



# Agenda

## CENSUS 2020 OUTREACH SUBCOMMITTEE

May 28, 2019

12:30 P.M.

Richmond College Prep School  
1014 Florida Ave, (2nd Floor),  
Richmond

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

1. **INTRODUCTIONS**
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).
3. **RECEIVE and APPROVE** the Record of Action for the May 15, 2019 meeting of the Outreach Subcommittee. - *Est 5 min*
4. **REVIEW** the Outreach Subcommittee roles and responsibilities. *Est 5 min*
5. **DISCUSS AND REVIEW** existing outreach materials and outreach timeline. *Est 30 min*
6. **RECEIVE** update on Regional Census Solutions Workshops. - *Est 30 min*
7. **DISCUSS** Outreach plan development. *Est 40 min*
8. **DISCUSS** meeting frequency and identify a standing meeting date and time. *Est 15 min*

### ADJOURN

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*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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*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.*

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For Additional Information Contact:

Teresa Gerringer, Staff, District III Supervisor's Office  
Phone 510-599-9152, Fax (925) 240-7261  
teresa.gerringer@bos.cccounty.us





# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38105**

**2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

**INTRODUCTIONS**

**Referral Update:**

**Recommendation(s)/Next Step(s):**

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**Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38103**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** RECORD OF ACTION FOR THE MAY 15, 2019 MEETING

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 1

**Referral Name:** RECORD OF ACTION FOR THE MAY 15, 2019 MEETING

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer 925-252-4500

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### **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:**

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

### **Recommendation(s)/Next Step(s):**

RECEIVE and APPROVE the Record of Action for the May 15, 2019 meeting.

### **Fiscal Impact (if any):**

None.


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### **Attachments**

Record of Action 5 15 19

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# DRAFT

 <b>Agenda</b>	<p style="text-align: right;"><b>CENSUS 2020 OUTREACH SUBCOMMITTEE</b></p> <p style="text-align: right;">May 15, 2019 12:00 P.M. Richmond College Prep School 1014 Florida Ave. (2nd Floor), Richmond</p>
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Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

<b>Agenda Items:</b>	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: Kristine Solseng, Conservation and Development Department  
Teresa Garringer, District III Supervisor's Office  
Susan Shiu, Office of Communications and Media

Attendees: Mark Orcutt  
Dom Pruett  
Two members of the public

## 1. INTRODUCTIONS

*Self-indroduction 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. REVIEW the Outreach Subcommittee roles and responsibilities.

*The committee reviewed and suggested edits and additions to the roles and responsibilities. The item will come back to the next meeting.*

## 4. DISCUSS AND REVIEW existing outreach materials and outreach timeline.

*Existing outreach materials and a timeline was discussed. The committee will develop a draft timeline and preliminary collateral material including FAQs prior to the next Outreach subcommittee meeting.*

5. RECEIVE update on Regional Working Group convenings.

*Regional Working Group convening dates were discussed. West County, June 8, 9am to 11:30, Richmond City Council Chambers; East County, June 13, 1:30pm to 4:30pm, Brentwood Veterans Hall, South County, June 13, Evening, Location TBD. The Outreach subcommittee discussed how to assist in coordinating the RWG events.*

6. DISCUSS Outreach plan development.

*The Outreach plan development was discussed, and ideas were offered. The plan development and timeline was continued to the next meeting.*

7. DISCUSS meeting frequency and identify a standing meeting date and time.

*The committee determined that bi-weekly meetings will be necessary as they ramp up. A standing meet date and time will be worked out.*

8. ADJOURN

*The committee adjourned at 2:00pm, until the next meeting on May 29, 2019, 2pm to 4pm, at Richmond College Prep School, 1014 Florida Avenue, 2<sup>nd</sup> Floor, Richmond.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38096**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** Review Outreach Subcommittee Roles and Responsibilities

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 1

**Referral Name:** Review outreach subcommittee roles and responsibilities

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer

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#### **Referral History:**

The committee reviewed and suggested edits and additions to the roles and responsibilities and will return for discussion at the next meeting.

#### **Referral Update:**

The committee reviewed and suggested edits and additions to the roles and responsibilities and will return for discussion at the next meeting.

#### **Recommendation(s)/Next Step(s):**

REVIEW the Outreach Subcommittee roles and responsibilities.

#### **Fiscal Impact (if any):**

None

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38097**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** Discuss and Review existing Outreach Materials and Timeline

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 2

**Referral Name:** Discuss and Review existing Outreach Materials and Timeline

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer

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#### **Referral History:**

At the May 15, 2019 meeting, the subcommittee reviewed and discussed the existing outreach materials and timeline. The committee will develop a draft timeline and preliminary collateral material including FAQs prior to the next Outreach subcommittee meeting.

#### **Referral Update:**

Bring a draft timeline, and review the materials that are available and where they are stored.

#### **Recommendation(s)/Next Step(s):**

**DISCUSS AND REVIEW** existing outreach materials and outreach timeline

#### **Fiscal Impact (if any):**

None

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#### **Attachments**

Marketing Messaging Outreach Planning

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## Census 2020 California Region 3 Marketing/Messaging/Outreach Planning

### Messaging Overview (Key messages, materials, timeline, languages)

Click on footnote number to see the column description.	Tagline/ Campaign Theme <sup>1</sup>	Primary website for Census 2020 <sup>2</sup>	Target timeline/start date, frequency, and duration <sup>3</sup>	Languages <sup>4</sup>
<b>UWBA/ ACBO Region 3</b>	TBD	Uwba.org/census2020 or something similar	March-May 2019: Develop Bay Area outreach campaign Summer 2019: language translation, create editorial calendar Fall 2019: coordination of non-traditional outreach activities, earned media activities begin, develop print and digital communication materials Winter 2019: launch general media campaign Jan/Feb 2020: continue media campaign and outreach March/April: Events, media execution May-Aug 2020: follow up targeted media, social media, text	Spanish Chinese Tagalog Vietnamese Hindi Korean Russian Persian
<b>Contra Costa</b>				

<sup>1</sup> Does your county have a specific tagline or messaging for the 2020 Census?

<sup>2</sup> What is the primary web platform that you will be directing people to?

<sup>3</sup> When do you plan to start outreach/messaging in the various platforms? What does your messaging timeline look like?

<sup>4</sup> What languages are you translating materials to? What languages will you be using and prioritizing for your outreach?

**Census 2020 California Region 3 Marketing/Messaging/Outreach Planning**  
**Proposed Outreach Platforms**

	Social Media	Transportation / Other Outdoor advertising	Radio Stations	TV	Print Media	Digital Ads	Non-Traditional
<b>UWBA/ ACBO Region 3</b>	<ul style="list-style-type: none"> <li>• <a href="#">Facebook</a> (organic and paid)</li> <li>• <a href="#">Youtube</a> (organic and paid)</li> <li>• <a href="#">Instagram</a> (organic and paid)</li> <li>• <a href="#">LinkedIn</a> (organic)</li> <li>• <a href="#">Twitter</a> (organic and paid)</li> </ul>	<ul style="list-style-type: none"> <li>• BART</li> <li>• Billboards</li> </ul>		<ul style="list-style-type: none"> <li>• NBC Bay Area</li> <li>• Telemundo</li> <li>• Univision</li> <li>• KTSF 26</li> </ul>	East Bay Times The Daily News East Bay Express Marin Independent Journal The Epoch Times The Mercury News Metro Silicon Valley El Observador Palo Alto Daily Post Palo Alto Weekly The Recorder SF Business Times SF Chronicle SF Daily Journal SF Examiner SF Weekly SV Business Journal	<ul style="list-style-type: none"> <li>• Google AdWords (search and text)</li> <li>• E-mail marketing (e-newsletters and e-blasts)</li> </ul>	<ul style="list-style-type: none"> <li>• Podcasts (3 20-min Census segments, multilingual)</li> <li>• Ads Before Movies (:30 second spots, 200 screens)</li> <li>• Incentive-based promotions (\$5 gift cards)</li> <li>• Text campaign</li> <li>• Wild posting via guerilla marketing street teams</li> <li>• Webinars (multi-lingual)</li> <li>• Digital radio (spotify, iheart radio)</li> </ul>
<b>Contra Costa</b>							



# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38098**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** Receive Update on Regional Census Solution Workshops

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 3

**Referral Name:** Receive Update on Regional Census Solution Workshops

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer

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#### **Referral History:**

Regional Census Solutions Workshops dates were discussed. The item was to be continued at the next meeting.

#### **Referral Update:**

DISCUSS details about the format, logistics, volunteer requirements, facilitation needs, etc.

#### **Recommendation(s)/Next Step(s):**

DISCUSS details about the format, logistics, volunteer requirements, facilitation needs, etc.

#### **Fiscal Impact (if any):**

None

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#### **Attachments**

Workshop Outline 2019

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## **DRAFT Regional Census Solution Workshop Outline**

### **Outreach**

- ☐ Eventbrites
  - All Workshop Email with links to all Eventbrites and invitation for forward to interested parties:
    - Steering Committee
    - Census Interested parties List
  - Region Specific Email with Eventbrite and invitation to forward to interested parties
    - BOS Staff
    - City Staff
- ☐ Press Release

### **Room Set Up**

- ☐ Room must have capacity for between 50-100 people
- ☐ Capacity to present a PowerPoint (see outline attached)
- ☐ Potential: Wifi for Partner Form Sign up
- ☐ Tables or Wall space for breakout sessions (enough for 6-10 breakout groups)
- ☐ Space to set up easels for maps/presentation of ideas

### **Supplies**

- ☐ Large Post It notes (flip chart sized) for breakout sessions (x10)
- ☐ Big pens for writing on large paper (x100)
- ☐ Small post its for people to add comments/notes
- ☐ Pens for notes
- ☐ Stickers (ducks!) and circles
- ☐ Extra tape
- ☐ Banner
- ☐ Back up thumb drive of presentation
- ☐ 10 copies of presentation, just in case.
- ☐ 100 Copies of Fact Sheet(s)
- ☐ Computer for Partner Sign ups

### **Staffing**

- ☐ 10 facilitators – City, County staff + any steering committee member (with a limit of 8 SC members per meeting for Brown Act)

## Opening Presentation Outline

- I. Welcome (BOS, Mayor, other officials as needed) - 10 minutes
- II. Census 101 – Why is it important - 5 minutes
- III. Hard to Count for Region – 5 minutes
- IV. Goals of Census Solution Workshop – 5 minutes
  - a. Bring together regional trusted messengers for collaboration to reach hard to count
  - b. Initial inventory of partners and resources for implementation outreach plan
  - c. Inform messaging for HTC population
  - d. Learn about grant opportunities for Census Outreach
- V. Overview of the Outreach Process – 10 minutes
  - a. Roles of Various Agencies (Census Bureau, State, Regional ACBO, County, City, CBO, etc)
  - b. CCC Outreach Plan (Pyramid)
  - c. Regional Working Group Meetings (DRAFT)
    - i. Inventory - June
    - ii. Draft Implementation Plan - August
    - iii. Trainings – October/November
    - iv. Outreach Events Kick Off – January
  - d. Potential Grant Opportunities
    - i. United Way Bay Area
    - ii. CCC and Local Jurisdictions
- VI. Overview of Breakout Sessions – 5 minutes

BREAK: 5 MINUTES

## Breakout Session Outline

Breakout Session #1: What do we need to know? (20 minutes?)

Suggested Grouping – Those that work with a similar HTC Community

Topic	Documenting Responses
Barriers to Reach this HTC Community	Large Post-It
Who does this community trust and why	Large Post It
Special Language/Communication Needs	Large Post It
What is important to this Community	Multiple Choice Poster – Vote with dot(s) <ul style="list-style-type: none"><li>- Schools</li><li>- Security</li><li>- Health Care</li><li>- Roads/Transportation</li><li>- Representation</li><li>- Parks</li><li>- WIC/CalFresh</li><li>- What else?!!</li></ul>
Who Services this Community? Where are they located? Where is their Service Area?	Large Dots on Map

**Breakout Session #2:** How can we support Outreach Organizations? (20 minutes?)

Suggested Grouping – Similar Organizational types (governmental agencies, CBOs, churches, etc.)

Topic	Documenting Responses
How does your organization communication with its members/clients/congregations?	Form for each participant
Is your Organization available for a QAC/QAK	Form + map
Do you help people find jobs?	Form
Can you host a Census Training?	Form
What Support do you need?	Multiple Choice Poster – vote with dot(s) <ul style="list-style-type: none"><li>- Training for Census Facts</li><li>- Training for Census Questionnaire Assistance Center or Assistance</li><li>- Fliers/paper outreach material</li><li>- Social Media Examples and/or shareables</li><li>- Funding to support QAC/QAK</li><li>- Funding to support Canvassing (?)</li><li>- Funding for Census Outreach Event</li><li>- Funding for _____ (please write ideas)</li><li>- Other (please write idea)</li></ul>

**Breakout Session #3:** How can we collaborate? (20 minutes?)

Suggested Grouping – City/Community/Neighborhood

Topic	Documenting Responses
How might these groups collaborate	Large Post-It
Who is not here?	Large Post It
Where do large number of people gather in your community? (Farmer Markets, Festivals, Parks, Sporting Events, Transit Hubs, etc)	Large Maps

**Closing Presentation**

- I. Summarize key Findings
- II. Next Steps and Resources
  - a. Timeline with Regional Working Group Dates and key Census dates
  - b. Website Link and How to Stay Informed
- III. Thank you Thank you Thank you!



# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38099**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** Discuss Outreach Plan Development

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 4

**Referral Name:** Discuss Outreach Plan Development

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer

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#### **Referral History:**

Outreach Plan development was discussed and continued to the next meeting.

#### **Referral Update:**

REVIEW Fact Sheets and DISCUSS FAQs.

#### **Recommendation(s)/Next Step(s):**

DISCUSS Outreach plan development.

#### **Fiscal Impact (if any):**

None

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

**AIR-38101**

### **2020 CENSUS OUTREACH SUBCOMMITTEE**

**Meeting Date:** 05/28/2019

**Subject:** Discuss meeting frequency, identify a standing meeting date and time

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:** 5

**Referral Name:** Discuss meeting frequency, identify a standing meeting date and time

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer

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### **Referral History:**

At the May 15, 2019 meeting the standing meeting frequency, date and time were discussed and was continued to the next meeting.

### **Referral Update:**

Finalize standing meeting frequency, date and time.

### **Recommendation(s)/Next Step(s):**

**DISCUSS** meeting frequency and identify a standing meeting date and time.

### **Fiscal Impact (if any):**

None

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### **Attachments**

*No file(s) attached.*

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