



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

December 16, 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 November 18, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE and FILE** the Record of Action of the Outreach Subcommittee meeting for the November 26, 2019. *(Matt Lardner, Census Outreach Coordinator) Est 10 min*
5. **RECEIVE and FILE** the Finance Subcommittee Record of Action for the December 2, 2019 Finance Subcommittee meeting. *(Matt Lardner, Census Outreach Coordinator) - Est 10 min*
6. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Kristine Solseng, Conservation & Development Department) - Est 20 min*
7. **RECEIVE** presentation on Statistics in Schools. *(Chunling Wang, Partnership Specialist, U.S. Census Bureau) Est 20 min*
8. **RECEIVE** presentation on Unhoused/Homeless population. *(Jaimie Janett, Health, Housing and Homeless Services, Contra Costa Health Services Department) 20 min*

9. **DISCUSS and REVIEW** Phase II Request for Proposal for mini grants, **CONSIDER** adopting RFP proposal and **APPROVE** Census 2020 RFP Grant allocation guidelines for mini grants and **AUTHORIZE** staff to prepare and process contracts with grant awardees as needed to finalize and execute contracts on a rolling basis until funding is exhausted or May 15, 2020 - whichever comes first . (*Kristine Solseng, Conservation and Development Department*) - Est 30 min
10. **REVIEW and APPROVE** reallocation of Census 2020 Budget as proposed by staff. (*Barbara Riveira, County Administrator's Office 5 min*)
11. **RECEIVE** Implementation Plan Update and **AUTHORIZE** staff to continue to make updates as necessary for submittal to the State. (*Barbara Riveira, County Administrator's Office 10 min*)
12. The next meeting is currently scheduled for January 27, 2019.
13. 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

3.

Meeting Date: 12/16/2019
Subject: Record of Action November 18, 2019 Steering Committee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action November 18, 2019 Steering Committee 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 November 18, 2019 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

Attached is the Record of Action for the November 18, 2019 meeting.


Fiscal Impact (if any):

None

Attachments

Draft ROA Steering Committee Meeting 11 18 2019

DRAFT

 Agenda	<p style="text-align: right;">2020 CENSUS COMPLETE COUNT STEERING COMMITTEE (An Ad Hoc Committee Established by the Board of Supervisors)</p> <p style="text-align: right;">November 18, 2019 12:00 P.M. Paramount Conference Room 777 Arnold Drive, Martinez</p>
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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
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Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Aparna Madireddi, District II Representative; Linda Soliven, District III Representative; Lynn Reichard-Enea, District V Representative; Andres Orozco, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Samuel Houston, At Large Member

Absent: Lina Velasco, District I Representative; Lauren Babb, District IV Representative; Fran Biderman, At Large Member; Ali Saidi, At Large Member; Alvaro Fuentes, At Large Member; Mark Orcutt, At Large Member; Terry Koehne, At Large Member;

Staff Present: Matt Lardner, Census Outreach Coordinator; Kristine Solseng, Conservation and Development Department; Barbara Riveira, County Administrator's Office

Attendees: Mark Goodwin

1. Call to Order and Introductions

Meeting called to order at 12:15 pm.

2. Public Comment.

No public comment was made.

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

The committee unanimously approved the Record of Action

Motion: Marianna Moore

- *Second: Aparna Madireddi*
- *Ayes: All*

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

The committee heard updates from the federal, state, regional and county level Census outreach efforts. Recruitment for U.S. Census Bureau jobs in the county were discussed. Language guides in 58 languages were recently released by the Census Bureau. The opening of the Concord office was discussed. Updates on the state's PDI tool for canvassing was reviewed. Guidance for QAC/QAKs have still not been released. New Communication Portal for State Grantees was also reviewed. New regional texting tool was discussed as well as streamlining reporting processes for grantees throughout the region. Local updates were also discussed, including upcoming Trainings in November and December, updates to county website, and updated list of partners.

5. Receive status report from the Outreach Subcommittee.

The committee unanimously approved the Outreach Subcommittee Records of Action for October 29, 2019 and November 12, 2019.

- *Motion: Marianna Moore*
- *Second: Lynn Reichard Enea*
- *Ayes: all*

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.

The committee unanimously approved Census 2020 revised RFP Grant allocation plan

- *Motion: Supervisor Candace Anderson, Vice Chair*
- *Second: Melody Howe-Weintraub*
- *Ayes: all*

7. REVIEW Census Ambassador program proposed activities.

Proposed activities for the newly developed Census Ambassador Program was discussed. Activities vary for adults and students. Activities include, adopting-your-block, hosting a house party, posting on social media, tabling at events, and more. A sign up form is now available on the website for interested parties.

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

The committee reviewed the meeting schedule and Supervisor Burgis recommended that the committee designate the week of March 23, 2020 as Census Week in Contra Costa County. The committee unanimously approved the Meeting Schedule for 2020.

Motion: Linda Soliven

- *Second: Aparna Madireddi*
- *Ayes: All*

9. The next meeting is currently scheduled for December 16, 2019.

Next meeting scheduled for December 16, 2019.

10. Adjourn

Meeting adjourned at 1:05 pm.

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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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: 12/16/2019

Subject: RECORD OF ACTION FOR THE November 26, 2019 OUTREACH
SUBCOMMITTEE MEETING

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: RECORD OF ACTION FOR THE November 26, 2019 OUTREACH
SUBCOMMITTEE MEETING

Presenter: Matthew Lardner

Contact: Matthew Lardner,
925-812-6269

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 November 26, 2019.

Recommendation(s)/Next Step(s):

RECEIVE and **FILE** the Record of Action of the Outreach Subcommittee meeting for the November 26, 2019.


Fiscal Impact (if any):

None.

Attachments

Draft ROA Outreach Subcom 11 26 2019

DRAFT

 Agenda	<p style="text-align: right;">CENSUS 2020 OUTREACH SUBCOMMITTEE</p> <p style="text-align: right;">November 26, 2019 1:00 P.M.</p> <p style="text-align: right;">ROOM 108, COUNTY ADMINISTRATION BUILDING 651 PINE ST., MARTINEZ</p>
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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
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Present: Lina Velasco
Mariana Moore

Absent: Terry Koehne

Staff Present: Matt Lardner, Census Outreach Coordinator
Kristine Solseng, Conservation and Development Department
Barbara Riveira, County Administrator's Office

Attendees: Frances Wilson

1. INTRODUCTIONS

Meeting called to order at 1:15. 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 comments were made.

3. RECEIVE and APPROVE the Record of Action for the November 12, 2019 Outreach Subcommittee meeting.

The subcommittee unanimously approved the Record of Action.

- *Motion: Marianna Moore*
- *Second: Lina Velasco*
- *Ayes: All*

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. U.S. Census Bureau announced change in online form to allow people experiencing homelessness to fill out without an address. Local outreach to faith-based communities and organizations was discussed. Lessons learned from the November 20, 2019 East County Training was reviewed.

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.

The subcommittee discussed and reviewed outreach and activities for Student Ambassadors, including how to get schools involved. Preliminary details for a countywide Census Kickoff event during national Census Week was discussed. Types of swag to develop and distribute was also discussed.

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

Subcommittee set next meeting for December 10, 2019, from 1:00 to 3:00 p.m., Richmond Community Foundation 1014 Florida Avenue, 2nd Floor, Richmond, CA.

7. ADJOURN

Meeting adjourned at 2:25 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



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 12/16/2019

Subject: RECORD OF ACTION FOR THE December 2, 2019 FINANCE
SUBCOMMITTEE MEETING

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: RECORD OF ACTION FOR THE December 2, 2019 FINANCE
SUBCOMMITTEE MEETING

Presenter: Matthew Lardner

Contact: Matthew Lardner,
925-812-6269

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 Finance Sub-Committee.

Finance: Lauren Babb, Aparna Madireddi, and Sam Houston

Referral Update:

The Finance Subcommittee met on December 2, 2019.

Recommendation(s)/Next Step(s):

RECEIVE and FILE the Finance Subcommittee Record of Action for the December 2, 2019 meeting.

Fiscal Impact (if any):

None,

Attachments

Draft ROA Finance Subcom 12 2 2019



**CENSUS 2020
FINANCE SUBCOMMITTEE**

**December 2, 2019
12:00 P.M.**

**ROOM 108, COUNTY ADMINISTRATION BUILDING
651 PINE ST., MARTINEZ**

Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Board

Present: Aparna Madireddi
Lauren Babb
Sam Houston

1. INTRODUCTIONS

Meeting called to order at 12:11 p.m., Self-introductions were made.

2. PUBLIC COMMENT on any matter under the jurisdiction of the 2020 Census Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).

No public comments were made.

3. RECEIVE AND APPROVE the Record of Action for the October 14, 2019 Census 2020 Finance Subcommittee meeting.

This item was continued until the next meeting, because there wasn't a quorum of committee members who were present at that 10/14/19 meeting.

4. Review financial update for the Complete Count Steering Committee.

The subcommittee reviewed the updated budget based on the funding redistribution that was decided on at the 11/18/19 Steering Committee Meeting.

5. DISCUSS and CONSIDER recommendation for Veterans and Technology Funding redistribution.

Subcommittee unanimously approved recommendation to reallocate technology funding to cover higher cost of laptops for QAC/QAKs.

Motion to Approve \$20,000 for Veterans Tech: Lauren Babb

- *Second: Aparna Madireddi*
- *Ayes: all*

6. DISCUSS Second Phase RFP Grant Program and advise staff on a process for evaluating submissions.

Subcommittee unanimously approved beginning RFP process for second wave of grants in early January 2020. Subcommittee also expressed interest in identifying gaps in the County's current grantee funding.

- *Motion: Aparna Madireddi*
- *Second: Lauren Babb*
- *Ayes: all*

7. DISCUSS meeting frequency, and identify a standing meeting date and time for the next three meetings.

Subcommittee discussed meeting frequency, and agreed to meet early January. No date was set.

8. ADJOURN

Meeting adjourned at 1:02 pm.

The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 at least 72 hours before the meeting.

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Mark Goodwin, Chief of Staff, District III Supervisor's Office

For Additional Information Contact:

Phone (925) 252-4500, Fax (925) 240-7261
mark.goodwin@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 12/16/2019
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.
- **Media Buy Plan Released:** The Census Bureau has released their media buy plan. Staff is currently reviewing and will update the Outreach Committee in January.

State (California Complete Count)

- **QAC/QAK Guidance is available.** We will be integrating into our QAC/QAK Toolkit and will be available online shortly
- **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. Hard copies expected by the end of the month along with Canvassing Guidelines
- **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

- 156 Partner Sign ups
- 5 Ambassador Sign Ups
- All Cities have presentation and resolutions - working on school districts and LAFCO will provide a resolution next month
- Regional Census Training Workshops are finishing up. Training dates for February are currently being finalized.
- Gave presentations, training, and participated in a number of community events
- Ambassador Program to launch early January

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 12/16/2019
Subject: Presentation on Census 2020 Statistics in Schools
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Presentation on Census 2020 Statistics in Schools
Presenter: Chunling Wang, U.S. Census Bureau **Contact:** Barbara Riveira
925-335-1018

Referral History:

RECEIVE presentation on Statistics in Schools from Chunling Wang, Partnership Specialist, U.S. Census Bureau.

Referral Update:

Chunling Wang, Partnership Specialist, U.S. Census Bureau, has joined us for the presentation. Ms. Wang's professional background is in urban planning and community development. She has a Masters in Community Development from U.C. Davis, and has worked for different Non-governmental organizations both in Taiwan and the U.S. for ten years. Ms. Wang has also taught Chinese Language for ten years. Chunling joined the U.S. Census Bureau this year as a Partnership Specialist to provide her ability to outreach to communities from diverse cultures and assist with producing a complete count for Census 2020.

Recommendation(s)/Next Step(s):

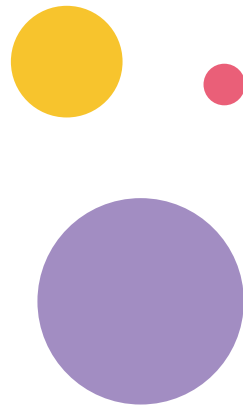
RECEIVE presentation on Statistics in Schools from Chunling Wang, Partnership Specialist, U.S. Census Bureau.

Fiscal Impact (if any):

None.

Attachments

Presentation SIS



Statistics In Schools

Classrooms Powered by
Census Data

Presented By Chunling Wang, Partnership Specialist, Contra Costa County
U.S. Census Bureau, Los Angeles Regional Census Center



[CENSUS.GOV/SCHOOLS](https://www.census.gov/schools)

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Census
2020

Statistics in Schools

Program Overview





STATISTICS IN SCHOOLS

Classrooms Powered by Census Data



STATISTICS
IN SCHOOLS

CENSUS.GOV/SCHOOLS

3

WWW.CENSUS.GOV/SCHOOLS

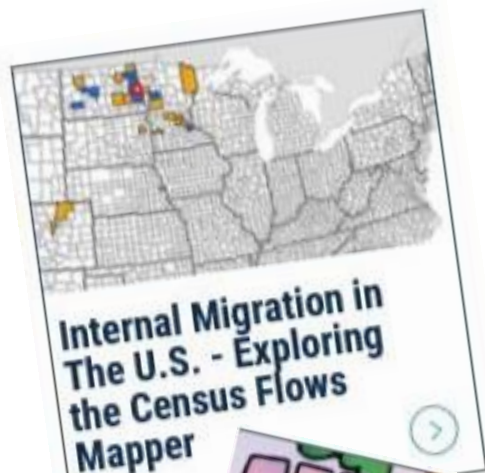
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Census
2020

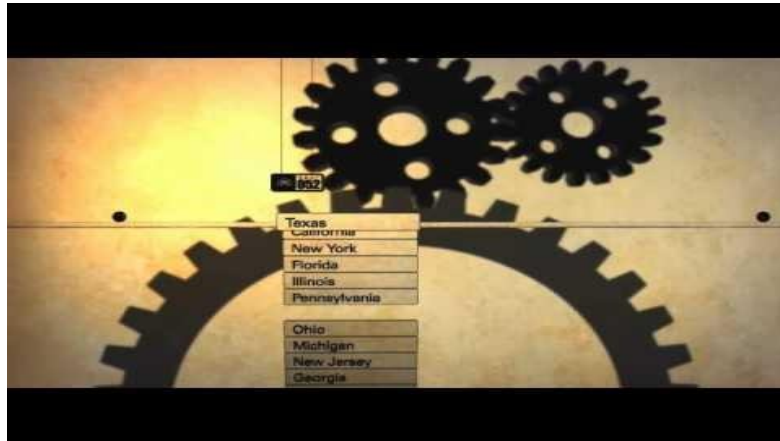


K -12 MATERIALS

FUN FACTS, 5-MINUTE CHALLENGES, DATA VISUALIZATIONS, GAMES



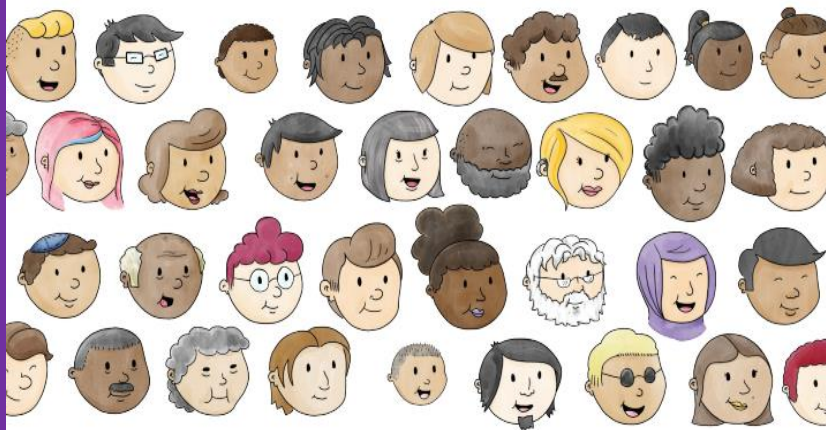
ENGAGING VIDEOS





PRE-K MATERIALS

Everyone Counts!



2020 Census Storybook



CENSUS.GOV/SCHOOLS

8



2020 Census Song



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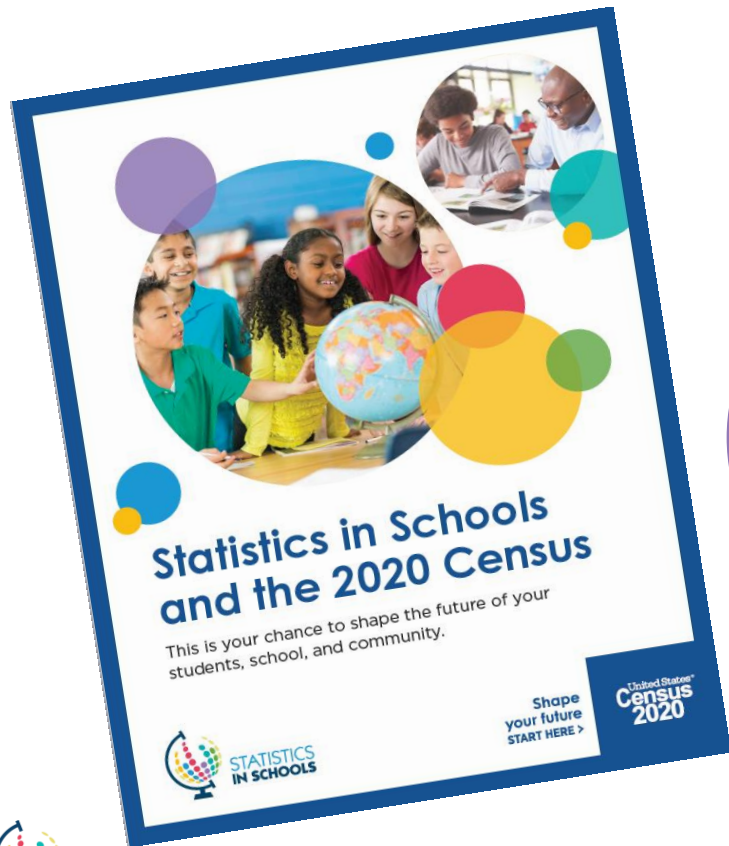
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Census
2020



ADULT ESL/ELL

Administrator Kit



Timeline and Next
Steps for Schools

Frequently
Asked Questions

Program
Overview

Printable Information
for teachers

Student Take
Home Flyer



[CENSUS.GOV/SCHOOLS](https://census.gov/schools)

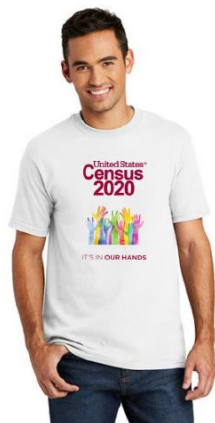
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2020

Promotional Items



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Census
2020



STATISTICS
IN SCHOOLS



SIS Week: March 2- 6 , 2020



CENSUS.GOV/SCHOOLS

11

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2020

GET INVOLVED!

- Share resources
- Subscribe to receive SIS updates
- Implement SIS and partner with SIS
- Support the count of young children



General Brochure



K-12 Take-Home
Flyer



K-12 Educator
Informational Flyer

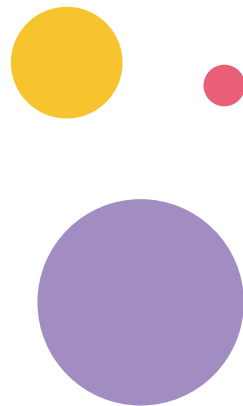


Overview of
Resources for Every
Grade



QUESTIONS?





Statistics In Schools



[CENSUS.GOV/SCHOOLS](https://census.gov/schools)

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Census
2020



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

Meeting Date: 12/16/2019
Subject: Receive presentation on Unhoused/Homeless community
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Receive presentation on Unhoused/Homeless community
Presenter: Jaime Janet, 925-608-6716 **Contact:** Kristine Solseng
674-7809

Referral History:

On July 15, the Steering Committee approved a recommendation from the the Finance Subcommittee for proposed budget recommended to the Board of Supervisors in the amount of \$500,000, including \$25,000 to be directed to Census Outreach directed to those experiencing homelessness. The Board of Supervisors approved the funding request on July 30, 2019.

Contra Costa County Health Services Department's Health, Housing and Homeless Sevices has been working closely with County Census staff, local partners, and the US Census Bureau to determine the most effective use of the funds. The presentation will provide an broad overview of the approach to reaching those experiencing homelessness in Contra Costa County to be counted in the 2020 Census.

Referral Update:

RECEIVE presentation on Unhoused/Homeless population from Jaimie Janett, Health, Housing and Homeless Services.

Recommendation(s)/Next Step(s):

RECEIVE presentation on Unhoused/Homeless population from Jaimie Janett, Health, Housing and Homeless Services.

Fiscal Impact (if any):

None.

Attachments

Presentation Unhoused/Homeless

Proposed Outreach to People Experiencing Homelessness

December 16, 2019

H3 Role

Facilitate outreach and enumeration of persons experiencing homelessness at sheltered and unsheltered (outdoor) locations for CoC

Overview

- Recruitment of enumerators
- Enumeration Process
 - Methods of enumeration
 - Resources and options available to conduct outreach and enumeration
- Enumeration Planning
 - Proposed Plan
 - Discussion

Recruitment of enumerators

- Recommendation to have people familiar with those experiencing homelessness flag language as “unknown” to identify in hiring process NOT formally implemented through Census Regional Offices.

Enumeration process overview

Service-Based Enumeration **Types**

1
Regularly Scheduled
Mobile Food Vans

2
Soup Kitchens

3
Shelters

4
Targeted Non-Sheltered
Outdoor Locations (TNSOLs)

Methods: SHELTERED

1. Paper Response Data Collection (3/30/20)
 - Census worker meets with site supervisor to get paper listing of census response data for each person who was living/staying at facility on Census day.
2. Individual online completion
3. In-Person Interview (3/30/20)

Methods:
SOUP
KITCHEN/
MOBILE VAN

1. In-Person Interview (3/31/20)
2. Individual online completion

Methods: UNSHELTERED

1. In-Person Interview (4/1/20) in TNSOL
2. Individual online completion

Resource Options: Questionnaire Assistance Kiosk (QAK)

- Sites facilitate online census survey completion by offering computer access and trained staff to help answer questions
- Set days/times
- Requires some staff training
- Computers will be made available for this purpose

Planned QAKs

- All County libraries
- Family Justice Center
- EAH housing (for residents)
- Empowerment Cathedral Church (Antioch)
- First Five East/West County
- Lao Family Community Development, Inc.
- Oakley Senior Citizen's Coalition
- Rainbow Community Center
- RYSE
- Safe Returns Project
- SAHA (for residents)

Proposed concept plan: SHELTERED

QAK with Online Enumeration	Paper Response Data Collection
Shelter sites and Warming Centers as QAKs with staff and manager supporting online census form completion	Shelter site management supports paper census form completion

RESOURCES

- Computers
- Staffing
- Incentives (Warm hats, etc)

PROPOSED CONCEPT PLAN : UNSHELTERED

CORE

- Outreach and staff support for onsite census completion using mobile computer
- Transportation to and from QAKs

QAK's

- Staff support and supplemental staff for onsite census completion using mobile computers

RESOURCES

- Computers
- Staffing
- Incentives (Warm hats, etc)

Proposed QAKs

- **CARE Centers** (5 days/week)
 - Richmond
 - Concord
 - Walnut Creek
- **Mobile showers**
 - Bay Church Clean Start (Martinez, 1 x month plus weekly laundry event)
 - Showerhouse Ministries (Antioch, ?)
- **Loaves and Fishes** (5 days/week)
 - Antioch
 - Martinez
 - Oakley
 - Pittsburg
- **St. Vincent De Paul Rotacare clinic**
 - Pittsburg (2 days/week)

Proposed QAKs

- **Healthcare for the Homeless: Mobile Clinics**
 - Richmond (6 times/week)
 - Walnut Creek (1 time/week)
 - Concord (1 time/week)
 - Antioch (1 time/week)
- **Healthcare for the Homeless: Ambulatory Clinics**
 - Concord (4 times/week)
 - Martinez (1 time/week)
 - San Pablo (1 time/week)

discussion

- **Proposed Resources Needed**
- Computers/equipment for sites
- Transportation to get people to/from sites
- Swag (warm, branded hats)
- Staffing
- Food at certain events to increase attendance

Next steps

- Communicating with potential provider partners
 - Interest
 - Staffing capacity
 - High traffic times/days
 - Computer needs
- Gathering pricing on incentives
- Gathering information on staffing cost and capacity
- Due date for final proposal?

Jaime Jenett, MPH

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Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

9.

Meeting Date: 12/16/2019
Subject: Review Request for Proposal Guidelines for Phase II Mini Grants
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review Request for Proposal Guidelines for Phase II Mini Grants
Presenter: Kristine Solseng
Contact: Kristine Solseng
674-7809

Referral History:

At the June 17th Complete Count Steering Committee meeting, the Committee recommended the Board of Supervisors allocate additional funding to the Contra Costa County Complete Count Outreach effort, including \$300,000 funding for grants. The two phase RFP structure was recognizes that some smaller organizations may not be aware of the Census and in a position to apply until closer to the Census date. The first phase of funding is for promotion, outreach, and education activities. The second phase of funding is for rolling mini-grant for census events or block parties.

On July 25th, the Complete Count Steering Committee approved the recommendation by both the Finance and Outreach Subcommittees to adopt the Request for Proposals (RFP) structure including a two phase grant process, contingent on the Board of Supervisors approving additional funding for Census Outreach activities.

On July 30th, 2019 the Board of Supervisors allocated \$500,000 towards Census Outreach activities, including \$350,000 for grants.

On October 21, 2019 the Steering Committee approved the recommendation by both the Finance and Outreach Subcommittees to adopt the Request for Proposals (RFP) in two phases. This also recognizes that some smaller organizations may not be aware of the Census and in a position to apply until closer to the Census date. The first phase of funding is for promotion, outreach, and education activities. The second phase of funding is for rolling mini-grant for census events or block parties. The Steering Committee also approved the 2020 RFP Grant Application in the amount of \$280,000 for the first round of grants, leaving \$70,000 for phase 2 mini-grants.

Referral Update:

The second phase of the grants are scheduled to be released at the beginning of January and will be available on a rolling basis until the funds are exhausted or May 15, 2020, whichever is first.

In order to assure the grants are directed to fill gaps in the census outreach, staff recommends the following matrix be used as a guide to approve funding requests.

Grant Focus	Total Funding
Faith-Based Organizations	\$20,000
Schools	\$10,000
South County	\$10,000
Bethel Island/Knightsen/Byron	\$10,000
Rodeo/Crockett/Port Costa	\$10,000
Other gaps	\$10,000

Additionally, the grant also indicated the funding amount be partially dependant on the size of the event. The following matrix is proposed as a guide to approve funding requests and final grant amounts. Total funding amounts will be determined on budget submissions, gaps in Census Outreach coverage, and size of event.

Size of event	Funding Range
<50 People	\$500
50 - 200	\$500 - \$1,000
200-600	\$1,000 - \$1,500
600-1,000	\$1,500 - \$2,500
1,000+	\$2,500 - \$3,000

As in the first round of grants, grantees will be required to participate in Census Training and submit event reports.

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW Phase II Request for Proposal for mini grants, CONSIDER adopting RFP proposal and APPROVE Census 2020 RFP Grant allocation guidelines for mini grants and **AUTHORIZE** staff to prepare and process contracts with grant awardees as needed to finalize and execute contracts on a rolling basis until funding is exhausted or May 15, 2020 - whichever comes first .

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.

Attachments

DRAFT Census Outreach and Assistance Grants Phase 2 Grant Guidelines



Contra Costa County Census 2020 Outreach and Assistance **PHASE 2** Grants Request for Proposals (RFP) GUIDELINES

Released: January 1, 2020

**Due Date: Available on a rolling basis from
January 15, 2020 through May 15, 2020 at 5:00 PM**

Please complete the [On-line Grant Application](#)

For additional information contact

Barbara Riveira, Office of County Administrator at Barbara.Riveira@cao.cccounty.us

Or Matthew Lardner at Matt.Lardner@cococensus.org

(925) 335-1018

(925) 674-7813



Introduction

The United States Census is a constitutional mandate and is one of the most important processes conducted every 10 years. The Census is the process of counting each person living in the United States and is organized by the U.S. Census Bureau.

Census data is used to allocate billions of dollars in federal funds to support our communities and determine political representation at all levels of government. It is also an opportunity for every individual in the United States to be counted and acknowledged in our communities.



Historically, people of color, immigrants, low-income communities, children, seniors and many others have been undercounted in the census. An undercount could result in a decrease in federal resources for our communities and congressional representation. California faces several challenges to a complete and accurate count. Some challenges include underfunding of the U.S. Census Bureau and the new online census questionnaire.

Contra Costa County's goal is to ensure that every person in the county is COUNTED.

To minimize the undercount in our region, Contra Costa County is seeking to fund organizations, coalitions, and collaborations that are committed to ensuring a complete count of County residents with an emphasis on Hard to Count (HTC) populations. Most grant amounts will range between \$500 and \$3,000, and in some cases, we may decide to grant a larger amount for projects that will have a far-reaching impact on census participation. If you have specific questions about the amount, please submit your inquiry to:

Matt.Lardner@cococensus.org.

For more information about Contra Costa County Hard to Count Populations

The County has a Hard to Count resource page that includes various mapping application, in depth analysis, and summaries by communities. www.contracosta.ca.gov/7527

Goal of the Outreach and Assistance Grant

The Goal of the Outreach and Assistance mini Grants is to increase the self-response rate in Contra Costa County, in particular within Hard to Count Communities.

Host an event to raise awareness and highlight the importance of the Census

Host a block party, bar-b-que, kids carnival, picnic, cultural events or other gathering to bring people together to learn about the importance of the Census. Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. Promote Census awareness in non-English languages. In particular, the County is seeking the following

languages: Spanish, Tagalog, Chinese (simplified), Cantonese, Mandarin, Vietnamese, Farsi, and Korean. Do you have an innovative idea to get the word out about the Census? In particular, an activity or event that will engage HTC populations? We want to hear about your idea(s)!

Census Timeline

The following provides an overview of Census Timeline

	US Census Bureau	Contra Costa Complete Count
Sep 2019 – Feb 2020	Recruitment & hiring of over 8K Census Takers / Enumerators	Early stage census outreach activities (trainings, outreach, canvassing) Census Job Opportunity Messaging
Mar 2020 – Apr 2020	Self-response period (online, by phone, on paper) Census Day is April 1, 2020	“Count Me In” events; QAC/QAK operation ** Focus of Phase 2 Grant Activities **
May 2020 – Jul 2020	Non-response follow-up operation. Census takers visit all households that did not respond	Late stage census outreach activities

Eligibility

Eligible Applicants

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 510(c)4, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents.
- **School Groups:** Must provide educational services to residents and students in Contra Costa County
- **Government Agencies:** Contra Costa County cities, Contra Costa County districts, and County Departments.
- **Coalitions:** Groups comprised of two or more organizations, school groups, or government agencies.



Grantee Requirements

- Use Grant funds only for Census 2020 activities, ideally between January 15 – April 30, 2020 although some May activities could be funded as well.
- Submit reports on census activities to the County as requested.
- Attend required trainings and meetings (dates/locations TBD).
- Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.
- All Applicants will be required to enter into the County's Short Form contract. An example of the contract is provided as an attachment.

Grant Focus Areas

Phase 2 Grant Funding will be partially based on a gap analysis of existing outreach activities. Examples of known gaps include:

- Faith-Based Organizations
- School Groups
- Geographic areas with limited census outreach and assistance activities, including, but not limited to South County, Bethel Island, Knightsen, Byron, Rodeo, Crockett, and Port Costa.
- Organizations who have not received funding

Phase 2: Census Outreach Mini-Grants

Available on a Rolling basis from January 15 – May 15

	Census Event	Innovative Idea
Description	Host an Event to bring together HTC community members in Contra Costa County to increase awareness and importance of the Census	Do you have an innovative idea for a mini-grant – let us know!
Grantee Requirements	Host a Census Speaker Host a Questionnaire Assistance Table if requested Attend Contra Costa County Census Training Event Provide Census Information Submit Grant Report(s)	Ensure audiences hear the Message and about the importance of the Census Host a Questionnaire Assistance Table, if requested Attend Contra Costa County Census Training Event Provide Census Information Submit Grant Report(s)
County Provides	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.	Census Training Digital Resource Library Census Button for Trained Staff Census Promotional Swag (limited) Data to know where to best deploy resources based on self-response rate.
Funding Level	\$500 - \$3,000 (depends on size of event)	\$3,000 or less

Phase 2 Timeline:

January 2, 2020

RFP Released

January 9, 2020 (tentative)

Bidders Conference/Training (Optional)

January 10, 2020 – May 15, 2020

Grants submissions accepted

Grants application are accepted on a rolling basis until funding is exhausted or May 15, 2020 – whichever comes first.

Grant Application

Complete the [mini-grant application on-line](#)

A word document to help you prepare to submit online is attached.

Any Questions?

If you have any questions about the mini grant program, guidelines, or application please contact Barbara.Riviera@cao.cccounty.us or Matthew Lardner at Matthew.Lardner@cao.cccounty.us

Attachments and Links

[County Census 2020 Outreach and Assistance Mini Grant Application](#)

[Short Form Contract Example](#) (PDF)

Word Document of Mini-Grant Questions (tool for online application)



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

10.

Meeting Date: 12/16/2019
Subject: Census 2020 Budget Update
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census 2020 Budget Update
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

Referral History:

On July 15, 2019 the Census 2020 Steering Committee approved the Finance Subcommittees proposal to change line item allocations of the proposed requested allocation of \$500,000: Grand funding \$350,000, Technology Access at \$125,000, and \$25,000 to a new category to specifically target homeless outreach. On July 30, 2019 the Board of Supervisors approved the recommended funding of \$500,000 budget allocation for the Census 2020 outreach efforts.

Since the budget was adopted, there has been a lot of new information about Federal, State, and Regional efforts regarding media buys. In particular, United Way Bay Area (UWBA) as the regional administrative community based organization has taken the lead in media buys for the bay area, with a focus on local and ethnic media buys. UWBA is also working with the State media contractor Mercury Media to coordinate media buy efforts. The Census Bureau is also planning a large scale media outreach effort in multiple languages. At the October 21, 2019 the Census Steering Committee approved the recommendation to redistribute funds as follows: \$10,000 in Media Buys, \$26,345 in Printing Collateral and \$40,000 in Outreach Tasks.

Referral Update:

During several meeting with the State and Region 3 ACBO (United Way Bay Area), there is a concern for reaching the Hard to Count population of the Veterans community. To mitigate efforts to reach the veteran population, staff is recommending that \$20,000 of the Technology funding be redistributed to directly outreach to the veteran population which would include tabling events, social media, and via the Veterans Voices program and other outreach efforts outlined by the Veterans Office.

Recommendation(s)/Next Step(s):

RECOMMEND the Census 2020 Budget be amended to reallocate \$20,000 in Technology funds to new line item Veterans Outreach.

Fiscal Impact (if any):

Cost neutral, the current funding is just being reallocated toward Veterans Outreach.

Attachments

Budget Update

Census 2020 Budget Update as of 12/16/2019

	Proposed Budget	2018/2019 Actual	2019/2020 Actual	Expenditures TO Date	Encumbered Funds	Budget Balance
Expenses						
Grant Administration	\$ 36,260.00			\$ -	\$ 36,260.00	\$ -
GIS - data analysis and map production	\$ 50,000.00			\$ -	\$ 50,000.00	\$ -
Contract Outreach Coordinator Staff	\$ 150,000.00		\$ 7,480.76	\$ 7,480.76	\$ 142,519.24	\$ -
Media Buys	\$ 10,000.00			\$ -		\$ 10,000.00
Printing Collateral	\$ 26,345.00			\$ -		\$ 26,345.00
Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc.	\$ 40,000.00	\$ 702.71	\$ 5,394.88	\$ 6,097.59		\$ 33,902.41
Language Contracts	\$ 50,000.00			\$ -	\$ 50,000.00	\$ -
Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 350,000.00			\$ -	\$ 280,000.00	\$ 70,000.00
Technology Access* -Technology needs, including software and hardware necessary for outreach efforts, QAC/QAK, Language Access, Adopt-A-Block, and other program requirements or	\$ 105,000.00			\$ -	\$ 105,000.00	\$ -
Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00			\$ -	\$ 25,000.00	\$ -
*Veteran Outreach -Targeted material for Veteran Population.	\$ 20,000.00			\$ -	\$ 20,000.00	\$ -
Total Expenses	\$ 862,605.00	\$ 702.71	\$ 12,875.64	\$ 13,578.35	\$ 708,779.24	\$ 140,247.41
Revenue				Revenue To Date		
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45		\$ 32,634.45		
1 st Quarterly Report due	\$ 32,634.45		\$ 32,634.45	\$ 32,634.45		
Strategic Plan due - 60 days from State approval	\$ 114,220.58		\$ 114,220.58	\$ 114,220.58		
2 nd Quarterly Report due	\$ 32,634.45		\$ 32,634.45	\$ 32,634.45		
Implementation Plan due	\$ 81,586.12			\$ -		
Implementation Outreach Release Withholding	\$ 32,634.45			\$ -		
NRFU Plan due	\$ 18,130.25			\$ -		
Final Report due	\$ 18,130.25			\$ -		
County Supplemental Funding	\$ 500,000.00		\$ 500,000.00	\$ 500,000.00		
Total Revenue	\$ 862,605.00	\$ 32,634.45	\$ 679,489.48	\$ 712,123.93	\$ -	\$ -
Net Balance	\$ -	\$ 31,931.74	\$ 666,613.84	\$ 698,545.58		

* Redistribution of \$20,000 in technology funds to new line item Veteran Outreach



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

11.

Meeting Date: 12/16/2019
Subject: Implementation Plan Update
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Implementation Plan Update
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

Referral History:

On September 17, 2019 the California Complete Count team (State) provided guidance and a template for the Implementation Plan documents. The purpose of the Implementation Plan is for Contracted partners to document their activities based on their Strategic plan. The State understands the Implementation Plan detail represents a "snapshot in time" and the activities may evolve over time. The Implementation plan is due October 31, 2019 for all contracted partners, and for reporting purposes the 3rd Quarterly report and the Implementation Plan are considered the same.

The desired outcome of the Implementation Plan is for all partners to have a clear and collective understanding of the planned activities, with detail for each activity including census tract, hard-to-count populations reached and other details. The State will evaluate the Implementation Plan and conduct an analysis by region, census tract, HTC populations and sectors. The Implementation Plan document will be part of a process for the potential allocation of additional funding.

At the October 21, 2019 Steering Committee meeting, members were 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. The Implementation Plan was submitted to the State by October 31, 2019, and as updates occur staff will advise the State.

Referral Update:

RECEIVE Implementation Plan Update and **AUTHORIZE** staff to continue to make updates as necessary for submittal to the State.

The Implementation Plan was submitted to the State on October 31, 2019.

Recommendation(s)/Next Step(s):

RECEIVE Implementation Plan Update and **AUTHORIZE** staff to continue to make updates as necessary for submittal to the State.

Fiscal Impact (if any):

The Implementation Plan is required by the State as a contracted partner.

Attachments

No file(s) attached.
