



# Agenda

## CENSUS 2020 OUTREACH SUBCOMMITTEE

September 17, 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 September 3, 2019 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 October 1, 2019, from 1:00 to 3:00 p.m., Administration Building 651 Pine St., Room 108A, 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:** 09/17/2019

**Subject:** RECORD OF ACTION FOR THE September 3, 2019 CENSUS 2020  
OUTREACH SUBCOMMITTEE MEETING

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

**Department:** County Administrator

**Referral No.:**

**Referral Name:** RECORD OF ACTION FOR THE September 3, 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 September 3, 2019 for the Census 2020 Outreach Subcommittee meeting.

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

RECEIVE and APPROVE the Record of Action for the September 3, 2019 Outreach Subcommittee meeting.

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

None.

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#### **Attachments**

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**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**September 3, 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  
Susan Shiu, Office of Communications and Media

Attendees: Dom Pruett  
Tanya Hyland  
Benson Zhou  
Chunling Wang  
Yueh Chiao Kuo  
Jason Green  
Tiffany Wong  
Frances Wilson

Draft

**1. Introduction**

*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 Comment.*

**3. RECEIVE and APPROVE** the Record of Action for the August 20, 2019 Census 2020 Outreach Subcommittee meeting.

*The Record of Action from August 20, 2019 was corrected and approved as modified. M/S: Koehne / Velasco. Passed unanimously.*

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

*Updates were received from all levels. At the federal level, address canvassing continues, and an Interactive map is available on the website to see where the infill address canvassing is happening. The Census Bureau has developed a Statistics in the School curriculum that will be launched late September-early October. The Census Bureau has hired a new recruitment specialist who will attend job fairs and workforce development events.*

*At the State level, staff shared that the CBOs who are working with HTC population groups have been identified, and they will begin having convening calls that UWBA will communicate to Region 3 committees. The State is working on guidance for QAC / QAK and canvassing. They have SwORD mapping updates and are partnering with PDI to provide tools for mapping and canvassing in Census tracts.*

*At the Regional level, UWBA has announced \$300,000 in funding for Contra Costa in their first round of grants. They will announce their grant awardees in the coming weeks. Mapping of the grants with the Bay Area Funders Collaborative, UWBA, Contra Costa County and the City of Richmond will take place to identify gaps. UWBA is working on trainings, toolkits and an ethnic media conference in the coming months. They are also doing focus groups on Bay Area messaging. UWBA will also have contracts with a texting platform provider and the Asian Law Caucus on behalf of the regional partners.*

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

*The Outreach subcommittee The Outreach Subcommittee received updates on events and materials, and reviewed newsletter copy and social media posts. The committee discussed the Outreach Communications Plan, including timeline and deliverables.*

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

*Staff provided an update about the launch of the Contra Costa County Outreach & Assistance Grant RFP, including the communications effort and materials provided to partners. An overview of the timeline, including the Bidder's Conference on September 11, 2019 was also discussed with additional ideas for outreach provided.*

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 17, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2<sup>nd</sup> Floor, Richmond, Ca.*

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Teresa Gerringer, Staff, District III Supervisor's Office

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 09/17/2019  
**Subject:** Federal, State, Regional and Local Updates on Preparation for the Census  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Federal, State, Regional and Local Updates on Preparation for the Census  
**Presenter:** Kristine Solseng      **Contact:** Kristine Solseng 674-7809

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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:** 09/17/2019  
**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:** Teresa Gerringer 925-723-2884

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### **Referral History:**

At the September 3, 2019 meeting 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**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 09/17/2019

**Subject:** Receive RFP updates

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

**Department:** County Administrator

**Referral No.:**

**Referral Name:** Receive RFP updates

**Presenter:** Teresa Gerringer

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

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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:** 09/17/2019

**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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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 09/17/2019

**Subject:**

**Department:** County Administrator

**Referral No.:**

**Referral Name:**

**Presenter:**

**Contact:**

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**Referral History:**

Adjourn

**Referral Update:**

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

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### **Attachments**

*No file(s) attached.*

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