



**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**August 6, 2019  
1:00 P.M.**

**ROOM 105, 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 July 23, 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** upcoming meetings and schedule future meetings. Next proposed meeting is August 20, 1 p.m. to 3 p.m., Richmond Community Foundation 1014 Florida Avenue, 2nd Floor, Richmond.
- 7. ADJOURN**

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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 510-599-9152 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:

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:** 08/06/2019

**Subject:** RECORD OF ACTION FOR THE JULY 23, 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 23, 2019 CENSUS 2020  
OUTREACH SUBCOMMITTEE MEETING

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer 925-723-2884

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#### **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 23, 2019 for the Census 2020 Outreach Subcommittee meeting.

#### **Recommendation(s)/Next Step(s):**

**REICEIVE and APPROVE** the Record of Action for the July 23, 2019 Census 2020 Outreach Subcommittee meeting.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

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**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**July 23, 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  
Barbara Riveira, County Administrator's Office

Attendees: Fran Biderman  
Darlene Drapkin  
Chunling Wang  
Mark Orcutt  
Baokun Zhao  
Yueh Chiao Kuo  
Jennie Wong

Draft

**1. INTRODUCTIONS**

*Self introduction 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 comment.*

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

*Lina Velasco requested that the minutes reflect that the meeting started at 1:00 p.m.  
The July 9, 2019 Record of Action was approved as modified.*

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

*The committee received Federal updates including the status of the citizenship question on the Census and an update on the Census Bureau testing that is taking place from July 1 to August 2019; from the U.S Census Bureau that they are on track with hiring and opening regional offices, several partnership specialists were present and shared that they are working with County Complete Count staff to develop a system for coordination. The budget recommendation is being heard at the July 30 BOS meeting. The new County website launch occurred, and the Census page received positive feedback. Lift Up and the Census Coalition are hosting a meeting with community groups on August 5.*

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.

*The Outreach Subcommittee received updates on the status of outreach materials; the new Contra Costa County website launch; and work to get a new URL and access to social media sites. The Outreach Timeline was presented, and the committee discussed development of an Outreach Communications Plan with timing of deliverables by audiences. Staff will provide a draft at the next meeting. There was also discussion about a clearinghouse for materials similar to what is currently on the website. This will be an evolving, dynamic tool, that will be labeled clearly for the various partners. Training will be provided for SwORD and Speaker Bureau in August. The Census Solutions Workshop summary was presented and recommended for inclusion on the September Steering Committee meeting. Education communications pieces were discussed and will be developed for newsletters. National Night Out promotional materials are ordered and in the works.*

6. **DISCUSS and REVIEW** draft RFP for grants and timeline.

*The subcommittee 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. It was recommended to have the application online and to work on language access needs.*

7. **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.

*The subcommittee 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 August 6, 2019, 1pm to 3pm at 651 Pine Street, Room 105, Martinez.*

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Teresa Gerringer, Staff, District III Supervisor's Office

Draft

Draft



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

4.

**Meeting Date:** 08/06/2019

**Subject:** Federal, State, Regional and County Updates

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:**

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

**Presenter:** Teresa Gerringer

**Contact:** Teresa Gerringer 925-723-2884

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#### **Referral History:**

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

#### **Referral Update:**

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

#### **Recommendation(s)/Next Step(s):**

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

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

5.

**Meeting Date:** 08/06/2019  
**Subject:** Discuss and Review existing Outreach Materials and Timeline  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Discuss and Review existing Outreach Materials and Timeline  
**Presenter:** Teresa Gerringer      **Contact:** Teresa Gerringer 925-723-2884

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#### **Referral History:**

At the July 23, 2019 meeting the it was determined that further discussion and review to fine tune the outreach plan and outreach materials.

#### **Referral Update:**

Further discussion and review of the outreach plan and outreach materials attached.

#### **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 Kck-off events.

#### **Fiscal Impact (if any):**

None.

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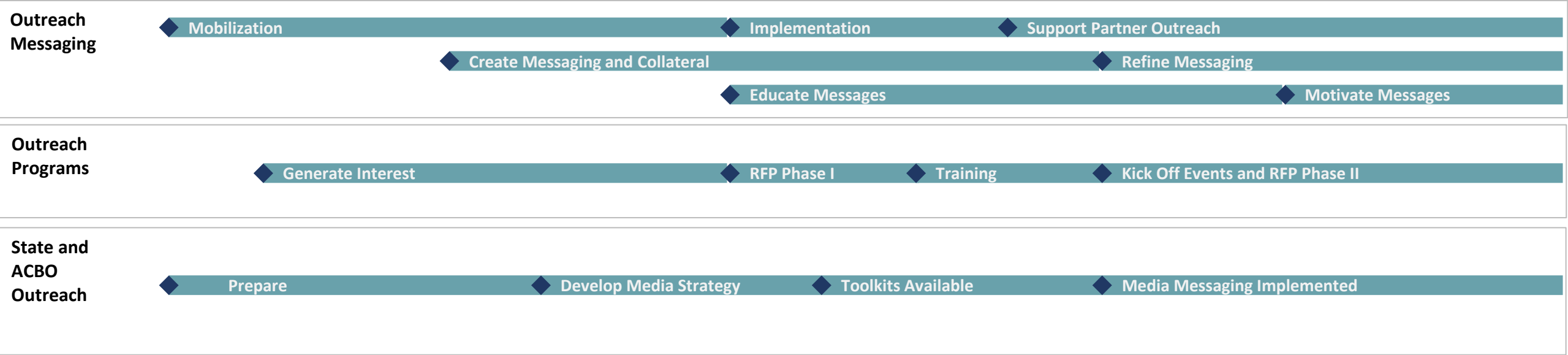
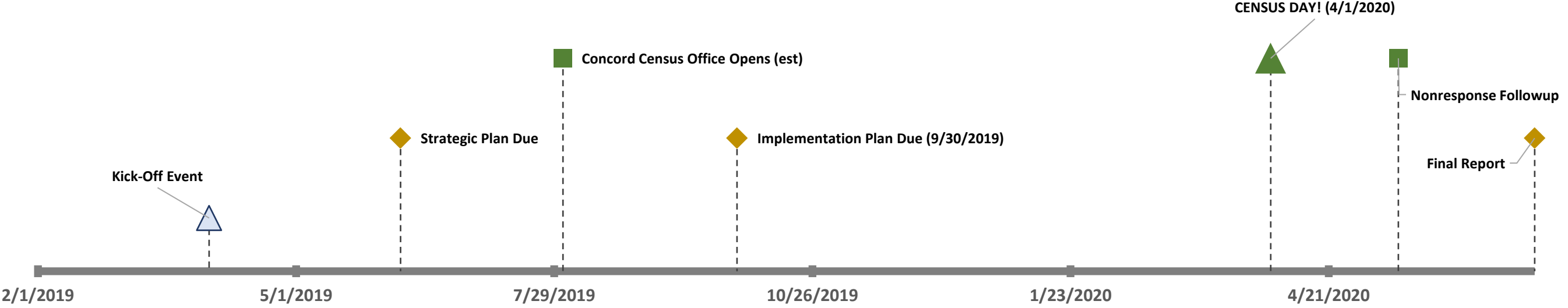
#### **Attachments**

Outreach Timeline

Draft Outreach Communication Plan

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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.

	Educational Messaging							Motivational Messaging			NonResponse FollowUp		Thank You and Closing		
	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October
Steering Committee	SwORD & Speaker Bureau Training	E-Newsletter / Print Newsletter Copy Implementation Plan Due	Training RFP/Award Regional Workshops	Regional Workshops		RFP Phase 2 Regional Workshops	RFP Awards Regional Workshops	Kick-off	Census Day Kick-off Non- Response Follow-u[	Non- Response Follow-up RFP Award					Final Report Due to State
Cities / Towns / Special District	SwORD & Speaker Bureau Training	E-Newsletter / Print Newsletter Copy Link to Census Website Added	Training												
Businesses/ Chambers		Link to the County Census Website	Training												
Faith-Based			Training												
Healthcare			Training												
Immigration			Training												
County Depts.	SwORD & Speaker Bureau Training	E-Newsletter / Print Newsletter Copy	Training												
Homeless		E-Newsletter / Print Newsletter Copy	Training												
CBOs / Non-profits / Community Groups		E-Newsletter / Print Newsletter Copy	Training												
Language Access															
Grant Recipients		E-Newsletter / Print Newsletter Copy	Mandatory Training	Regional Workshops			RFP Awards Regional Workshops								



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

6.

**Meeting Date:** 08/06/2019  
**Subject:** Discuss meeting schedule  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Discuss meeting schedule  
**Presenter:** Teresa Gerringer      **Contact:** Teresa Gerringer 925-723-2884

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#### **Referral History:**

Standing item for review and discussion for future meetings.

#### **Referral Update:**

Standing item for review and discussion for future meetings.

#### **Recommendation(s)/Next Step(s):**

DISCUSS and REVIEW upcoming meetings and schedule future meetings.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

*No file(s) attached.*

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