

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



Agenda

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

**February 24, 2020
12:00 P.M.**

**Paramount Conference Room
777 Arnold Drive, Martinez**

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 January 27, 2020 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 February 4, 2020. *(Matt Lardner, Census Outreach Coordinator) Est 10 min*
5. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
6. **REVIEW** current Census 2020 budget. *(Barbara Riveira, County Administrator's Office 10 min)*
7. **DISCUSS** Census Week Event and coordination of support for event. *(Teresa Gerringer, District III Supervisor's Office) - Est 20 min*
8. The next meeting is currently scheduled for March 16, 2020.
9. 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: 02/24/2020
Subject: Record of Action for the January 27, 2020 Steering Committee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the January 27, 2020 Steering Committee Meeting
Presenter: Barbara Riveira **Contact:** Barbara Riveira (925)335-1018,
Kristine Solseng (925) 4-7809

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 January 27, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the January 27, 2020 meeting of the 2020 Census Complete Count Steering Committee.


Fiscal Impact (if any):

None

Attachments

ROA 1 27 2020

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|--|--|
|  Agenda | <p style="text-align: right;">2020 CENSUS COMPLETE COUNT STEERING COMMITTEE (An Ad Hoc Committee Established by the Board of Supervisors)</p> <p style="text-align: right;">January 27, 2020 12:00 P.M. Paramount Conference Room 777 Arnold Drive, Martinez</p> |
|--|--|

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:** Diane Burgis, Chair; Aparna Madireddi, District II 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; Samuel Houston, At Large Member; Terry Koehne, At Large Member
- Absent:** Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Alvaro Fuentes, At Large Member
- Staff Present:** Barbara Riveira, County Administrator's Office; Kristine Solseng, Department of Conservation and Development; Matt Lardner, Census Outreach Coordinator; Teresa Gerringer, District III; Tanya Hyland, Census Intern District III; Mark Goodman, Chief of Staff District III
- Attendees:** Dom Pruett, Nancy Kreiser, Emily Condon, Heather Gil, Norma Martinez Rueben, Mary Schreiber, Darlene Drapkin, Amina Lugman

1. Call to Order and Introductions

Supervisor Burgis convened the meeting at 12:01 p.m. and self-introductions were made around the room.

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 requests were made to speak during public comment.

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

The Record of Action for the December 16, 2019 - Census 2020 Complete Count Steering Committee was approved as presented.

At Large Member Mark Orcutt, District V Representative Lynn Reichard-Enea

AYE: Chair Diane Burgis, District II Representative Aparna Madireddi, 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 Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), Vice Chair Candace Andersen (ABSENT), At Large Member Alvaro Fuentes (ABSENT)

Passed

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

The Record of Action for the December 10, 2019 - Census 2020 Outreach Subcommittee was approved as presented.

At Large Member Terry Koehne, District III Representative Linda Soliven

AYE: Chair Diane Burgis, District II Representative Aparna Madireddi, 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 Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), Vice Chair Candace Andersen (ABSENT), At Large Member Alvaro Fuentes (ABSENT)

Passed

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

The Record of Action for the January 21, 2020 - Joint Meeting of the Census 2020 Outreach and Finance Subcommittees was approved as presented.

District II Representative Aparna Madireddi, At Large Member Samuel Houston

AYE: Chair Diane Burgis, District II Representative Aparna Madireddi, 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 Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), Vice Chair Candace Andersen (ABSENT), At Large Member Alvaro Fuentes (ABSENT)

Passed

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

Matt Lardner, Census Outreach Coordinator provided an overview of the Federal, state, and regional, and local Census 2020 efforts and updates. The following were received and discussed.

- **Federal**
 - *Census Bureau recently rolled out their media campaign*
 - *Mobile Questionnaire Assistance will likely be deployed by the Census Bureau at community events and locations to help people in responding to the census*
- **State**
 - *Rolling out their media campaign*
 - *Released their QAC/QAK requirements*
- **UWBA**
 - *Released social media toolkit*
 - *Released QAC/QAK requirements*
 - *Developing swag*
- **County**
 - *Recently released outreach toolkit, including social media images and posts, newsletter templates, and collateral*
 - *Branding from the County with lots of posters available*
 - *Many presentations have been given around the county*
 - *Regional workshops and training will begin in February and March*
 - *The website has been updated and is loaded with resources*

Supervisor Burgis requested that committee members review the website for content and provide feedback to staff.

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

Barbara Riveira provided a brief overview of the budget and an update on the contracting status of grantees. Supervisor Burgis requested staff provide the committee with a list of the outstanding contracts to assist staff with obtaining outstanding documentation required to complete the contract by January 31, 2020.

The committee discussed the additional \$63,400 funding from the state and how it should be distributed. A motion was made to distribute the additional funding toward the following: Printing was allocated an additional \$16,400, Grants allocated

an additional \$42,000 and \$5,000 was allocated toward Contingency/Non-response.

At Large Member Mariana Moore, At Large Member Mark Orcutt

AYE: Chair Diane Burgis, District II Representative Aparna Madireddi, 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 Samuel Houston, At Large Member Terry Koehne

Other: District I Representative Lina Velasco (ABSENT), Vice Chair Candace Andersen (ABSENT), At Large Member Alvaro Fuentes (ABSENT)

Passed

8. RECEIVE report on Census 2020 Steering Committee attendance.

Supervisor Burgis discussed the importance of the work the committee is performing and that a quorum is needed to conduct business during these meeting. Supervisor Burgis also requested that committee members reply to the agenda notice that they will be in attendance.

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

10. Adjourn

Meeting adjourned at 1:42 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.

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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: 02/24/2020
Subject: Record of Action for the February 4, 2020 Census 2020 Outreach Subcommittee
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the February 4, 2020 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 February 4, 2020.

Recommendation(s)/Next Step(s):

RECEIVE and **FILE** the Record of Action of the Outreach Subcommittee meeting for the February 4, 2020.

Fiscal Impact (if any):

None.

Attachments

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CENSUS 2020 OUTREACH SUBCOMMITTEE

February 4, 2020

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
Terry Koehne

Absent: Mariana Moore

Staff Present: Teresa Gerringer, District III
Matt Lardner, Census Outreach Coordinator
Kristine Solseng, Department of Conservation and Development
Barbara Riveira, County Administrator's Office
Tanya Hyland, Census Intern District III
Jennifer Rios, Census Intern District III
Susan Shiu, Office of Communications & Media

Attendees: Mark Orcutt
Mary Schreiber
Linda Soliven

1. INTRODUCTIONS

Meeting called to order at 1:12, self introduction 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. DISCUSS and RECEIVE Federal, State, Regional, and County updates.

The subcommittee discussed and received updates on federal, state, regional, and county census 2020 outreach efforts.

- **Federal**
 - *Service Based Enumeration and Group Quarters operation has begun*
- **State**
 - *State developed map of QAC/QAK that will be placed on website*
 - *The state, in partnership with RAND Corporation, will be conducting another count to measure the Census' count of CA residents. This operation is a survey of 20,000 called the California Neighborhood Survey and will be conducted between May to October.*
- **Regional**
 - *County staff is still waiting to hear from state about micro regional buys for transit throughout the Bay Area*
 - *United Way Bay Area (UWBA) is developing boxes of resources, collateral, and instructions for QACs in the region*
 - *UWBA recently released canvassing toolkit*
- **County**
 - *County staff have completed collateral and sent copy to translation service to translate in required languages*
 - *February regional workshops were discussed*

County census swag was discussed and will be ordered by staff

4. **DISCUSS and REVIEW** outreach plan, materials, printing, website content, and social media.

The committee discussed updates to outreach plan, including collateral and website content. View County updates above.

5. **DISCUSS** options for a Census Week Event and make recommendations.

An event to celebrate Census Weeks in the County and promote being counted was discussed by the committee:

- *An event is being coordinated in Bay Point (District 5)*
- *Committee discussed desire to have student performances from local organizations as well as inviting legislative representatives.*
- *Committee also discussed having a QAC to allow people to self-respond directly at the event*

6. The next meeting is February 18, 2020, from 1:00 to 3:00 p.m., at the Richmond Community Foundation, 1014 Florida Ave, 2nd Floor, Richmond, CA 94804.

ADJOURN

Meeting adjourned at 3:35 p.m.

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.

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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: 02/24/2020
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: Matthew Lardner **Contact:** Mathew Lardner,
925-674-7813

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 – STILL**

The Census Bureau is looking to hire more people in Contra Costa County – the bureau has reached 97% of their recruitment goals.

They will assist in recruitment workshops and looking for local partners and help with promotion.

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

- **Mobile Questionnaire Assistance (MQA)**

- We will identify potential location, events, and other opportunities
- Focus is on hardest to count census tracts.
- Recruitment Assistants to transition into Census Response Representatives

- **Service Based Enumeration Operation has begun**

State (California Complete Count)

- **Bay Area Micro media plan being finalized**

- **Collateral from State**

- **State is working on a QAC Lookup Tool**

Region 3 Updates (United Way Bay Area)

- **Texting Tool Available – PLEASE USE!!**

Text COUNT to (925) 401-4057

- **UWBA trained 211 script available**

- **UWBA provided QAC/QAK training**
 - The county is rolling into our guidelines
 - Working with UWBA to provide to their QAC in a box to our QAC/QAK grantees
- **Gametime Rundown Event** *Thursday, March 5 from 10 am – 2 pm at Public Works Department*
 - Final county-wide convening before census operations officially kick off.
 - Open to all funded organizations doing census outreach in Contra Costa County.
 - Pick up multilingual outreach materials and a limited edition “We Hella Count” t-shirt.
- **All Updates, Webinars, and Resources available online**
UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census
- **Funding** – The Tipping Point Community Foundation has generously awarded UWBA with \$75,000 in additional funding for Alameda and Contra Costa Counties. UWBA will distribute the additional funding based on our input, gaps, and existing contracts.

Local Updates

- **Translations received**
 - Awaiting Tibetan
- **Swag Ordered**
 - Tote Bags
 - Hand sanitizer
 - Seed packets
 - “I count” buttons
- **Print and swag orders received from grantees**
- **\$57,000 left in Phase II Funding**
 - We are continuing to work with faith leaders to help get money to Korea, Vietnamese, Farsi, and Tagalog speaking communities
- **Grantee Highlights**
 - [Rainbow Community Center article](#)
 - CAIR PSA with CCTV
- **Outreach Toolkit**
 - Updates with collateral in multiple languages coming soon

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

February Updates

February Updates (Federal)

- **Census is Hiring – STILL**

The Census Bureau is looking to hire more people in Contra Costa County – the bureau has reached 97% of their recruitment goals. They will assist in recruitment workshops and looking for local partners and help with promotion.

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

- **Mobile Questionnaire Assistance (MQA)**

- We will identify potential location, events, and other opportunities
- Focus is on hardest to count census tracts.
- Recruitment Assistants to transition into Census Response Representatives

- **Service Based Enumeration Operation has begun**

February Updates (State)

- **Bay Area Micro media plan being finalized**
- **Collateral from State**
- **State is working on a QAC Lookup Tool**

Micro Local Media Plan Budget

Contra Costa Total: \$60,260

Grocery Carts (\$4,500) *Projected Dates: April 2020 - May 2020*

Gas Pump Toppers (\$12,000) *Projected Dates: April 2020 - May 2020*

Theater & Lobby Promo (\$13,000) *Projected Dates: April 2020 - May 2020*

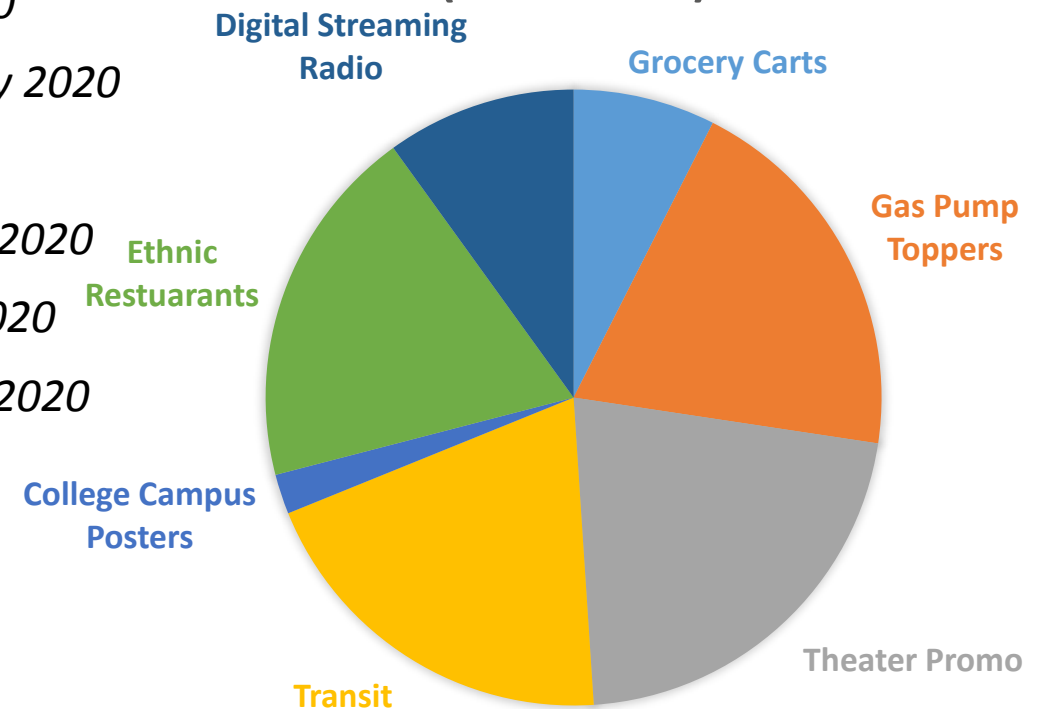
Transit (\$12,000) *Projected Dates: April 2020 - June 2020*

College Campus Posters (\$1,260) *Projected Dates: April 2020 - May 2020*

Ethnic Restaurants (\$11,500) *Projected Dates: March 2020 - April 2020*

Digital Streaming Radio (\$6,000) *Projected Dates: April 2020 - May 2020*

CONTRA COSTA MICRO LOCAL MEDIA PLAN (MERCURY)



Micro Local Media Plan Budget

Contra Costa Total: \$60,260

Grocery Carts (\$4,500) *Projected Dates: April 2020 - May 2020*

Gas Pump Toppers (\$12,000) *Projected Dates: April 2020 - May 2020*

~~**Theater & Lobby Promo** (\$13,000) *Projected Dates: April 2020 - May 2020*~~

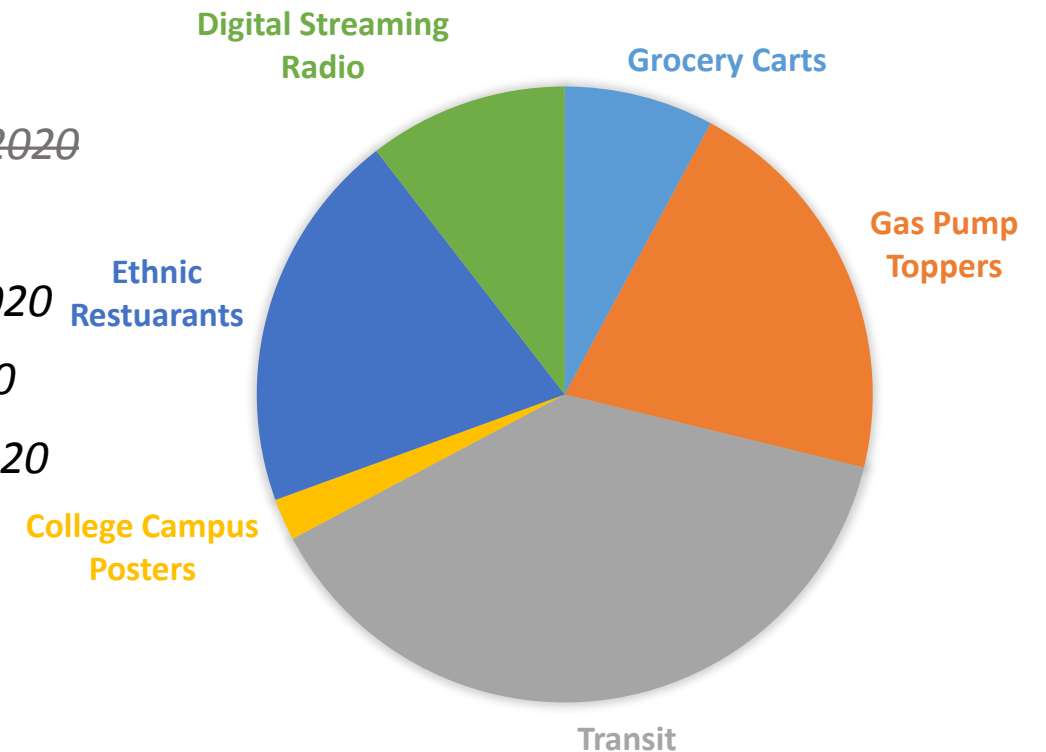
Transit (\$22,000) *Projected Dates: April 2020 - June 2020*

College Campus Posters (\$1,260) *Projected Dates: April 2020 - May 2020*

Ethnic Restaurants (\$14,500) *Projected Dates: March 2020 - April 2020*

Digital Streaming Radio (\$6,000) *Projected Dates: April 2020 - May 2020*

**CONTRA COSTA MICRO LOCAL MEDIA PLAN
(MERCURY)**



February Updates (Regional)

- **Texting Tool Available – PLEASE USE!!**
Text COUNT to (925) 401-4057
- **UWBA trained 211 script available**
- **UWBA provided QAC/QAK training**
 - The county is rolling into our guidelines
 - Working with UWBA to provide to their QAC in a box to our QAC/QAK grantees
- **Gametime Rundown Event** *Thursday, March 5 from 10 am – 2 pm at Public Works Department*
 - Final county-wide convening before census operations officially kick off.
 - Open to all funded organizations doing census outreach in Contra Costa County.
 - Pick up multilingual outreach materials and a limited edition “We Hella Count” t-shirt.
- **All Updates, Webinars, and Resources available online**
UWBA has its monthly update calls, Regional meeting, and webinars notes available at uwba.org/census
- **Funding** – The Tipping Point Community Foundation has generously awarded UWBA with \$75,000 in additional funding for Alameda and Contra Costa Counties. UWBA will distribute the additional funding based on our input, gaps, and existing contracts.

February Updates (Local)

- **Translations received**
 - Awaiting Tibetan
- **Swag Ordered**
 - Tote Bags
 - Hand sanitizer
 - Seed packets
 - “I count” buttons
- **Print and swag orders received from grantees**
- **\$57,000 left in Phase II Funding**
 - We are continuing to work with faith leaders to help get money to Korea, Vietnamese, Farsi, and Tagalog speaking communities
- **Grantee Highlights**
 - [Rainbow Community Center article](#)
 - CAIR PSA with CCTV
- **Outreach Toolkit**
 - Updates with collateral in multiple languages coming soon

Swag!



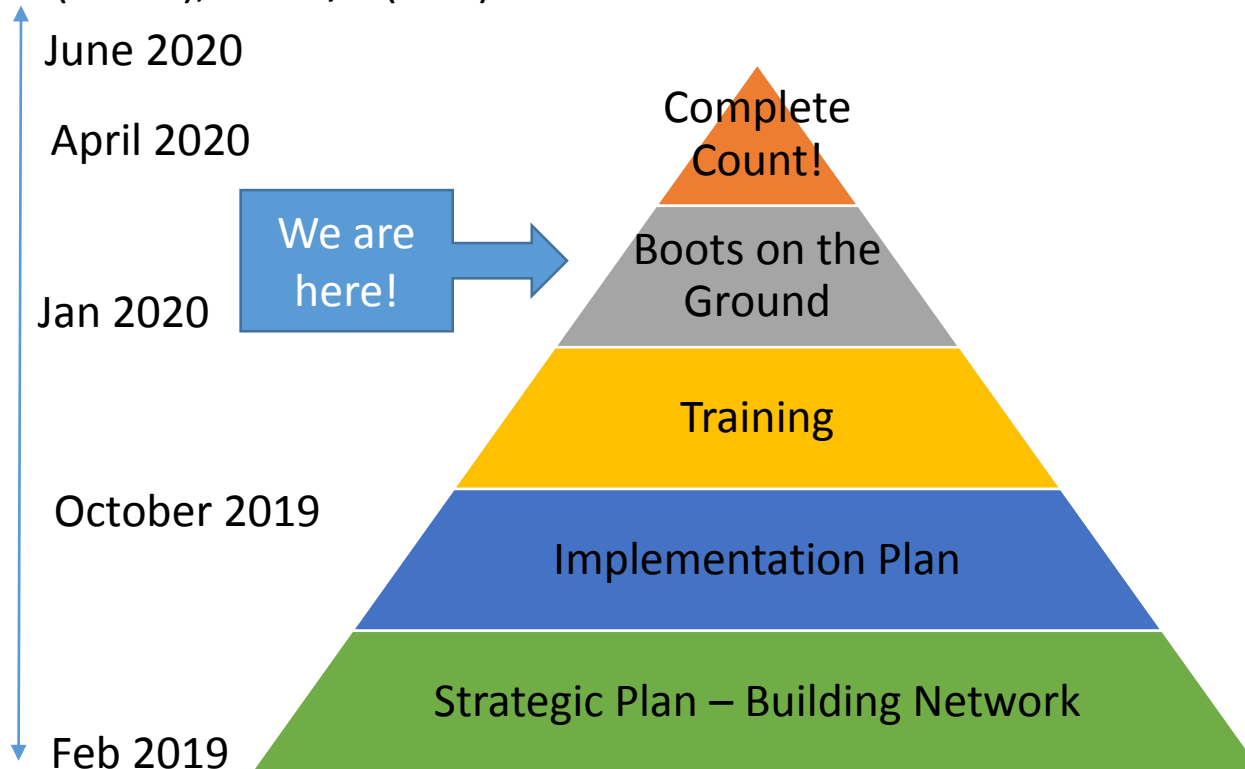
February Update

Number of Partners Signed up: 156

Number of Ambassadors Signed Up: 14

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)

Community Organizations meeting to ensure the outreach campaign is organized, but not duplicative

February Workshop Meeting Coordination

Events the Past Month

Central County Workshop

Culture to Culture

Antioch First 5 Parent Training

Delta First 5 Parent Training

First Friday Forum

Stand Together Immigration Forum

Congressman DeSaulnier Town Hall

Faith in Action Leadership Retreat

Dreamers Conference

Richmond Human Rights and Human Relations Commission

Planned Events

Contra Costa Family Justice Alliance Staff Training (2/25)

Sycamore Place Senior Housing (3/3)

Richmond Community Advisory Committee (3/4)

Contra Costa County / UWBA Gametime Rundown (3/5)

Stand Together Immigration Forum (3/7)

The Oaks (EAH Housing) (3/10)

Tabling at Warriors Games! (TBD)

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

6.

Meeting Date: 02/24/2020
Subject: Census 2020 Budget Update
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census 2020 Budget Update
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.

At the January 27, 2020 Steering Committee meeting the committee discussed the additional \$63,400 funding from the state and how it should be distributed. A motions was made and approved to distribute the additional funding toward the following: Printing was allocated an

additional \$16,400, Grants allocated an additional \$42,000 and \$5,000 was allocated toward Contingency/Non-response.

Referral Update:

Review current Census 2020 budget.

Recommendation(s)/Next Step(s):

Review current Census 2020 budget.

Fiscal Impact (if any):

None.

Attachments

Budget Update Census 2020

Census 2020 Budget Update as of 2/20/2020

| | Proposed Budget | 2018/2019 Actual | 2019/2020 Actual | Expenditures TO Date | Balance |
|---|----------------------------|-----------------------------|-----------------------------|---------------------------------|----------------------|
| Expenses | | | | | |
| Grant Administration | \$ 36,260.00 | | | \$ - | \$ 36,260.00 |
| GIS - data analysis and map production | \$ 50,000.00 | | | \$ - | \$ 50,000.00 |
| Contract Outreach Coordinator Staff | \$ 150,000.00 | | \$ 26,050.75 | \$ 26,050.75 | \$ 123,949.25 |
| Media Buys | \$ 10,000.00 | | | \$ - | \$ 10,000.00 |
| **Printing Collateral | \$ 42,745.00 | | \$ 364.56 | \$ 364.56 | \$ 42,380.44 |
| Additional Outreach Tasks - includes in kind staffing, meeting venues, materials, food, mileage, etc. | \$ 40,000.00 | \$ 702.71 | \$ 5,569.26 | \$ 6,271.97 | \$ 33,728.03 |
| Language Contracts | \$ 50,000.00 | | \$ 3,230.00 | \$ 3,230.00 | \$ 46,770.00 |
| **Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives. | \$ 392,000.00 | | \$ 41,050.00 | \$ 41,050.00 | \$ 350,950.00 |
| 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 | | | \$ - | \$ 105,000.00 |
| Homeless Outreach -Targeted material for Homeless & Transient Population. | \$ 25,000.00 | | | \$ - | \$ 25,000.00 |
| *Veteran Outreach -Targeted material for Veteran Population. | \$ 20,000.00 | | | \$ - | \$ 20,000.00 |
| *Contingency/Non-Response | \$ 5,000.00 | | | \$ - | \$ 5,000.00 |
| Total Expenses | \$ 926,005.00 | \$ 702.71 | \$ 76,264.57 | \$ 76,967.28 | \$ 849,037.72 |
| 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 | \$ 684,811.03 | \$ 716,742.77 | |

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

** Distribution of additional State Revenue of \$63,400



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 02/24/2020
Subject: Census Week Event
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census Week Event
Presenter: Teresa Gerringer
Contact: Teresa Gerringer,
925-252-4000

Referral History:

The U.S. Census Bureau and State have designated the week between March 23 and April 9, 2020 as Census Week.

Referral Update:

New item.

Recommendation(s)/Next Step(s):

Discuss Census Week Event and coordination of support for event.

Census Week Event

Saturday, March 28 11 am – 2 pm

Ambrose Community Center

- Hosted in Bay Point in Supervisor Federal Glover's Dist.
- Wish list/ideas of activities at event (based on Outreach Subcommittee)
 - Student Performances
 - Pittsburg Unified video contest
 - East Bay Center of Performing Arts
 - Census skit
 - Marching Bands
 - Speakers
 - Legislative Representatives
 - Motivating HTC communities
 - Immigrants
 - LGBTQI+
 - Children
 - API

- Vendors
 - Food
 - Bounce house
 - Showcase grantees / other tabling
- QAC/MQA
 - Have areas where people can be assisted in filling out the census questionnaire
- Sign Up
 - We need the support of Complete Count Committee members to commit to helping us in coordinating and executing the above items.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.
