



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