



# 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.*

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

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*Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Subcommittee less than 96 hours prior to that meeting are available for public inspection at the County Administration Building, 651 Pine St., Martinez, CA, during normal business hours.*

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Teresa Gerringer, Staff, District III Supervisor's Office

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