



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

(An Ad Hoc Committee Established by the Board of Supervisors)

April 15, 2019
12:00 Noon
Paramount Conference Room
777 Arnold Drive, Martinez

Supervisor Diane Burgis, Chairperson
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

Barbara Riveira, County Administrator's Office
Kristine Solseng, Conservation and Development Department

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Andres Orozco, At Large Member; Ali Saidi, At Large Member; Fran Biderman, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Samuel Houston, At Large Member; Terry Koehne, At Large Member

Absent: Linda Soliven, District III Representative; Alvaro Fuentes, At Large Member; Mark Orcutt, At Large Member

Staff Present: Barbara Riveira, CAO Sr. Management Analyst; Kristine Solseng, Conservation and Development Department

Attendees: Mark Goodwin, Teresa Gerringer, Colleen Isenberg, Ted Landan, Nancy Kreiser, Michelle Krasowski, Susan Shiu, Dom Pruett, Sandy Trujillo, David Tucker, Sean Trambley

1. Call to Order and Introductions to include census updates for organizations and partners.- *Est 5 min*

Supervisor Burgis convened the meeting at 12:00 p.m. and self-introductions were made around the room.

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No one requested to speak during the public comment period.

3. RECEIVE and APPROVE the Record of Action for the March 18, 2019 meeting.

The Committee approved the Record of Action for the March 18, 2019 - 2020 Census Complete Count Steering Committee.

4. Receive federal, State, and Regional updates on preparation for the Census.

Kristine Solseng and Barbara Riveira provided a federal, State and Regional update, as outlined in the staff report plus the following:

- *U.S. Census Bureau will open an office in Concord and are currently recruiting for Supervisory and Non-Supervisory positions.*

Supervisor Andersen asked staff to forward the U.S. Census Bureau recruitment information to committee members.

5. DISCUSS the role and responsibilities of the Finance and Outreach Subcommittees and APPOINT Finance and Outreach Subcommittee members.

Supervisor Burgis presented an overview of the roles and responsibilities of the Finance and Outreach Subcommittees and explained that these meetings will follow the Brown Act requirements.

The Outreach Sub-committee will develop a grassroots “Get Out The Count” outreach strategy for non-profits, community-based organizations, businesses, schools, health system partners, colleges, property owners, faith-based communities, and other stake holders.

Supervisor Burgis recommended appointing Lauren Babb, Aparna Maderiddi, and Sam Houston to the Finance Sub-Committee. Lina Velasco made a motion to approve and Terry Koehne Seconded. All Approved.

The Finance Sub-committee will be working with County staff to develop a proposed Contra Costa Census 2020 budget and system for monitoring the budget and providing oversight.

Supervisor Burgis recommended appointing Mariana Moore, Lina Velasco, and Terry Koehne to the Outreach Sub-Committee. Fran Bidderman made a motion to approve and Aparna Madireddi seconded. All Approved.

Supervisor Burgis request that committee members coordinate with Teresa Gerringer to schedule meetings for the sub-committees.

6. If the Steering Committee is substantially in agreement with the proposed Regional Convening Structure, the committee can direct staff to begin organizing the Convening's. Additionally, members can volunteer to participate in their region, help get the word out once the dates have been set, and assist in soliciting food/drink donations for the events.

The Steering Committee may also choose to have the Outreach Committee provide additional input on the Regional Convening structure and bring it back to the Committee in May.

Kristine Solseng provided a brief overview of the Regional Convening structure. The idea behind the workshops is to build networks to reach the community. The goal is for people to come together and provide input on how to reach all of the hard to count communities and avoid redundancies.

Lina Velasco suggested that we may want to have translation assistance at the regional convenings.

Supervisor Burgis ask if committee members know of organizations that have budgeted funds for Census 2020 to let the committee know so that we can leverage resources. If the Steering Committee is substantially in agreement with the proposed Regional Convening Structure, the committee can direct staff to begin organizing the Convening's. Additionally, members can volunteer to participate in their region, and help get the word out once the dates have been set, and assist in soliciting food/drink donations for the events.

Teresa Gerringer is in charge of setting up the speaking events, she will send out her email address to everyone.

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District III Representative Linda Soliven (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

7. This training is provided to give Steering Committee members the tools to make presentations at City Council meetings and other Community Based organization events.

Kristine Solseng presented and overview of training material to committee members as potential speakers that will go out to events, and distributed the Speaker Tool Kits. Speakers should convey that partnership is key to success, and to encourage individuals and organizations to fill out the form on line if they are interested in partnering with the county for Census 2020 outreach. The goal is to get people to fill out that form on line at www.contracosta.ca.gov/census2020.

The database of individuals/organizations signing-up will provide us with a good resource to invite to the Regional Workshops. Regional workshops will be held in late May or June, preferably before the state holds it Implementation Workshop.

Direction to staff included:

- Provide clarification on some of the charts. Some of the charts will need to be updated to include the dollar amounts as well as the percentage.*
- Mariana Moore suggested that the mapping include an overlay of the cities and that maybe the presentations can be tailored for key audiences.*
- Ali Saidi suggested that we have tablets or laptops available to have individuals fill out the Partnership form at the event.*
- Nancy Kreiser and Michelle Krasowski from the County Library reported that the Library has*

been very involved with the Census and they are hosted recruiting events. It was suggested that they also coordinate with the local Richmond library.

Kristine also indicated that outreach events will be geocoded, so as we start to implement the outreach plan we will know what areas we have events/partners on the ground. Also, the website is currently being updated.

David Tucker indicated that the state is also collecting partnership information and that he will share this with Barbara Riveira and Kristine Solseng.

8. Recommend the Board of Supervisors approve the Strategic Plan and submit it to the State for review.
Authorize staff to make changes to the Strategic Plan based on Board of Supervisor input or State input, as long as the changes are substantially consistent with the approved plan.

Kristine Solseng gave a brief review and summary of updates to the Strategic Plan.

Fran Bidderman suggested one additional change be made where the documents states Youth 0-5 that is be changed to Children 0-5.

Supervisor Burgis acknowledge Barbara Riveira, Kristine Solseng, Mark Goodwin, and Teresa Garringer for their work on the Strategic Plan. Supervisor Burgis recommended that the Strategic Plan be approved and presented to the Board of Supervisors for approval.

At Large Member Mariana Moore, At Large Member Terry Koehne

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Bidderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District III Representative Linda Soliven (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

9. RECEIVE presentation on Children and the Census by Fran Bidderman, First Five Contra Costa and Kristine Solseng, Conservation and Development on potential barriers and opportunity around counting children in the 2020 Census.

Fran Bidderman, First Five Contra Costa provided a presentation on children 0-5, she discussed the obstacles and opportunities.

Kristine Solseng, Conservation and Development prepared and demonstrated how to use the mapping tools and showed maps of where the highest population of school age children and children under five live within the county.

Discussion about ideas to reach this population included the following:

- *Headstarts and first 5 could have question assistant centers;*

- *School age children often translate for families with language difficulty;*
- *Public high schools may be used as resource;*
- *Identify and work with Charter schools;*
- *Contact California Charter School Association;*
- *Home school and other private perocial schools;*
- *Partner with tutoring centers; children centers, Library story time, as well as groups that support language learners;*
- *Richmond afterschool programs;*
- *RYSE Center in Richmond, trusted organizations.*

Terry Koehne stated that he has a meeting with District Supervisors. There is a grant available on based on student enrollment for \$41,000 that the district received for census outreach efforts. Fran Biderman also indicated that First five has budgeted \$10,000 for census efforts.

Fran Bidderman reminded members that there is a FAQ – templet in packet for Contra Costa and can be used.

10. A new meeting schedule is provided including the location change for the July 15, 2019 meeting. The meetings are scheduled for the third Monday of every month through December 2019, from 12:00 noon to 2:00 p.m.

Barbara Riveira reported that she was able to obtain a meeting room for the July 15, 2019 meeting to remain consistent with the 12:00 noon meeting time. The committee is scheduled to meet at the Administrative Building, 651 pine Street, Room 101, Martinez. Supervisor Andersen and Supervisor Burgis will not be available to meet in August, and the Steering Committee will not meet in August. However, the Outreach and Finance Sub-Committees will meet.

11. The next meeting is currently scheduled for May 20, 2019.

Barbara Riveira reported that she was able to obtain a meeting room for the July 15, 2019 meeting to remain consistent with the 12:00 noon meeting time. The committee is scheduled to meet at the Administrative Building, 651 pine Street, Room 101, Martinez. Supervisor Andersen and Supervisor Burgis will not be available to meet in August, and the Steering Committee will not meet in August. However, the Outreach and Finance Sub-Committees will meet.

12. Adjourn

Supervisor Burgis adjourned meeting at 2:00 p.m.

The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 651 Pine Street, 10th floor, during normal business hours.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us

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