

Complete County Steering Committee, April 15, 2019 Rev: May 15, 2019  
Item 6. - Roles and Responsibilities of the Outreach and Finance Committee

### **Outreach Sub-committee**

- Develop a grassroots “Get Out The Count” (GOTC) outreach strategy for partnering with entities such as non-profits, community-based organizations, businesses, schools, health system partners, colleges, landlords, faith-based communities, and other stakeholders.
- Create and maintain a master database of partners to build the network.
- Create and maintain a master outreach calendar that is fed and informed by the work of the Census Bureau, CA Census 2020, Region 3 and the County’s Regional Working Groups (RWG).
- Recommend customized promotional materials / collateral for local areas.
- Recommend special events.
- Plan pilot programs.
- Support and complete outreach tasks through the work of regional working groups in Central County, East County, South County, and West County.
- Data tracking and evaluation.

### **Finance Subcommittee**

- Working with County staff, develop a proposed Contra Costa Census 2020 budget.
- Develop a system for monitoring the budget.
- Provide budget oversight.
- Provide monthly financial updates to the Complete Count Steering Committee.
- Review and make mini-grant recommendations
- Track other agency (UWBA, Census Bureau, State, Foundations, etc.) spending by category to identify gaps, avoid duplication and to promote opportunities.

**ACTION:** Approve appointment of:

Lauren Babb, Aparna Maderiddi and Sam Houston to the Finance Sub-Committee.

Mariana Moore, Lina Velasco, and Terry Koehne to the Outreach Sub-Committee.