

# DRAFT



## CENSUS 2020 OUTREACH SUBCOMMITTEE

July 9, 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  
Terry Koehne

Staff Present: Teresa Gerringer, District III Office  
Kristine Solseng, Conservation and Development Department  
Susan Shiu, Office of Communications and Media  
Barbara Riveira, County Administrator's Office

Attendees: Mark Orcutt  
Darlene Drapkin  
Beatriz Guerrero  
Fran Biderman  
Emily Condon  
David Tucker

### 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 comments.*

3. RECEIVE and APPROVE the Record of Action for the June 25, 2019 2020 Census Outreach Subcommittee meeting.

*The Record of Action was corrected and approved as modified with Outreach Subcommittee member Terry Koehne abstaining.*

4. DISCUSS AND RECEIVE federal, state, regional and ACBO updates.

*The committee received Federal updates including the status of the citizenship question on the Census; from the U.S Census Bureau that they are on track with hiring and opening regional offices, and they continue to work on building partnerships, and a representative from Senator Diane Feinstein's office offered their assistance. At the State level, it was announced that the media and PR contract is in the process of being awarded with more information to come regarding scope and timing. On the Regional level, the UWBA grant application closed on 6/28. Alameda County is hosting a forum at Mills College to train colleges on how to teach the Census to reach the 18-24-year old population. Contra Costa County Office of Education reported that they have applied for a State grant and are serving as the fiscal agent for a grant to support an innovative high school driven Census outreach effort.*

5. DISCUSS AND REVIEW outreach plan and outreach materials, including print, website content, and social media.

*The Outreach Subcommittee received updates on the status of outreach materials, including the fact sheet and one-pager which are now on the website with the other resources; the new Contra Costa County website will be launched in the next week with an updated Census 2020 section, and social media sites and handles are being researched and acquired. Outreach subcommittee discussed media protocol with all Complete Count Committee Steering Committee members notifying Susan Shiu, Contra Costa County Communications Director when they get a media request. There was discussion about outreach and the development of a plan to engage partners in different sectors.*

6. DISCUSS AND REVIEW draft RFP for mini-grants.

*The committee reviewed the Contra Costa County Census 2020 Complete Count Committee RFP for mini-grants and the City of Richmond's mini-grant guidelines and application. The feedback and recommendations will be incorporated along with the Census Finance Subcommittee input and presented to the Complete Count Steering Committee at their meeting on the July 15, 2019 .*

7. DISCUSS and REVIEW upcoming meetings and schedule future meetings. Next meeting July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

*The committee agreed to meet every two weeks on Tuesdays, 1pm to 3pm. The locations will alternate between Richmond Community Foundation and the Contra Costa County Administration Building.*

8. ADJOURN

***The committee adjourned at 3:05pm to the next meeting on July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2<sup>nd</sup> Floor, Richmond (2<sup>nd</sup> Floor of Richmond College Prep School).***

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*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.*

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*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.*

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Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

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