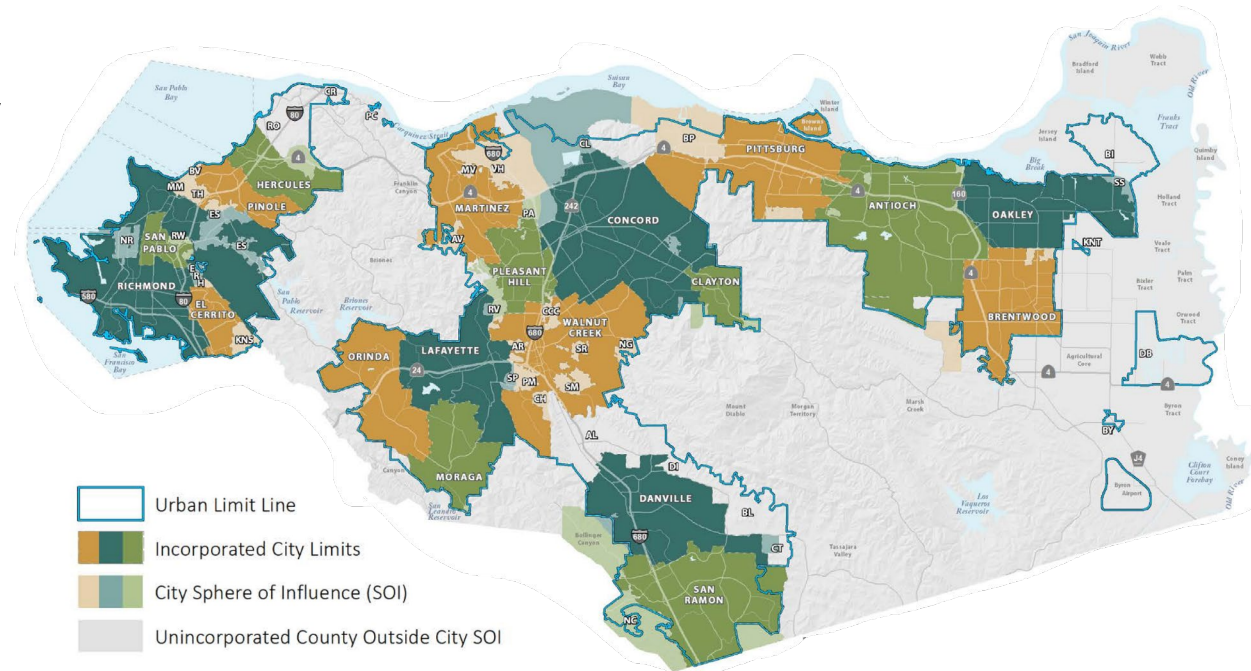
# Highlighted Assessment + Evaluation Experience

- 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 meeting
- 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



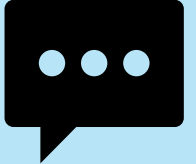
# Community Engagement

# 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

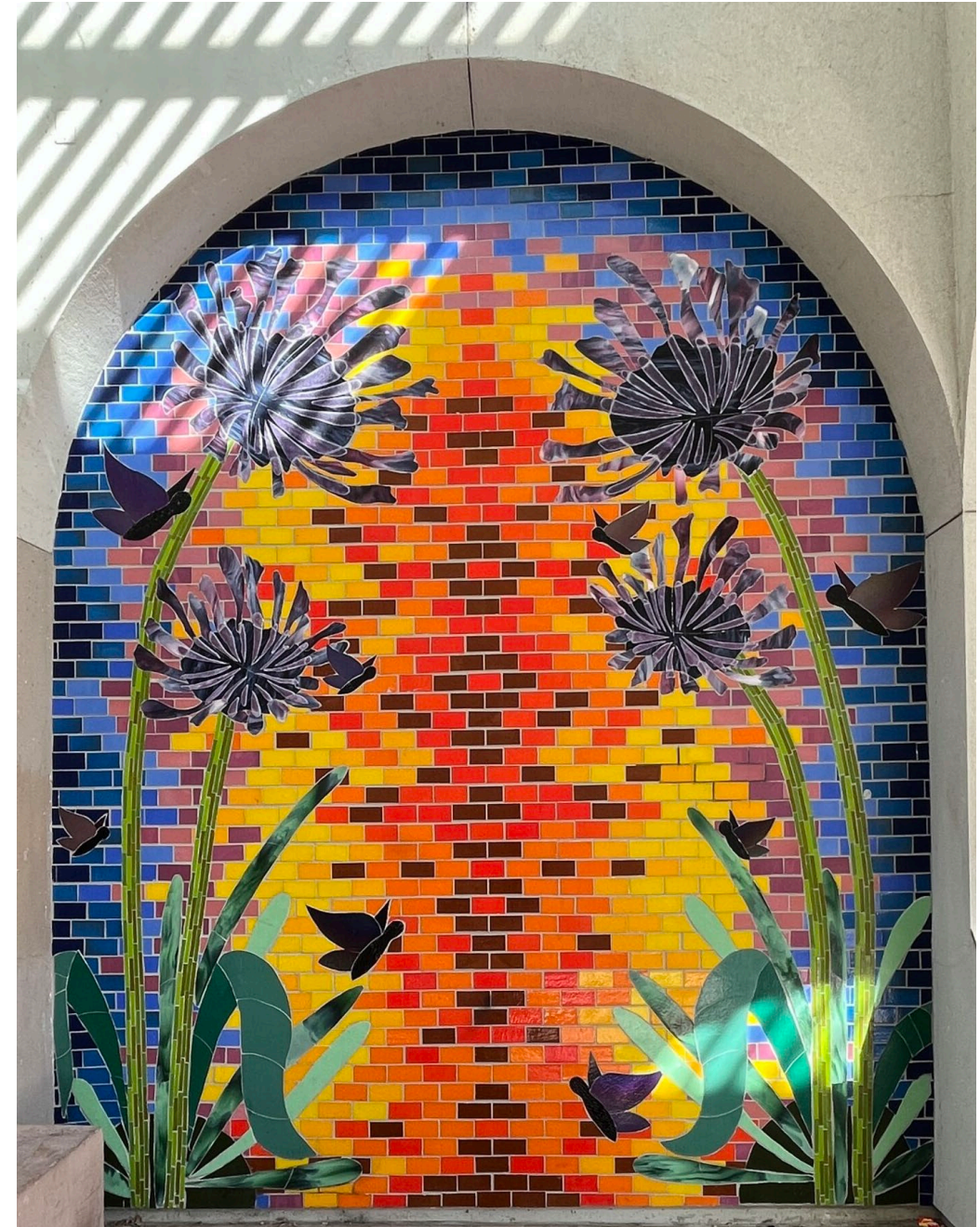
- ✓ **Culturally + linguistically responsive**  
Multilingual survey instruments + focus groups, methods designed to be welcoming to all
- ✓ **Reducing barriers**  
Online and phone statistically reliable survey, inclusive community survey, and focus groups
- ✓ **Leveraging trusted organizations**  
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](mailto: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 else should we consider?



# Whose voices are important to include in this needs assessment?

- Notes (to be added during meeting)

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

- Notes (to be added during meeting)

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

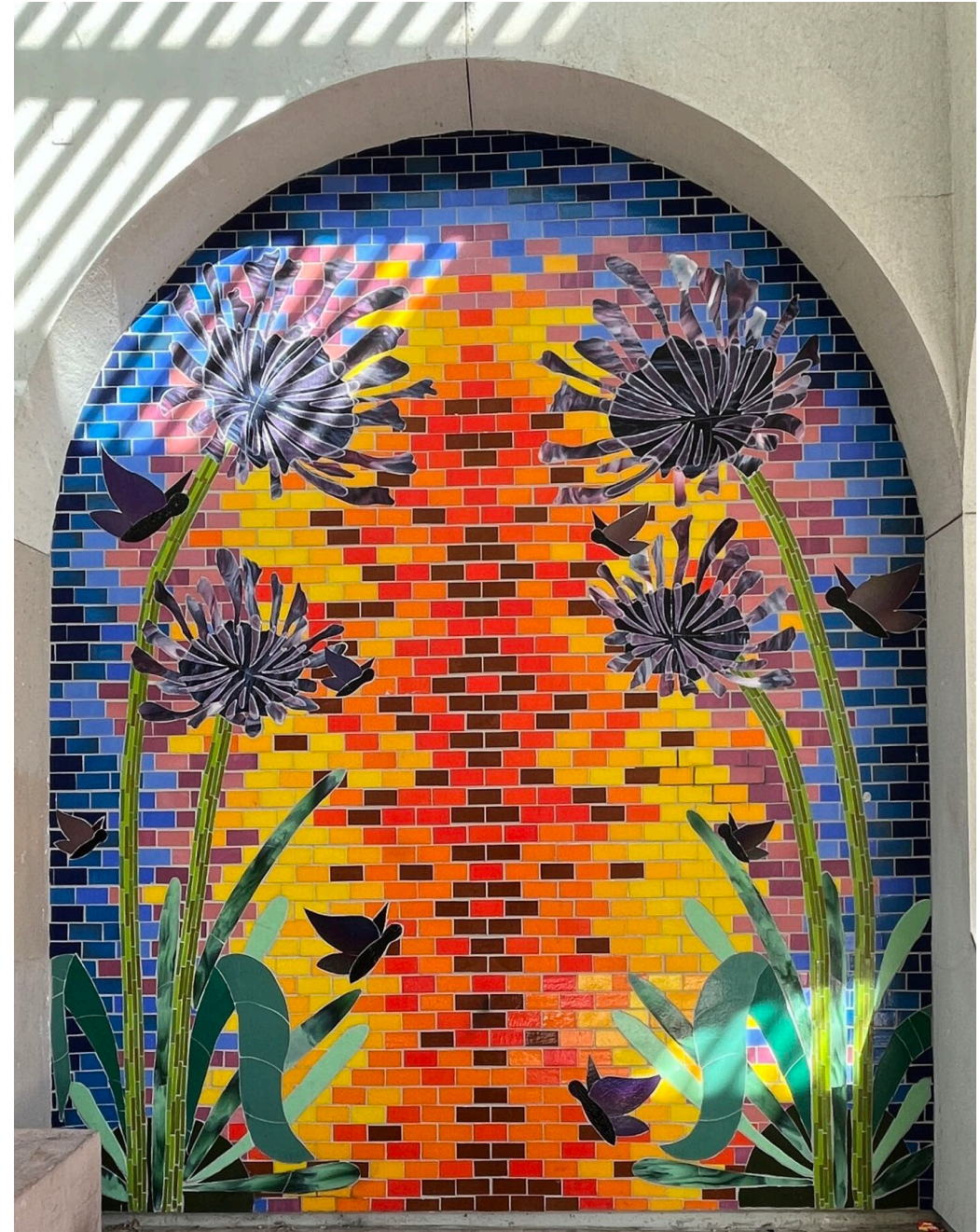
- Notes (to be added during meeting)

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

- Notes (to be added during meeting)

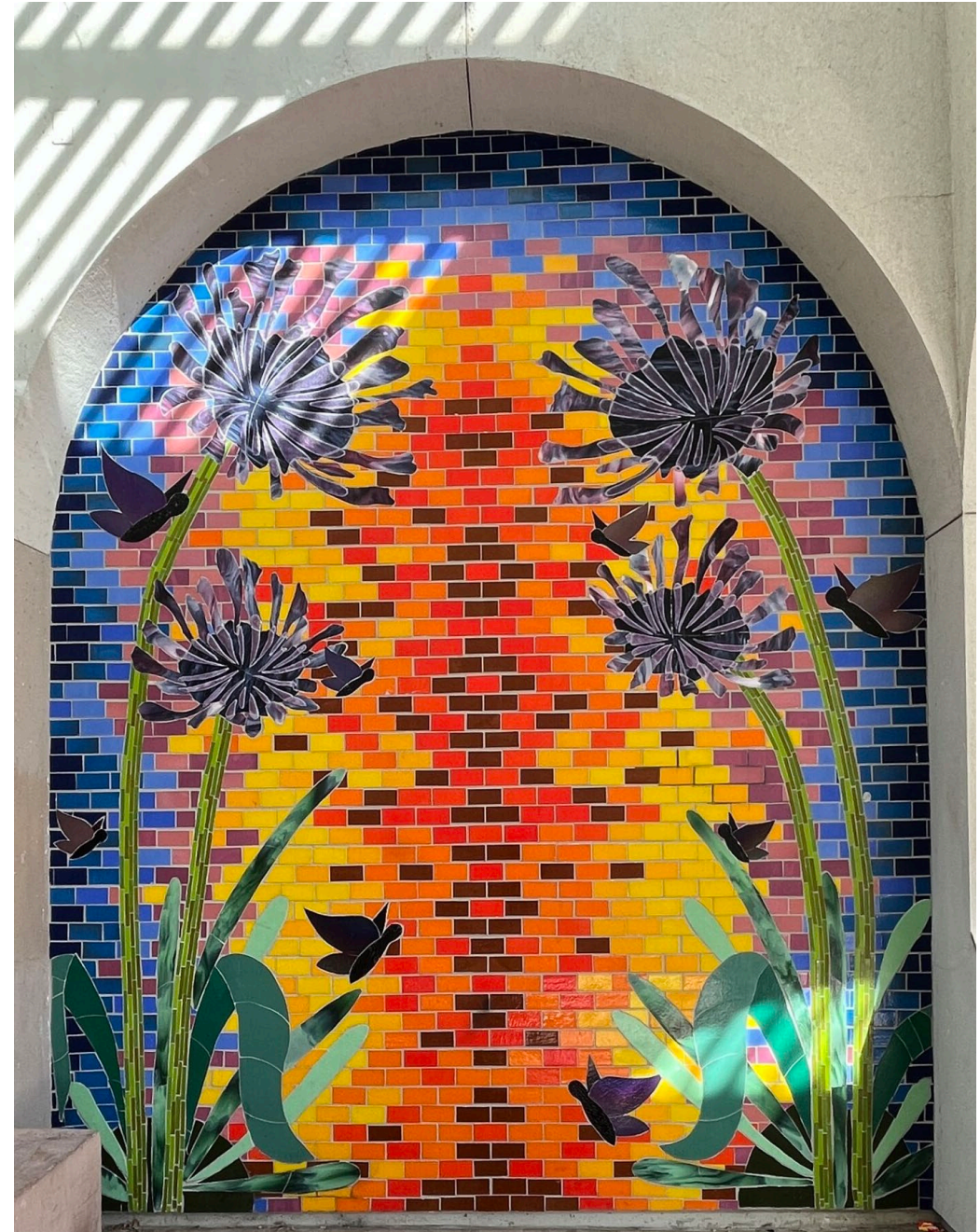
# What else should we consider?

- Notes (to be added during meeting)



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- Notes (to be added during meeting)



Thank You!

Kym Dorman

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