



**CENSUS 2020
OUTREACH SUBCOMMITTEE**

October 29, 2019

1:00 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

- 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 17, 2019 Outreach Subcommittee meeting. (Teresa Gerringer, District III Supervisor's Office)
- 4. DISCUSS and RECEIVE** Federal, State, Regional, and County updates. (Kristine Solseng, Conservations and Development Department)
- 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 November 12, 2019, from 1:00 to 3:00 p.m., Richmond Community Foundation 1014 Florida Avenue, 2nd Floor, Richmond, CA.
- 8. ADJOURN**

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.

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

Meeting Date: 10/29/2019
Subject: RECORD OF ACTION FOR THE September 17, 2019 MEETING
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: RECORD OF ACTION FOR THE September 17, 2019 MEETING
Presenter: Teresa Gerringer **Contact:** Teresa Gerringer 925-723-2884

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 17, 2019 Census 2020 Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the September 17, 2019 Outreach Subcommittee meeting.

Fiscal Impact (if any):

None.

Attachments

Draft ROA Outreach Subcom 9 17 2019

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 through 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.

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

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: 10/29/2019

Subject: Federal, State, Regional and Local Updates

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Federal, State, Regional and Local Updates

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

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.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 10/29/2019
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

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.

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

Draft Census Champion Program

Save the date image

Individual Census Partner Program Proposal

- **What is it**
 - An individual volunteer program to connect with trusted community members who want to ensure their community members are counted in Census 2020.
 - Time commitment
 - At least 20 total hours between March - July 2020.
 - Each project's duration and schedule will vary.
 - Opportunities will be available during the week, evenings, and weekends.
- **Why does it matter**
 - While the county has established partnerships with various organizations, government agencies, and cities to support our efforts ensuring all Contra Costa County residents are counted in Census 2020, many individuals have expressed desire to be individual census champions in their own communities/neighborhoods.
 - By working with individual volunteers and connecting them to official census information/outreach, we can get more boots on the ground throughout the county.
 - These individuals will have more intimate connections with their community and can provide more authentic outreach/communication.
 - It's inexpensive and fits into our existing outreach plans and budget.
 - Allows us to track more activities happening throughout the county for state reports.
- **Timeline**
 - Nov 2019: Develop implementation plan for program and design outreach/signup materials
 - Dec 3, 2019 – Jan 20, 2020: Program sign up
 - Jan 22, 2020: Onboarding conference call
 - Feb - March 2020: Training Workshops
 - March – July 2020: Census Outreach
 - July 2020: Final report due
- **Develop Implementation Plan**
 - Website content
 - Add a tab on the website to provide information and link to the google form.
 - Form for sign up
 - Branded google form to capture potential volunteer's information and project interests (see below for different ways they can get involved)
 - We will capture which communities people plan to outreach to make sure we have volunteers working throughout the different regions of the county.
- **Program Signup**
 - Launch program signup form on website
 - Outreach
 - Blast on social media
 - Leverage county/city relationships to post widely on community and elected pages
 - Put in monthly newsletter
 - Email census partners and interested parties list to alert them if they have any people they think might be interested.

- Develop materials/guides to be used at training workshops.
 - Presentation
 - Collateral/resources to hand out to volunteers
- **Training Workshops**
 - Depending on the number of volunteers and their locations we will decide on the number of trainings and their locations.
 - These workshops will educate volunteers on:
 - Key aspects of Census 2020 (what, why, when, where, how)
 - How to engage community members
 - How to address misinformation, questions, and concerns
 - Where to direct community members for language, digital, and other support
- **Census Outreach**
 - Adopt-your-block
 - Knock on your neighbor's doors and remind them to take the census, answer any questions or concerns, and provide them with resources where they can get more information.
 - Staff a QAC
 - Provide in-person support at a QAC in the county.
 - Based on individuals interest/availability/region staff will coordinate schedules.
 - Host Census event/workshop
 - Individuals have expressed desire to host individual events in their communities whether with their churches, schools, neighborhood etc.
 - Keep community informed
 - Social media
 - Develop sample posts and media for them to share.
 - Timed social media campaigns and encourage our champions to help us spread the word with their own networks throughout Census phases
 - Newsletters
 - Make sure your local neighborhood/community newsletters have info about the Census and where people can go for help and info
 - Youth Ambassadors
 - Educate/train interested youth to be trusted messengers at school and with family/peers.
- **Final Report**
 - Champions will be required to submit a report that is similar to our post event forms used to capture information we need to report to the state via their implementation plan.
 - This will be designed prior to the workshops and explained there.
- **Next Steps**
 - Decide on name
 - Census Champions
 - Census Ambassadors
 - Individual Census Partners
 - Start developing

COUNT *ME* IN!

April 1, 2020

CONTRA COSTA
CENSUS
2020



cococensus.org



Your Community is Counting on **YOU!**



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 10/29/2019

Subject: Discuss RFP updates

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Discuss RFP for updates

Presenter: Teresa Gerringer

Contact: Teresa Gerringer 925-723-2884

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.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 10/29/2019

Subject: Discuss future meeting schedule

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Discuss future meeting schedule

Presenter: Teresa Gerringer

Contact: Teresa Gerringer 925-723-2884

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.

Attachments

No file(s) attached.
