



# Agenda

## CENSUS 2020 OUTREACH SUBCOMMITTEE

August 20, 2019

1:00 P.M.

Richmond Community Foundation  
1014 Florida Avenue, 2nd Floor,  
Richmond, CA

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 August 6, 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.
6. **DISCUSS and RECEIVE** RFP updates.
7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings. Next proposed meeting is September 3, 2019, from 1:00 to 3:00 p.m., County Administration Building, 651 Pine Street Room 105, Martinez, CA.
8. **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](mailto:teresa.gerringer@bos.cccounty.us)





# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 08/20/2019

**Subject:** RECORD OF ACTION FOR THE August 6, 2019 CENSUS 2020  
OUTREACH SUBCOMMITTEE MEETING

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

**Department:** County Administrator

**Referral No.:**

**Referral Name:** RECORD OF ACTION FOR THE August 6, 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 August 6, 2019 for the Census 2020 Outreach Subcommittee meeting.

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

**RECEIVE and APPROVE** the Record of Action for the August 6, 2019 Census 2020 Outreach Subcommittee meeting.

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

None


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#### **Attachments**

Record of Action Outreach Subcom 8 6 19

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# DRAFT

 <b>Agenda</b>	<p style="text-align: right;"><b>CENSUS 2020 OUTREACH SUBCOMMITTEE</b></p> <p style="text-align: right;">August 6, 2019 12:00 P.M.</p> <p style="text-align: right;"><b>ROOM 105, COUNTY ADMINISTRATION BUILDING 651 PINE ST., MARTINEZ</b></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: Mariana Moore  
Terry Koehne

Absent: Lina Velasco

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

Attendees: Fran Biderman  
Darlene Drapkin  
Chunling Wang  
Vic Kuo  
Benson Zhou  
Beatriz Guerrero  
Enzo Cabili

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

*The Record of Action from the July 23, 2019 meeting was approved unanimously.*

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

*Updates were received from all levels. At the federal level, address canvassing is starting on August 18, and the Concord Census Bureau office is scheduled to open very soon. An update from the State Regional meeting was provided. The media firm has been hired, and they are currently working on assessing resources and conducting a SWAT analysis to develop creative collateral and messaging that is culturally congruent and in multiple languages. Media. Specialists will track and dispel misinformation. State will be able to disseminate. The State Census 2020 also provided an operations update. At the regional and county level, UWBA is hosting a webinar in August, and the County Board of Supervisors approved \$500K funding to supplement outreach efforts. An update on the Census Coalition and Lift Up Contra Costa's convening of approximately 20 organizations was provided.*

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 events and materials, including plans for National Night Out on August 6. The committee also received and discussed the first draft of the Outreach Communications Plan, including timeline and deliverables. The United Way Bay Area is developing materials, and will share for feedback in mid-August.*

*The United Way Bay Area grants are anticipated to be awarded at the end of August, with the Bay Area Census Funders Coalition's announcement happening the week of August 12. County RFP will be released on September 3, with a deadline of September 30.*

6. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

*The committee agreed to meet every two weeks on Tuesdays, 1:00 to 3:00 p.m. The locations will alternate between Richmond Community Foundation and the Contra Costa County Administration Building.*

7. **ADJOURN**

*The committee adjourned at 3:00 p.m. the next meeting will be held on August 20, 2019, 1:00 to 3:00 p.m., Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School.*

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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:** 08/20/2019  
**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  
**Presenter:** **Contact:**

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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

**Meeting Date:** 08/20/2019  
**Subject:** Discuss Outreach Plan Development  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Discuss Outreach Plan Development  
**Presenter:** **Contact:**

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#### **Referral History:**

At the August 6, 2019 meeting the it was determined that further discussion and review is needed 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.

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

None

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#### **Attachments**

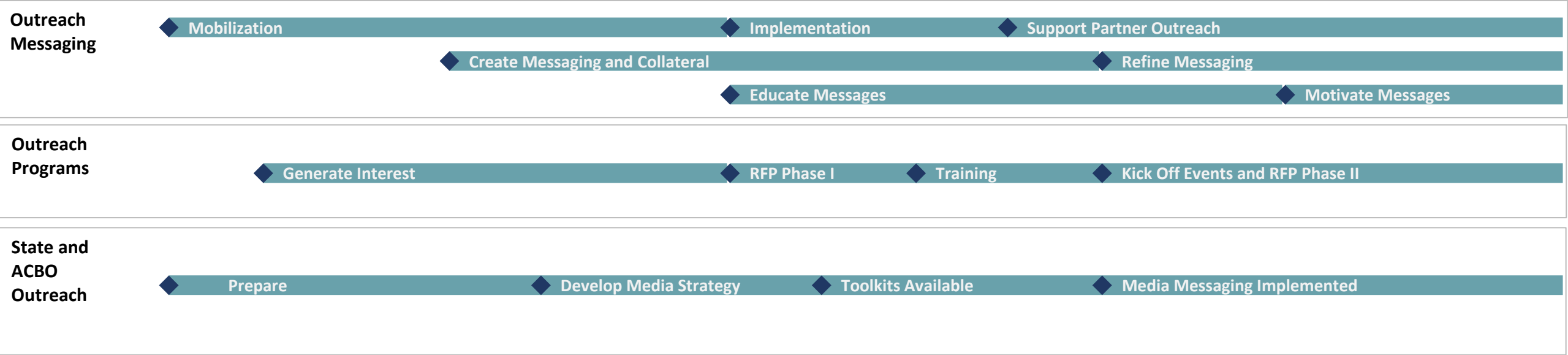
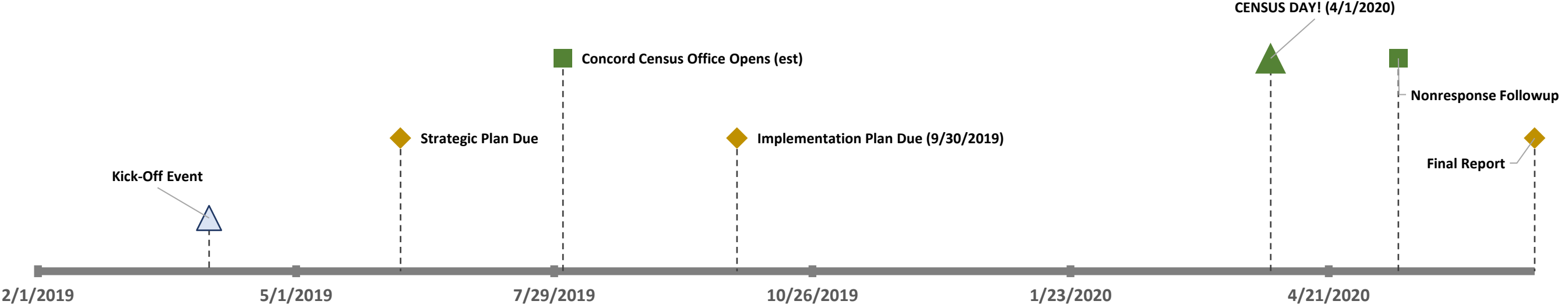
Outreach Timeline

Communication Framework

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.

## **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”

[illegible]



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 08/20/2019  
**Subject:** RFP Updates  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** RFP updates  
**Presenter:** **Contact:**

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#### **Referral History:**

DISCUSS and RECEIVE RFP updates.

#### **Referral Update:**

Discussion item.

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

DISCUSS and RECEIVE RFP 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

**Meeting Date:** 08/20/2019  
**Subject:** Discuss meeting schedule  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Discuss meeting schedule  
**Presenter:** **Contact:**

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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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