

DRAFT



Agenda

CENSUS 2020 OUTREACH SUBCOMMITTEE

September 17, 2019

1:00 P.M.

Richmond Community Foundation
1014 Florida Avenue, 2nd Floor,
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

Present: Lina Velasco
Mariana Moore
Terry Koehne

Staff Present: Kristine Solseng, Conservation and Development Department
Barbara Riveira, County Administrator's Office

Attendees: Fran Biderman
Mark Orcutt
Darlene Drapkin
Vic Kuo

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 comment.

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

The Record of Action from September 3, 2019 was modified to reflect the corrected start time of 1:00 p.m. and approved as modified. M/S Velasco/Koehne. Passed unanimously.

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

Updates were received from all levels. At the federal level, the U.S. Census Bureau will be providing a workshop for county and city staff on Group Quarter and Transitory Locations. The workshop is scheduled for October 8, 2019 at the San Francisco Federal Building, 90 7th St., San Francisco. There will be two sessions and space is limited, so you will need to register for the workshop. Kristine Solseng said that we need to give priority to department staff that work with homeless related issues. Darlene Drapkin will forward on the information as soon as she gets it. Lina Velasco said that it would be good to understand what the session are going to cover.

Census in schools was also discussed; Kristine Solseng said that the U.S. Census Bureau has launched a new Census 2020 website. SIT Statistics in Schools is the Federal program offered as a curriculum for children. The State also has a Census in Schools material available. It is available for select grades and meets State Curriculum requirements.

At the State level, UWBA is hosting calls with State Contractors focusing on particular Hard to Count Populations. Kristine Solseng reminded everyone that she sent out an email asking volunteers to join those calls. At the end of September, the state will have the marketing collateral out for use.

PDI Inc. is providing a canvassing app to all state contractors; it allows organizations to go out to neighborhoods to collect data that is required to be collected in Sword. The state is also issuing guidance for canvassing. State will provide tools on “How to do safe canvassing”. The U.S. Census Bureau has issued guidance that they do not want organizations to conduct canvassing; they do not want to create confusion.

At the Regional level, UWBA has developed some draft posters, info graphics, and post cards and they will be updating their website with this information. Discussion followed about renters, housemates, and the need for more information. Kristine Solseng will do more research with UWBA to get clear messaging for renters/single room renters/housemates. UWBA has a contract with CCL for the texting app and we can use that number in all of our collateral, there will be a number you can text in information.

UWBA is finalizing their subcontract awards, but we still do not have the UWBA contract awards available to share. UWBA is the central media buyer for the region. By UWBA doing this it gives us all more value for our money, they are also looking at ethnic media to get paid and unpaid coverage. They are also hosting a media round table for ethnic media.

At the local level, Terry Kohne has sent out letters to all of the superintendents and will be meeting with them on Thursday, 9/19/19. The plan is to get a committee of people from HTC Schools to provide outreach. Darlene Drapkin is available for presentations.

Mark Orcutt is speaking to the Board of Directors for the East Bay Leadership Council on Friday. He asked for some guidance as to what the ask would be to businesses; what can businesses do to help, beyond messaging. He will reach out to David Tucker for additional information. Kristine mentioned grocery stores can put out special communication through paper bags, and should have that type of

communication ready by mid-March. Mark asked for examples of business partners that are doing great work. He is talking to board of directors on Friday. Lina mentioned that Chevron does a big newsletter, where they spotlight on community work. How do we encourage participation is knowing who is in their neighborhood, and having an understanding of who is in the community, they can apply to have a kiosk. As a reminder, Businesses are not eligible for grants.

Census Coordinator Position update, we are in the process of offering the position one person. Hope to have someone on board by October 1, 2019. The whole amount of the funding that was set aside for the coordinator position will not be used, partly because it has taken so long to get someone on board, so we are looking at other alternatives for additional staff, and that will be reviewed with the Finance Subcommittee.

Lina Velasco reported that the Richmond City would be taking their census grants RFP to the Board on October 1, 2019, for approval.

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

Outreach Plan: Lina mentioned that when the City of Richmond did our General Plan the churches were very helpful in getting the word out to the Hispanic community. Suggestions for outreach to Catholic Voice, Catholic Diocese, Interfaith Counsel- all denomination, St. Josephs in Pinole.

Kristine reported that we want to start training our trusted messengers, and walk though census timeline and dates. Looking at November and December for training.

Kristine reported that she has asked both UWBA and Census Coalition for grant funding information and is putting together a spreadsheet. We have not done a matrix of who is doing what.

Mariana Moore announced that the Census collaborators have had a discussion of how we can work together to coordinate activities to have a centralizes mechanism for tracking activities. At what point do we have to track everything everyone has done. Funding is being provided from several places. It would be helpful to track this information so that we can identify areas that need outreach. It would help us to figure out who is doing what, where the gaps are and we will know where there is still a need. We should put a tracking mechanism in place to do the following:

1. *Identify gaps and needs*
2. *Coordinate effort*
3. *Implement communication*
4. *Guide further investment to targeted areas*
5. *Post evaluation-what was most effective.*
6. *What do we think was most effective?*

This will enable us to evaluate our effectiveness as a committee and prepare a quarterly report a summary of how we can map areas we are covering. Mariana stated that they discussed this at the census coalition where we could join as

collaborative group. Barbara suggested having a breakout session at one of the regional workshops

Kristine announced that a new email signature block has been developed and will be on website under resources so individuals can copy it directly.

Also next important step is to get information on other languages on the website. Languages are something we can definitely use help with translation. Under construction on the home page will be a tab tool it in each language with links to state, UWBA, and the U.S. Census Bureau for additional information.

6. DISCUSS and RECEIVE RFP updates.

Kristine Solseng provided updates on the RFP grant process. She said that a good amount of people attended the bidder's conference. Approximately 30 potential bidders attended the bidder's conference and it was a diverse group throughout the county. There were many great questions and a questions and an answers sheet has been posted on the website. We are hoping to receive information from UWBA and the Coalition to share information, Kristine is in the process of preparing a spreadsheet to compare data. Lina sent out an email to local nonprofits.

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

The next meeting will be held Tuesday, October 15, 2019 from 1pm to 3 pm, at the Richmond Community Foundation. A meeting for October 1, 2019 will not held.

8. ADJOURN

The committee adjourned at 3:00 pm to the next meeting of October 15, 2019, Richmond Community Foundation, 1014 Florida Avenue,, 2nd Floor, Richmond, CA.

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