



Agenda

CENSUS 2020 OUTREACH SUBCOMMITTEE

June 11, 2019

1:00 P.M.

ROOM 108A, 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

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 28, 2019 2020 Census Outreach Subcommittee meeting. *(Teresa Gerringer, District III Supervisor's Office)*
4. **REVIEW** the Outreach Subcommittee roles and responsibilities. *Est 5 min*
5. **DISCUSS and REVIEW** existing outreach materials, tagline, and timing. *Est 40 min (Kristine Solseng, Conservation & Development Department)*
6. **DISCUSS** the Census 2020 California Region 3 Marketing/Messaging/Outreach Plan. *Est 40 min (Kristine Solseng, Conservation and Development Department)*
7. **RECEIVE** update on Regional Census Solutions Workshops *Est. 15 min.*
8. **DISCUSS** and confirm meeting times, and agenda items for next meeting. *Est 15 min*
9. **ADJOURN**

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.

For Additional Information Contact:

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



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

3.

Meeting Date: 06/11/2019

Subject: RECORD OF ACTION FOR THE MAY 28, 2019 2020 CENSUS
OUTREACH SUBCOMMITTEE MEETING

Department: Board of Supervisors District III

Referral No.:

Referral Name:

Presenter:

Contact:

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 13, 2019 IOC meeting.

Recommendation(s)/Next Step(s):

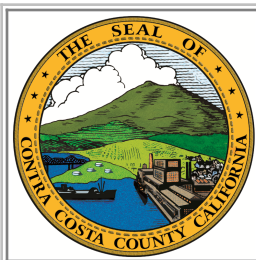
RECEIVE and APPROVE the Record of Action for the May 28, 2019 2020 Census Outreach Subcommittee meeting.

Fiscal Impact (if any):

None.

Attachments

Record of Action for May 28, 2019



CENSUS 2020 OUTREACH SUBCOMMITTEE

RECORD OF ACTION FOR
MAY 28, 2019

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

Present: Lina Velasco
Mariana Moore
Terry Koehne

Staff Present: Teresa Gerringer

Attendees: Kristine Solseng, DCD
Dom Pruett, District II Supervisor's Office
Mark Orcutt

- 1.
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 May 15, 2019 meeting.
4. REVIEW the Outreach Subcommittee roles and responsibilities.

There were no additional edits to the roles and responsibilities. The edited version will be reviewed at the next meeting.

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

Existing outreach materials and a timeline were reviewed and edited. The committee discussed website needs and reviewed draft collateral materials, including a draft Fact Sheet and a Census one-pager. The United Way Bay Area draft communications plan was presented and discussed. The committee reviewed the taglines from other counties and agencies. A survey of the taglines will be sent to the Steering Committee members.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

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

Regional Working Group convening dates were updated. West County, June 8, 9 to 11:30 AM, Richmond City Council Chambers; East County, June 13, 1:30 pm to 4:30 pm, Brentwood Veterans Hall, South County, June 13, Evening, Danville Community Center, 5:30 – 8 pm, Central County Willow Pass Community Center, 2:30 pm to 5 pm. The Outreach subcommittee reviewed and provided input to the Census Solutions Workshop plan, including logistics and timeline. Steering committee members will be encouraged to attend and assist in their areas.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

7. DISCUSS Outreach plan development.

The Outreach plan development was discussed, The United Way Bay Area draft communications plan was presented and discussed. The committee began to complete some areas of information. At the next meeting the group will discuss building the list of partners and additional plan development topics.

8. 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. Upcoming Outreach Committee meetings are as follows. June 11, 2019, June 25, 2019, July 9 and July 23. All meetings will be from 1pm to 3pm at 651 Pine Street, 108A, Martinez.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

ADJOURN

The committee adjourned at 2:30 pm, until the next meeting on June 11, 2019, 1 pm to 3 pm, at 651 Pine Street, 108A, Martinez.

Teresa Gerringer, Staff, District III Supervisor's Office

draft



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

5.

Meeting Date: 06/11/2019

Subject:

Department: Conservation & Development

Referral No.:

Referral Name:

Presenter: Kristine Solseng

Contact: Kristine Solseng (926) 674-7809

Referral History:

Referral Update:

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW existing outreach materials, tagline, and timing.

Attachments

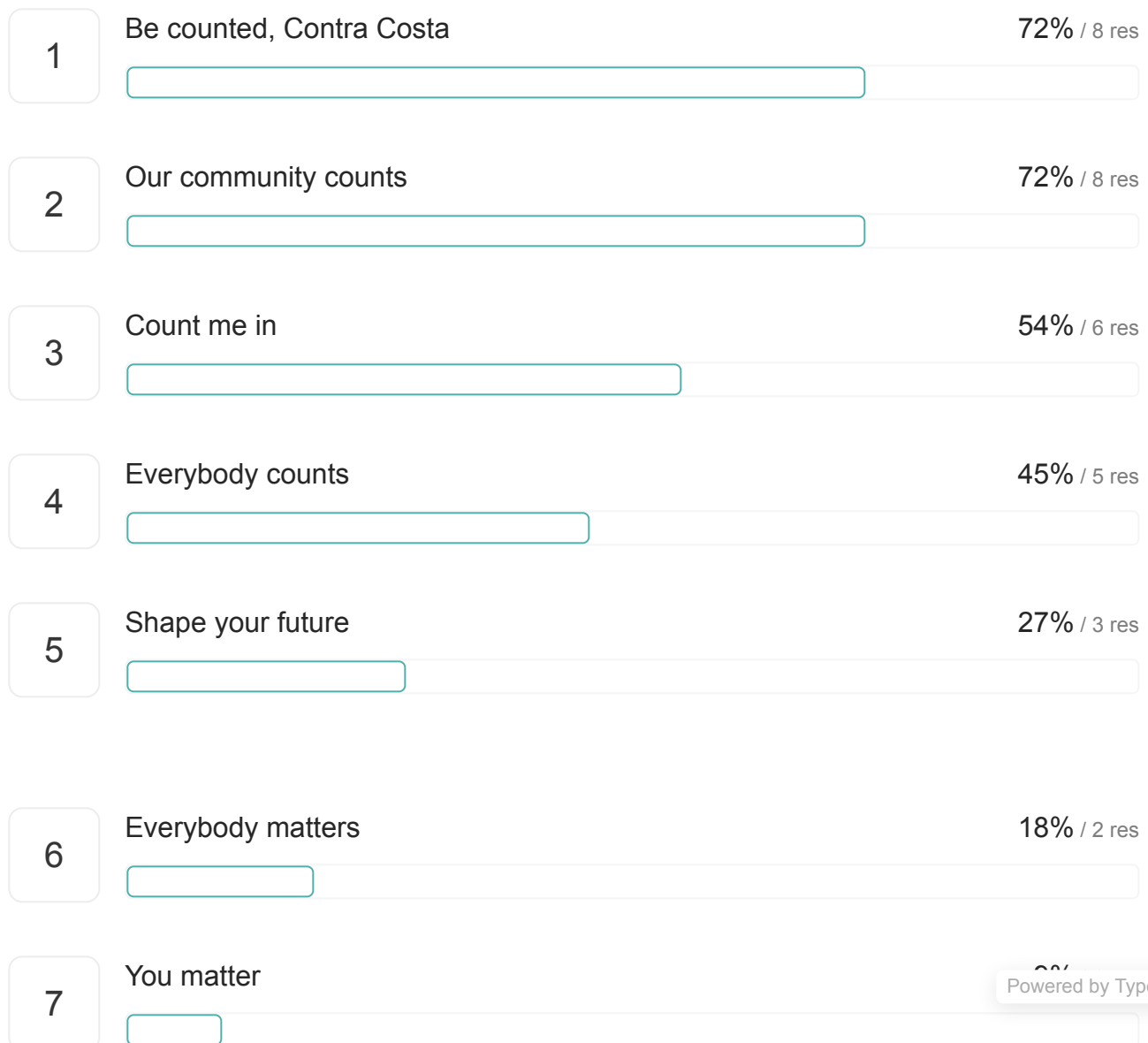
Census Tagline Survey Results

Census Tagline Survey

11 responses

Choose three taglines that you **LIKE** the most

11 out of 11 answered



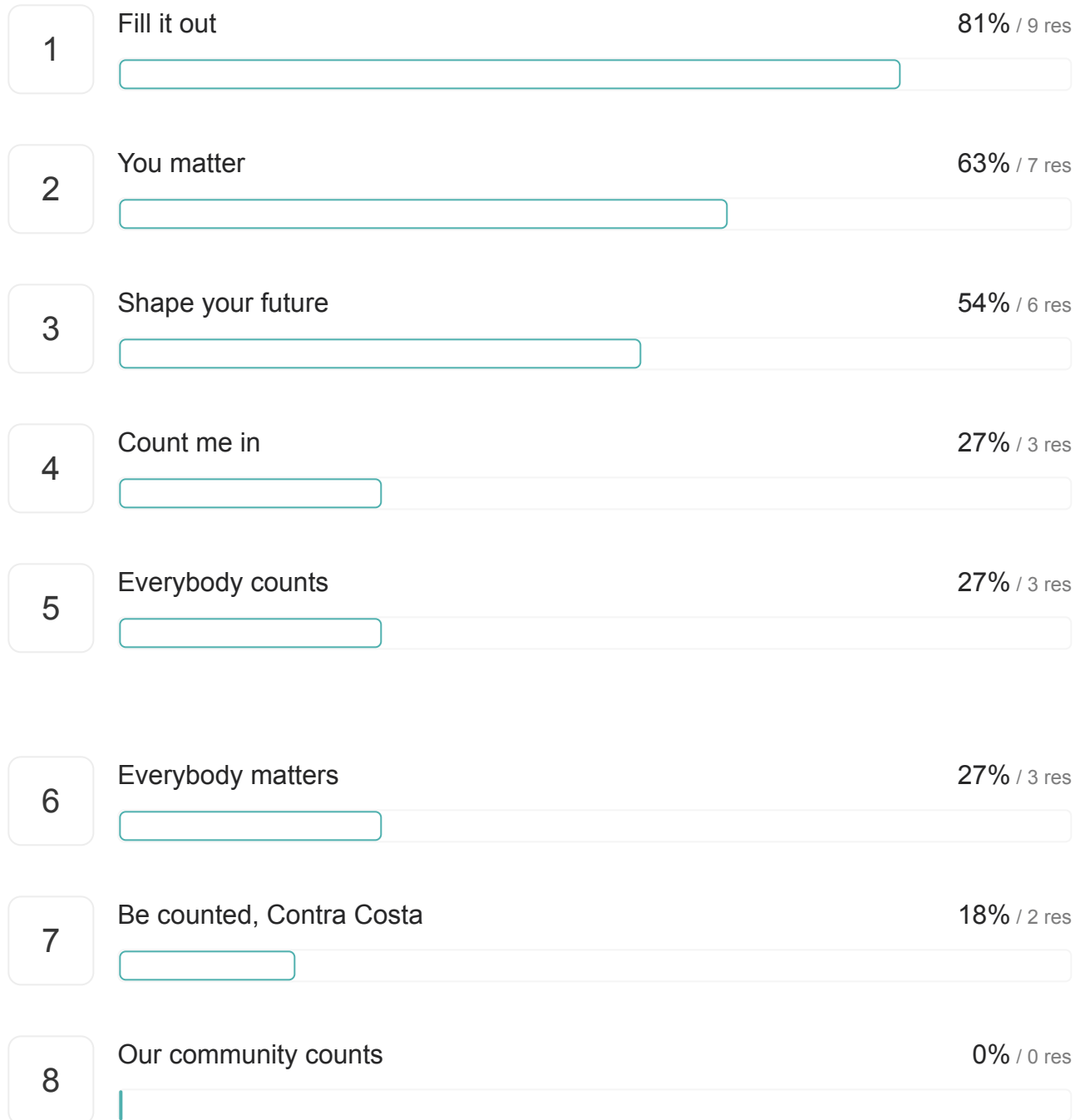
8

Fill it out

0% / 0 res

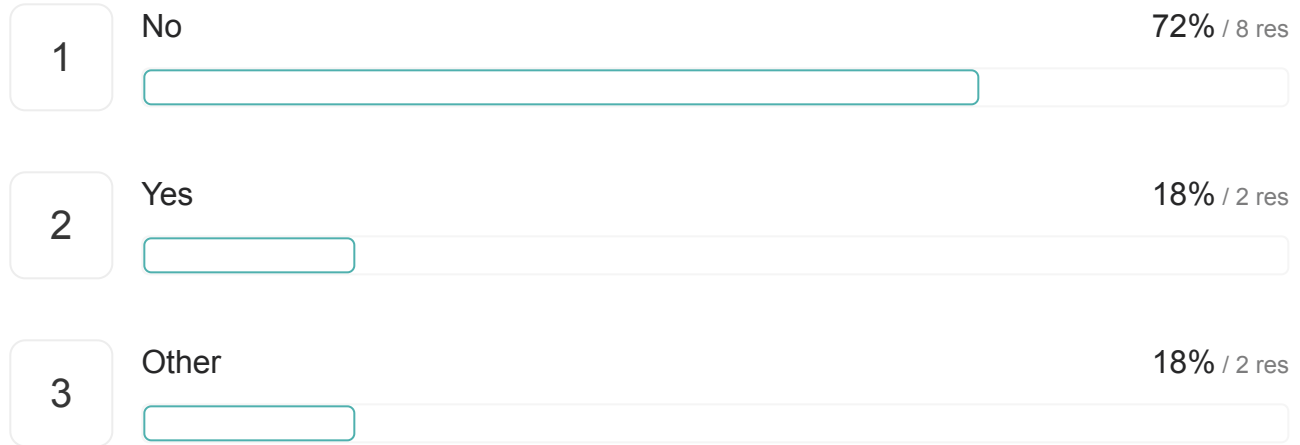
Choose three taglines that you **DISLIKE** the most

11 out of 11 answered



Do you think it is important that the words "Contra Costa" are used in the tagline?

11 out of 11 answered



Please share up to five taglines (optional)

Counting on your future

Yes, We Count! (Si, Contamos!)

Don't go uncouncted...

Stand strong, make your count matter...

Don't silence your count...

It matters that your counted..

Make a difference in your community and take the count.

Count me in for my community!

Anything else you'd like to add? (optional)

I look forward to hearing targeted messages or taglines for specific subgroups - kids count, etc.

I like the Count me in and allow people to identify why they are filling out the census. Count me in for immigrant rights! Count me in for our schools! Count me in for better roads! Count me in for representation!



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

6.

Meeting Date: 06/11/2019
Subject: DRAFT Outreach Plan
Department: County Administrator
Referral No.:
Referral Name:
Presenter: Kristine Solseng

Contact: Kristine Solseng (925) 674-7809

Referral History:

Referral Update:

Recommendation(s)/Next Step(s):

DISCUSS Outreach plan development.

Attachments

Census 2020 California Region 3 Marketing/Messaging/Outreach Plan

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 ¹	Primary website for Census 2020 ²	Target timeline/start date, frequency, and duration ³	Languages ⁴
UWBA/ ACBO Region 3	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
Contra Costa				

¹ Does your county have a specific tagline or messaging for the 2020 Census?

² What is the primary web platform that you will be directing people to?

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

⁴ 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
UWBA/ ACBO Region 3	<ul style="list-style-type: none"> • Facebook (organic and paid) • Youtube (organic and paid) • Instagram (organic and paid) • LinkedIn (organic) • Twitter (organic and paid) 	<ul style="list-style-type: none"> • BART • Billboards 		<ul style="list-style-type: none"> • NBC Bay Area • Telemundo • Univision • KTSF 26 	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"> • Google AdWords (search and text) • E-mail marketing (e-newsletters and e-blasts) 	<ul style="list-style-type: none"> • Podcasts (3 20-min Census segments, multilingual) • Ads Before Movies (:30 second spots, 200 screens) • Incentive-based promotions (\$5 gift cards) • Text campaign • Wild posting via guerilla marketing street teams • Webinars (multi-lingual) • Digital radio (spotify, iheart radio)
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