



# 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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*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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