



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE (An Ad Hoc Committee Established by the Board of Supervisors)

January 27, 2020
12:00 P.M.

Paramount Conference Room
777 Arnold Drive, Martinez

Supervisor Diane Burgis, Chair
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

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

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

1. Call to Order and Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).
3. **RECEIVE and APPROVE** the Record of Action for the December 16, 2019 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE and FILE** the Record of Action of the Outreach Subcommittee meeting for the December 10, 2019. *(Matt Lardner, Census Outreach Coordinator) Est 10 min*
5. **RECEIVE and FILE** the Joint Census 2020 Outreach and Finance Subcommittee Record of Action for the January 21, 2020 meeting. *(Matt Lardner, Census Outreach Coordinator) - Est 10 min*
6. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Kristine Solseng, Conservation & Development Department) - Est 20 min*
7. **REVIEW** Census 2020 budget and **APPROVE** allocation of funding for the additional \$63,400 Census 2020 funding from the State. *(Barbara Riveira, County Administrator's Office 5 min)*
8. **RECEIVE** report on Census 2020 Steering Committee attendance. *(Barbara Riveira, County Administrator's Office) Est 5 min*

9. The next meeting is currently scheduled for February 24, 2019.

10. Adjourn

The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below 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 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 651 Pine Street, 10th floor, during normal business hours.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

Meeting Date: 01/27/2020
Subject: Record of Action for the December 16, 2019 Steering
Committee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the December 16, 2019 Steering Committee
Meeting
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

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:

RECEIVE and APPROVE the Record of Action for the December 16, 2019 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the December 16, 2019 meeting of the 2020 Census Complete Count Steering Committee.

Fiscal Impact (if any):

None

Attachments

Draft ROA 12 16 2019

DRAFT



2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

(An Ad Hoc Committee Established by the Board of Supervisors)

December 16, 2019

12:00 P.M.

Paramount Conference Room
777 Arnold Drive, Martinez

Supervisor Diane Burgis, Chair
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

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

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

- Present:** Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Fran Biderman, At Large Member; Andres Orozco, At Large Member; Ali Saidi, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member; Terry Koehne, At Large Member
- Absent:** Diane Burgis, Chair; Aparna Madireddi, District II Representative; Alvaro Fuentes, At Large Member; Samuel Houston, At Large Member
- Staff Present:** Kristine Solseng, Department of Conservation and Development; Matt Lardner, Census Outreach Coordinator; Barbara Riveira, County Administrator's Office; Susan Shiu, Office of Communications & Media
- Attendees:** Jamie Jannette, Stephanie Kim, David Tucker, Chunling Wong, Darlene Drapkin, Nancy Kreiser, Dom Pruet

1. Call to Order and Introductions

Meeting called to order at 12:05 p.m., self introductions were made.

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No public comment was made.

3. Attached is the Record of Action for the November 18, 2019 meeting.

The committee unanimously approved the Record of Action for the the November 18, 2019 meeting of the 2020 Census Complete County Steering Committee.

At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Samuel Houston (ABSENT)

Passed

4. RECEIVE and FILE the Record of Action of the Outreach Subcommittee meeting for the November 26, 2019.

The committee unanimously approved the Record of Action for the November 26, 2019 meeting of the Outreach Subcommittee.

At Large Member Terry Koehne, District I Representative Lina Velasco

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Samuel Houston (ABSENT)

Passed

5. RECEIVE and FILE the Finance Subcommittee Record of Action for the December 2, 2019 meeting.

The committee unanimously approved the Record of Action for the December 2, 2019 meeting of the Finance Subcommittee.

District IV Representative Lauren Babb, At Large Member Andres Orozco

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Samuel Houston (ABSENT)

Passed

6. **RECEIVE** federal, state, regional and local updates on preparation for the Census.

State updates were given by Kristine Solseng. The state's recent announcement of the QAC/QAK requirements and their upcoming media buy was discussed. The county is working with United Way Bay Area to streamline reporting requirements for grantees who have grants with multiple funders. The success of regional trainings as well as the soft launch of the Census Ambassador Program was also discussed.

7. **RECEIVE** presentation on Statistics in Schools from Chunling Wang, Partnership Specialist, U.S. Census Bureau.

A presentation on the U.S. Census Bureau's program, Statistics in Schools, was given by U.S. Census Bureau Partnership Specialist Chunling Wong.

8. **RECEIVE** presentation on Unhoused/Homeless population from Jaimie Janett, Health, Housing and Homeless Services.

A presentation on the proposed outreach strategy for people experiencing homelessness was provided by Jamie Janett, Community Engagement Specialist, Homeless Program, Contra Costa Health Services.

9. **DISCUSS** and **REVIEW** Phase II Request for Proposal for mini grants, **CONSIDER** adopting RFP proposal and **APPROVE** Census 2020 RFP Grant allocation guidelines for mini grants and **AUTHORIZE** staff to prepare and process contracts with grant awardees as needed to finalize and execute contracts on a rolling basis until funding is exhausted or May 15, 2020 - whichever comes first .

Kristine Solseng presented a Phase II Request for Proposal for mini grants to be released in early January to fund events to promote Census and key messages between January and April 2020. Current gaps in funding were discussed, including geographic HTC communities, schools, and faithbased organizations. Funding will depend on size of event and funding gaps.

The committee decided to have flexibility in the funding based on needs as Census operation begins. Motion to approve Census 2020 RFP Grant allocation guidelines and authorize staff to prepare and process contracts with grant awardees as needed to finalize and execute contracts on a rolling basis until funding is exhausted.

At Large Member Ali Saidi, At Large Member Mariana Moore

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Samuel Houston (ABSENT)

Passed

10. RECOMMEND the Census 2020 Budget be amended to reallocate \$20,000 in Technology funds to new line item Veterans Outreach.

An update of the Census 2020 budget was given by Barbara Riveira, and a proposed reallocate of \$20,000 of technology funding to the Veterans Services Office for Census outreach.

Motion was made to approve reallocation of Census 2020 budget as proposed by staff.

District I Representative Lina Velasco, At Large Member Ali Saidi

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Terry Koehne

Other: Chair Diane Burgis (ABSENT), District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Samuel Houston (ABSENT)

Passed

11. RECEIVE Implementation Plan Update and AUTHORIZE staff to continue to make updates as necessary for submittal to the State.

An update of the Implementation Plan was given by Barbara Riveira. The State has approved the Implementation Plan as submitted and the county can now invoice for that deliverable, as this is a living document periodic updates will be necessary.

Motion to authorize staff to continue to make updates to the Implementation Plan as necessary for submittal to the State.

At Large Member Ali Saidi, At Large Member Andres Orozco

AYE: District I Representative Lina Velasco, Vice Chair Candace Andersen, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Ali Saidi, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At

Large Member Melody Howe-Weintraub, At Large Member Terry Koehne
Other: Chair Diane Burgis (ABSENT), District II Representative Aparna
Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At
Large Member Samuel Houston (ABSENT)

Passed

12. The next meeting is currently scheduled for January 27, 2019.
13. Adjourn

Meeting adjourned at 1:00 p.m.

The 2020 Census Complete Count Steering Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below 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 2020 Census Complete Count Steering Committee less than 96 hours prior to that meeting are available for public inspection at 651 Pine Street, 10th floor, during normal business hours.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

Meeting Date: 01/27/2020

Subject: Record of Action for the December 10, 2019 Census 2020
Outreach Subcommittee

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Record of Action for the December 10, 2019 Census 2020 Outreach
Subcommittee

Presenter: Matthew Lardner

Contact: Mathew Lardner,
925-674-7813

Referral History:

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete County Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira and Julie Enea, County Administrator's Office, filing the appropriate notice of the meetings.

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Outreach Sub-Committee.

Finance: Mariana Moore, Lina Velasco, and Terry Koehne

Referral Update:

The Outreach Subcommittee met on December 10, 2019.

Recommendation(s)/Next Step(s):

RECEIVE and **FILE** the Record of Action of the Outreach Subcommittee meeting for the December 10, 2019.

Fiscal Impact (if any):

None.

Attachments

Draft ROA 12 10 2019

DRAFT



CENSUS 2020 OUTREACH SUBCOMMITTEE

December 10, 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

Staff Present: Matt Lardner, Census Outreach Coordinator
Kristine Solseng, Department of Conservation and Development
Barbara Riveira, County Administrator's Office

Attendees: Mark Orcutt
Frances Wilson

1. INTRODUCTIONS

Meeting called to order at 1:05 p.m., 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 was made.

3. **RECEIVE and APPROVE** the Record of Action for the November 26, 2019 Outreach Subcommittee meeting.

Record of Action was unanimously passed by committee. Motion: Lina Velasco, Second: Mariana Moore.

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

Federal, State, Regional, and County updates were discussed. Census Bureau released outreach plan and state is rolling out media plan. The state recently released QAC/QAK requirements. The county is developing an RFP for the second phase of Census 2020 outreach grants to be released early January.

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.

Outreach plan and updates were given. County Census staff is working on developing toolkit for partners, including, collateral, social media, newsletters, and more. This is set to be posted on website in January. It was also decided that county staff would send sample resolutions to school boards to support the county's Census 2020 outreach efforts.

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

The committee set meetings in 2020 for the following dates:

- *1/7 from 1-3 in 651 Pine St*
- *1/21 from 1-3 in Richmond Community Foundation*
- *2/4 from 1-3 in 651 Pine St*
- *2/18 from 1-3 in Richmond Community Foundation*
- *3/3 from 1-3 in 651 Pine St*
- *3/17: from 1-3 in Richmond Community Foundation*
- *3/31: from 1-3 in 651 Pine St*
- *4/7: from 1-3 in Richmond Community Foundation*
- *4/21: from 1-3 in 651 Pine St*

7. **ADJOURN**

Meeting adjourned at 2:30 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

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 COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 01/27/2020

Subject: Record of Action for the January 21, 2020 Joint Meeting of the Census
2020 Outreach and Finance Subcommittees
2020 Outreach
Subcommittee

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Record of Action for the January 21, 2020 Joint Meeting of the Census
2020 Outreach and Finance Subcommittees

Presenter: Matthew Lardner

Contact: Mathew Lardner,
925-674-7813

Referral History:

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete County Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira and Julie Enea, County Administrator's Office, filing the appropriate notice of the meetings.

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Finance Sub-Committee.

Finance: Lauren Babb, Aparna Madireddi, and Sam Houston

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Outreach Sub-Committee.

Outreach: Mariana Moore, Lina Velasco, and Terry Koehne

Referral Update:

The Joint Census 2020 Outreach and Finance Subcommittee met on January 21, 2020.

Recommendation(s)/Next Step(s):

RECEIVE and FILE the Joint Census 2020 Outreach and Finance Subcommittee Record of Action for the January 21, 2020 meeting.

Fiscal Impact (if any):

None.

Attachments

Draft ROA Joint Outreach and Finance Subcommittees

DRAFT



JOINT MEETING OF THE CENSUS 2020 OUTREACH AND FINANCE SUBCOMMITTEES

January 21, 2020
1:00 P.M.

AZ ROOM, CONSERVATION AND DEVELOPMENT
DEPARTMENT
30 MUIR ROAD, MARTINEZ

Outreach Subcommittee - Mariana Moore ♦ Lina Velasco ♦ Terry Koehne
Finance Subcommittee - Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Subcommittee

Present: Mariana Moore
Terry Koehne
Lauren Babb
Aparna Madireddi
Samuel Houston, (attended part of meeting did not vote)

Absent:

Staff Present: Matt Lardner, Census Outreach Coordinator
Kristine Solseng, Department of Conservation and Development
Teresa Gerring, District III Office
Tanya Hyland, Census Intern District III Office
Barbara Riveira, County Administrator's Office

Attendees: Fran Biderman
Linda Soliven
Mark Orcutt

1. INTRODUCTIONS

Meeting called to order at 1:15 p.m., self introductions were made.

2. **PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Outreach Subcommittee and/or Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).

No public comment was made.

3. RECEIVE and APPROVE the Record of Action for the December 10, 2019 Outreach Subcommittee meeting.

*The Outreach Subcommittee unanimously approved the Record of Action.
M/S: Terry Koehne/Mariana Moore*

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

Federal, state, regional, and county census 2020 updates were discussed. The U.S. Census Bureau has recently released their ad campaign and are still looking to hire more community members for jobs to help with the count. Updates were also given about the coordination between the county and the Census Bureau for Service Based Enumeration. The state is still developing their dashboard and will have more information about QAC/QAK locations soon. United Way Bay Area recently released their own toolkits for QAC/QAKs, canvassing, and social media.

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.

Outreach plans and materials for the county's Census 2020 outreach efforts were discussed. County staff discussed collateral, social media toolkits, and newsletter templates will soon be available to partners on the cococensus.org website. The committees also discussed possible Census 2020 swag that might be purchased to provide partners at census events.

6. Staff is proposing the following distribution of the additional funds:

Printing	\$16,400
Grants	\$10,000
Language Access	\$20,000
Contingency	\$17,000
Total	\$63,400

The \$63,400 in additional funding the county received from the state for Census 2020 outreach efforts was discussed. The subcommittees recommended the funding be allocated as follows and also recommended more grants be awarded to county departments:

- *Printing: \$16,400*
- *Grants: \$37,000*
- *Language access: \$5000*
- *Contingency: \$5000*

M/S: Mariana Moore/Lauren Babb

7. The next Outreach Subcommittee meeting is scheduled for February 4, 2020, from 1:00 to 3:00 p.m., at the County Administration Building, 651 Pine Street, Room 105, Martinez. The next Finance Subcommittee meeting is to be determined.

Adjourn

The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringner 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 Gerringner, 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 COMPLETE COUNT STEERING COMMITTEE

6.

<u>Meeting Date:</u>	01/27/2020	
<u>Subject:</u>	Federal, State, Regional and Local Updates	
<u>Submitted For:</u>	David Twa, County Administrator	
<u>Department:</u>	County Administrator	
<u>Referral No.:</u>		
<u>Referral Name:</u>	Federal, State, Regional and Local Updates	
<u>Presenter:</u>	Kristine Solseng	<u>Contact:</u> Kristine Solseng, 674-7809

Referral History:

This is a standing item on the Steering Committee agenda to receive new Census information that has developed or been disseminated from the federal, State, regional and local levels since the last Steering Committee meeting.

Referral Update:

Federal (U.S. Census Bureau)

- **Census is Hiring:** The Census Bureau is looking to hire more people in Contra Costa County – the bureau has reached 76% of their recruitment goals. They will assist in recruitment workshops and looking for local partners and help with promotion
- **Media Campaign has begun**
- **Continued work with Statistics in School Program**
- **Census Bureau has announced a Mobile Questionnaire Assistance (MQA) Program - The Census Bureau will coordinate with the County and Partners for MQA locations.**

State (California Complete Count)

- **State Media Plan has been released**
- **QAC/QAK Guidance is available.** We will be integrating into our QAC/QAK Toolkit and will be available online shortly
- **SwORD Dashboard has been announced for live response rate updates**
- **State is working on a QAC/QAK Lookup Tool**

Region 3 Updates (United Way Bay Area)

- **Please promote UWBA Texting Tool Available:** Texting tool for people to sign up for update and information about the Census. Available in 12 languages
- **Marketing Material Available:** Both print and social media available at: uwba.org/census. Hard copies expected by the end of the month along with Canvassing

Guidelines

- **QAC/QAk and Canvassing Guidelines are or will be available in the near future**
- **Social Media Toolkit is Available**
- **UWBA is lead for Canvassing in the Bay Area - Training provided on January 30th.**
- **All Updates, Webinars, and Resources available online:** UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census

Local Updates

- 156 Partner Sign ups
- 59 Ambassador Sign Ups
- All Cities have presentation and resolutions - working on school districts. State would like to see "Census Week Resolutions"
- Two new interns, Census Outreach Specialists, have been hired - please welcome Tanya Hyland and Jennifer Rios
- Regional Census Training Workshops for February have been announced
- Gave presentations, training, and participated in a number of community events
- New flyers and outreach toolkits available online (www.cococensus.org)
- Mapping of all events and calendaring in development

Recommendation(s)/Next Step(s):

RECEIVE federal, state, regional and local updates on preparation for the Census.

Fiscal Impact (if any):

None.

Attachments

Updates Presentation (PDF)

January Updates (Federal)

- **Census is Hiring – STILL**

The Census Bureau is looking to hire more people in Contra Costa County – the bureau has reached 76% of their recruitment goals. They will assist in recruitment workshops and looking for local partners and help with promotion.

- **Media Campaign has begun!**

- **Continued Outreach for Statistics in Schools program**

- **The Census Bureau has announced a Mobile Questionnaire Assistance (MQA)** - We will identify potential location, events, and other opportunities where Census Staff can be helpful. Focus is on hardest to count census tracts.

January Updates (State)

- **State Media Plan has been released**
- **Local focus (Regional) plan is in development**
- **QAC/QAK Requirements Provided**
Both the State of California and United Way Bay (UWBA) released their QAC/QAK Guidance. We are coordinating with our grantees.
- **SwORD Dashboard has been announced for response rate live feed**
- **State is working on a QAC Lookup Tool**
- **QAC-In-A-Box Toolkits**
Both the State and UWBA are developing QAC Toolkits

December Updates (Regional)

- **Texting Tool Available – PLEASE USE!!**
Text COUNT to (925) 401-4057
Texting tool for people to sign up for update and information about the Census. Available in 12 languages
- **Marketing Material Available**
Both print and social media available in multiple languages. Hard copies expected this month. Added new languages)Amharic, Burmese, Girinya, Somali. In Development: Lao, Mam, German, Thai, Tongan
- **Social Media Toolkit is Available**
- **UWBA trained 211 Centers** – They will add a Census message to all non-emergency calls.
- **UWBA will be the lead agency for all canvassing in the Region. There is a training on January 29 for any group that is canvassing.**
- **UWBA will provide a QAC/QAK Training on January 30th**
- **All Updates, Webinars, and Resources available online**
UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census

January Update

Number of Partners Signed up: 159

Number of Ambassadors Signed Up: 9

City Resolutions: All

Regional Workshops: February Workshops scheduled: 2/18 (Central), 2/24 (West), 2/25 (South), and 3/2 (East)



Thank you!

Grantees for providing contracting and reporting information in a timely manner
All working for homeless outreach and enumeration coordination
Office of Communication and Media for developing flyers and information
Outreach and Finance (members and frequent attendees)
CBO organization
Welcome Tanya and Jennifer – new Census Outreach Specialists
February Workshop Meeting Coordination

Events the Past Month

SparkPoint Training
Presentation at Rossmoor
Stand Together CC – Immigration Workshop
Curriculum Training for Teacher
Census Coalition – Mapping Presentation
School PIO Presentation
Telugu Language Event (3,000 people!!! – thanks Aparna!)
Interfaith Council
Women’s March (Central and East County!)
St. Vincent de Paul
AAUW Presentation
Census Zumba-Thon!
West Contra Costa Education Fair
WCCUSD Parent Liaison Training
Rainbow Community Center Training

Planned Events

Legal Clinic (1/28)
Richmond Human Rights and Human Relations Commission (1/27)
Culture to Culture Lunar New Year Event (2/2)
First Friday Forum (2/7)
If you know of someone who would like a Census Speaker at an event, please sign up online.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 01/27/2020
Subject: Census 2020 Budget Update - State Funding
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census 2020 Budget Update - State Funding
Presenter: Barbara Riveira **Contact:** Barbara Riveira
925-335-1018

Referral History:

On July 15, 2019 the Census 2020 Steering Committee approved the Finance Subcommittees proposal to change line item allocations of the proposed requested allocation of \$500,000: Grand funding \$350,000, Technology Access at \$125,000, and \$25,000 to a new category to specifically target homeless outreach. On July 30, 2019 the Board of Supervisors approved the recommended funding of \$500,000 budget allocation for the Census 2020 outreach efforts.

Since the budget was adopted, there has been a lot of new information about Federal, State, and Regional efforts regarding media buys. In particular, United Way Bay Area (UWBA) as the regional administrative community based organization has taken the lead in media buys for the bay area, with a focus on local and ethnic media buys. UWBA is also working with the State media contractor Mercury Media to coordinate media buy efforts. The Census Bureau is also planning a large scale media outreach effort in multiple languages. At the October 21, 2019 the Census Steering Committee approved the recommendation to redistribute funds as follows: \$10,000 in Media Buys, \$26,345 in Printing Collateral and \$40,000 in Outreach Tasks.

At the December 16, 2020 Steering Committee meeting it was discussed that during several meeting with the State and Region 3 ACBO (United Way Bay Area), there is a concern for reaching the Hard to Count population of the Veterans community. To mitigate efforts to reach the veteran population, staff is recommending that \$20,000 of the Technology funding be redistributed to directly outreach to the veteran population which would include tabling events, social media, and via the Veterans Voices program and other outreach efforts outlined by the Veterans Office. The Steering Committee approved the reallocation of the \$20,000 from the Technology funding to Veterans Office for outreach to the veteran population.

Referral Update:

Review current budget and discuss recommendations for the additional \$63,400 in funding received from the State for Census Outreach and Education efforts.

Recommendation(s)/Next Step(s):

RECOMMEND allocation of additional \$63,400 received from the State.

Fiscal Impact (if any):

State had recommended that Contra Costa County receive an additional \$63,400 in Census 2020 funding for Proposed additional funding to be received from the State.

Attachments

Budget Update Census 2020

Census 2020 Budget Update as of 12/23/2019

	Proposed Budget	2018/2019 Actual	2019/2020 Actual	Expenditures TO Date
Expenses				
Grant Administration	\$ 36,260.00			\$ -
GIS - data analysis and map production	\$ 50,000.00			\$ -
Contract Outreach Coordinator Staff	\$ 150,000.00		\$ 19,083.22	\$ 19,083.22
Media Buys	\$ 10,000.00			\$ -
Printing Collateral	\$ 26,345.00		\$ 364.56	\$ 364.56
Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc.	\$ 40,000.00	\$ 702.71	\$ 5,569.26	\$ 6,271.97
Language Contracts	\$ 50,000.00		\$ 3,230.00	\$ 3,230.00
Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 350,000.00		\$ 15,075.00	\$ 15,075.00
needs, including software and hardware necessary for outreach efforts, QAC/QAK, Language Access, Adopt-A-Block, and other program requirements or implementation goals.	\$ 105,000.00			\$ -
Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00			\$ -
*Veteran Outreach -Targeted material for Veteran Population.	\$ 20,000.00			\$ -
Total Expenses	\$ 862,605.00	\$ 702.71	\$ 43,322.04	\$ 44,024.75
Revenue				Revenue To Date
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45		\$ 32,634.45
1 st Quarterly Report due	\$ 32,634.45		\$ 32,634.45	\$ 32,634.45
Strategic Plan due - 60 days from State approval	\$ 114,220.58		\$ 114,220.58	\$ 114,220.58
2 nd Quarterly Report due	\$ 32,634.45		\$ 32,634.45	\$ 32,634.45
Implementation Plan due	\$ 81,586.12		\$ 81,586.12	\$ 81,586.12
Implementation Outreach Release Withholding	\$ 32,634.45			\$ -
NRFU Plan due	\$ 18,130.25			\$ -
Final Report due	\$ 18,130.25			\$ -
Additional Funding From State(Contract Amendment)	\$ 63,400.00			
County Supplemental Funding	\$ 500,000.00		\$ 500,000.00	\$ 500,000.00
Total Revenue	\$ 926,005.00	\$ 32,634.45	\$ 761,075.60	\$ 793,710.05
Net Balance	\$ -	\$ 31,931.74	\$ 717,753.56	\$ 749,685.30

* Redistribution of \$20,000 in technology funds to new line item Veteran Outreach

Terry Koehne	Member	7	0.78
Alvaro Fuentes	Member	3	0.33
Andres Orozco	Member	7	0.78
Ali Saidi	Member	5	0.56

Recommendation(s)/Next Step(s):

RECEIVE report on Census 2020 Steering Committee attendance.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.
