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CENSUS 2020 OUTREACH SUBCOMMITTEE

November 26, 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

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.

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

For Additional Information Contact:

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