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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.

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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