

DRAFT



CENSUS 2020 OUTREACH SUBCOMMITTEE

August 20, 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

Attendees: Benson Zhou

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 August 6, 2019 Census 2020 Outreach Subcommittee meeting.

*The Record of Action from August 6, 2019 was corrected and approved as modified.
Passed unanimously.*

Terry Koehne, Lina Velasco

AYE: Lina Velasco, Mariana Moore, Terry Koehne

Passed

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. The US Census Bureau issued a statement encouraging groups to not to do canvassing. New materials available are available in Spanish; and for Veterans and Faith-Based Communities.

David Tucker provided a Region 3 update - CCC Strategic Plan approved. Meeting with the team to discuss the implementation side. Within the next 3 weeks the template will be provided. Deadline: October 30, 2019. There have been updates to the SwORD data gathering & mapping tool, including integration with PDI to automatically update to SwORD. They are working on scripts now. Statewide collateral will be available at the end of September. There will be a communications web portal. State guidelines for canvassing are being developed. The CA Dept. of Technology and Census Bureau are meeting to develop requirements for the QAC/QAK.

CocoCensus staff announced that they are participating in the Rise Together and United Way Bay Area 2020 Census webinar. Updates about timing of the Bay Area Funders and UWBA grants were provided. The City of Richmond will issue their RFP in October, 2019. The CocoCensus staff provided additional updates on activities National Night Out and CCC Summer Block Party; Visited with approximately 175-200 people, with 80% being HTC. A Day of Training was announced for August 26, 2019, 777 Arnold Drive, Paramount Room, Martinez. The RFP will be released on 9.3.19, and the Census Outreach Coordinator is still open.

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

The Outreach subcommittee selected designs for “Ask Me About the Census” buttons for volunteers to be available in September. The Outreach Subcommittee received updates on events and materials. The committee discussed the Outreach Communications Plan, including timeline and deliverables. The committee discussed the development of newsletters, social media posts, and other communications deliverables.

6. **DISCUSS and RECEIVE** RFP updates.

There was a discussion about the RFP and the online template. The United Way Bay Area grants are anticipated to be awarded early in September. The Bay Area Census Funders Coalition is notifying grant recipients. County RFP will be released on September 3, with a deadline of September 30.

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

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 3:00pm to the next meeting on September 3, 2019, 651 Pine Street, Room 108, Martinez.

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.

Teresa Gerringer, Staff, District III Supervisor's Office

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