

# 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](mailto: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](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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*The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting.*

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*Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 651 Pine Street, 10th floor, during normal business hours.*

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

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For Additional Information Contact:

Barbara Riveira, County Administrator's Office  
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barbara.riveira@cao.cccounty.us