



Agenda

CENSUS 2020 OUTREACH SUBCOMMITTEE

November 12, 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

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 October 29, 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 REVIEW** upcoming meetings and schedule future meetings. Next proposed meeting is November 26, 2019, from 1:00 to 3:00 p.m., Room 108, County Administration Building, 651 Pine Street, Martinez, CA.
7. **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: 11/12/2019

Subject: RECORD OF ACTION FOR THE October 29, 2019 MEETING

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: RECORD OF ACTION FOR THE October 29, 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 October 29, 2019 Census 2020 Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the October 29, 2019 Outreach Subcommittee meeting.

Fiscal Impact (if any):

None.

Attachments

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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

Present: Lina Velasco
Mariana Moore
Terry Koehne

Attendees: Linda Soliven
Fran Biderman
Darlene Drapkin
Joseline Gonzales

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 17, 2019 Outreach Subcommittee meeting.

The subcommittee unanimously approved the Record of Action.

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

The subcommittee heard updates from the federal, state, regional and county level Census outreach efforts. It was discussed the county is still waiting for media buy materials from the state. Census staff introduced subcommittee to texting tool developed United Way Bay Area for Region 3 counties. Dates from trainings were also discussed. Terry Koehne explained coordination between Census Staff and the

County Office of Education and how the department plans to use the \$100,000 allocated from the state.

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

Subcommittee reviewed outreach plan for Census 2020. The subcommittee discussed the county's plan to provide grantees with printed materials by printing in bulk to cut costs. The role businesses can plan in outreach for the census was also discussed. The newly adopted Census Ambassador program was also briefly discussed.

6. DISCUSS and RECEIVE RFP updates.

Subcommittee discussed updates on county grant process. Letters to grantees went out the final week of October with contract signing planned for mid-November.

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

Subcommittee set next meeting for November 12, 2019, from 1:00 to 3:00 p.m., Richmond Community Foundation 1014 Florida Avenue, 2nd Floor, Richmond, CA.

8. ADJOURN

Meeting adjourned at 2:20 pm.

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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: 11/12/2019
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: 11/12/2019

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

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 11/12/2019

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:

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.
