



# 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

RECORD OF ACTION FOR  
JUNE 17, 2019

**Supervisor Diane Burgis, Chair**  
**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

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

**Absent:** Alvaro Fuentes, At Large Member; Ali Saidi, At Large Member; Terry Koehne, At Large Member

**Staff Present:** Julie DiMaggio Enea, Senior Deputy County Administrator; Kristine Solseng, Conservation &

Development Dept; Mark Goodwin, District III Chief of Staff; Teresa Gerringer, District III Supervisor's Office; Dom Pruett, District III Supervisor's Office; Susan Shiu, Communications and Media Director

**Attendees:** Zhiyuan Zhang, U.S. Census; Darlene Rios Drapkin, U.S. Census; Jaime Jenett, HSD Homeless Programs; Michelle Krasowski, Library; Nancy Kreiser, Library; Sue Hamill; Blanca Gutierrez, Community Clinic Consortium; Beatriz Guerrero, City of Richmond

1. Call to Order and Introductions

***Chair Burgis called the meeting to order at 12:05 p.m.***

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 May 20, 2019 meeting.

***The Record of Action for the May 20, 2019 meeting was approved as presented.***

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

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

4. RECEIVE federal, State, regional and local updates on preparation for the Census.

*Kristine Solseng reported that the U.S. Census Bureau hired more Partnership Specialists and introduced Darlene Drapkin. She also reported that the decision on the immigration question would be rendered later this month. She announced the State's Implementation Workshop scheduled for June 19th and a hand-count of potential attendees was taken.*

*DRAFT Hard to Count Fact Sheets were handed out for comment. Vice Chair Andersen suggested that the statement that the "U.S. Census Bureau cannot share data..." be highlighted in a separate bullet and that the word "cannot" should be emphasized. It was also clarified that the questionnaire is expected to comprise ten (not nine) questions and may take more than 15 minutes to complete depending on the number of people in a household.*

*It was also announced that the U.S. Census Bureau continues to look for more enumerators from Contra Costa County. Zhiyuan Zhang reported that the Concord U.S. Census Office is expected to open sometime in July.*

*Julie Enea reported that seven qualifying applications were received in response to the County's Census Outreach Coordinator recruitment. Interviews will be scheduled for early July, selection likely in mid-July with a possible start date in early August.*

*A brief update was provided on the Regional Solutions Workshops that were held in Richmond and Brentwood.*

5. RECEIVE status report from the Finance Subcommittee

*Teresa Gerringer reported that due to schedule conflicts, the Finance Subcommittee had been unable to meet, but planned to meet on June 21.*

6.
  1. RECEIVE and FILE the Record of Action of the May 28, 2019 Outreach Subcommittee, and the updated roles and responsibilities document.
  2. DISCUSS and APPROVE the tagline recommendation of the Outreach Subcommittee.

*Susan Shiu presented the draft communications framework and timeline.*

*Lina Velasco and Mariana Moore presented the Outreach Subcommittee's recommendation of the tagline, "Count Me In", which was selected because it translates to other languages well, is adaptable to different groups, and is short and simple. Mark Orcutt added that the tagline survey indicated that "Contra Costa" did not need to be in the tagline. A supplemental tagline was also suggested, "Count Me In, Because We All Count".*

*The Committee accepted the minutes of the May 28 and June 11 Outreach Subcommittee meetings, approved the updated Roles and Responsibilities of the Subcommittees, accepted the draft communications framework, and approved the Census tagline, as recommended.*

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

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

7. RECEIVE presentation on engaging those living in poverty by Lauren Babb, as a representative of the Economic Opportunity Council, and Kristine Solseng, Conservation and Development on potential barriers and opportunities around counting in the 2020 Census individuals living in poverty.

*Lauren Babb described the Economic Opportunity Council and its connections to CBOs that serve HTC populations. She reported that the EOC administers about \$400,000 annually in federal Community Service Block Grant funds to CBOs that can serve as trusted messengers to deliver the Census message to HTC populations. Some of the CSBG recipients have applied for private foundation and ACBO Census funding. She commented on how effective these partnerships can be if the CBOs could recognize their direct dependence on current and future Census data.*

8. CONSIDER proposal for a one-time budget request from the County ranging in total from \$200,000 to \$575,000 to help fund implementation of the strategic outreach plan and DETERMINE action to be taken.

*Supervisor Burgis presented a proposal for a County budget request that was developed from a preliminary discussion of the Finance Subcommittee and later modified by staff. The proposal ranged from a low of \$200,000 to a high of \$575,000. Supervisor Burgis said that she could support making a budget request of the County for up to \$500,000 and suggested reducing the Technology category from \$150,000 to \$75,000 accordingly.*

*Mariana Moore said the proposed maximum was not enough but she could support the request if the Committee were given the discretion to reallocate funds among the categories if necessary. Staff clarified that the range contemplated for the mini-grants is \$500-\$3,000 per grant, and that the Outreach Collateral category referred to in-language outreach targeted to groups not covered by the State materials. Staff also clarified that authorized food costs for outreach events could be included in the Incentives/Promotional Materials category.*

*It was also noted that the State allocated \$41,000 to the County of Office Education for Census outreach and that the City of Richmond was contemplating making a budget provision of \$150,000 for local outreach.*

*The Committee approved the proposed budget request at a reduced level of \$500,000 and requested staff to prepare a board order for BOS consideration in July.*

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

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

9. The next meeting is currently scheduled for July 17, 2019.

*The location of the next meeting was changed to 651 Pine St., Room 101, Martinez.*

10. Adjourn

*Chair Burgis adjourned the meeting at 1:45 p.m.*

For Additional Information Contact:

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