



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

November 18, 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 October 21, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Kristine Solseng, Conservation & Development Department) - Est 20 min*
5. **RECEIVE and FILE** the Records of Action of the Outreach Subcommittee for the October 29, 2019 and November 12, 2019 Subcommittee meetings. *(Matt Lardner, Census Outreach Coordinator) Est 10 min*
6. **APPROVE** Census 2020 revised RFP Grant allocation plan in the amount of \$280,000 for the reallocation of \$3000 to Bay Area Community Resources as recommended by staff, **AUTHORIZE** staff to prepare and process contracts with grant awardee including the ability to refine scope of work/service plan, make minor funding adjustments as needed to finalize and execute contracts by November, and conduct mandatory training by December. *(Kristine Solseng, Conservation and Development Department, 10 min)*

7. **REVIEW** Census Ambassador program proposed activities. (*Matt Lardner, Census Outreach Coordinator, 10 min*)
8. **REVIEW and APPROVE** tentative meeting schedule and work plan for 2020. (*Supervisor Burgis, 5 min*)
9. The next meeting is currently scheduled for December 16, 2019.
10. 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

2.

Meeting Date: 11/18/2019
Subject: Public Comment
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Public Comment
Presenter: **Contact:**

Referral History:

Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

Referral Update:

Recommendation(s)/Next Step(s):

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

Meeting Date: 11/18/2019
Subject: RECORD OF ACTION FOR THE October 21, 2019 MEETING
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: RECORD OF ACTION FOR THE October 21, 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 October 21, 2019 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

Attached is the Record of Action for the October 21, 2019 meeting.

Fiscal Impact (if any):

None.

Attachments

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DRAFT



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

- Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Fran Biderman, At Large Member; Mariana Moore, At Large Member; Samuel Houston, At Large Member; Terry Koehne, At Large Member
- Absent: Alvaro Fuentes, At Large Member; Andres Orozco, At Large Member; Ali Saidi, At Large Member; Melody Howe-Weintraub, At Large Member; Mark Orcutt, At Large Member
- Staff Present: Kristine Solseng, Conservation and Development Department; Mark Goodwin, District III Office; Teresa Gerringer, District III Office; Barbara Riveira, County Administrator's Office; Susan Shiu, Office of Communications and Media
- Attendees: Stephanie Kim, David Tucker, Darlene Drapkin, Nancy Kreiser, Jaime Jenett, Dom Pruett

1. Call to Order and Introductions

Supervisor Burgis convened the meeting at 12:03 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).

No requests were made to speak during public comment.

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

The Record of Action for the July 15, 2019 - Census 2020 Complete Count Steering Committee was approved as presented.

At Large Member Mariana Moore, District II Representative Aparna Madireddi

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

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

Kristine Solseng provided the Federal, State, and Local Updates, Stephanie Kim, Senior Director, Census 2020 United Way Bay Area provided the Regional updates.

Federal - Federal Address canvassing is complete, and Luca has been updated with over 800 new units. The census Bureau is rolling out their Statistics in Schools curriculum. The Census Bureau hosted a workshop about Service Based Enumeration, Enumeration at Transitory locations, and Group Quarters.

State - The State has also released a School curriculum and Terry Koehne is working on getting that information out through the school districts. The State is also rolling out a canvassing tool, the US Census does not recommend canvassing but the State is providing a canvassing tool and guidance for Safe Canvassing.

Regional Updates - Stephanie Kim reported the UWBA has met with State CBOs, who are mainly concentrating in the Los Angeles area. Will be having a conversation with state media contractor, while these organizations are designated State CBOs, and most of the work is concentrated in Los Angeles, the material they are putting out is to reach the whole state. Think of ways to get things out that state is not covering. Press release next week awarded a little under 1 million in grants, Contra Costa was awarded over \$300,000 and will be issuing at least one more RFP for Census Outreach. Grantees will be presented with a Campaign Toolkit and training material; access to monthly calls with Region 3 Counties and UWBA and will be hosting a QAC training in early February, and releasing 101 training in mid- November. UWBA has also released the texting tool to all Region 3 partners and is working on a joint state reporting tool for all partners. They are also working on materials in multiple languages.

Local - Kristine Solseng reported that Matt Lardner the new Census Outreach Coordinator is on board. The County RFP Phase I was open from September 3 through the 30th and we had 59 applicants with over \$1,000,000 in funding request. The Department of Information Technology will be providing technical assistance to partners for QAC/QAK requirements. Conducted County Department, SwoRD and Speaker Bureau training and participated in events around the county. Marketing updates include the Email signature is available online, buttons have arrived for presenters and are available in English and Spanish, and other one-pager flyers have been updated on the website.

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

Teresa Gerringer provided a brief review of the Finance Subcommittee Record of Action for the September 4, 2019 and October 14, 2019 Finance Subcommittee meetings. The records of action were approved as presented.

District IV Representative Lauren Babb, At Large Member Mariana Moore

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

6. **Receive** status report from the Outreach Subcommittee.

Teresa Gerringer provided a brief review of 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. The records of action were approved as presented.

At Large Member Mariana Moore, At Large Member Terry Koehne

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

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 provided a review of the RFP Grants that were recommended. The Finance Subcommittee approved an 80/20 split of funding for the mini grant process. \$280,000 was recommended to be awarded in the first phase of the grant process. Received 59 applications totaling over 1,000,000 in funding requests. All applicants would receive some type of funding with the exception of one applicant who will receive swag for the event they are planning for October 31st. The next phase of grants will be rolled out in January.

District IV Representative Lauren Babb, At Large Member Fran Biderman

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

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

Barbara Riveira provided a brief overview of the budget and explained that during the review of the mini grants that there was a great demand for printed material and staff is recommending that we move the \$26,345 in media funding to collateral printing. Lina expressed that we should keep some funding in media buys. Discussion continued, Mariana Moore moved that we keep \$10,000 in Media Buys, \$26,345 in Printing Collateral and \$40,000 in Outreach Tasks. Lina Velasco Seconded.

At Large Member Mariana Moore, District I Representative Lina Velasco

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

9. 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

Barbara Riveira provided a brief overview of the Implementation Plan that was due to the State October 30, 2019. Supervisor Andersen asked that staff send out an email to the Steering Committee requesting that they review the Implementation Plan further and provide any additional ideas for potential programs that would be eligible for possible additional funding by the state by Monday, October 28th. Supervisor Andersen moved that the Implementation Plan be approved and allow for any modifications the Steering Committee members provide for modifications by Monday October 28, 2019.

10. APPROVE Census Partner proposal. Decide on name of program.

Teresa Gerringer provided a brief introduction of new Census Outreach Coordinator Matthew Lardner. She also provided a brief explanations of the proposed Census Ambassador/Champion program and requested that staff move forward with the program. Supervisor Burgis offered that this would be a great opportunity for students needing to fulfill community service hours. Stephanie Kim, UWBA also suggested that once these individuals that have been trained would be great candidates for U.S. Census enumerator positions. Terry Koehne moved that the Ambassador program be adopted and Lina Velasco seconded the motion, all were in favor and the motion passed.

At Large Member Terry Koehne, District I Representative Lina Velasco

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Samuel Houston, At Large Member Terry Koehne

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Melody Howe-Weintraub (ABSENT)

Passed

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

Item was moved to the November 18, 2019 meeting for discussion and approval.

12. The next meeting is currently scheduled for November 18, 2019.

The next meeting is scheduled for November 18, 2019.

13. Adjourn

Meeting adjourned 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.

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

4.

Meeting Date: 11/18/2019
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)

- **Census is Hiring:** The Census Bureau is looking to hire around 600 people in Contra Costa County by the end of the year. They will assist in recruitment workshops and looking for local partners and help with promotion.
- **Language Guides:** The Census Bureau has released language guides in all 58 languages. Link on our website
- **Concord Office Open:** The Concord Census Office is Open with additional staff working in CCC

State (California Complete Count)

- **PDI Tool is available:** United Way Bay Area is developing a process for working with local CBOs to lead canvassing efforts in each County.
- **Guidance Policies:** QAC/QAK Guidance has not been released yet
- **State DMV and Census Bureau:** The State has not committed to giving information from DMV to the Census Bureau (Administrative data)
- **Communications Portal available for State Grantees:** We will be sharing Social Media posts and other collateral as available

Region 3 Updates (United Way Bay Area)

- **Texting Tool Available:** Texting tool for people to sign up for update and information about the Census. Available in 12 languages
- **Marketing Material Available:** Both print and social media available at: uwba.org/census
- **Working on Combined Reporting Spreadsheet:** In order to make it easier for grantees with multiple funding sources, we are working with UWBA on a joint reporting form (and mapping!)
- **All Updates, Webinars, and Resources available online:** UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census

Local Updates

- 152 Partner Sign ups
- All Cities have presentation and resolutions - working on school districts
- Regional Census Training Workshops to begin on November 20th. The training dates include:

November 20, 11:30pm – 2:30pm
 East County Census Training Antioch Senior Center,
 213 F Street, Antioch, CA 94509

December 11, 2019, 9:30am – 12:30pm
 Central County Census Training Food Bank of CC & Solano,
 4010 Nelson Avenue, Concord, CA 94520

December 13, 2019, 1:00pm – 4:00pm
 South County Census Solutions Workshop
 Lafayette Community Center, Elderberry Room,
 500 St. Mary's Road, Lafayette, CA 94549

December 16, 2019, 4:00pm – 7:00pm
 West County Census Training Richmond City Hall Chambers,
 440 Civic Center Plaza, Richmond, CA 94804

Spanish translation services provided as needed. Light refreshments available.

- Gave presentations, training, and participated in a number of community events
- Ambassador Program is in development

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

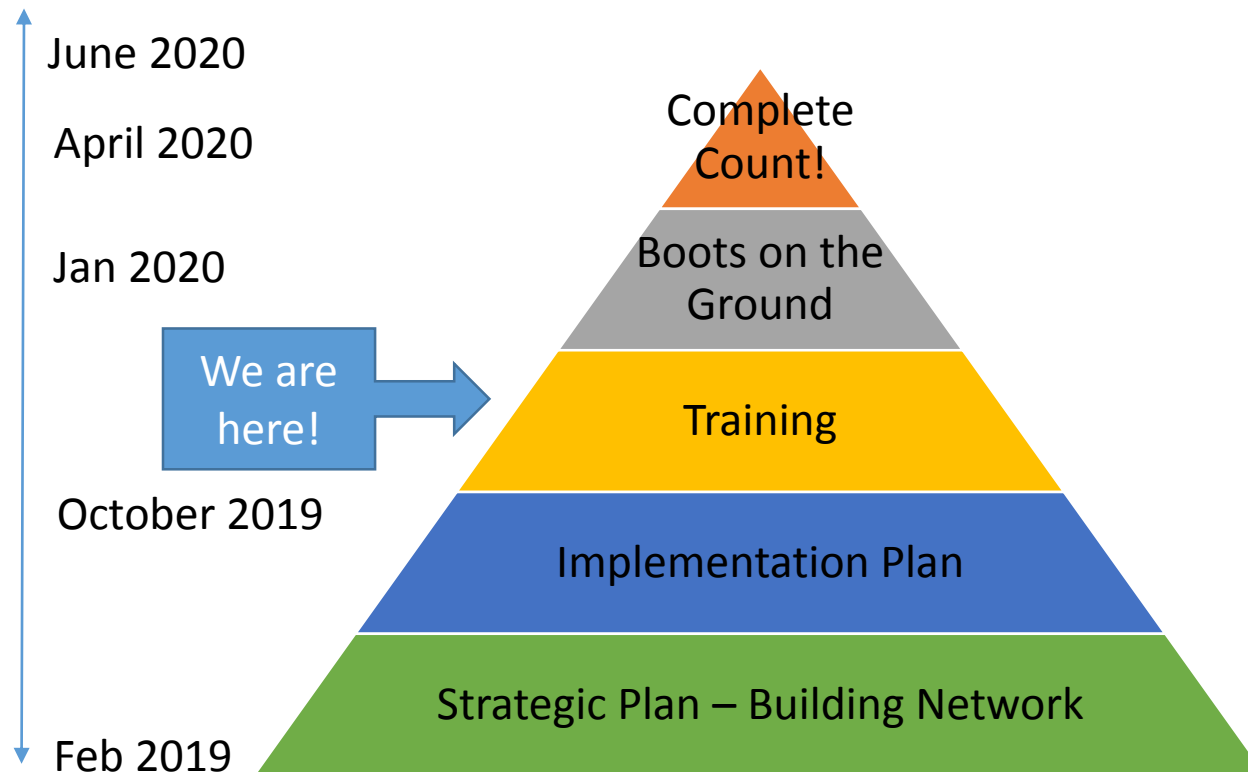
Update Overview

November Update

Number of Partners Signed up: 152

City Resolutions: All cities have had presentations

Regional Workshops: Starting on 11/20/2019



Thank you!

Board Appointee members and BOS Census contacts for setting up meeting locations
Outreach subcommittee members for extra time and keeping outreach on track
U.S. Census Partnership Staff for all their time, coordination, and passion
County Office of Education for working to align County and School District outreach
All those who advocated for Census Ambassador Program

Events the Past Month

Food Bank Training
Healthy and Active Before 5
Trick or Treat on 23rd
Stand Together Contra Costa – Deaf Community event
Senior Town Hall Events (multiple events)
DVC Social Science Division Council
Housing Authority Town Halls
Student Journalism Group
San Pablo presentations
Diablo Valley Demographic Club

Planned Events

Housing Authority Town Hall Events
Stand Together Contra Costa – Immigration Workshop
Regional Census Training Workshops
Treasure/Tax Collector Tabling

November Updates (Federal)

- **Census is Hiring – A LOT of people**

The Census Bureau is looking to hire around 600 people in Contra Costa County by the end of the year.

They will assist in recruitment workshops and looking for local partners and help with promotion

- **Language Guides**

The Census Bureau has released language guides in all 58 languages.
Link on our website

- **Concord Office Open**

The Concord Office is Open with additional staff working in CCC

November Updates (State)

- **PDI Tool is available**

United Way Bay Area is developing a process for working with local CBOs to lead canvassing efforts in each County.

- **Guidance Policies**

QAC/QAK Guidance has not been released yet

- **State DMV and Census Bureau**

The State has not committed to giving information from DMV to the Census Bureau (Administrative data)

- **Communications Portal available for State Grantees**

We will be sharing Social Media posts and other collateral as available

November Updates (Regional)

- **Texting Tool Available**

Texting tool for people to sign up for update and information about the Census. Available in 12 languages

- **Marketing Material Available**

Both print and social media available at:
uwba.org/census

- **Working on Combined Reporting Spreadsheet**

In order to make it easier for grantees with multiple funding sources, we are working with UWBA on a joint reporting form (and mapping!)

- **All Updates, Webinars, and Resources available online**

UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census

Language	Startword
English	COUNT
Arabic	تعداد
Chinese (Simplified)	计算在内
Farsi	سرشماری
Hindi	जनगणना
Japanese	国勢調査
Korean	센서스
Punjabi	ਮਰਦਮਸ਼ੁਮਾਰੀ
Spanish	CENSO
Tagalog	KABILANG
Telugu	జనాభా
Vietnamese	Thống kê dân số



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 11/18/2019
Subject: RECORD OF ACTION FOR THE July 8, 2019 Finance Subcommittee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name:
Presenter: **Contact:**

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 October 29, 2019 and November 12, 2019.

Recommendation(s)/Next Step(s):

Receive status report from the Outreach Subcommittee.

Fiscal Impact (if any):

None.

Attachments

Draft ROA Outreach Subcom 10 29 2019

Draft ROA Outreach Subcom 11 12 2019

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CENSUS 2020 OUTREACH SUBCOMMITTEE

October 29, 2019

1:00 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

Attendees: Linda Soliven
Fran Biderman
Darlene Drapkin
Joseline Gonzales

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 comment.

3. RECEIVE and APPROVE the Record of Action for the September 17, 2019 Outreach Subcommittee meeting.

The subcommittee unanimously approved the Record of Action.

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

The subcommittee heard updates from the federal, state, regional and county level Census outreach efforts. It was discussed the county is still waiting for media buy materials from the state. Census staff introduced subcommittee to texting tool developed United Way Bay Area for Region 3 counties. Dates from trainings were also discussed. Terry Koehne explained coordination between Census Staff and the

County Office of Education and how the department plans to use the \$100,000 allocated from the state.

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

Subcommittee reviewed outreach plan for Census 2020. The subcommittee discussed the county's plan to provide grantees with printed materials by printing in bulk to cut costs. The role businesses can plan in outreach for the census was also discussed. The newly adopted Census Ambassador program was also briefly discussed.

6. DISCUSS and RECEIVE RFP updates.

Subcommittee discussed updates on county grant process. Letters to grantees went out the final week of October with contract signing planned for mid-November.

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

Subcommittee set next meeting for November 12, 2019, from 1:00 to 3:00 p.m., Richmond Community Foundation 1014 Florida Avenue, 2nd Floor, Richmond, CA.

8. ADJOURN

Meeting adjourned at 2:20 pm.

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

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Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

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

DRAFT



CENSUS 2020 OUTREACH SUBCOMMITTEE

November 12, 2019

1:00 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

Attendees: Fran Biderman

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 comment.

3. RECEIVE and APPROVE the Record of Action for the October 29, 2019 Outreach Subcommittee meeting.

The subcommittee unanimously approved the Record of Action.

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

The subcommittee heard updates from the federal, state, regional and county level Census outreach efforts. County staff is still waiting to receive guidance from State on QAC/QAKs as well as Media buys in the region. The subcommittee discussed mapping of grantees in bay area to locate any gaps. An update on the texting tool created by United Way Bay Area was given.

Local -Subcommittee discussed updates on county grant process. County staff is

working to get contracts out and signed. Trainings for Contra Costa County grantees will begin Wednesday, November 20 and go through December. Agenda and presentation for the trainings was discussed.

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

Subcommittee reviewed outreach plan for Census 2020. Outreach to tenants was discussed and explored. An update was given on the Census Ambassador program. Sign up for the program will be placed on the website soon. The committee also discussed ways to get students involved in the Ambassador program. The County office of Education mentioned they want to use funds to develop a promotional video.

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

Subcommittee set next meeting for November 26, 2019, from 1:00 to 3:00 p.m., 651 Pine St, Martinez.

7. **ADJOURN**

Meeting adjourned at 3:05 pm

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Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

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Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 11/18/2019
Subject: Grant Application Review for 2020 Census- Proposed Revision
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Grant Application Review for 2020 Census- Proposed Revision
Presenter: Kristine Solseng
Contact: 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.

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.

On October 21, 2019 the 2020 Census Steering Committee 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.

Referral Update:

At the October 21, 2019 the Census Steering Committee approved the Census 2020 RFP grant allocation in the amount of \$280,000 for specific project amounts. A mix up was discovered due to the similarity in names of certain organizations, after further review of the SOWs it was discovered that the National Society of Black Engineers - East Bay Chapter dba East County for Immigration Rights and Education (EC-FIRE) organization was allocated two amounts and Bay Area Community Resources was missed in the allocation. Staff is recommending that the \$3000 be reallocated to Bay Area Community Resources.

Recommendation(s)/Next Step(s):

APPROVE Census 2020 revised RFP Grant allocation plan in the amount of \$280,000 for the reallocation of \$3000 to Bay Area Community Resources as recommended by staff, AUTHORIZE staff to prepare and process contracts with grant awardee including the ability to refine scope of work/service plan, make minor funding adjustments as needed to finalize and execute contracts by November, and conduct mandatory training by 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.

This revision causes no impact to the original amount allocated.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 11/18/2019
Subject: Review and Approve Census Ambassador Proposal
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review and Approve Census Ambassador Proposal
Presenter: Matthew Lardner **Contact:** Matthew Lardner,
925-812-6269

Referral History:

At the October 21, 2019 the Census 2020 Steering Committee approved the Census Partner proposal and elected to call the program Census Ambassador program.

Referral Update:

County staff is developing the Ambassador Program, including a youth (student) component. The goal is to have a variety of activities for Ambassadors to select from to assist in Census Outreach and Assistance. The proposed activities include:

- Adopt Your Block (i.e. talking to your neighbors)
- Social Media Promotion
- Host a House Party
- Event Volunteer
- QAC/QAK Volunteer
- Give a Presentation
- Other idea

For High School Students, the proposed activities include:

- Social Media Promotion
- Table at School Events
- Start or Participate in a Census Club
- Initiate a Family Census Conversation
- Other Ideas

County Census staff is looking for input on proposed ideas and will begin developing outreach materials.

Recommendation(s)/Next Step(s):

REVIEW Census Ambassador program proposed activities.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

Meeting Date: 11/18/2019
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: Barbara Riveira **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

Draft 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 27 4 th Monday	<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 Gerringer, District III Office (925) 723-2884 Teresa.Gerringer@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 24 4 th Monday	<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 16	<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 20	<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 18	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Non Response Follow Up 	

June 15	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Non Response Follow Up- Final Push 	
July 20	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update 	
August 17	<ul style="list-style-type: none"> • No Meeting 	
September 21	<ul style="list-style-type: none"> • State/Federal/Regional/Local Update • Sub Committee Update • Budget Update • Final Report to State 	
October 19	<ul style="list-style-type: none"> • Debrief –How to keep Census in focus for Census 2030 	
November 16		
December 21		