


DRAFT

 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;">February 24, 2020 12:00 P.M.</p> <p style="text-align: right;">Paramount Conference Room 777 Arnold Drive, Martinez</p>
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**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
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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.

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:

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