



**CENSUS 2020
OUTREACH SUBCOMMITTEE**

**June 25, 2019
1:00 P.M.**

**RICHMOND COMMUNITY FOUNDATION
1014 FLORIDA AVENUE, 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 June 11, 2019 2020 Census Outreach Subcommittee meeting. *(Teresa Gerringer, District III Supervisor's Office)*
4. **DISCUSS** Outreach Plan development, including federal, State, regional and Administrative Community-Based Organization updates.
5. **DISCUSS and REVIEW** outreach materials, social media, and County website/website address.
6. **RECEIVE** update on Regional Working Group convenings.
7. **DISCUSS and REVIEW** upcoming meetings - July 9 at 651 Pine Street, Room 108A, and July 23 at Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).
8. **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 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

2020 CENSUS OUTREACH SUBCOMMITTEE

3.

Meeting Date: 06/25/2019

Subject: RECORD OF ACTION FOR THE JUNE 11, 2019 2020 CENSUS
OUTREACH SUBCOMMITTEE MEETING

Department: Board of Supervisors District III

Referral No.:

Referral Name:

Presenter: Teresa Gerringer

Contact: Teresa Gerringer (925) 252-4500

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 June 11, 2019 2020 Census Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the June 11, 2019 2020 Census Outreach Subcommittee meeting.


Fiscal Impact (if any):

None.

Attachments

DRAFT Record of Action for June 11, 2019

D R A F T

	<h1 style="margin: 0;">CENSUS 2020 OUTREACH SUBCOMMITTEE</h1> <p style="margin: 0;">June 11, 2019 1:00 P.M. 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
Terry Koehne

1. **INTRODUCTIONS**

Present: Terry Koehne, Lina Velasco, and Mariana Moore. Subcommittee Members. County staff present included Kristine Solseng and Julie Enea. BOS Staff included Teresa Gerringer, District III and Dom Pruett, District II. Mark Orcutt and Fran Biderman, Steering Committee members were also present.

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 28, 2019 meeting.

The May 28, 2019 Record of Action was approved. M/S: Koehne / Velasco. Unanimous approval.

Attachment: [Record of Action for May 28, 2019](#)

4. **REVIEW and APPROVE** the Outreach Subcommittee roles and responsibilities.

The edited version of the Outreach Subcommittee roles and responsibilities was reviewed and approved. M/S: Koehne / Velasco. Unanimous approval.

Attachment:

5. **DISCUSS AND REVIEW** existing outreach materials, tagline and outreach timeline.
The results of the tagline survey were reviewed and discussed. The Outreach subcommittee voted unanimously to bring the tagline “Count me in!” to the Steering Committee, along with a sub-tagline of “We all count!” M/S: Koehne / Moore. Existing outreach materials, including a fact sheet and one-page Why? What? When? Document were reviewed and edited and will now move to design. The sub-committee discussed the development of a toolkit for steering committee members and census partners including, but not limited to the Contra Costa Census 2020 logo, tagline, banners, fact sheet and other collateral, PowerPoint presentations, and dynamic FAQs. The United Way Bay Area draft communications toolkit plan was also shared with the group.
5. **RECEIVE** update on Regional Working Group convenings.
Regional Working Group convening dates were updated, and the committee discussed the lessons learned from the first working group in West County. The consensus was that it was a well-organized, informative event. Upcoming convenings are: East County, June 13, 1:30pm to 4:30pm, Brentwood Veterans Hall; Central County Willow Pass Community Center, 2:30pm to 5pm, and South County, June 25, Oak Hill Park, Danville, 5:30 – 8pm. Steering committee members will be encouraged to attend and assist in their areas.
6. **DISCUSS** Outreach plan development.
Susan Shiu, Contra Costa County Communications Director presented a draft outreach communications plans and framework. At the next meeting the group will continue to work on building the list of partners and the overall plan development.
7. **DISCUSS** meeting frequency and identify a standing meeting date and time.
The committee confirmed the following upcoming meetings and locations - June 25, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School); July 9 651 Pine Street, Room 108A, and July 23 Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).
8. **ADJOURN**
The committee adjourned at 3:00pm, until the next meeting on June 25, 2019, at the Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

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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 Geringer, Staff, District III Supervisor's Office
Phone 925-723-2884, Fax (925) 240-7261
teresa.geringer@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

4.

Meeting Date: 06/25/2019
Subject: OUTREACH PLAN DEVELOPMENT AND RELEVANT
UPDATES

Department: County Administrator

Referral No.:

Referral Name:

Presenter:

Contact:

Referral History:

Referral Update:

Recommendation(s)/Next Step(s):

DISCUSS Outreach Plan development, including federal, State, regional and Administrative Community-Based Organization updates.

Attachments

Census 2020 California Region 3 Marketing/Messaging/Outreach Planning

DRAFT Communications Framework

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)
Contra Costa							

Contra Costa County “Complete Count”

Census 2020 Communications Plan or Framework – DRAFT

TIMELINE:

May – Dec 2019	MOBILISATION (Countywide engagement; outreach to trusted messengers)
June – July 2019	Plan and define deliverables for communications, including this Plan
July – Sept 2019	Receive Communications materials from the State; review and plan County Resources & Census Toolkit to be available on Census website
Sept – Nov 2019	Implementation – Prepare, design and make resources & toolkit available on website, and provide training sessions.
Dec 2019/Jan 2020	Assist partners, the public and the media with Census 2020 Contra Costa with public campaign starting in Jan. 2020

OUTREACH PRIORITIES:

1. Create a Countywide theme or tagline.
2. Create a toolbox of both resources & marketing materials or “toolkit” to assist partners
3. Resources and toolkit to offer a variety of messaging to reach hard-to-reach populations
4. KEY: Provide a framework/assistance to others in Census 2020 outreach, yet allow trusted messengers to create even more niche messaging, as needed (BUILD SUPPORT STRUCTURE)
5. KEY: Focus on the benefits to an individual. Focus on the positives. My Library. My child’s school. My infant’s child care. My neighborhood. My senior center. My retirement. My housing. My _____.

DELIVERABLES (see also what State provides):

- Flyers (full page; 1/3 page for mail inserts)
- Posters
- Social media images to upload and messaging
- Stickers “We all count!” “I count” “My school counts” “My child counts”
- Email blast images and messaging
- Websites
- Banners
- Videos
- PSA’s
- Events – in person and “virtual”



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

5.

Meeting Date: 06/25/2019

Subject:

Department: Conservation & Development

Referral No.:

Referral Name:

Presenter: Kristine Solseng

Contact: Kristine Solseng (926) 674-7809

Referral History:

Referral Update:

Outreach Plan Development

Toolkit Templates for:

- Logo
- (4) Social Media Ads (copy and graphics):
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
- ¼ or ½ Page Print Ad
- Oversized Postcard (front and back)
- Email Header for email blasts
- Infographic (featuring Census "101" stats and "top X" things to know)

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW outreach materials, including print and social media, and County website/website address.

Attachments

No file(s) attached.
