


**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

<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  
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, 2<sup>nd</sup> Floor, Richmond (2<sup>nd</sup> Floor of Richmond College Prep School); July 9 651 Pine Street, Room 108A, and July 23 Richmond Community Foundation, 1014 Florida Avenue, 2<sup>nd</sup> Floor, Richmond (2<sup>nd</sup> 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, 2<sup>nd</sup> Floor, Richmond (2<sup>nd</sup> Floor of Richmond College Prep School).

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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 925-723-2884 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:

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