



Agenda

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

**March 16, 2020
12:00 P.M.**

**County Administration Building
651 Pine St., Room 101, Martinez**

**Remote meeting access from a computer, tablet
or smartphone:**

<https://global.gotomeeting.com/join/113726861>

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United States: [+1 \(571\) 317-3122](tel:+15713173122)

Access Code: 113-726-861

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Dial in or type: 67.217.95.2 or inroomlink.goto.com

Meeting ID: 113 726 861

Or dial directly: [113726861@67.217.95.2](tel:+113726861) or 67.217.95.2##113726861

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 February 24, 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 Finance Subcommittee meeting for March 10, 2020. *(Barbara Riveira, County Administrators Office) Est 5 min*
5. **RECEIVE** presentation on Veterans population. *(Nathan Johnson, Veterans Services Officer, Contra Costa County) Est 10 min*

6. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
7. **REVIEW** and **DISCUSS** current budget for Media Buys and **APPROVE** staff recommendation of \$30,000 in public transit media buys and \$20,000 in digital media buys. *(Barbara Riveira, County Administrators Office) Est 10 min*
8. **DISCUSS** and **REVIEW** impact of COVID-19 on Census Outreach efforts, including grantee contracting implications. *(Kristine Solseng, Conservation and Development) - Est 15 min)*
9. **REVIEW** current Census 2020 budget and proposed redistribution of funds. *(Barbara Riveira, County Administrator's Office 10 min)*
10. The next meeting is currently scheduled for April 20, 2020.
11. 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.

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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: 03/16/2020

Subject: Record of Action for the February 24, 2020 Steering Committee Meeting

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Record of Action for the February 24, 2020 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 February 24, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the February 24, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Fiscal Impact (if any):

None.

Attachments

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DRAFT

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



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; 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; 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
- Absent:** Aparna Madireddi, District II Representative; Andres Orozco, At Large Member; Alvaro Fuentes, At Large Member; Terry Koehne, At Large Member
- Staff Present:** Kristine Solseng, Department of Conservation and Development; Teresa Gerringer, District III; Matt Lardner, Census Outreach Coordinator; Barbara Riveira, County Administrator's Office; Susan Shiu, Office of Communications & Media
- Attendees:** VJ Chue, David Greene, Judith Parker, Mary Schreiber, Jamie Jannette, Darlene Drapkin

1. Call to Order and Introductions

Supervisor Burgis convened the meeting at 12:29 p.m. and self-introductions were made around the room. Supervisor Burgis asked that committee members arrive on time.

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

The Record of Action for the January 27, 2020 - Census 2020 Complete Count Steering Committee was approved as presented.

At Large Member Melody Howe-Weintraub, District I Representative Lina Velasco

AYE: Chair Diane Burgis, 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 Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

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

The Record of Action for the February 4, 2020 - Census 2020 Outreach Subcommittee was approved as presented.

At Large Member Mariana Moore, District III Representative Linda Soliven

AYE: Chair Diane Burgis, 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 Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: District II Representative Aparna Madireddi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Andres Orozco (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

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

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

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*

6. Review current Census 2020 budget.

Barbara Riveira provided a brief update of current budget. Supervisor Burgis requested that the Finance Subcommittee meet to discuss the budget in more detail to include the grant funds and what has been spent to date with a breakdown of the encumbered funds.

7. 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.

Teresa Geringer provided a brief overview of what is to be expected for the Census Week kick-off. The event is scheduled for March 28, 2020 in Bay Point and will be a family friendly event. Teresa also passed around a sign-up sheet for volunteers in planning and preparing for the event.

8. The next meeting is currently scheduled for March 16, 2020.

9. Adjourn

Meeting adjourned at 1:30 p.m.

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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

DRAFT

 Agenda	<p style="text-align: right;">CENSUS 2020 FINANCE SUBCOMMITTEE</p> <p style="text-align: right;">March 10, 2020 12:30 P.M.</p> <p style="text-align: right;">CONSERVATION AND DEVELOPMENT DEPARTMENT 40 Muir Rd., MARTINEZ</p>
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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 Board
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Present: Lauren Babb
Sam Houston

Absent: Aparna Madireddi

Staff Present: Kristine Solseng, Department of Conservation and Development
Barbara Riveira, County Administrator's Office

1. INTRODUCTIONS

Meeting called to order at 12:45 pm., self introductions were made.

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

No public comment was made.

3. REVIEW financial update for the Complete Count Steering Committee and DISCUSS and CONSIDER recommendations for redistribution of funding.

The subcommittee discussed the Census 2020 budget and recommendations for redistribution of funds. A motion to accept the proposal with the inclusion of a percentage column in future reports.

Discussion also included alternatives for grantees that are in contract where the COVID-19 may cause cancellation of events. Some alternatives discussed were 1) Add modified canvassing 2) More proposals that include different languages and 3) plan a rapid response to move funds to media.

Lauren Babb, Sam Houston

AYE: Lauren Babb, Sam Houston

Other: Aparna Madireddi (ABSENT)

Passed

4. **DISCUSS** meeting frequency, and identify a standing meeting date and time for the next three meetings.

A tentative meeting was set for March 27, 2020.

5. **ADJOURN**

Meeting adjourned at 1:45 p.m.

The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 at least 72 hours before the meeting.

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Mark Goodwin, Chief of Staff, District III Supervisor's Office

For Additional Information Contact:

Phone (925) 252-4500, Fax (925) 240-7261
mark.goodwin@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

<u>Meeting Date:</u>	03/16/2020	
<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>	Matthew Lardner	<u>Contact:</u> 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 has BEGUN (my2020census.gov)
- Mobile Questionnaire Assistance (MQA)
 - Provided Partnership Specialists with list of all QAC/QAKs in county as well as all events in low-response areas

Service Based Enumeration starting March 30

State (California Complete Count)

- **Bay Area Micro media plan still being finalized**
- **QAC Lookup Tool live**

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 Clayton Library**
 - 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

Local Updates

- Translations received and collateral now available on website
 - Awaiting additional Tibetan translations
- Grantee swag and collateral order packed and distribution has begun
- \$41,500 left in Phase II Funding
- Transit ads purchased and planned, working to develop digital media plan
- Grantee PSAs
- Outreach Toolkit
 - Updates with collateral in multiple languages

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

March 2020 Updates

March Updates (Federal)

- **Census has BEGUN (my2020census.gov)**
- **Mobile Questionnaire Assistance (MQA)**
 - Provided Partnership Specialists with list of all QAC/QAKs in county as well as all events in low-response areas
- **Service Based Enumeration starting March 30**

March Updates (State)

- **Bay Area Micro media plan still being finalized**
- **[QAC Lookup Tool live](#)**

March 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 Clayton Library*
 - 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

March Updates (Local)

- **Translations received and collateral now available on website**
 - Awaiting additional Tibetan translations
- **Grantee swag and collateral order packed and distribution has begun**
- **\$41,500 left in Phase II Funding**
- **Transit ads purchased and planned, working to develop digital media plan**
- **Grantee PSAs**
- **Outreach Toolkit**
 - Updates with collateral in multiple languages

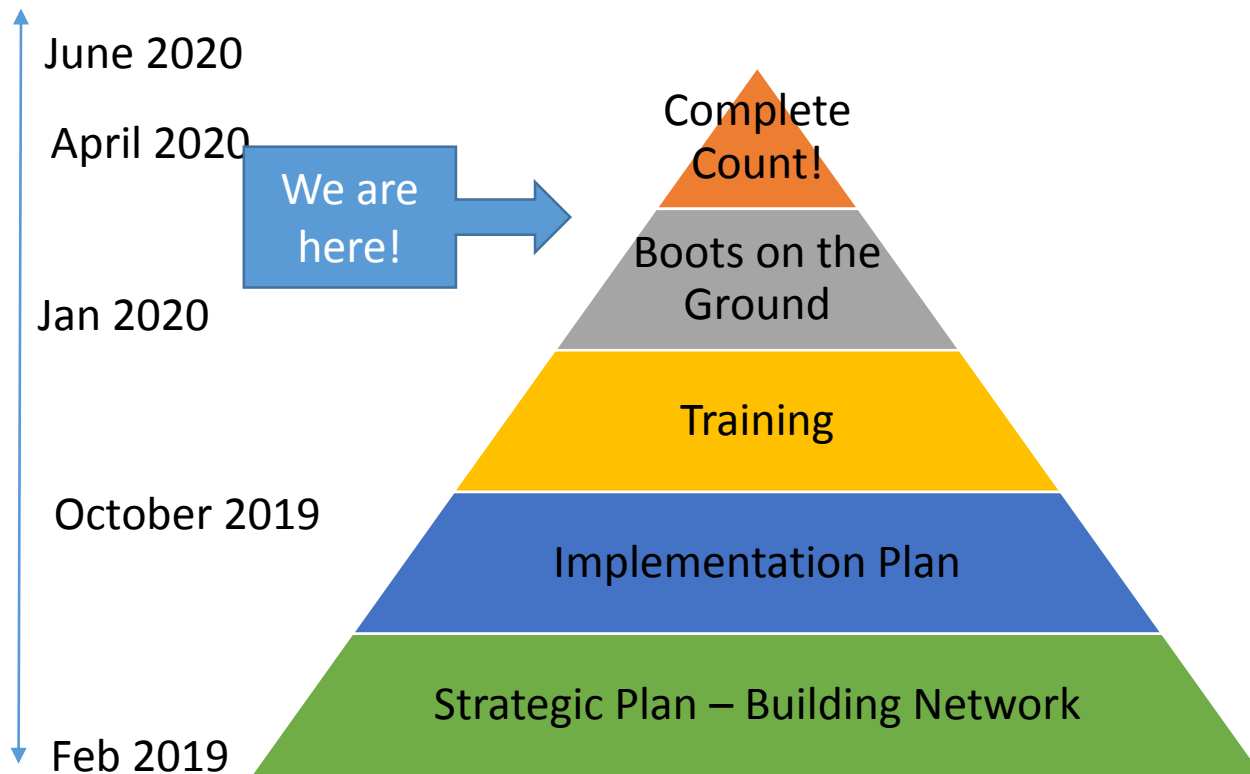
March Update

Number of Partners Signed up: 156

Number of Ambassadors Signed Up: 19

City Resolutions: All

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

Contra Costa Family Justice Alliance Staff Training
Sycamore Place Senior Housing
Richmond Community Advisory Committee
Contra Costa County / UWBA Gametime Rundown
Stand Together Immigration Forum
Travis Credit Union Financial Wellness Fund Shredding Event
Sisters in Solidarity: International Women’s Day Celebration

Planned Events

Census Day (4/1)

Census Celebration (POSTPONED 4/18)
Presentation to Walnut Creek City Council (3/17)
Presentation to Concord City Council (3/24)

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: 03/16/2020
Subject: Review and Discuss Media Buys
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review and Discuss Media Buys
Presenter: Barbara Riveira **Contact:** Barbara Riveira
(925)335-1018

Referral History:

At the February 24, 2020 Steering Committee meeting, the committee reviewed and discussed the Census 2020 budget. The committee directed staff to review the U.S. Census Bureau, CA Census 2020, and UWBA-guided media plans to determine any gaps in reaching Contra Costa County's HTC communities and come back with a revised media buy budget allocation recommendation.

Based on a review of the U.S. Census Bureau, CA Census 2020, and UWBA-guided media plans, and Contra Costa County's identified needs, the staff identified gaps in public transit advertising, specifically targeting bus operators within the county – County Connections (Central & South), Tri-Delta Transit (East County), and WestCat (West County); ethnic media, particularly in Hindi radio programs identified during Census Solutions Workshops conducted in June 2019, and targeted digital media throughout the county.

At its March 10, 2020 meeting, the Finance Subcommittee recommended reallocating \$40,000 from Translations services to media buys for public transit media buys and digital media buys.

Referral Update:

Review current Census 2020 budget and discuss and approve staff recommendation of \$30,000 in public transit media buys and \$20,000 in digital media buys.

Recommendation(s)/Next Step(s):

Review current Census 2020 budget and discuss and approve staff recommendation of \$30,000 in public transit media buys and \$20,000 in digital media buys.

Fiscal Impact (if any):

None. Recommendation shifts allocation of Board of Supervisor's approved Census 2020 budget allocation.

Attachments

Census 2020 Advertising

Census 2020 Advertising Campaign

Agency	Funding	Timeline	Includes
U.S. Census Bureau	Part of over \$500 Million public education and outreach campaign	Started Mid January 2020 Mid February	Multimedia Advertising campaign (digital, print, radio) Televised Ads
State	46.1 Million – Contracted to Mercury Public Affairs LLC 32 Million for Paid Media to support Statewide and Regional Level	Mid February to Late May	State reviewed U.S. Census media plan and is augmenting to include the following: Radio, Television, Digital, Print, and Out of Home (Stores, Transit Shelters, BART-Out Front, AC Transit Bus Tails)
Regional/Local	\$1 Million for Region 3 (Micro Local Media investment) Contracted with Flagship Marketing Includes \$400,000 for technical assistance	March 8 – Late June	Grocery Carts, Gas Pump Toppers, College/University Signs and Posters, Transit-BART, VTA, Bus Shelters, Digital, Streaming Target Radio, Ethnic Restaurants, Theater Lobby Promotions
Contra Costa Steering Committee Proposal	\$50,000 Includes \$30,000 for Transit Media and \$20,000 for Digital Media	Mid March – June	Transit Media and Digital Media Tri-Delta, WestCat, County Connection



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

Meeting Date: 03/16/2020
Subject: Review COVID-19 HSD Guidance
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review COVID-19 HSD Guidance
Presenter: Kristine Solseng **Contact:** Kristine Solseng,
674-7809

Referral History:

A novel (new) coronavirus is causing an outbreak of pneumonia illness. The Centers for Disease Control and Prevention (DCD), California Department of Public Health (CHPH) and public health agencies across the U.S. are monitoring this new disease. Contra Costa Health Services is working closely with its partners and other health systems to track the situation locally.

On Tuesday, March 10th, the Contra Costa County Board of Supervisors declared a State of Emergency regarding the Coronavirus and Contra Costa Health Services provided some guidance for public gatherings. See attached HSD COVID-19 Interim Guidance.

Referral Update:

The implications of social distancing and other preventative measures to reduce COVID-19 will likely impact grantee outreach plans. Based on information we received from our grantees, there are over 300 presentations, events, and tabling opportunities expected to reach over 50 people planned for Census Outreach. Some of these events will not have 50 people in the same place at the same time.

We are working to provide guidance to our grantees and support the recommendation of the County Health Department. Action taken by staff to date include:

1. Postpone Census Week Event to April 18th and renamed "Census Celebration Event"
2. Include a section about COVID-19 on cococensus.org website
3. Provide Guidance to Grantees to prevent the spread of COVID-19 including:
 - Postpone any event that has 50 people
 - Postpone any event that serves vulnerable populations (i.e. seniors)
 - Consider postponing canvassing events or modifying protocols to include: door hanger drop only or knock and stand 3 feet away from the door to talk to resident. Note, canvassing will not be effective if people are afraid to open their doors.

- Ensure any Questionnaire Assistance Center or Kiosk (QAC/QAK) is frequently wiped down with disinfectant and provide hand sanitizer to users.
- Following health and safety guidelines from: www.cchealth.org/coronavirus

4. Provide proactive tips for grantees to conduct outreach amid the COVID-19 outbreak, including:

- Promote taking the Census Online or by Phone. Those that fill out the form before the end of April will not have a Census Worker knock on their doors.
- Increase social media outreach - in particular outreach that comes directly from your organization
- Consider making a free PSA with CCTV to reach our community directly - you can integrate both Census and COVID-19 prevention messaging
- Continue to integrate messaging into existing customer interaction
- Consider alternatives to gatherings such as virtual events or webinars
- Consider phone banking
- Other options as identified by U.S. Census Bureau, State of California, United Way Bay Area, and County staff

In order to comply with County contracting requirements, any change to the activities provided in the scope of work will require an amendment to the contract. If grantees are unable to fulfill their contract, they may not receive the full amount of their grant.

To date, the we have received the follow updates.

- One grantee has postponed indefinitely events, QAC/QAK location, and canvassing efforts due to COVID-19. Staff anticipates there will be more changes to Census Outreach grants.
- The libraries have cancelled all their story time events
- The libraries have been partnering with League of Women Voters to serve as volunteers for the Library QAC/QAK locations. It is anticipated that many of them will no longer volunteer because they meet the vulnerable population criteria.

There is also over \$60,000 in Phase 2 grants, which are specifically directed towards hosting Census outreach events by smaller organizations. The Finance Committee began a discussions about potential alternative uses for those funds should the social distancing guidelines become prohibitive for the foreseeable future. A follow up meeting is being schedule to assess the situation and provide a recommendation.

Recommendation(s)/Next Step(s):

RECEIVE update about COVID-19 and provide staff with recommendations or suggestions about integrating COVID-19 and Census messaging, guidelines and strategies for grantees, and other measure to be considered given the COVID-19 outbreak.

Fiscal Impact (if any):

The inability to conduct the full outreach plan has the potential to reduce participation in the Census and thus the County's federal funding allocation. The inability to fulfill contracting obligations may impact the amount of grant funding allocation to county grantees.

Attachments



March 10, 2020

Novel Coronavirus (COVID-19) Interim Guidance for Social Distancing

These public health recommendations are intended to slow the spread of COVID-19 by reducing the number of people who become infected, especially those at most risk for severe illness. Respiratory viruses need people close together to keep spreading. Social distancing is a public health strategy that limits the closeness and interactions of people so disease spreads less.

We understand that these recommendations will substantially impact our lives and may be difficult to implement. We considered them carefully in consultation with the state and other counties who have taken similar actions. Given that we now know coronavirus is spreading in our county, this is a critical time for each of us to do our part to protect our community.

The CCHS public health recommendations outlined below are effective today. This expands upon the guidance that we issued on March 6, 2020. We expect these measures to be in place for an initial period of two weeks, and we will continuously assess their impact to determine if they need to be adjusted.

1. PEOPLE AT HIGHER RISK OF SERIOUS ILLNESS SHOULD AVOID MASS GATHERINGS OF 50 PEOPLE OR MORE

- People at higher risk of serious illness should not go to mass gatherings such as parades, sporting events, religious services, celebrations and concerts where people are within arm's length of each other and there are 50 or more people
- Avoid people who are sick
- Telecommute if possible

People at higher risk include:

- People who are 50 years old or older. Current evidence indicates that the risk of severe illness increases with age. The highest risk group are those 80 years and older.
- People of any age who have underlying medical problems such as heart disease, diabetes, cancer, or chronic lung diseases like Chronic Obstructive Pulmonary Disease (COPD) as well as those who are immunocompromised.



2. CANCEL LARGE COMMUNITY EVENTS

- Cancel or postpone large gatherings such as concerts, sporting events, celebrations, conventions, religious services and community events where 50 or more people are within arm's length of each other.
- Cancel or postpone events for or attended by older adults or others who are at higher risk for severe illness.
- If a large event does take place, organizers should follow California Department of Public Health [guidelines for mass gatherings](#).

3. WORKPLACES AND BUSINESSES MINIMIZE OPPORTUNITIES FOR SPREAD

- Suspend nonessential employee travel
- Minimize the number of employees working within arm's length of each other, including minimizing or canceling large, in-person meetings and conferences
- Urge employees to stay home when sick and maximize flexibility in sick leave benefits
- Do not require a doctor's note from employees who are sick
- Consider telecommuting for appropriate employees
- Consider staggering start and end times to reduce large numbers of people coming together at the same time

4. SCHOOLS

- Do not go to school if you are sick
- Equip all schools and classrooms with hand sanitizers and tissues
- If there is a confirmed case of COVID-19 at a school, we will work with the school and district to determine the best measures including potential dismissal.
- Explore distance learning and online options to continue learning
- Make backup plans for childcare given the potential for school dismissals

5. PUBLIC AND COMMERCIAL TRANSIT SHOULD ENHANCE CLEANING

- Increase cleaning frequency of vehicles and high-touch surface areas
- Provide handwashing stations or hand sanitizer and tissues in stations and on vehicles

6. GUIDANCE FOR THE GENERAL PUBLIC: WE'RE IN THIS TOGETHER

The best ways for all Contra Costa residents to reduce their risk of becoming infected with COVID-19 are:

- Wash hands with soap and water for at least 20 seconds

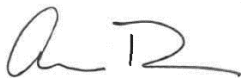


- Cover coughs or sneezes with disposable tissue or the crook of an elbow
- Stay home from school or work when you are sick
- Avoid touching your face, eyes, nose or mouth with unwashed hands
- Use a barrier, such as a paper towel or tissue, to touch commonly touched surfaces, such as bathroom door handles and elevator buttons
- Bump elbows or bow instead of shaking hands
- Regularly clean frequently touched surfaces
- Get vaccinated against the flu if you haven't already
- If you have recently returned from a country, state or region with ongoing COVID-19 infections, monitor your health and follow the instructions of public health officials
- If you are ill, call your health care provider before visiting. Phone consultation may be adequate
- Avoid non-essential trips to emergency rooms, hospitals, nursing homes and long-term care facilities. If your loved ones are there, substitute in person visits for phone or video visits
- Check in by phone with friends, family and neighbors that are at risk of serious illness

People can also prepare for possible disruption caused by an outbreak:

- Stock up on the essentials in case of shortages and if you need to stay home
- Make sure your earthquake kit is up to date and ready to go – it is full of vital supplies you can use for any emergency
- If you can, obtain a two-month supply of medications or consider using a mail order pharmacy
- Think about how to care for loved ones at home if they or you get sick, including how to prevent other family members from becoming infected
- Prepare to work from home if possible

Contra Costa Health Services will keep you updated with information and health advice as the situation changes at cchealth.org/coronavirus and social media.



Anna Roth, RN, MSN, MPH
Health Services Director
Contra Costa Health Services



Chris Farnitano, MD
Health Officer
Contra Costa Health Services



ADDITIONAL RESOURCES

CDC

- [For Healthcare Professionals](#)
- [For Schools and Communities](#)
- [For Higher Risk & Special Populations](#)

[California Department of Public Health \(CDPH\) Guidance documents](#)

Health Care Plans:

- [Access to care- Screening & Testing \(Department of Managed Health Care - All Plan Letter\)](#)
- [Access to care- Screening & Testing \(California Department of Insurance - Bulletin\)](#)
- [Education: Schools \(PDF\)](#)
- [Education: Colleges and universities \(PDF\)](#)
- [Mass Gatherings Guidance - event organizers \(PDF\)](#)
- [First responders, including paramedics and EMTs \(PDF\)](#)
- [Employers and workers](#)
- [Health care facilities from Cal/OSHA](#)
- [Home cleaning with COVID-19 positive individuals \(PDF\)](#)





Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

9.

Meeting Date: 03/16/2020
Subject: Census 2020 Budget Update - Proposed Redistribution of Funding
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Census 2020 Budget Update - Proposed Redistribution of 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.

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.

At the March 10, 2020 Finance Subcommittee the Finance Committee approved the redistribution of funds.

Referral Update:

Review current Census 2020 budget and proposed redistribution of funds.

Recommendation(s)/Next Step(s):

Review current Census 2020 budget and proposed redistribution of funds.

Fiscal Impact (if any):

None.

Attachments

Budget Update 3 12 20

Census 2020 Budget Update as of 3/12/2020

	Initial Proposed Budget	Expenditures To Date	Encumbered Funds	Current Budget Balance		Proposed Revised Allocation	Notes
Expenses							
Grant Administration	\$ 36,260.00	\$ -	\$ 36,260.00	\$ -		\$ -	
GIS - data analysis and map production	\$ 50,000.00	\$ -	\$ 50,000.00	\$ -		\$ -	
Contract Outreach Staff	\$ 150,000.00	\$ 26,050.75	\$ 123,949.25	\$ -		\$ -	
Media Buys	\$ 10,000.00	\$ -		\$ 10,000.00	100%	\$ 50,000.00	Includes Current Balance and an additional \$40,000 in funds FROM Translations
Digital Ads				\$ -		\$ 20,000.00	
Transit Ads				\$ -		\$ 30,000.00	
**Printing Collateral	\$ 42,745.00	\$ -	\$ 10,000.00	\$ 32,745.00	77%	\$ 21,400.00	Includes \$5,000 for grantee material \$16,400 FOR additional printing. Current Balance of \$11,345 TO Outreach Tasks for additional Swag.
Grantee Material (est)	\$ 26,345.00		\$ 10,000.00	\$ 16,345.00	62%	\$ 5,000.00	
Additional Printing - Extra State Dollars	\$ 16,400.00			\$ 16,400.00	100%	\$ 16,400.00	Cannot change - State Contract
Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.	\$ 40,000.00	\$ 6,645.88	\$ 20,772.31	\$ 12,581.81	31%	\$ 23,926.81	Includes the Current Balance of \$12,581 for Census Day Event and Misc material and \$11,345 FROM Printing Collateral for additional Swag
Regional Workshop Costs		\$ 945.63	\$ 500.00				
Swag - Magnets and Frisbees		\$ 2,973.53					
Swag - "Ask Me" buttons		\$ 2,362.16					
Swag - Tote Bags			\$ 5,362.04				
Swag - Seed Packets			\$ 1,163.51				
Swag - "I count" buttons			\$ 1,682.08				
Swag - Hand Sanitizer			\$ 1,331.76				
Tall Boys QAC/QAK Signage			\$ 10,532.92				
Gametime Rundown Event*			\$ 200.00				
Census Day Event						\$ 10,000.00	Venue, entertainment, food, etc.
Additional Swag						\$ 11,345.00	FROM Printing extra funding
Misc Material*		\$ 364.56				\$ 2,581.81	
Language Contracts	\$ 50,000.00	\$ 3,230.00	\$ 5,435.00	\$ 41,335.00	83%	\$ 1,335.00	Includes Current Balance of \$40,000 TO fund Media buys and the balance of \$1,335 for Translation Reserve.
Regional Workshop Interpreter - Round 2		\$ 3,230.00	\$ 3,230.00				
Regional Workshop Interpreter - Round 3			\$ 750.00				
Collateral Translations			\$ 1,455.00				
Translation reserve						\$ 1,335.00	
**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 392,000.00	\$ 72,580.00	\$ 245,920.00	\$ 73,500.00	19%	\$ 66,500.00	Includes \$66,500 for Phase II and Faith/Dept/Gas and moving \$7000 to Technology equip (QAC/QAK)
Phase I	\$ 280,000.00	\$ 72,580.00	\$ 207,420.00	\$ -		\$ -	
Phase II (includes NRFU)	\$ 70,000.00		\$ 28,500.00	\$ 41,500.00		\$ 34,500.00	Moved \$7000 from balance to Technology (QAC/QAK)
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 10,000.00	\$ 32,000.00		\$ 32,000.00	Cannot change - State Contract
Technology Access* -Technology 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	\$ -		\$ 7,000.00	Additional Funds FROM Grant Funding
DOIT			\$ 70,000.00				
Library			\$ 5,000.00				
CCTV			\$ 30,000.00				
Additional QAC/QAK Equipment				\$ -		\$ 7,000.00	FROM grant funding.
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	100%	\$ 5,000.00	No recommended changes
Total Expenses	\$ 1,360,750.00	\$ 108,506.63	\$ 642,336.56	\$ 175,161.81		\$ 175,161.81	
Revenue		Revenue To Date					
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45					
1 st Quarterly Report due	\$ 32,634.45	\$ 32,634.45					
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58					

2 nd Quarterly Report due	\$ 32,634.45	\$ 32,634.45				
Implementation Plan due	\$ 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				
Total Revenue	\$ 926,005.00	\$ 793,710.05	\$ -	\$ -		
Net Balance	\$ -	\$ 716,742.77				

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

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