



Agenda

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

October 21, 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

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 & Stephanie Kim, Senior Director, Census 2020 United Way Bay Area) - Est 20 min*
5. **RECEIVE and FILE** the Finance Subcommittee Record of Action for the September 4, 2019 and October 14, 2019 Finance Subcommittee meetings. *(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. **APPROVE** Census 2020 RFP Grant allocation plan in the amount of \$280,000 for specific project amounts as recommended by the 2020 Census Finance Subcommittee and **AUTHORIZE** staff to prepare and process contracts with grant awardees including the ability to refine scope of work/service plan, make minor funding adjustments as needed to finalize and execute contracts by mid November, and conduct mandatory trainings by the end of December. (*Kristine Solseng, Conservation and Development Department, 20 min*)
8. **REVIEW** and **APPROVE** reallocation of Census 2020 Budget as recommended by staff. (*Barbara Riveira, County Administrator's Office 5 min*)
9. **REVIEW** the draft Implementation Plan and **AUTHORIZE** staff to continue to make updates as necessary for submittal to the State. (*Barbara Riveira, County Administrator's Office 15 min*)
10. **INTRODUCTION** of Matt Lardner, Census Outreach Coordinator and **REVIEW** and **APPROVE** Census Partner proposal and **ADOPT** name of program. (*Teresa Gerringer, District III Supervisor's Office, 10 min*)
11. **REVIEW and APPROVE** tentative meeting schedule and work plan for 2020. (*Supervisor Burgis, 5 min*)
12. The next meeting is currently scheduled for November 18, 2019.
13. Adjourn

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



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

Meeting Date: 10/21/2019
Subject: RECORD OF ACTION FOR THE JULY 15, 2019 MEETING
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: RECORD OF ACTION FOR THE JULY 15, 2019 MEETING
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

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.

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

Steering Com ROA 7 15 2019



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), to date 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 Lorean 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 everyone 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 Steeting Committee at the June 17, 2019 meeting for the requested allocation of \$500,000. She explained that based on an interm 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 Finanance 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 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,

healthcare and nutrition.

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

Draft



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

Meeting Date: 10/21/2019
Subject: Federal, State, Regional and Local Updates
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Federal, State, Regional and Local Updates
Presenter: Kristine Solseng **Contact:** Kristine Solseng
674-7809

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 has just completed.
2. New Construction and LUCA appeals have just completed
3. The Census Bureau hosted a workshop about the Service Based Enumeration (SBE), Enumeration at Transitory Locations (ETL), and Group Quarters (GQ). The focus on the workshop was counting those experiencing homelessness. County staff from our Health, Housing, and Homelsss program attended as well as Census outreach staff members.
4. The U.S. Census Bureau is rolling out their Statistics in School curriculum. [U.S Census Bureau Statistics in Schools website](#)

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 5th, 8th, 11th, and 12th 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 grade level 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

2. State Marketing Campaign material will start rolling out later this fall. The State contract includes a misinformation reporter tool.
3. State will be providing a Canvassing Tool, developed by PDI, 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. Following is a list of State contractors and associated Hard to Count groups.

- 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 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 shortly and translations are in progress
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 joint 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 101, 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. Census Coordinator position has been filled! Matt Lardner is on board and has hit the

ground running

2. County Grant Request for Proposal (RFP) Phase I was open from September 3 - September 30th. We had 59 applicants and over \$1,000,000 in requested funding.
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, and many other events.

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

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

Update from Melody Howe-Weintraub

Complete Count Steering Committee — October 14, 2019

Dear friends:

I regret I am missing another meeting of the Steering Committee. It was suggested that I update the Committee in writing about the actions I have taken to advance the complete count in the faith community.

- 1) Communications from the County staff about the Complete Count and grant opportunities have been passed on to the faith leaders and the large email list of the Multi-faith ACTION Coalition.
- 2) After the presentation by the Asian Law Caucus when we learned that all Asian populations are reluctant to complete the census, I have been reaching out to congregations in our Coalition who have Asian faith groups sharing/renting their space. There are many. I hope to have a good list of them and a plan to address them by December.
- 3) A CORO fellow reached out to interview me regarding a tool kit for the faith community concerning a Complete Count. The tool kit will be rolled out by the FAITHS program of the San Francisco Foundation.

I hope the meeting is successful and that I see you next month.

Thanks,

Melody Howe Weintraub



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 10/21/2019
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

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 and October 14, 2019.

Recommendation(s)/Next Step(s):

RECEIVE and FILE the Finance Subcommittee Record of Actions for the September 4, 2019 and October 14, 2019 Finance Subcommittee meetings.

Fiscal Impact (if any):

None.

Attachments

Draft ROA Fin Subcom 9 4 2019

Budget Update

Draft ROA Fin Subcom 10 14 2019

DRAFT



CENSUS 2020 FINANCE SUBCOMMITTEE

September 4, 2019

12:00 P.M.

Conservation and Development Department, 30
Muir Road,
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

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
Expenses		
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	
Total Expenses	\$ 862,605.00	\$ 3,676.00
Revenue		
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45
1 st Quarterly Report due	\$ 32,634.45	\$ 32,634.45
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58
2 nd 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
Total Revenue	\$ 862,605.00	\$ 712,123.93
Net Balance	\$ -	\$ 708,447.93

DRAFT

 Agenda	<p style="text-align: right;">CENSUS 2020 FINANCE SUBCOMMITTEE</p> <p style="text-align: right;">October 14, 2019 1:00 P.M.</p> <p style="text-align: right;">CONSERVATION AND DEVELOPMENT DEPARTMENT 30 Muir Road, MARTINEZ</p>
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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
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Present: Aparna Madireddi
Lauren Babb
Sam Houston

1. INTRODUCTIONS

Self-introductions were made.

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).

No public comment.

3. RECEIVE AND APPROVE the Record of Action for the September 4, 2019 Census 2020 Finance Subcommittee meeting.

The subcommittee unanimously approved the Record of Action.

4. REVIEW, DISCUSS, AND EVALUATE RFP Grant submissions for recommendation to the Census 2020 Steering Committee.

The committee reviewed the 58 grants received by the Contra Costa County Census 2020 Complete Count Committee. The committee made funding recommendations based on the grant applications and staff recommendations and unanimously approved allocation of funding to be reviewed by Steering Committee at their meeting on October 21, 2019.

5. DISCUSS and REVIEW possible ready projects for potential allocation of additional funding as part of the required State Implementation Plan submission.

The committee briefly discussed phase 2 of the Contra Costa County Census 2020 Complete Count Committee grant process which will allocate funds to community-based organizations to host events that bring awareness around the Census to their communities.

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

The committee will schedule a meeting prior to the next Contra Costa Census 2020 Steering Committee Meeting.

7. **ADJOURN**

Meeting adjourned at 4:15 pm.

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



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 10/21/2019
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

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 3, 2019.

Recommendation(s)/Next Step(s):

Receive status report from the Outreach Subcommittee.

Fiscal Impact (if any):

None

Attachments

Draft ROA Outreach Subcom 7 23 2019
Draft ROA Outreach Subcom 8 6 2019
Draft ROA Outreach Subcom 8 20 2019



Agenda

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.

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

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teresa.gerringer@bos.cccounty.us



Agenda

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



Agenda

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.

The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringner at 510-599-9152 at least 72 hours before the meeting.

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Teresa Gerringner, Staff, District III Supervisor's Office

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teresa.gerringer@bos.cccounty.us



Agenda

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, 2nd Floor, Richmond, Ca.

The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringner at 510-599-9152 at least 72 hours before the meeting.

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Teresa Gerringner, Staff, District III Supervisor's Office

Draft

Draft



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

<u>Meeting Date:</u>	10/21/2019	
<u>Subject:</u>	2020 Census RFP Grant Application Allocation Plan	
<u>Submitted For:</u>	David Twa, County Administrator	
<u>Department:</u>	County Administrator	
<u>Referral No.:</u>		
<u>Referral Name:</u>	2020 Census RFP Grant Application Allocation Plan	
<u>Presenter:</u>	Kristine Solseng	<u>Contact:</u> Kristine Solseng 674-7809

Referral History:

On July 30th, the Contra Costa County Board of Supervisors approved the Contra Costa County Census 2020 Steering Committee’s recommendation to invest \$500,000 to supplement census outreach efforts, with \$350,000 dedicated to outreach grants, \$125,000 for technology access and \$25,000 to supplement outreach to reaching to unhoused or homeless residents. The Board of Supervisors also approved the Census Assistance and Outreach Grants RFP and timeline.

The Steering Committee has tasked the Finance Subcommittee with grant RFP development and review.

Referral Update:

The RFP was issued on September 3, 2019, with a submission deadline of September 30, 2019 at 5pm. The CoCoCensus 2020 staff conducted a bidder’s conference on September 11, 2019 which was attended by 30 non-profits, city representatives, County department representatives and other interested parties. The CoCoCensus 2020 staff and all of the BOS District offices sent out notices of the grant availability to their distribution lists, and County departments, cities/towns, special districts, and community partners shared the opportunity throughout their networks.

Grant Submission Summary

Number of grants received: 59
Amount requested: \$1,074,206

Grant Recommendations

On October 14, 2019, the Contra Costa County Census 2020 Finance Subcommittee, CoCoCensus staff and one steering committee member reviewed and discussed the grant submissions, using the RFP objective evaluation criteria, grant mapping and gap analysis prepared by staff. The subcommittee also reviewed and recommends an 80/20 allocation formula for funding Phase 1

and Phase 2 of the Contra Costa County Outreach and Assistance Grants. Based on the \$350,000 grant allocation, the Finance subcommittee recommends an allocation of \$280,000 for Phase 1 and \$70,000 for Phase 2. The committee also discussed and recommends the allocation of \$125,000 in technology assistance funding to be directed to County Departments supporting the outreach effort and specifically census partners.

A quorum of the appointed members of the Census Finance Subcommittee, Lauren Babb and Samuel Houston approved the attached grant recommendation for approval by the Contra Costa County Census 2020 Complete County Committee at its meeting on October 21, 2019.

Recommendation(s)/Next Step(s):

APPROVE Census 2020 RFP Grant allocation plan in the amount of \$280,000 for specific project amounts as recommended by the 2020 Census Finance Subcommittee and AUTHORIZE staff to prepare and process contracts with grant awardees including the ability to refine scope of work/service plan, make minor funding adjustments as needed to finalize and execute contracts by mid November, and conduct mandatory trainings by the end of December.

Fiscal Impact (if any):

On July 30, 2019 the Board of Supervisor's allocated \$500,000 to the 2020 Census and \$350,000 was allocated to support grand funded initiatives.

A complete census count ensures the County will receive it's fair share of State and Federal dollars for the next decade.

Attachments

Grant Recommendations

Grant Type and Language Summary

Hard to Count and County Regions Analysis

Organization	Amount Requested	Amount Recommended	Tech Fund	Project Description
Contra Costa Family Justice Alliance	\$ 20,000	\$ 15,000		Host QAC/QAK in our three centers in Central, East, and West offices. We will dedicate three bilingual community fellows to conduct outreach and assist with QAC/QAK. Census education will be incorporated into our daily interactions with clients and partners, including on calls, at free trainings, etc. Assist clients (survivors of IPV) to respond to surveys onsite
Rainbow Community Center	\$ 20,000	\$ 10,000		We have outreach to Spanish speaking, homeless, and LGBTQ populations. We are a hub for folks looking for services where they don't feel safe otherwise. Reception area/lobby offering brochures offering informatino online or on our website offering information on our social media channels handing out printed materials Staff for fielding questions
City of Oakley	\$ 15,000	\$ 10,000		YMWO can easily incorporate census presentations/info to existing events, coordinate that our active congregations encourage participation. Trusted members and broad reach through schools, churches, and city offices.
RYSE Center	\$ 20,000	\$ 10,000		RYSE will support counnyt-rooted outreach, education, and events for Census 2020. Strategies will empower youth lwarders to make direct contact in schools and with community using tools young people consume and produce. Activities will reach at least 50,000 HTC households by text and provide canvassing in 5 HTC census tracts to increase knoweldge, awareness, and persuasion to complete census.
Monument Impact	\$ 20,000	\$ 10,000		Objective 1: Five paid Community Fellows will incerease CEensus participation by reaching 2,500 Spanish and Farsi-speaking immigrants/refugees in Central County between Feb. 1 and Apr. 30 2020. Objective 2: A Communications/Social Media Fellow will develop, post, and track social media posts targeting Spanish/Farsi speaking populations. Objective 3: Bus Wraps in multiple languages on two Monument Shuttles operating 80 hours a week.
Safe Return Project	\$ 10,000	\$ 10,000		Our project objectives include: 1. Develop a collaborative educational and outreach strategy catered to specific challengings facing HTC formerly incarcerated community members 2. Implement education and outreach strategy to actively engage and inform HTC community members around census, address barriers, and ensure members are able to participate. 3. Provide technical assistance resources to community members and utilize our role as trusted messengers to act as liaison between census bureau staff and community.
Contra Costa County Library	\$ 29,650	\$ 8,000	\$ 21,000	Increase participation of families with Children under 5 with "Count Me In" storytimes. Promote awareness for ESL conversation group through topics discussed at regular library meetings. Support County-wide publicity with graphics and marketing resources. Establish QACs and QAKs in the libraries
The Latina Center	\$ 35,000	\$ 7,500		We will imporve the response rate in West County by engaging trained and trusted Peer Leaders to conduct culturally/lingustically relevant door-to-door outreach toe ducate HTC Latinos in low response score census tracts. OUR community consists of comoplex households (immigration status, exteded family, literacy language levels). Peer Leaders will use culturally responsive messages in Spanish to build rapport, share accurate information, host events, and help families complete Census forms in homes, 1-on-1 discussions/group presentations, and at a QAC/QAK
Brighter Beginnings	\$ 15,000	\$ 7,500		Hire 2 promotoras to increase awareness of importance of answering Census among Latinx community. Promotoras are community health workers who work with Spanish-speaking communities. Promotoras will educated the community about the importance of Census and encourage families to fill it out. Host two open house events where people can get more information about the Census and ask questions. Reach out to all of our patients in our data base (9,761) through direct mail or tesst messaging.

Aspiranet - Antioch/Delta First 5	\$ 7,272	\$ 7,200	Our project will leverage A/DF5C's centrally-located and family-friendly Center spaces, trusted reputation, community partner network, communication channels, and parent leadership capacity to boost the 2020 Census rate. Specifically, we will target HTC areas as determined by Census maps. Activities to include parent outreach team, community events, and dedicated QAC/K (dependent on laptop load - 2 requested).
Delta Sigma Theta Sorority – Contra Costa Alumnae Chapter	\$ 20,000	\$ 7,000	We are proposing a multi-pronged approach to help increase the response rate in CCC. We are offering the following projects for consideration: Door-to-door canvassing in HTC neighborhoods informational tabling at BART stations throughout county informatinoal car drop of fliers at CCC Bart stations informatinoal sessions at churches throughout the County large-scale community Block Party events at several sites within the County (East and West County) Social media marketing campaign in cooperation with our community partners
Empowerment Cathedral Church	\$ 20,000	\$ 7,000	Through regular community events and incentives such as gift cards, we will destigmatize participation in the Census by educating the HTC population. We will ease fears by arming them with concrete knowledge that debunk myths that may have otherwise discouraged them to participate. Our trusted status and established relationship with the community will also assist in persuading them. We'll use our "Trick or Treat" event & also hold events specifically to educate, encourage, & implore the HTC community to participate in the 2020 Census. These events include a play that will depict how different demographics are effected when they are not counted in the Census & how being counted would benefit them. We will also hold a "Stand Up and Be Counted" mixer that will allow the community to come out, ask questions & feel empowered to participate. We will create a dedicated website & Census information will also be distributed during our weekly food give away. Our QAC is equipped with 20 desks, 3 tablets & 15 computers with secured internet access, a restroom, café, & waiting area. We are located in a centralized area of Antioch & our buliding is easily accessible via highways & public transportation. We have a large parking lot with handicapped reserved spaces & the building itself is ADA compliant.
Cinco de Mayo Peace and Unity Committee 2020	\$ 6,200	\$ 6,200	Decorate one of the big parade floats with Census 2020 messaging and to have students walk on both sides of the parade and handout Census material with information and contact for questions (maybe fans on a stick).
City of Pittsburg	\$ 39,054	\$ 6,000	City has various activities to assit with outreach, education, and awareness. Planned advertisements will market important social concept of participation in Census and how that can improve the community we live in. City owns a senior center with a computer room and a community room by Pittsburg Library which can be potential QAC locations for english and non-english speakers (both accessible by public transit)
City of San Pablo	\$ 22,200	\$ 6,000	Outreach efforts will use multiple channels and focus on accessible in-person events: community parner collaboration to share census information via trusted channels, 10+ pop-ups or presentations with trained staff and census materials at community events and popular venues, and two workshops focused on the census. The city believes frequent and positive exposure to the CEnsus will imporve response rates and support community understanding of Census importance and direct assistance resources. Voter registration resources may be incorporated into outreach.
Lift Up Contra Costa	\$ 10,000	\$ 6,000	Our door-to-door field canvassing program will focus on communities with various hard-to-count demographics, including Black, mixed status immigration, Latinx, and system impacted households. Our experienced canvassers represent these various communities, and their own lived experiences and knowledge ensure they are see as trusted messengers. Having these community experts at the doors and in the neighborhood will give credibility to the Census. We will train all our canvassers on the ensured privacy of census data and the history of the infamous and looming citizen question that has terrorized our immigrant communities.
SparkPoint Contra Costa	\$ 35,000	\$ 6,000	Our over 700 clients can refer others to us for assistance in completeing the census. We will do this direct outreach to clientes as well as genreal outreach through social media, posters, and events. Our West office is on the first floor of a low-income apartment building where many do not have computers. We will post ourselves in the lobby to invite them to our computer lab to complete the census. At Dover, we will invite the Spanish-speaking parents to our computer bank. At Contra Costa College we will reach students and staff. At east, our VITA/ITIN site.
First 5 Contra Costa County - West County (Bay Area Community Resources)	\$ 5,610	\$ 5,610	Our project will leverage A/DF5C's centrally-located and family-friendly Center spaces, trusted reputation, diverse population, and parent leadership capacity to boost the 2020 Census rate. Project components include: 1. An awareness campaign targetting Center families and their social networks. 2. Educational workshops for staff and families. 3. A diverse parent outreach team trained to reach HTC groups in the greater community in many languages. 4. A community event 5. Centers as dedicated community QAC/K sites, dependent on laptop loan (2 requested)

Inspire You! Ministries dba Inspiring You Counseling Center	\$ 30,000	\$ 5,000	<p>Since we have access to Faith Based Orgs, Apartment Complexes, and work with those who are typically marginalized from offering their opinions or being counted, we believe our Count Me in Community Program will draw young and old to be counted.</p> <p>We would use our current email list of more than 2000 to get the word out about multiple Town Hall Informational Meetings, to get 20 volunteers. Volunteers would gather teams of 10 who can connect with populations. Then we would create several innovative motivational workshops that are topical in nature.</p> <p>Hold Community Resource Days in at least 5 areas.</p>
Lao Family Community Development, Inc. (LFCD)	\$ 20,000	\$ 7,000	<p>Engage, educated, and motivate HTC populations to complete 1500+ census forms.</p> <p>Our Community Navigators will facilitate:</p> <ul style="list-style-type: none"> 25 community events such as existing social gatherings (BBQ, music festival, talent show, job fairs, etc.) 8 focus groups to provide "step by step" Census access and assistance English and non-english QAC/QAKs using 8 computers in our San Pablo office Mobile Response Table at monthly job fairs
Contra Costa County Employment and Human Services Department (EHSD)	\$ 10,000	\$ 5,000	<p>Our services touch the lives of 1 out of 4 CCC residents per year. We want to leverage our physical locations and customer reach to conduct customer outreach. Our project will center on printed materials, made available in multiple languages. We plan to include these in mailers to customers and be made available to clients in our district offices. We also plan to participate in immigration forums, health fairs, senior resource events, and other community gatherings where we staff tables, provide information, and assist with our services.</p>
Oakley Senior Citizen's Coalition	\$ 7,000	\$ 5,000	<p>In partnership with the Oakley Veterans, Oakley Rotary, and Oakley-Delta Lions Club we plan to engage in an outreach effort both at the Oakley Senior Center and at events throughout East County that will reach seniors, veterans, and other HTC populations. We will use the grant to pay the entry fees for events (Oakley Harvest Festival, Holiday Happenings, Antioch Senior Fair, Christmas Tree Lighting, Living Better After 50, and others), purchase food, and develop and produce materials, purchase Census 2020 swap, enhance our newsletter and website.</p> <p>We can host a QAC/QAK at the Oakley Senior Center. We have approx. 300 people that we serve and can connect with their families.</p>
Urban Tilth/Rich City Rides	\$ 15,000	\$ 5,000	<p>Coming from a myriad of socio-economic, linguistic, racial, religious, and cultural backgrounds and experiences, Rich City Using our weekly social rides, Rich City Rides staff will lead canvassing activities with the members of their two highschool bike clubs based at Richmond High and JFK High to knock on doors and inform residents about the importance of the Census. The rides will start with an orientation about the importance of the Census. RCR will also include information sessions at their weekly bicycle repair workshops and park cleanup activities and lead canvassing efforts from the Unity Park Bike Hub</p>
Central Labor Council of CCC	\$ 50,000	\$ 5,000	<p>We will use every tool at our disposal to educate and mobilize members and their families to be apart of the Census and track their progress.</p> <p>Union Meeting Roadshow: conduct education campaign on the Census at general membership meetings.</p> <p>Worksite Visits</p> <p>Local Union Letter</p> <p>Commitment Cards: use cards to receive census participant pledges from affiliated membership and community members. Distribute and collect cards at education efforts and gather/enter data to follow up.</p> <p>Ability to operate QAC at HQ in Martinez</p> <p>Host periodic QAK at 85 affiliated unions across county</p>
East Bay Center for Performing Arts	\$ 15,000	\$ 5,000	<p>East Bay Center will associate the positive elements of culture - education, dance, music, theater and poetry - through scheduled outreach activities to HTC populations who are part of our regular catchment areas, with positive ideas about participating in the census and being counted, with the objective of increasing the rate of response in CCC. Our objective is to transfer this message of trust to include participating census process to the 500 families we serve at our Iron Triang main site as well as 10,000+ audience members</p>

La Clinica De La Raza	\$ 20,000	\$ 5,000	La Clinica's proposed plan includes a two pronged strategy, rooted its clinic sties and in the community. Through its multilingual Huamn Services Specialists (HSS) in the clinics and Health Educators in the Community, La Clinical will be able to reach hard to count populations. La Clicinca has a robust CHE program where staff has the ability to servie monolingual and bilingual Spanish-speakers, reflecting the population served. HSS are in medical clinics and trusted in the community for their support in patient registration and enrollement in health coverage.
Aspiranet - Monument First 5 Center	\$ 4,636	\$ 4,634	Our project will leverage MF5C's strategically-located & family-friendly Center space, trusted reputation, diverse population and parent leadership capacity to boost the 2020 Census response rate. Project components include: 1. An awareness campaign targetting Center families and their social networks 2. Educational workshops for staff/families 3. A diverse parent outreach team trained to rach HTC groups in the greater community in many languages. 4. A community event 5. Center as dedicated QAC/K sites, dependent on laptop loan (2 requested)
Meals on Wheels Diablo Region	\$ 4,250	\$ 4,250	MOWDR will reach 3,000 seniors with Census 2020 campaign message to increase the self-response rate among HTC seniors. MOWDR will use our existing communicaiton avenues to reach seniors and their families. Staff and volunteers wil hand out flyers and hold 1-on-1 conversations with clients of our MOW, C.C. Cafews, Fall Prevention, and Friendly Vistors programs. MOWDR will also reach family, friends, and community members by mailing flyers to those in our database, publishing newsletter articles and posting on social media.
Council on American Islamic Relations (CAIR-SFBA)	\$ 20,000	\$ 4,000	Hold town hall meetings to educate CCC Muslim community on census and provide them with resources to spread awareness to their personal networks. Employ 3 PT canvassers from w/in community to reach approx. 5000 people through 720 hours of community events, canvassing, and other activities. Incorporate census into other programming, including strategic communications (emails, text, mail, etc.)
Grace Bible Fellowship of Antioch	\$ 20,000	\$ 4,000	Our Census awareness plan will include partnering with events held at our church, Grace Closet (a free food and clothing pantry), marketing and social media through newsletters, church website, Facebook, Instagram, and Twitter. We will coordinate with three other churches that utilizes our facility to recruit workers to assist with the census (two of the churches' languages are Spanish and the other is Tongan).
Satellite Affordable Housing Associates (SAHA)	\$ 14,880	\$ 4,000	SAHA'S on-site Service Coordinators will encourage census participation by posting flyers on communiy bulletin boards, promoting in the monthly newsletters, and remind residents during community events such as the Lunar New Year and/or during 1-on-1 interactions.
EAH Housing	\$ 20,000	\$ 4,000	EAH Housing runs a very successful GOTV campaign every two years, involving voter education and registration drives. The campaigns include door knocking, canvassing, presentations, voter registration, and move-in voter registration drives staffed by volunteers who speak various languages. For the census, EAH staff will conduct similar programming through canvassing, presentations, and providing the census questionnaire in the communitites' resource center and management office. EAH aims to include all of its residents.
East County for Immigration Rights and Education (EC-FIRE)	\$ 35,000	\$ 4,000	Meet monthly to organize, implement, and host Town Halls, Know Your Rights Workshops, tabling opportunities at multiple immigrant and documentation events.
Groundwork Richmond	\$ 18,660	\$ 4,000	Canvassing, Community Events, digital outreach, student outreach We approach homes when residents are likely home and whe they are not we leave an attractive, language appropriate door hanger to let them know we were there and how to reach us for questions/info.
Loaves and Fishes of Contra Costa	\$ 10,200	\$ 4,000	LFCC'S objective is to reach the most HTC population in the target areas of Antioch, Pittsburg, and Martinez. LFCC plans to serve special meals and provide grocery gift cards as incentives to reach beyond our daily clients. We believe the grocery gift cards, along with a special meal we will attract the most HTC population in the areas we're targetting. Also we hope to host one of these events to assist in capturing the unsheltered population as they frequent LFCC's dining rooms. LFCC dining rooms would also be available for County mobile response tables.
Sound of Hope Radio Network	\$ 20,000	\$ 4,000	Integrate multi-facet marketing strategy including annougements and educational shows on radio, digital social media, and onsite events at Chinese Supermarket, in the language and cultural context people are familiar with.
Lifelong Medical Care	\$ 3,930	\$ 3,930	Our Health Promoters can lead presentations on Census in various parts of West CCC, help identify locations where we can share info about the census to HTC communities. Majority of our promoters are POC, immigrants, and/or only Spanish speaking.

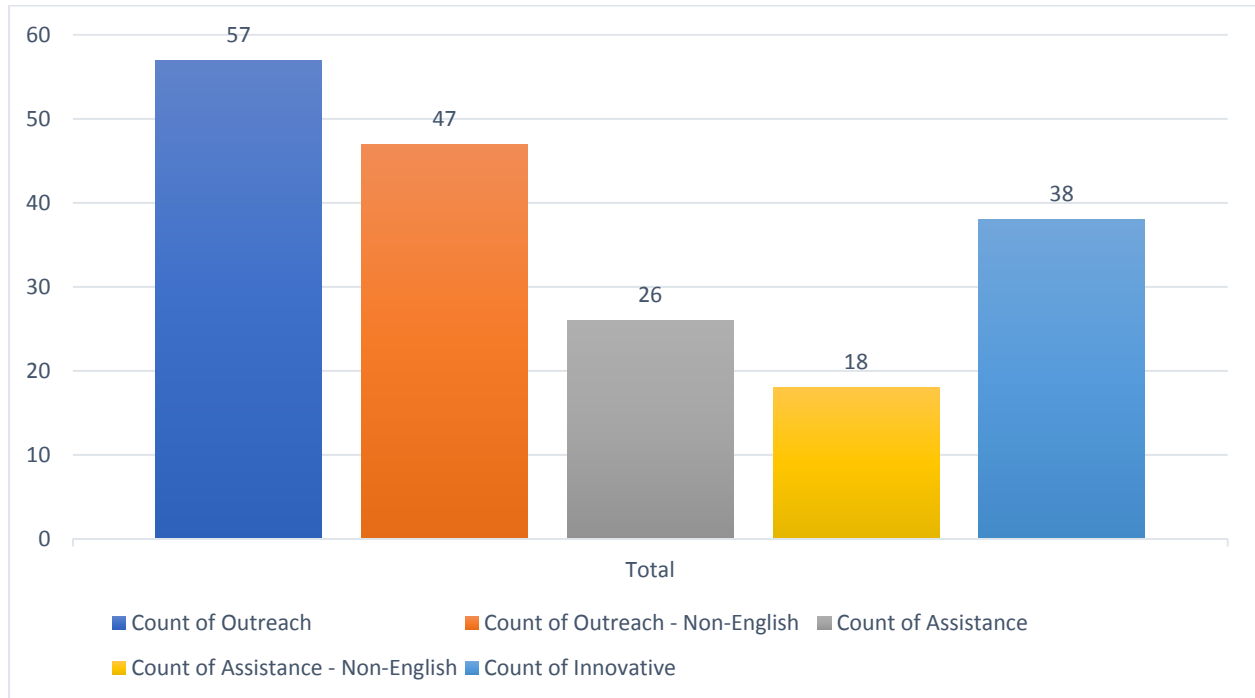
Building Blocks for Kids	\$ 3,870	\$ 3,870	<p>Incorporate Census education into our Healing Centered Care, weekly parenting classes, monthly Latina/African American sanctuary women's support groups, and Parent Leadership Development Programs.</p> <p>Incorporate education in South Richmond with families at Family Engagement Night events at Monterey Pine Apartments.</p> <p>Census 2020 info will also be incorporated in our Community Education Leadership Institute.</p> <p>Post Census 2020 info on social media (FB, twitter, insta) once a month and in quarterly newsletter</p> <p>Our goal is to directly reach in person 15% of BBK's constituents and another 20% indirectly via robo calls, emails, and social media.</p>
First 5 Contra Costa County - East County	\$ 3,636	\$ 3,636	<p>Our project will leverage ECF5C-Pittsburg centrally-located and family-friendly Center spaces, trusted reputation, diverse population, and parent leadership capacity to boost the 2020 Census rate.</p> <p>Project components include:</p> <ol style="list-style-type: none"> 1. An awareness campaign targetting Center families and their social networks. 2. Educational workshops for staff and families. 3. A parent outreach team trained to reach HTC groups in the greater community. 4. Community resource event 5. Centers as dedicated community QAC/K sites, dependent on laptop loan (2 requested)
Northern California of Black Trade Unionists	\$ 3,270	\$ 3,270	<p>Community Concerts (March 2020) Activity Fairs (Feb/April 2020) Door Knocking (May/June 2020)</p> <p>Our plan will result in a 75 - 90% response rate</p>
East Bay Housing Organizations	\$ 10,000	\$ 3,000	<p>EBHO will convene, train, and provide technical assistance to nonprofit developers, RSC's, and residents on the importance of the Census to raise awareness and encourage Census participation. EBHO will hire temporary (75-100% FTW) staff to lead EBHO's Census work, by organizing events and activities together with existing staff, extending our capacity. Work begins by conveying a meeting of 5-10 of our member developers from across the county, including SAHA, RCD, and others.</p> <p>Train and recruit affordable housing residents as enumerators</p>
National Society of Black Engineers, East Bay Chapter	\$ 20,000	\$ 3,000	<p>Utilizing Census 2020 collateral and resources, we will develop concrete, practical, and impactful project models to support Census 2020 activities and make impressions on 17,000 Pittsburg residents by outreach and education activities for Spanish Speaking and other HTC communities. Meet monthly to organize, implement, and host Town Halls, Know Your Rights Workshops, tabling opportunities at multiple immigrant and documentation events.</p>
Richmond Main Street Initiative	\$ 15,000	\$ 3,000	<p>Small Shop Saturday (target employees too--most are HTC) Annual Downtown Holiday Festival: 800 attendees Mar. 2020 Annual Stakeholder Event - 75 attendees Healthy Richmond Festival - 250 attendees Music on the Main - 1000 attendees Census Day Tabling in partnership with Improvement District Businesses</p>
TransWomen for transwomen	\$ 15,000	\$ 3,000	<p>Outreach to the underground trans woman community in Contra Costa in person and via social media. I know my community is ignored at every level in the county and want to correct that.</p>
Village Community Resource Center	\$ 2,900	\$ 2,900	<p>Provide educational workshops and coordination of Adopt-A-Block projects. We will partner with other nonprofit, civic, faith, and community groups to ensure each and every person in CCC is accurately represented in 2020 Census.</p> <p>Social Media plan w/ key messaging</p>
Chinese for Affirmative Action	\$ 20,000	\$ 2,000	<p>We will integrate census outreach into our 2019/2020 programming (30+ upcoming community events):</p> <ul style="list-style-type: none"> Train census ambassadors from each community Create outreach materials Educate and empower community members to understand, be ready, and participate in Census Provide home visits to assist filling out Census Use social media to reach/empower our community members

CoCo Kids	\$ 10,000	\$ 2,000	Education: staff training: the making of CoCo Kids Census Champions Awareness: Message Development including inputs from small group discussions among constituents serving the HTC Incorporate and disseminate message through all Coco Kids communication channels (newsletters, website, social media, in person) Outreach: Mount Provide Event and collaboration/participation in other census related events.
Healing Circles of Hope (dba) MASK	\$ 20,000	\$ 2,000	Actively engage, orient, educate, and raise awareness of how important 2020 Census Count is among HTC populations. Select up to ten outreach workers within West of East CCC to provide services to attract and engage families to increase participation. Creating flyers/marketing material explaining purpose/benefits of census Inform residents of the Safety Net procedures to reduce fear of being imprisoned
Healthy and Active Before 5	\$ 10,000	\$ 2,000	Convening 0-5 Working Group to coordinate and share strategies for reaching young children and their families. Provide outreach materials (flyers, stickers, other swag) to community orgs, resident leaders, and points of service in HTC areas of CCC. Host Census kickoff events with partners in parks or public spaces to build trust and disseminate info
Richmond Progressive Alliance	\$ 20,000	\$ 2,000	Draw on existing relationships within Richmond's Neighborhood Council system to organize door-to-door education and drop-in assistance centers in areas of the city with a high concentration of HTC individuals. Two temporary organizers will do educational presentations targeted to Neighborhood councils, and then partner with willing NCs to host drop-in centers in March/April. Organizers and volunteers will canvass the targeted neighborhoods to education about census and promote local drop-in assistance events.
Weigh of Life	\$ 11,700	\$ 2,000	We plan to help by providing information and referral about the Census in general and on any community partner that would help them. Objectives are to provide information at all our classes. We have over 500 students a week. Provide basic written info for dissemination at their neighborhoods. Have interested students participate at community events and provide info and referral. We plan to identify a couple of navigators who would help our students fill out census forms both at our sites and appointments.
Men and Women of Purpose	\$ 2,500	\$ 1,000	MWP meets with clients who have been released from custody and have re-entered society. The population MWP serves has deep-seated distrust of government, faces immediate challenges to day-to-day living (like housing), and often lacks computer literacy. Lending its credibility established with clients, MWP purposes to serve as an informational bridge for post-release reentry clients to participant in the Census.
Korean Community Center of the East Bay	\$ 20,000	\$ 1,000	Reach HTC immigrant and refugee populations in CCC, focusing on zip codes with traditionally low-response rates. Seamless integration of Census 2020 work with our direct service with existing members over 10,000 annually, and leveraging work to engage in extensive outreach through our in-language information and referral call center, in-person education and assistance contacts, and targeted outreach events.
Give Always to Others & Co.	\$ 500.00	\$ 500.00	Observing Cesar E. Chavez State Holiday has been an annual event on March of this year. There will be 2 events with speakers, displays and information with youth encouraged to attend. The third event will be One Planet for Peace featuring multicultural displays and entertainment, date to be set, at the Somersville Town Center Mall in Antioch. The Mall has been generous in their community "giving back". It is an enclosed mall, and a popular meeting place for our residents. Each event will have speakers and we invite Census speakers and staff assistance.
Contra Costa County CCTV	\$ 45,100	\$ -	\$ 45,000 Provide coverage of county-based Census events, including: pre-event promotion on broadcast bulletin boards across our channels event streaming and broadcast to appropriate platforms informational and resource graphics Create a number of teplated studio and field production projects using video guidelines provided by Census Bureau, where each Outreach and Assistance grantee can encapsulate their main messages. Arrange for training of grantees in using social media Outreach: Mount Provider Event and collaboration and participation in other census related events

Contra Costa Department of Information Technology	\$ 29,200	\$ -	\$ 29,000	The Department of Technology will purchase, configure, and maintain an estimated 40 mobility devices to be utilized for Census 2020 citizen outreach and education. In addition, the dept. will provide in-kind services for technology and telecommunication support to the Census 2020 team.
Richmond Sol Youth Programs	\$ 2,000	\$ -		On Halloween, 23rd st, a main street in Richmond is transformed into a family friendly corridor for an event that is about community building. By having a booth designated for the education and awareness of the US Census at the Trick or Treat on 23rd Street event, Richmond Sol will engage the community with bilingual, English/Spanish, speaking representatives to address the surrounding area of Richmond and San Pablo that is largely Latinx. We are working with Census Partnership Specialist Darlene Rios Drapkin as she is fluent in Spanish to be at the booth. We will also have the local music teacher heading the instrument Petting Zoo sing the Census "Everyone Counts" song in Spanish and English.
Contra Costa County Veterans Service Office	\$ 50,000	\$ 3,000	\$ 30,000	We would include information about Census 2020 on our monthly Veterans' Voices production. We would share information about the census to Veterans who come into our office for benefits counseling. We would include census materials in our outreach presentations and informational tables.
Contra Costa Crisis Center	\$ 70,988	\$ 5,000		Train and support our call specialists to inform all callers about the importance of the census and link them to their local survey locations and/or support agencies.

Grant Summary by Type and Language Lists

Summary of Grant Applications by Program Type



List of Languages Supported:

* County Required Language

- Spanish*
- Thai
- Mien/Lao
- Tagalog*
- Farsi*
- Mandarin*
- Korean*
- Chinese*
- Cantonese*
- Tongan
- Nepali
- Bhutanese
- Hindi

- Punjabi
- Russian
- Vietnamese*
- Tibetan
- Various Arabic dialects

List of potential languages or limited resources

- French
- Berber
- Portuguese
- Turkish
- Somali
- Indonesian
- Malay
- Sudanese
- Translation Contract – any language*

Analysis A: Primary Hard to Count and County Region Served

Children 0 - 5	\$	25,080.00
Central County	\$	4,634.00
Central County, East County, West County	\$	2,000.00
Countywide	\$	2,000.00
East County	\$	10,836.00
West County	\$	5,610.00
Distrust of Government	\$	7,000.00
East County, West County	\$	7,000.00
Formerly Incarcerated	\$	11,000.00
Countywide	\$	10,000.00
West County	\$	1,000.00
Immigrants	\$	20,000.00
Central County	\$	5,000.00
Central County, East County	\$	10,000.00
Central County, East County, West County	\$	1,000.00
East County	\$	4,000.00
LGBTQ	\$	13,000.00
Countywide	\$	13,000.00
Low Income	\$	71,900.00
Central County, East County, West County	\$	19,000.00
Countywide	\$	12,000.00
East County	\$	2,900.00
East County, West County	\$	6,000.00
West County	\$	32,000.00
Non English Speaking/ESL	\$	5,000.00
Central County, West County	\$	2,000.00
East County	\$	3,000.00
West County	\$	-
Racial and Ethnic Minorities	\$	71,570.00
Countywide	\$	15,000.00
East County	\$	18,500.00
East County, West County	\$	7,500.00
West County	\$	30,570.00
Seniors	\$	9,250.00
East County	\$	9,250.00
Unhoused/Housing Insecure	\$	16,000.00
Central County, East County	\$	4,000.00
Countywide	\$	8,000.00
East County	\$	4,000.00
Various	\$	27,200.00
Countywide	\$	5,000.00
East County	\$	16,000.00
West County	\$	6,200.00
Veterans	\$	3,000.00
Countywide	\$	3,000.00
Grand Total	\$	280,000.00



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

Meeting Date: 10/21/2019
Subject: Review Census 2020 Budget
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review Census 2020 Budget
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

Referral History:

On July 15, 2019 the Census 2020 Steering Committee approved the Finance Subcommittees proposal to change line item allocations of the proposed requested allocation of \$500,000: Grand funding \$350,000, Technology Access at \$125,000, and \$25,000 to a new category to specifically target homeless outreach. On July 30, 2019 the Board of Supervisors approved the recommended funding of \$500,000 budget allocation for the Census 2020 outreach efforts.

Referral Update:

Since the budget was adopted, there has been a lot of new information about Federal, State, and Regional efforts regarding media buys. In particular, United Way Bay Area (UWBA) as the regional administrative community based organization has taken the lead in media buys for the bay area, with a focus on local and ethnic media buys. UWBA is also working with the State media contractor Mercury Media to coordinate media buy efforts. The Census Bureau is also planning a large scale media outreach effort in multiple languages.

One of the biggest costs for community partners in the grant application was for printing related to collateral. The County is able to print at a much lower cost and provide hard copies to our community partners. By shifting the \$26,345 from media buys to community partners, we can facilitate more communication with trusted messengers and hard to count population members. The following is a summary of cost to print the most requested collateral types:

Postcard (4"x6" - 2 sided full color)

100 copies: \$12.70
500 copies: \$50.50
1000 copies: \$98.50

Flyers (8" x 11" - 2 sided full color)

100 copies: \$32.50

500 copies: \$146.50
1000 copies: \$289.50

Posters (26" x 36" - indoor, 1 sided - full color)
\$28.00

Recommendation(s)/Next Step(s):

RECOMMEND the Census 2020 Budget be amended to reallocate Media Buys line item (\$26,345) to Collateral Printing.

Fiscal Impact (if any):

There is no fiscal impact. The funding is from the State as part of our Census Outreach funding.

Attachments

Proposed Revised Budget

PROPOSED REVISED BUDGET

	Proposed Budget	Actual
Expenses		
Grant Administration	\$ 36,260.00	
GIS - data analysis and map production	\$ 50,000.00	
Contract Outreach Coordinator Staff*	\$ 150,000.00	
Media Buys (remove) - Collateral Printing (new)	\$ 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	\$ 125,000.00	
Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00	
Total Expenses	\$ 862,605.00	\$ 3,676.00
Revenue		
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45
1 st Quarterly Report due	\$ 32,634.45	\$ 32,634.45
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58
2 nd 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
Total Revenue	\$ 862,605.00	\$ 712,123.93
Net Balance	\$ -	\$ 708,447.93



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

9.

Meeting Date: 10/21/2019
Subject: Proposed Implementation Plan for Census 2020
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Proposed Implementation Plan for Census 2020
Presenter: Barbara Riveira **Contact:** Barbara Riveira 925-335-1018

Referral History:

On September 17, 2019 the California Complete Count team (State) provided guidance and a template for the Implementation Plan documents. The purpose of the Implementation Plan is for Contracted partners to document their activities based on their Strategic plan. The State understands the Implementation Plan detail represents a "snapshot in time" and the activities may evolve over time. The Implementation plan is due October 31, 2019 for all contracted partners, and for reporting purposes the 3rd Quarterly report and the Implementation Plan are considered the same.

The desired outcome of the Implementation Plan is for all partners to have a clear and collective understanding of the planned activities, with detail for each activity including census tract, hard-to-count populations reached and other details. The State will evaluate the Implementation Plan and conduct an analysis by region, census tract, HTC populations and sectors. The Implementation Plan document will be part of a process for the potential allocation of additional funding.

Referral Update:

New Item.

Recommendation(s)/Next Step(s):

Steering Committee members are invited to provide comments and additions to the draft Implementation Plan and feedback and ideas/projects for potential allocation of additional funding by the State. Please email Barbara Riveira at barbara.riveira@cao.cccounty.us via email by October 30, 2019. The Implementation Plan will be submitted to the State by October 31, 2019, and as updates occur staff will advise the State and submit the updates.

Staff will also provide an updated version of the Implementation Plan at future Steering Committee meetings.

Link to Implementation Plan:

https://www.dropbox.com/s/ri8tmwoqz7cq201/CCC%20Implementation%20Plan%20Template%209_18_19.xlsx?dl=0

Fiscal Impact (if any):

The Implementation Plan is required by the State as a contracted partner.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

10.

Meeting Date: 10/21/2019
Subject: Review and Approve Census Partner Proposal
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review and Approve Census Partner Proposal
Presenter: Matthew Lardner **Contact:** Matthew Lardner,
925-812-6269

Referral History:

A Census Ambassador Program was discussed by the Steering Committee at a past meeting, but was subsequently tabled.

Referral Update:

County Staff wanted to revisit this program and a proposal was developed by our new Census Outreach Coordinator.

[Here's the link](#) to the video Introduction from Matt Lardner.

Recommendation(s)/Next Step(s):

APPROVE Census Partner proposal. Decide on name of program.

Fiscal Impact (if any):

None.

Attachments

Census Champion Program Proposal

Individual Census Partner Program Proposal

- **What is it**
 - An individual volunteer program to connect with trusted community members who want to ensure their community members are counted in Census 2020.
 - Time commitment
 - At least 20 total hours between March - July 2020.
 - Each project's duration and schedule will vary.
 - Opportunities will be available during the week, evenings, and weekends.
- **Why does it matter**
 - While the county has established partnerships with various organizations, government agencies, and cities to support our efforts ensuring all Contra Costa County residents are counted in Census 2020, many individuals have expressed desire to be individual census champions in their own communities/neighborhoods.
 - By working with individual volunteers and connecting them to official census information/outreach, we can get more boots on the ground throughout the county.
 - These individuals will have more intimate connections with their community and can provide more authentic outreach/communication.
 - It's inexpensive and fits into our existing outreach plans and budget.
 - Allows us to track more activities happening throughout the county for state reports.
- **Timeline**
 - Nov 2019: Develop implementation plan for program and design outreach/signup materials
 - Dec 3, 2019 – Jan 20, 2020: Program sign up
 - Jan 22, 2020: Onboarding conference call
 - Feb - March 2020: Training Workshops
 - March – July 2020: Census Outreach
 - July 2020: Final report due
- **Develop Implementation Plan**
 - Website content
 - Add a tab on the website to provide information and link to the google form.
 - Form for sign up
 - Branded google form to capture potential volunteer's information and project interests (see below for different ways they can get involved)
 - We will capture which communities people plan to outreach to make sure we have volunteers working throughout the different regions of the county.
- **Program Signup**
 - Launch program signup form on website
 - Outreach
 - Blast on social media
 - Leverage county/city relationships to post widely on community and elected pages
 - Put in monthly newsletter
 - Email census partners and interested parties list to alert them if they have any people they think might be interested.

- Develop materials/guides to be used at training workshops.
 - Presentation
 - Collateral/resources to hand out to volunteers
- **Training Workshops**
 - Depending on the number of volunteers and their locations we will decide on the number of trainings and their locations.
 - These workshops will educate volunteers on:
 - Key aspects of Census 2020 (what, why, when, where, how)
 - How to engage community members
 - How to address misinformation, questions, and concerns
 - Where to direct community members for language, digital, and other support
- **Census Outreach**
 - Adopt-your-block
 - Knock on your neighbor's doors and remind them to take the census, answer any questions or concerns, and provide them with resources where they can get more information.
 - Staff a QAC
 - Provide in-person support at a QAC in the county.
 - Based on individuals interest/availability/region staff will coordinate schedules.
 - Host Census event/workshop
 - Individuals have expressed desire to host individual events in their communities whether with their churches, schools, neighborhood etc.
 - Keep community informed
 - Social media
 - Develop sample posts and media for them to share.
 - Timed social media campaigns and encourage our champions to help us spread the word with their own networks throughout Census phases
 - Newsletters
 - Make sure your local neighborhood/community newsletters have info about the Census and where people can go for help and info
 - Youth Ambassadors
 - Educate/train interested youth to be trusted messengers at school and with family/peers.
- **Final Report**
 - Champions will be required to submit a report that is similar to our post event forms used to capture information we need to report to the state via their implementation plan.
 - This will be designed prior to the workshops and explained there.
- **Next Steps**
 - Decide on name
 - Census Champions
 - Census Ambassadors
 - Individual Census Partners
 - Start developing



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

11.

Meeting Date: 10/21/2019
Subject: Proposed Meeting Schedule and Work Plan for 2020
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Proposed Meeting Schedule and Work Plan for 2020
Presenter: Supervisor Burgis **Contact:** Barbara Riveira
925-335-1018

Referral History:

It is anticipated that the Steering Committee will meet at least monthly through Fall 2020 to complete the actual Census and oversee any post-Census activities.

Referral Update:

Attached is a proposed meeting schedule and work plan for January through October 2020. The work plan is designed to coincide with the key milestones identified in the Strategic Plan and Implementation Plan as required by the State. Additional meetings may be required as new information becomes available, but we ask Committee members to anticipate these meeting dates in their personal schedules, as achieving a quorum will be essential for the Steering Committee to be able to consistently meet and conduct the necessary business.

Recommendation(s)/Next Step(s):

REVIEW and APPROVE tentative meeting schedule and work plan for 2020.

Fiscal Impact (if any):

N/A

Attachments

2020 Meeting Schedule

2020 Census Complete Count Steering Committee

2020 Meeting Schedule

3rd Monday at 12:00 Noon

CCC EMS Agency, 777 Arnold Drive, Paramount Room, Martinez

Meeting Date	Subject	Staff Contacts
January 19	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Regional Working Group Updates • Training for Grant Recipients • Mini-Grant RFP Review • Budget Update • Kick-Off Events • Meeting Schedule 	<p>Matt Lardner, District III Office (925) 812-6269 Matt.Lardner@cococensus.org</p> <p>Teresa Gerring, District III Office (925) 723-2884 Teresa.Gerring@bos.cccounty.us</p> <p>Kristine Solseng, Conservation and Development (925) 674-7809 Kristine.Solseng@dcd.cccounty.us</p> <p>Barbara Riveira, County Administrator's Office (925) 335-1018 Barbara.Riveira@cao.cccounty.us</p>
February 16	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • 3rd Regional Working Group Updates • Mini-Grant RFP Review • Budget Update • Kick-Off Events 	
March 15	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Kick-Off Events • Mini-Grant RFP Review • Kick-Off Events 	
April 19	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Non Response Follow Up • Mini-Grant RFP Review 	
May 17	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Non Response Follow Up 	

June 21	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Non Response Follow Up- Final Push 	
July 19	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update 	
August 16	<ul style="list-style-type: none"> • No Meeting 	
September 20	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Final Report to State 	
October 18	<ul style="list-style-type: none"> • Debrief –How to keep Census in focus for Census 2030 	
November 15		
December 20		