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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

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.

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.

Teresa Gerringer, Staff, District III Supervisor's Office

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