



**2020 CENSUS  
COMPLETE COUNT STEERING COMMITTEE**  
(An Ad Hoc Committee Established by the Board of Supervisors)

**September 16, 2019  
12:00 P.M.**

**Paramount Conference Room  
777 Arnold Drive, Martinez**

**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

<b>Agenda Items:</b>	Items may be taken out of order based on the business of the day and preference of the Committee
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1. Call to Order and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).
3. **RECEIVE and APPROVE** the Record of Action for the July 15, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Kristine Solseng, Conservation & Development Department) - Est 20 min*
5. **RECEIVE and FILE** the Finance Subcommittee Record of Action of the September 4, 2019 Finance Subcommittee. *(Teresa Gerringer, District III Supervisor's Office) - Est 10 min*
6. **RECEIVE and FILE** the Records of Action of the Outreach Subcommittee for the July 23, 2019, August 6, 2019, August 20, 2019, and September 3, 2019 Subcommittee meetings. *(Teresa Gerringer, District III Supervisor's Office) Est 10 min*
7. The next meeting is currently scheduled for October 21, 2019.
8. Adjourn

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*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.*

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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 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.*

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

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For Additional Information Contact:

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



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

**Meeting Date:** 09/16/2019  
**Subject:** Finance Sub-Committee Report  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Finance Sub-Committee Report  
**Presenter:** Teresa Gerringer  
**Contact:** Teresa Gerringer  
925-723-2884

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#### **Referral History:**

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meeting.

#### **Referral Update:**

**RECEIVE and APPROVE** the Record of Action for the July 15, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*

#### **Recommendation(s)/Next Step(s):**

Attached is the Record of Action for the July 15, 2019 meeting.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

Steering Com ROA 7 15 2019

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# Agenda

## 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

July 15, 2019

12:00 P.M.

Paramount Conference Room  
777 Arnold Drive, Martinez

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

### 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; Linda Soliven, District III 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; Samuel Houston, At Large Member; Terry Koehne, At Large Member

Absent: Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Alvaro Fuentes, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member

Staff Present: Barbara Riveira, County Administrator's Office; Kristine Solseng, Conservation and Development Department; Teresa Gerringer, District III Office; Mark Goodwin, District III Office

Attendees: Darlene Drapkin, Benson Zhou, Vic Kuo, Enzo Cabili, Beatriz Guerrero, Stephanie Kim, Laurie Stevens, Merry Walensa, Joe Summers, Julia Marks

### 1. Call to Order and Introductions

*Supervisor Burgis convened the meeting at 12:15 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).

*Supervisor Burgis encouraged everyone to get to the meeting on time as everyone has other scheduled meeting to keep. No other requests were made to speak during the public comment period.*

### 3. RECEIVE and APPROVE the Record of Action for the June 17, 2019 meeting.

*The Record of Action for the June 17, 2019 - Census 2020 Complete Count Steering Committee was approved as presented.*

At Large Member Melody Howe-Weintraub, At Large Member Ali Saidi

AYE: Chair Diane Burgis, District III Representative Linda Soliven, 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 Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

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

*Kristine Solseng provided a Federal, State, Regional and Local update as outlined in the staff report. She reported that the immigration status question will not be on the Census Questionnaire for 2020. She introduced Stephanie Kim the new Census Coordinator from the United Way Bay Area. Kristine also reported that 89 people have signed up to partner with the County for Census 2020 outreach, also three more cities adopted resolutions in support of the census this past month (Lafayette, Antioch, and Martinez), todate all but two cities have adopted resolution (Brentwood and Pinole). She also reported the Regional Workshops for June were completed and very successful about 40 to 50 people attended the workshops and is working on compiling all of the data collected during the workshops. Kristine also thanked the Finance and Outreach Subcommittees for all the meetings that they attended and providing input on the draft RFP that will be presented today, she also thanked Aparna Madireddi, Mariana Moore, and Lauren Babb for the media interviews that they provided. Also reported that the first round of interviews for the Outreach Coordinator have been completed.*

*Supervisor Burgis also thanked all for providing the media interviews and asked Loreen Babb how the media interviews went. Lauren reported they went well and that the dialog is beneficial in getting everyone aware of the census. Supervisor Burgis also expressed that there is a real need for educating everone about the census and why it is so important. Darlene Drapkin from the U.S. Census Bureau stated that she and other staff are available for supporting the county at any events.*

5. **RECEIVE** and **FILE** the Finance Subcommittee Record of Action of the June 21, 2019 and July 8, 2019 Finance Subcommittee, and **DISCUSS** and **CONSIDER APPROVING** the recommendation to the Board of Supervisors to allocate \$500,000 to the Census Outreach effort with the revised allocations recommended by the Finance Subcommittee.

District IV Representative Lauren Babb, At Large Member Samuel Houston ***The Committee approved the Record of action for the June 21, 2019 and July 8, 2019 Finance Subcommittee meetings.***

AYE: Chair Diane Burgis, District III Representative Linda Soliven, 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 Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

At Large Member Ali Saidi, At Large Member Melody Howe-Weintraub ***Teresa Gerrenger provided a summary of the proposed changes to the recommendation that was approved by the Census Steering Committee at the June 17, 2019 meeting for the requested allocation of \$500,000. She explained that based on an interim meeting on June 21, 2019 of the Finance Subcommittee and the State Implementation Plan Workshop the Finance Subcommittee is proposing the following changes to the line item allocations: Grant funding at \$350,000, Technology Access at \$125,000, and \$25,000 to a new category to specifically target homeless outreach.***

***The Steering Committee approved the proposed changes submitted by the Finance Subcommittee to the allocation of the \$500,000 and requested staff to prepare a board order for BOS consideration for the July 30, 2019 or August 6, 2019 Board of Supervisors meeting, depending on which meeting all Supervisor's will be in attendance.***

AYE: Chair Diane Burgis, District III Representative Linda Soliven, 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 Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

6. Receive status report from the Outreach Subcommittee.

***The Committee accepted the Record of Action of the June 25, 2019 Outreach Subcommittee meeting.***

At Large Member Fran Biderman, District IV Representative Lauren Babb

AYE: Chair Diane Burgis, District III Representative Linda Soliven, 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 Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

7. **RECEIVE** presentation on media protocol

*Susan Shiu provided a brief presentation and guidance on media protocol as outlined in the staff report. As Susan is the County Public Information Office we would like you to coordinate all calls or request through her if you are being contacted or responding and facilitate on behalf of the County Steering Committee. Also, if you are speaking as an individual or on behalf of another organization or non-profit you do not need to go through her, but it would be great if you could still share that information with her or Kristine Solseng because it would still be useful to track those media contacts for census purposes. The new web address is [contracosta.ca.gov](http://contracosta.ca.gov) and you can get to the Census 2020 landing page through the home page. Please contact Kristine Solseng about information on the Census 2020 landing page as she is managing those pages. For other inquiries you can contact the webmaster.*

*Supervisor Burgis request that staff provide the Committee with Susan Shiu's contact information.*

8. **RECEIVE** presentation on potential barriers and opportunities around immigration, census citizenship question, communication and outreach to the immigrant community. (Julia Marks, Advancing Justice-ALC, Ali Saidi, Stand Together Contra Costa)

*Julia Marks from Advancing Justice, ALC provided a presentation on the importance of the Census and the status of the citizenship question, and potential barriers and opportunities around immigration. Language access for the on-line form, explained that the census bureau has language guides that are posted on the Census website. State and local government are working on supplementing that data. Stephanie Kim, the Census Coordinator from the United Way Bay Area also stated the importance of coordinating translation efforts to provide a consistent and accurate message. Ali Saidi from Stand Together Contra Costa provided a presentation on communication and outreach to the immigrant communities in Contra Costa County. Discussed issues about how to get immigrant families feel included, how the importance of advancing more inclusiveness of the immigrant population by having better language access. By having language access, it demonstrates that they are not invisible and are being acknowledged that they play an important part in the census. We need to think and talk about how to activate participation, motivate participation by talking about children's education,*

9. **DISCUSS and REVIEW** Request for Proposal for mini-grants, **CONSIDER** adopting RFP proposal and authorize staff to make any necessary change, and **DETERMINE** action to be taken contingent on the request for supplemental 2020 Census funding scheduled for Board of Supervisors consideration at the July 30, 2019 meeting.

*Kristine Solseng provided a presentation of the draft Request for Proposal submitted for consideration. A motions was made to approve the RFP with the following changes: 1) remove the census ambassador training and replace with census training, 2) remove funding distribution information, and 3) align RFP with the City of Richmond.*

At Large Member Terry Koehne, At Large Member Melody Howe-Weintraub

AYE: Chair Diane Burgis, District III Representative Linda Soliven, 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 Melody Howe-Weintraub, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mariana Moore (ABSENT), At Large Member Mark Orcutt (ABSENT)

Passed

10. The next meeting is currently scheduled for September 16, 2019.

*The next meeting is scheduled for September 16, 2019 from 12:00 to 2:00 p.m. at 777 Arnold Drive, Martinez, Paramount Conference Room.*

11. Adjourn

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

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*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.*

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

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Draft



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

**Meeting Date:** 09/16/2019  
**Subject:** Federal, State, Regional and Local Updates  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Federal, State, Regional and County Updates  
**Presenter:** Kristine Solseng      **Contact:** Kristine Solseng  
674-7809

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#### **Referral History:**

This is a standing item on the Steering Committee agenda to receive new Census information that has developed or been disseminated from the federal, State, regional and local levels since the last Steering Committee meeting.

#### **Referral Update:**

##### **Federal (U.S. Census Bureau)**

1. Address Canvassing is still underway. Community members may see Census workers in their communities. More information is available on [www.cococensus.org](http://www.cococensus.org).
2. The U.S. Census Bureau has is rolling out their Statistics in School curriculum.  
[U.S Census Bureau Statistics in Schools website](http://www.cococensus.org)

##### **State (California Complete Count)**

1. State Census in Schools curriculum has been released and is available for download, with the tagline “Count Me In!” Support from the California Complete Count Census 2020 Office, and in partnership with the Los Angeles County Office of Education, the Sacramento County Office of Education has created a series of inquiry modules about the Census at the 5<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade levels. These modules take students through a historical study of the US Census and task them to create a ‘Take Action’ campaign to educate their families and communities about the need for a complete count. This curriculum is designed to blend seamlessly into your grade level’s curriculum units, these modules can be used in the classroom right away.

**All Count Me In! materials can be accessed here:** [www.bit.ly/2020CensusInquiries](http://www.bit.ly/2020CensusInquiries)

2. State Marketing Campaign material will start rolling out late September. The State contract includes a misinformation reporter tool.
3. State will be providing a Canvassing Tool, developed by PDF, that will be available to contractors and subcontractors. The Canvassing Tool will be accompanied by guidance from the State on canvassing. The U.S. Census Bureau does not recommend canvassing.

## **State and Region 3**

California has awarded contracts to agencies to do outreach to specific Hard to Count communities or specific sectors. United Way Bay Area (UWBA) is coordinating calls for State contractors with Region 3 partners to better coordinate efforts. Many of these contractors are also partnering with local CBOs. The following calls have been set up. The groups include:

- Communities with low broadband access: United Way Bay Area
- Farmworkers: California Rural Legal Assistance, Mixteco/Indigena Community Organizing
- LGBTQ+: Equality California Institute
- Immigrants, Refugees, and Limited English Speakers: Coalition of Humane Immigrant Rights
- African/African Americans: California Calls (Black Hub)
- Asian Americans and Pacific Islanders: Asian Americans Advancing Justice
- Latinx: NALEO, Latino Community Foundation
- Native American and Tribal Communities: California Indian Manpower Consortium, California Native Vote Project
- Healthcare: California Primary Care Association
- Labor: California Labor Federation
- Faith-based Communities: PICO
- Families with Young Children: First 5 Association

## **Region 3 Updates (United Way Bay Area)**

1. Grants are in the process of being awarded. Awardees serving Contra Costa County total over \$300,000. Some organizations serve more than one county. The gap in UWBA's funding include veterans and those with limited broadband access.
  - UWBA will be issuing at least one more RFP for Census Outreach
  - Grantees will be presented with UWBA Campaign Toolkit and training materials in early October.
  - UWBA will host monthly calls with questions and answers
  - UWBA will host QAC training in early February 2020
2. UWBA Marketing Campaign Toolkit will be available mid/late-September, with translations available at the end of September
3. UWBA is spearheading a Regional Media strategy including media buys and hosting a regional media conference
4. UWBA is contracting with Community Connect Labs to provide a Community Motivator texting tool that is available to Region 3 partners. The tool will allow residents to opt-in to text messages that will provide information and reminders to fill out the Census.
5. UWBA will also be contracting with the Asian Law Caucus for as a technical resource available to Region 3 counties.
6. UWBA is working with all Region 3 counties on a join reporting tool or protocol. This is a work in progress.
7. UWBA is developing Regional Training Toolkits. For organizations (Train the Trainer), the training toolkits will include: Census 1010, Guide to reaching specific HTC Communities, Operative QAC/QAK, and Census Jobs. For Community Members: Census 2020- what to expect next March, Census jobs and how to apply.

## **Local Updates**

1. County Grant Request for Proposal (RFP) has been released. We've received two applications already. About 30 people attended the Bidder's Conference, with lots of great questions.
2. Census Coordinator position hiring process is nearly complete and should have someone on board soon.

3. County Department of Information Technology (DOIT) will be providing technical assistance to partners to meet Questionnaire Assistance Center (QAC)/Questionnaire Action Kiosks (QAK) requirements, assistance in creating an online “kiosk” portal for QAKs, and potentially providing devices to lend to partners for QAKs.
4. Conducted County Department, SwoRD and Speaker Bureau training.
5. Participated in UWBA Webinar, Rock the Congress event, Summer Block Party, Supervisor presented at Mayors Conference.

Marketing information: Email signature available online, buttons are being ordered, one-pager is being updated, and other marketing material efforts are continue.

**Recommendation(s)/Next Step(s):**

**RECEIVE** federal, state, regional and local updates on preparation for the Census.

**Fiscal Impact (if any):**

None.

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**Attachments**

September Updates

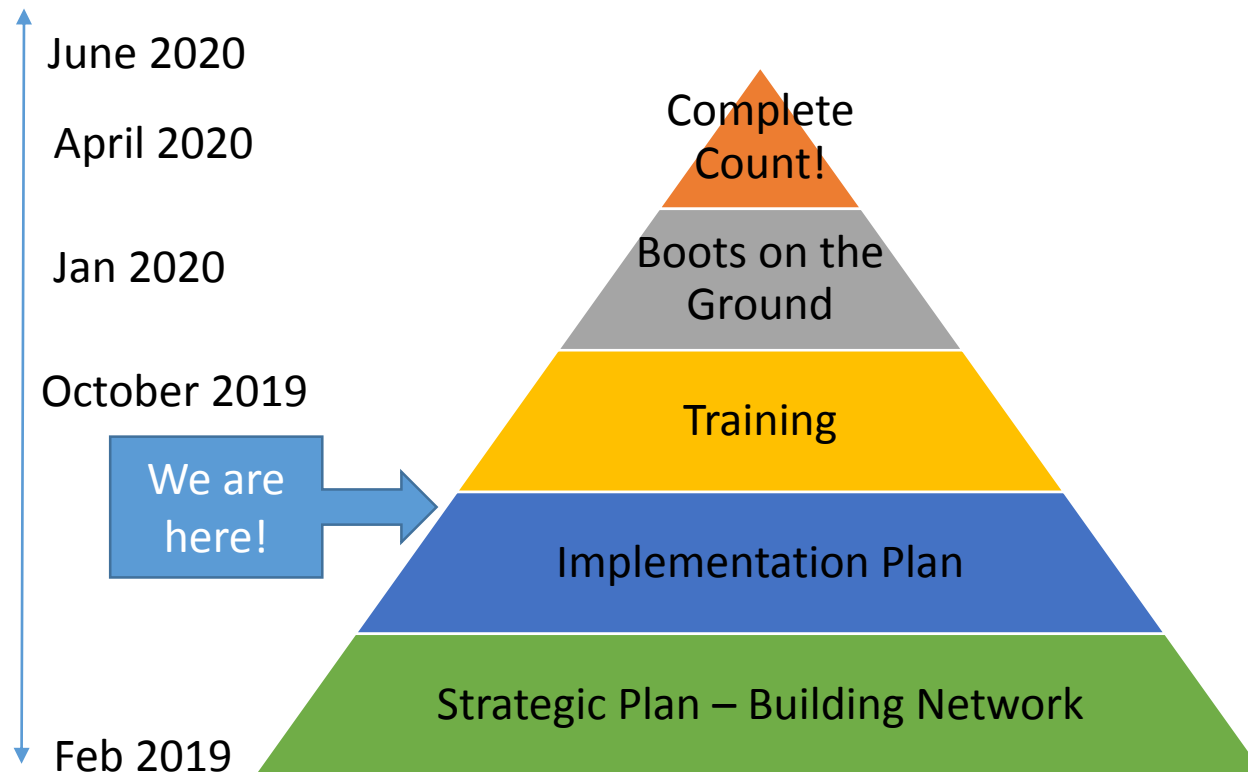
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# September Update

**Number of Partners Signed up: 137**

**City Resolutions:** All cities have had presentations

**Regional Workshops:** Setting up Workshop #2



## Thank you!

Everyone for spreading the word about the RFP  
Outreach and Finance Subcommittees (and Mark)

U.S. Census Partnership staff

Lauren for another city presentation, Fran for asking good questions, Marianna for collaboration/communication hub, and everyone doing Census work in their “spare” time

### Other Events

**National Night Out:** Provide swag at NNO libraries in Antioch, Brentwood, Concord, Hercules, and San Pablo. Also provided swag to non-library NNO events in Antioch, Martinez, Oakley, Pittsburg, and San Ramon. S

**County Block Party:** County event for all County Services – lots of HTC population. Probably talked to over 200 people

**Webinar Presentation:** Hosted by United Way Bay Area and Rise Together Contra Costa. 140 Attendees

**SwORD and Speaker’s Bureau Training:** About 30 attendees

**Rock the Congress Workshop:** Part of All on the Line organization – about 80 attendees



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

**Meeting Date:** 09/16/2019  
**Subject:** Finance Sub-Committee Report  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Finance Sub-Committee Report  
**Presenter:** Teresa Gerringer      **Contact:** Teresa Gerringer  
925-723-2884

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#### **Referral History:**

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete County Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira and Julie Enea, County Administrator's Office, filing the appropriate notice of the meetings.

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Finance Sub-Committee.

Finance: Lauren Babb, Aparna Madireddi, and Sam Houston

#### **Referral Update:**

The Finance Subcommittee met on September 4, 2019.

#### **Recommendation(s)/Next Step(s):**

RECEIVE and FILE the Finance Subcommittee Record of Action of the September 4, 2019 Finance Subcommittee.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

Draft ROA Fin Subcom 9 4 2019  
Budget Update

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# DRAFT



## CENSUS 2020 FINANCE SUBCOMMITTEE

September 4, 2019

12:00 P.M.

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

Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

### Agenda Items:

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

Present: Aparna Madireddi

Lauren Babb

Sam Houston

Staff Present: Teresa Gerringer, District III Office

Kristine Solseng, Conservation and Development Department

Barbara Riveira, County Administrator's Office

## 1. INTRODUCTIONS

*The committee self-introduced.*

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

3. RECEIVE AND APPROVE the Record of Action for the July 8, 2019 2020 Finance Subcommittee meeting.

*The committee unanimously approved the Record of Action. M/ S: Houston / Madireddi*

Sam Houston, Aparna Madireddi

AYE: Aparna Madireddi, Lauren Babb, Sam Houston

Passed

4. Review financial update for the Complete Count Steering Committee.

AYE: Aparna Madireddi, Lauren Babb, Sam Houston

Passed

5. DISCUSS RFP Grant Program and prepare a process for evaluating submissions.

*The Finance committee developed a process for evaluating submissions to the Contra Costa County Outreach & Assistance grants. The Finance subcommittee with Mark Orcutt, Steering Committee member replacing Aparna Madireddi, who will be unavailable will serve as the review panel, along with the Census 2020 Steering Committee County staff members. A timeline was developed to meet the October 21, 2019 grant awards recommendation to the Steering Committee, and an evaluation matrix was approved.*

6. DISCUSS and CONSIDER recommendation for Homeless and Technology Funding.

*Census 2020 Complete Count staff presented an update on the homeless and technology funding. The Finance subcommittee supports working with the Contra Costa County Health, Housing and Homeless Services team, as well as nonprofits / CBOs who serve as hubs in the point in time count and provide services to the unhoused to develop an outreach plan for the \$25,000 in Homeless Outreach funding to supplement other funding sources.*

*The subcommittee discussed the technology funding piece of the Contra Costa County outreach budget and will develop recommendations when the requirements and details about implementation of QAC / QAK's is received.*

7. DISCUSS meeting frequency, and identify a standing meeting date and time for the next three meetings.

*The Grant Review Ad Hoc committee will meet on October 8, 12pm to 4pm, 30 Muir Road, Martinez, and if necessary, on October 14, 1pm to 4pm, 30 Muir Road, Martinez.*

8. ADJOURN

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*The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 at least 72 hours before the meeting.*

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Mark Goodwin, Chief of Staff, District III Supervisor's Office

For Additional Information Contact:

Phone (925) 252-4500, Fax (925) 240-7261  
mark.goodwin@bos.cccounty.us

	Proposed Budget	Actual
<b>Expenses</b>		
Grant Administration	\$ 36,260.00	
GIS - data analysis and map production	\$ 50,000.00	
Contract Outreach Coordinator Staff*	\$ 150,000.00	
Media Buys	\$ 26,345.00	
Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc.	\$ 50,000.00	\$ 3,676.00
Language Contracts	\$ 50,000.00	
Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 350,000.00	
needs, including software and hardware necessary for outreach efforts, QAC/QAK, Language Access, Adopt-A-Block, and other program	\$ 125,000.00	
Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00	
<b>Total Expenses</b>	<b>\$ 862,605.00</b>	<b>\$ 3,676.00</b>
<b>Revenue</b>		
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45
1 <sup>st</sup> Quarterly Report due	\$ 32,634.45	\$ 32,634.45
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58
2 <sup>nd</sup> Quarterly Report due	\$ 32,634.45	\$ 32,634.45
Implementation Plan due	\$ 81,586.12	
3rd Quarterly Report due/Implementation Outreach Release Withholding	\$ 32,634.45	
NRFU Plan due	\$ 18,130.25	
Final Report due	\$ 18,130.25	
County Supplemental Funding	\$ 500,000.00	\$ 500,000.00
<b>Total Revenue</b>	<b>\$ 862,605.00</b>	<b>\$ 712,123.93</b>
<b>Net Balance</b>	<b>\$ -</b>	<b>\$ 708,447.93</b>



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

**Meeting Date:** 09/16/2019  
**Subject:** Outreach Sub-Committee Report  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Outreach Sub-Committee Report  
**Presenter:** Teresa Gerringer      **Contact:** Teresa Gerringer  
925-723-2884

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#### **Referral History:**

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete County Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira and Julie Enea, County Administrator's Office, filing the appropriate notice of the meetings.

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Outreach Sub-Committee.

Finance: Mariana Moore, Lina Velasco, and Terry Koehne

#### **Referral Update:**

The Outreach Subcommittee met on July 23, 2019, August 6, 2019, August 20, 2019, and September 9, 2019. Mariana Moore and Lina Velasco were present.

#### **Recommendation(s)/Next Step(s):**

Receive status report from the Outreach Subcommittee.

#### **Fiscal Impact (if any):**

**RECEIVE** and **FILE** the Record of Action of the July 23, 2019, August 6, 2019, August 20, 2019, and September 9, 2019 of the Outreach Subcommittee.

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#### **Attachments**

Outreach Subcom ROA 7 23 2019

Outreach Subcom ROA 8 6 2019





**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**July 23, 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  
Barbara Riveira, County Administrator's Office

Attendees: Fran Biderman  
Darlene Drapkin  
Chunling Wang  
Mark Orcutt  
Baokun Zhao  
Yueh Chiao Kuo  
Jennie Wong

**1. INTRODUCTIONS**

*Self introduction 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 July 9, 2019 Census 2020 Outreach Subcommittee meeting.

*Lina Velasco requested that the minutes reflect that the meeting started at 1:00 p.m.  
The July 9, 2019 Record of Action was approved as modified.*

**4. DISCUSS and RECEIVE** Federal, State, Regional, and County updates.

*The committee received Federal updates including the status of the citizenship question on the Census and an update on the Census Bureau testing that is taking place from July 1 to August 2019; from the U.S Census Bureau that they are on track with hiring and opening regional offices, several partnership specialists were present and shared that they are working with County Complete Count staff to develop a system for coordination. The budget recommendation is being heard at the July 30 BOS meeting. The new County website launch occurred, and the Census page received positive feedback. Lift Up and the Census Coalition are hosting a meeting with community groups on August 5.*

5. **DISCUSS and REVIEW** outreach plan and outreach materials, including print, website content, social media, and time-line for "Boots On The Ground" campaign to include kick-off events.

*The Outreach Subcommittee received updates on the status of outreach materials; the new Contra Costa County website launch; and work to get a new URL and access to social media sites. The Outreach Timeline was presented, and the committee discussed development of an Outreach Communications Plan with timing of deliverables by audiences. Staff will provide a draft at the next meeting. There was also discussion about a clearinghouse for materials similar to what is currently on the website. This will be an evolving, dynamic tool, that will be labeled clearly for the various partners. Training will be provided for SwORD and Speaker Bureau in August. The Census Solutions Workshop summary was presented and recommended for inclusion on the September Steering Committee meeting. Education communications pieces were discussed and will be developed for newsletters. National Night Out promotional materials are ordered and in the works.*

6. **DISCUSS and REVIEW** draft RFP for grants and timeline.

*The subcommittee 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. It was recommended to have the application online and to work on language access needs.*

7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings. Next meeting is August 6, 1:00 to 3:00 p.m. at 651 Pine Street, Room TBD, Martinez, CA.

*The subcommittee 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 August 6, 2019, 1pm to 3pm at 651 Pine Street, Room 105, Martinez.*

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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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Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

Phone 510-599-9152, Fax (925) 240-7261  
teresa.gerringer@bos.cccounty.us



**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**August 6, 2019  
12:00 P.M.**

**ROOM 105, 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: Mariana Moore  
Terry Koehne

Absent: Lina Velasco

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

Attendees: Fran Biderman  
Darlene Drapkin  
Chunling Wang  
Vic Kuo  
Benson Zhou  
Beatriz Guerrero  
Enzo Cabili

**1. INTRODUCTIONS**

*Self introduction 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. REICEIVE and APPROVE** the Record of Action for the July 23, 2019 Census 2020 Outreach Subcommittee meeting.

*The Record of Action from the July 23, 2019 meeting was approved unanimously.*

**4. DISCUSS and RECEIVE** Federal, State, Regional, and County updates.

*Updates were received from all levels. At the federal level, address canvassing is starting on August 18, and the Concord Census Bureau office is scheduled to open very soon. An update from the State Regional meeting was provided. The media firm has been hired, and they are currently working on assessing resources and conducting a SWAT analysis to develop creative collateral and messaging that is culturally congruent and in multiple languages. Media. Specialists will track and dispel misinformation. State will be able to disseminate. The State Census 2020 also provided an operations update. At the regional and county level, UWBA is hosting a webinar in August, and the County Board of Supervisors approved \$500K funding to supplement outreach efforts. An update on the Census Coalition and Lift Up Contra Costa's convening of approximately 20 organizations was provided.*

5. **DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, and time-line for "Boots On The Ground" campaign to include Kick-off events.**

*The Outreach Subcommittee received updates on events and materials, including plans for National Night Out on August 6. The committee also received and discussed the first draft of the Outreach Communications Plan, including timeline and deliverables. The United Way Bay Area is developing materials, and will share for feedback in mid-August.*

*The United Way Bay Area grants are anticipated to be awarded at the end of August, with the Bay Area Census Funders Coalition's announcement happening the week of August 12. County RFP will be released on September 3, with a deadline of September 30.*

6. **DISCUSS and REVIEW upcoming meetings and schedule future meetings.**

*The committee agreed to meet every two weeks on Tuesdays, 1:00 to 3:00 p.m. The locations will alternate between Richmond Community Foundation and the Contra Costa County Administration Building.*

7. **ADJOURN**

*The committee adjourned at 3:00 p.m. the next meeting will be held on August 20, 2019, 1:00 to 3:00 p.m., Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School.*

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Teresa Gerringer, Staff, District III Supervisor's Office

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teresa.gerringer@bos.cccounty.us



**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**August 20, 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

Attendees: Benson Zhou  
Chunling Wang  
Yueh Chiao Kuo  
Tiffany Wong

**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 August 6, 2019 Census 2020 Outreach Subcommittee meeting.

*The Record of Action from August 6, 2019 was corrected and approved as modified.  
Passed unanimously.*

Terry Koehne, Lina Velasco

AYE: Lina Velasco, Mariana Moore, Terry Koehne  
Passed

**4. DISCUSS and RECEIVE** Federal, State, Regional, and County updates.

*Updates were received from all levels. At the federal level, address canvassing is starting on August 18, and the Concord Census Bureau office is scheduled to open very soon. The US Census Bureau issued a statement encouraging groups to not to do canvassing. New materials available are available in Spanish; and for Veterans and Faith-Based Communities.*

*David Tucker provided a Region 3 update - CCC Strategic Plan approved. Meeting with the team to discuss the implementation side. Within the next 3 weeks the template will be provided. Deadline: October 30, 2019. There have been updates to the SwORD data gathering & mapping tool, including integration with PDI to automatically update to SwORD. They are working on scripts now. Statewide collateral will be available at the end of September. There will be a communications web portal. State guidelines for canvassing are being developed. The CA Dept. of Technology and Census Bureau are meeting to develop requirements for the QAC/QAK.*

*CocoCensus staff announced that they are participating in the Rise Together and United Way Bay Area 2020 Census webinar. Updates about timing of the Bay Area Funders and UWBA grants were provided. The City of Richmond will issue their RFP in October, 2019. The CocoCensus staff provided additional updates on activities National Night Out and CCC Summer Block Party; Visited with approximately 175-200 people, with 80% being HTC. A Day of Training was announced for August 26, 2019, 777 Arnold Drive, Paramount Room, Martinez. The RFP will be released on 9.3.19, and the Census Outreach Coordinator is still open.*

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

*The Outreach subcommittee selected designs for “Ask Me About the Census” buttons for volunteers to be available in September. The Outreach Subcommittee received updates on events and materials. The committee discussed the Outreach Communications Plan, including timeline and deliverables. The committee discussed the development of newsletters, social media posts, and other communications deliverables.*

6. **DISCUSS and RECEIVE** RFP updates.

*There was a discussion about the RFP and the online template. The United Way Bay Area grants are anticipated to be awarded early in September. The Bay Area Census Funders Coalition is notifying grant recipients. County RFP will be released on September 3, with a deadline of September 30.*

7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

*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 3:00pm to the next meeting on September 3, 2019, 651 Pine Street, Room 108, Martinez.***

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**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**September 3, 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  
Barbara Riveira, County Administrator's Office  
Susan Shiu, Office of Communications and Media

Attendees: Dom Pruett  
Tanya Hyland  
Benson Zhou  
Chunling Wang  
Yueh Chiao Kuo  
Jason Green  
Tiffany Wong  
Frances Wilson

Draft

**1. Introduction**

*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 August 20, 2019 Census 2020 Outreach Subcommittee meeting.

*The Record of Action from August 20, 2019 was corrected and approved as modified. M/S: Koehne / Velasco. Passed unanimously.*

**4. DISCUSS and RECEIVE** Federal, State, Regional, and County updates.

*Updates were received from all levels. At the federal level, address canvassing continues, and an Interactive map is available on the website to see where the infill address canvassing is happening. The Census Bureau has developed a Statistics in the School curriculum that will be launched late September-early October. The Census Bureau has hired a new recruitment specialist who will attend job fairs and workforce development events.*

*At the State level, staff shared that the CBOs who are working with HTC population groups have been identified, and they will begin having convening calls that UWBA will communicate to Region 3 committees. The State is working on guidance for QAC / QAK and canvassing. They have SwORD mapping updates and are partnering with PDI to provide tools for mapping and canvassing in Census tracts.*

*At the Regional level, UWBA has announced \$300,000 in funding for Contra Costa in their first round of grants. They will announce their grant awardees in the coming weeks. Mapping of the grants with the Bay Area Funders Collaborative, UWBA, Contra Costa County and the City of Richmond will take place to identify gaps. UWBA is working on trainings, toolkits and an ethnic media conference in the coming months. They are also doing focus groups on Bay Area messaging. UWBA will also have contracts with a texting platform provider and the Asian Law Caucus on behalf of the regional partners.*

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

*The Outreach subcommittee The Outreach Subcommittee received updates on events and materials, and reviewed newsletter copy and social media posts. The committee discussed the Outreach Communications Plan, including timeline and deliverables.*

6. **DISCUSS and RECEIVE** RFP updates.

*Staff provided an update about the launch of the Contra Costa County Outreach & Assistance Grant RFP, including the communications effort and materials provided to partners. An overview of the timeline, including the Bidder's Conference on September 11, 2019 was also discussed with additional ideas for outreach provided.*

7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

*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 3:00pm to the next meeting on September 17, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2<sup>nd</sup> Floor, Richmond, Ca.*

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Teresa Gerringer, Staff, District III Supervisor's Office

Draft

Draft