



Agenda

CENSUS 2020 OUTREACH SUBCOMMITTEE

June 25, 2019
12:00 P.M.

ROOM 108, COUNTY ADMINISTRATION BUILDING
651 PINE ST., MARTINEZ

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

Agenda Items:

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

Present: Lina Velasco
Mariana Moore

Absent: Terry Koehne

Staff Present: Kristine Solseng, Conservation and Development Department
Teresa Garringer, District III

1. INTRODUCTIONS

Self-introductions were made.

2. PUBLIC COMMENT on any matter under the jurisdiction of the 2020 Census Outreach Subcommittee and NOT on this agenda (speakers may be limited to three minutes).

No public comment.

3. RECEIVE and APPROVE the Record of Action for the June 11, 2019 2020 Census Outreach Subcommittee meeting.

The June 11, 2019 Record of Action was approved.

AYE: Lina Velasco, Mariana Moore

Other: Terry Koehne (ABSENT)

Passed

4. DISCUSS Outreach Plan development, including federal, State, regional and Administrative Community-Based Organization updates.

The subcommittee reviewed the UWBA outreach plan and the communications plan that Susan Shiu created. The subcommittee and staff discussed other forms of outreach, including ads on transit, business outreach, county departments, cities, faith community, homeless, and speakers bureau. The subcommittee also discussed the mini grants and how they fit in to the overall timeline.

5. **DISCUSS and REVIEW** outreach materials, including print and social media, and County website/website address.

Existing outreach materials, including a fact sheet and one-page Why? What? When? document are with the graphic designer. ACBO is developing tool kit (SM, ads, posts, flyers) - available in the Fall. ACBO will convene roundtable of ethnic media (date TBD). State guidance for estimated per person revenue loss; instead of \$2k/person/year substitute \$1K. The \$2k includes Medicare/Medi-Cal funding, which isn't based on Census counts. This estimate changes based on factor included in the assumption. Discussed mini-grants. Staff will bring RFP draft to the next meeting. Outreach programs we want to fund - put on agenda for next meeting. The committee discussed social media, including getting FB/Twitter accounts for CoCo Census, and working with Susan Shiu to look at buying URLs with variations of Contra Costa Census.

6. **RECEIVE** update on Regional Working Group convenings.

The Regional Working group convenings have gone well. East County: 30 people attended with 3 breakout groups. Central County had 8-10 people with 1 breakout groups South County was taking place the evening of the Outreach subcommittee meeting. Staff is pulling together the data from the sessions and will present to the Steering Committee.

7. **DISCUSS and REVIEW** upcoming meetings - July 9 at 651 Pine Street, Room 108A, and July 23 at Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

The committee confirmed the following upcoming meetings and locations: July 9, 2019, 651 Pine Street, Room 108A, July 23, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

8. **ADJOURN**

The committee adjourned at 3:00 p.m., the next meeting will be held on July 9, 2019, 1:00 p.m. at 651 Pine Street, Room 108A, Martinez.

The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringer at 510-599-9152 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 Subcommittee less than 96 hours prior to that meeting are available for public inspection at the County Administration Building, 651 Pine St., Martinez, CA, during normal business hours.

Teresa Gerringer, Staff, District III Supervisor's Office

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