



Agenda

CENSUS 2020 OUTREACH SUBCOMMITTEE

July 23, 2019
1:00 P.M.

2nd Floor of Richmond College Prep School
Richmond Community Foundation
1014 Florida Avenue, 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 July 9, 2019 Census 2020 Outreach Subcommittee meeting. *(Teresa Gerringer, District III Supervisor's Office)*
4. **DISCUSS and RECEIVE** Federal, State, Regional, and County updates.
5. **DISCUSS and REVIEW** outreach plan and outreach materials, including print, website content, social media, and time-line for "Boots On The Ground" campaign to include kick-off events.
6. **DISCUSS and REVIEW** draft RFP for grants and timeline.
7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings. Next meeting is August 6, 2019, 1:00 to 3:00 p.m. at 651 Pine Street, Room TBD, Martinez, CA.
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 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

Meeting Date: 07/23/2019

Subject: RECORD OF ACTION FOR THE JULY 9, 2019 CENSUS 2020
OUTREACH SUBCOMMITTEE MEETING

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: RECORD OF ACTION FOR THE JULY 9, 2019 CENSUS 2020
OUTREACH SUBCOMMITTEE MEETING

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 July 9, 2019 for the Census 2020 Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the July 9, 2019 Census 2020 Outreach Subcommittee meeting.

Fiscal Impact (if any):

None.

Attachments

Outreach SubCom Record of Action 7 9 2019

DRAFT



CENSUS 2020 OUTREACH SUBCOMMITTEE

July 9, 2019

12:00 P.M.

ROOM 108, 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

Present: Lina Velasco
Mariana Moore
Terry Koehne

Staff Present: Teresa Gerringer, District III Office
Kristine Solseng, Conservation and Development Department
Susan Shiu, Office of Communications and Media
Barbara Riveira, County Administrator's Office

Attendees: Mark Orcutt
Darlene Drapkin
Beatriz Guerrero
Fran Biderman
Emily Condon
David Tucker

1. INTRODUCTIONS

Self introductions 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 comments.

3. RECEIVE and APPROVE the Record of Action for the June 25, 2019 2020 Census Outreach Subcommittee meeting.

The Record of Action was corrected and approved as modified with Outreach Subcommittee member Terry Koehne abstaining.

4. DISCUSS AND RECEIVE federal, state, regional and ACBO updates.

The committee received Federal updates including the status of the citizenship question on the Census; from the U.S Census Bureau that they are on track with hiring and opening regional offices, and they continue to work on building partnerships, and a representative from Senator Diane Feinstein's office offered their assistance. At the State level, it was announced that the media and PR contract is in the process of being awarded with more information to come regarding scope and timing. On the Regional level, the UWBA grant application closed on 6/28. Alameda County is hosting a forum at Mills College to train colleges on how to teach the Census to reach the 18-24-year old population. Contra Costa County Office of Education reported that they have applied for a State grant and are serving as the fiscal agent for a grant to support an innovative high school driven Census outreach effort.

5. DISCUSS AND REVIEW outreach plan and outreach materials, including print, website content, and social media.

The Outreach Subcommittee received updates on the status of outreach materials, including the fact sheet and one-pager which are now on the website with the other resources; the new Contra Costa County website will be launched in the next week with an updated Census 2020 section, and social media sites and handles are being researched and acquired. Outreach subcommittee discussed media protocol with all Complete Count Committee Steering Committee members notifying Susan Shiu, Contra Costa County Communications Director when they get a media request. There was discussion about outreach and the development of a plan to engage partners in different sectors.

6. DISCUSS AND REVIEW draft RFP for mini-grants.

The committee reviewed the Contra Costa County Census 2020 Complete Count Committee RFP for mini-grants and the City of Richmond's mini-grant guidelines and application. The feedback and recommendations will be incorporated along with the Census Finance Subcommittee input and presented to the Complete Count Steering Committee at their meeting on the July 15, 2019 .

7. DISCUSS and REVIEW upcoming meetings and schedule future meetings. Next meeting July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

The committee agreed to meet every two weeks on Tuesdays, 1pm to 3pm. The locations will alternate between Richmond Community Foundation and the Contra Costa County Administration Building.

8. ADJOURN

The committee adjourned at 3:05pm to the next meeting on July 23, 2019, 1pm to 3pm, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

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Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

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

Meeting Date: 07/23/2019

Subject: FEDERAL, STATE, REGIONAL, and COUNTY UPDATES ON PREPARATION FOR CENSUS 2020

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: FEDERAL, STATE, REGIONAL, and COUNTY UPDATES ON PREPARATION FOR CENSUS 2020

Presenter: Teresa Gerringer

Contact:

Referral History:

DISCUSS and RECEIVE Federal, State, Regional, and County updates.

Referral Update:

Federal, State, Regional, and County updates is a standing item for the Outreach Subcommittee.

Recommendation(s)/Next Step(s):

DISCUSS and RECEIVE Federal, State, Regional, and County updates.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 07/23/2019
Subject: Discuss Outreach Plan Development
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Discuss Outreach Plan Development
Presenter: Teresa Gerringer **Contact:**

Referral History:

DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, and time-line for "Boots On The Ground" campaign to include kick-off events.

Referral Update:

Further discussion on outreach timeline and communication framework.

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, and time-line for "Boots On The Ground" campaign to include kick-off events.

Fiscal Impact (if any):

None.

Attachments

Census 2020 Communication Framework

Draft Timeline

Contra Costa County “Complete Count”

Census 2020 Communications Plan or Framework

TIMELINE:

May – Dec 2019	MOBILIZATION (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

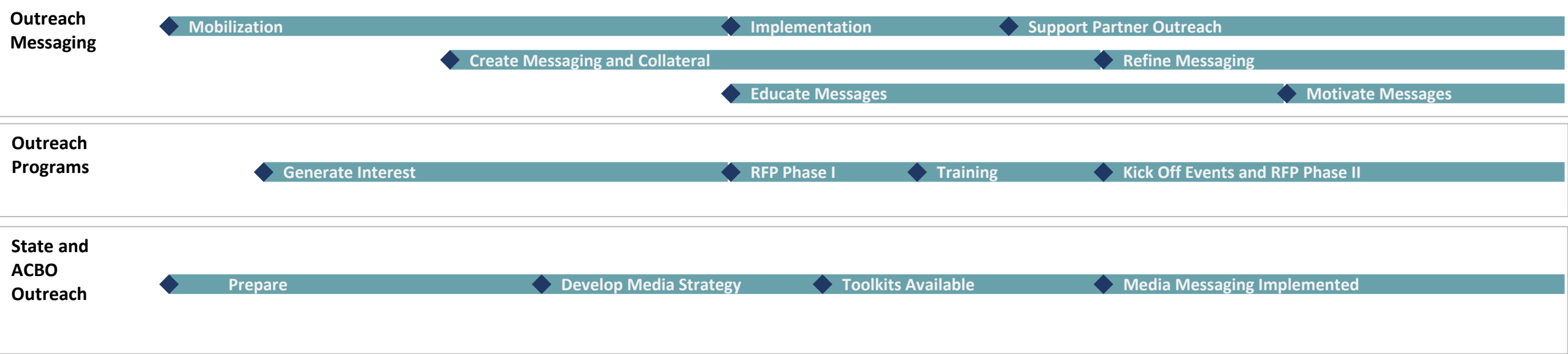
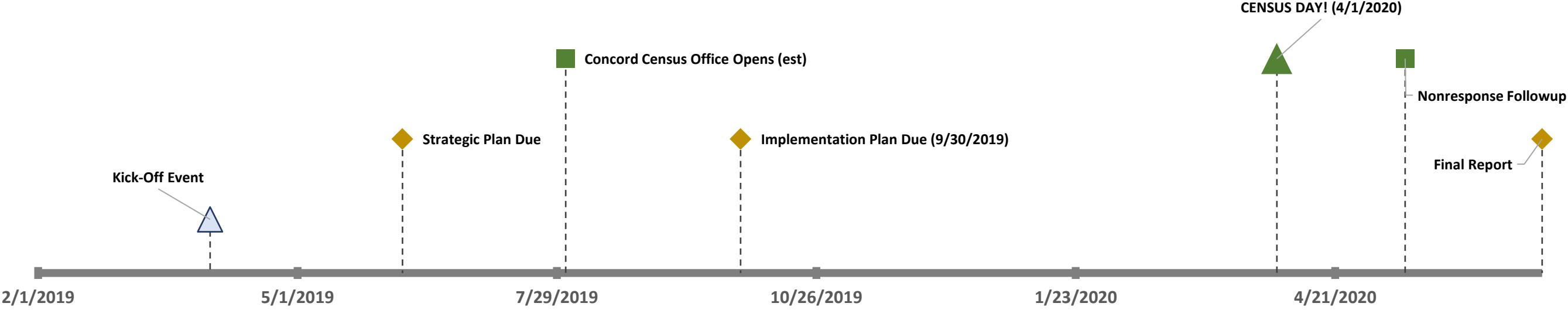
OUTREACH PRIORITIES:

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 and ACBO provides):

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

OUTREACH TIMELINE



Educate Messaging: Messaging during the Educate Phase include newsletter articles in city and community based organization newsletters with message “Why the Census is Important for my community (or school or etc.),” facts about how the Census is used, “What is at Stake” messaging, building up social media following, develop video clips, and continue to enhance website content. Educate messaging phase will also include offers to speak at community groups and tabling at community events in partnership with Census Bureau Partnership program.

Motivate Messaging: Motivate messaging includes increased social media motivational nudges, videos shorts, promote census events, and providing resources to partners.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 07/23/2019
Subject: Discuss RFP for grants
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Discuss RFP for grants
Presenter: **Contact:**

Referral History:

DISCUSS and REVIEW draft RFP for grants and timeline.

Referral Update:

Review RFP changes as recommended by the 2020 Census Steering Committee and Discuss timeline.

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW draft RFP for grants and timeline.

Fiscal Impact (if any):

None.

Attachments

Draft RFP



Contra Costa County Census 2020 Outreach and Assistance Grants Request for Proposal (RFP)

Released: August 1, 2019
Due Date: August 30, 2019 at 5:00 PM

Please send completed applications to:
Barbara Riveira, Office of County Administrator
Barbara.Riveira@cao.cccounty.us
(925) 335-1018



Introduction

The United States Census is a constitutional mandate and is one of the most important processes conducted every 10 years. Census data is used to allocate billions of dollars in federal funds to support our country’s infrastructure and determine political representation at all levels of government. It is also an opportunity for every individual in the United States to be counted.

Historically, people of color, immigrants, low-income communities, children, seniors and many others have been undercounted in the census. An undercount could result in a decrease in congressional representation and federal resources in our communities. California faces several challenges to a complete and accurate count. Some challenges include underfunding of the U.S. Census Bureau and the new online census questionnaire.

Contra Costa County’s goal is to ensure that every person in the county is COUNTED. To minimize the undercount in our region, Contra Costa County is seeking to fund organizations, coalitions, and collaborations that are committed to ensuring a complete count of County residents with an emphasis on Hard to Count (HTC) populations. Most grant amounts will range between \$500 and \$20,000, and in some cases, we may decide to grant a larger amount for projects that will have a far-reaching impact on census participation. If you have specific questions about the amount, please submit your inquiry to: Barbara.Riveira@cao.cccounty.us.

For more information about Contra Costa County Hard to Count Populations The County has a Hard to Count resource page that includes various mapping application, in depth analysis, and summaries by communities. www.contracosta.ca.gov/7527



Eligibility

Eligible Applicants

- **Organizations:** Must be tax-exempt organization such as 501(c)3, 501(c)6, or an organization that files a 990, 990 EZ, or 990-N with the Internal Revenue Service (IRS) and serves Contra Costa County residents
- **School Groups:** Must provide educational services to residents and students in Contra Costa County
- **Government Agencies:** Contra Costa County cities, Contra Costa County districts, and County Departments.
- **Coalitions:** Groups comprised of two or more organizations, school groups, or government agencies.



Grantee Requirements

- Use Grant funds only for Census 2020 activities.
- Submit reports on census activities to the County as requested.
- Attend required trainings and meetings (dates/locations TBD).
- Agree to communicate with the County as soon as possible should any challenges be identified that will impact your organization's ability to meet your target outcomes within the proposed time frame.
- All grantees must send one or more representative to Census Training.
- All Applicants will be required to enter into the County's Short Form contract. An example of the contract is provided as an attachment.

Grant Focus Areas

Grants are scheduled to be awarded in three phases.

Phase 1: Outreach and Education Activities

Due August 30, 2019

Outreach, Education, and Awareness:

Promote, outreach, and educate to targeted HTC populations to increase participation in the 2020 Census. For example, canvassing, cultural events, Census awareness campaigns, etc.

Non-English Language Census Promotion, Education, and Outreach

Same as above, including Census awareness in non-English languages.

Innovative Strategies

Do you have an innovative idea to get the word out about the Census? In particular, an activity or event that will engage HTC populations? We want to hear about your idea!

Phase 2: Census Assistance Activities

Due December 1, 2019

Questionnaire Assistance Centers (QAC) and Questionnaire Action Kiosk (QAK)

Questionnaire Assistance Centers are community locations where residents can get assistance filling out the Census form. This may be in collaboration with the Census Bureau's assistance program. Questionnaire Assistance Centers generally have either a Census Bureau staff member available to assist who has attended the Census Trainings available to answer questions.

Questionnaire Action Kiosks are computer or other online access that are available for residents to fill out the Census Form and find resources about the Census form. Some QACs and QAKs may be open throughout the enumeration process and others may have limited hours of operations

Non-English Language Questionnaire Assistance Centers (QAC)

Same as above, but grantees will be expected to provide information and answer questions to non-English speakers.

Phase 3: Census Outreach Mini-Grants

Available on a Rolling Basis from January 15 – May 15, 2020

Host an event to raise awareness and highlight the importance of the Census

Host a block party, barb-b-que, kids carnival, picnic, or other gathering to bring people together to learn about the importance of the Census.

Phase 1: Outreach, Education, and Awareness Grants

	Outreach, Education, and Awareness	Non-English Promotion of Outreach, Education and Awareness	Innovative Strategy
Description	Promote educate, and outreach to targeted HTC populations to increase awareness and participation in the 2020 Census. For example: canvassing Cultural Events, etc.	Promote educate, and outreach to targeted non-English speaking populations to increase awareness and participation in the 2020 Census.	Design and implement innovative strategies to reach HTC populations to increase participation in the 2020 Census
Grantee Requirements	Attend Census Training Submit Grant Report	Attend Census Training If needed, assist in translation of outreach and promotion material Submit Grant Report	Attend Census Training Meeting with County Staff about project Submit Grant Report
County Provides	Census Training Resource Library Census Button Census Swag?	Census Training Resource Library Census Button Census Swag?	Census Training Resource Library Census Button Census Swag?
Funding Level	\$2,000 - \$10,000	\$5,000 - \$15,000	You Tell Us!

Phase 1 Timeline:

August 1st 2019	RFP Released
August 8th, 2019	Bidders Conference
August 30th, 2019	Responses Due
September 16th, 2019	Grants Awarded (Steering Committee Meeting)
October/November 2019	Census Training

Phase 2: Census Assistance Grants

	QAC/QAK	Language Assistance (Language QAC/QAK)
Description	Serve as a census hub and assist Bay Area community members in accessing, understanding, and completing the questionnaire. QAC/QAK can be either a single event or throughout the Census.	Support the language access needs for HTC populations
Grantee Requirements	Attend Census Training Meet QAC/QAK Requirements Submit Grant Report	Attend Census Training Meet QAC/QAK Requirements Submit Grant Report
County Provides	Census Training Resource Library QAC/QAK in a Box Census Button Census Swag?	Census Training Resource Library QAC/QAK in a Box Census Button Census Swag?
Funding Level	\$5,000 - \$15,000	\$5,000 - \$20,000

Phase 2 Timeline:

November 1st 2019	RFP Released
November 7th, 2019	Bidders Conference
December 1st, 2019	Responses Due
December 16, 2019	Grants Awarded (Steering Committee Meeting)
January 2020	Census Training

Phase 3: Census Outreach Mini-Grants

Available on a Rolling basis from January 15 – May 15

	Census Event
Description	Host an Event to bring together HTC community members to increase awareness about Census
Grantee Requirements	Host a Census Speaker Attend Census Training OR have a someone with Census Training attend the event Provide Census Information Submit Grant Report
County Provides	Census Training Resources Library Census Button Census Swag?
Funding Level	\$500 - \$3,000 (depends on size of event)

Phase 3 Timeline:

January 1st, 2020

RFP Released

January 15, 2020 – May 15, 2020

Grants submissions accepted

Grants are awarded if application meets all the criteria

Required Documents

Complete Cover Sheet
Completed Applicant and Focus Area Questions
Project Budget
Tax -exempt status document
Insurance Requirements

Questions for All Applicants

Responses to question should be typed and not exceed two pages.

1. Provide a succinct summary of your organization's history, mission, and purpose, as it relates to this project.
2. Describe your organization's work (past or ongoing) in relation to your target Hard to Count (HTC) populations. Include the HTC population you work with, including geographic area, and any past Census activities your organization has participated in, if applicable. For a list of Hard to Count (HTC) populations, visit www.contracosta.ca.gov/7527
3. Is your organization receiving or do you plan to apply for Census funding elsewhere? If so, please describe.
4. How will you collaborate with other organizations or coalitions working on the Census the county or across regions? Identify any local partners with whom you plan to engage for this project.
5. Describe your strategy for addressing the concerns, fears and distrust in government with the HTC population you work with.
6. How will the Census Grant activity improve your organization's capacity and long-term sustainability?



Focus Area Questions

NOTE: Only answer the questions for the focus areas for which you are applying.

Promotion, Education & Outreach

1. Describe your proposed project to promote, educate, and conduct outreach for the 2020 Census. Include the objectives, timeline and key activities.
2. If providing non-English language promotion, education & Outreach, please describe the specific languages your organization can accommodate and support

Innovative Strategies

1. In 1,000 words or less, describe your project and what makes it innovative. Include the objectives, timeline and key activities.
2. How will you address the challenges facing HTC populations?

Questionnaire Assistance Centers

1. Describe your strategy to recruit your target HTC populations to visit your center and complete the questionnaire.
2. Describe the services provided at your assistance center. Include your plans for staffing, location(s), and hours of operation for the center.
3. If providing non-English assistance as part of the Questionnaire Assistance Center, please describe the specific languages your organization can accommodate and support

Census Outreach Mini-Grants

1. Describe your event, including where the event will be, expected number of people, planned food or entertainment, and how you will promote your event.
2. Who in your organization will receive Census Training?



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 07/23/2019
Subject: Discuss meeting schedule
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Discuss meeting schedule
Presenter: Teresa Gerringer **Contact:**

Referral History:

DISCUSS and REVIEW upcoming meetings and schedule future meetings. Next meeting is August 6, 1:00 to 3:00 p.m. at 651 Pine Street, Room TBD, Martinez, CA.

Referral Update:

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW upcoming meetings and schedule future meetings. Next meeting is August 6, 1:00 to 3:00 p.m. at 651 Pine Street, Room TBD, Martinez, CA.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.
