

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 Gerringer, 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 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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