



Agenda

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

April 20, 2020
12:00 P.M.

Conservation and Development
Department
30 Muir Road, Martinez

Please join meeting from your computer, tablet
or smartphone.

<https://global.gotomeeting.com/join/163495269>

You can also dial in using your phone.

(For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (646) 749-3112

- One-touch: <tel:+16467493112>, [163495269#](tel:+16467493112)

Access Code: 163-495-269

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 March 16, 2020 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE and FILE** the Joint Census 2020 Outreach and Finance Subcommittee Record of Action for the March 31, 2020 meeting. *(Matt Lardner, Census Outreach Coordinator) - Est 5 min*
5. **RECEIVE** federal, state, regional and local updates on preparation for the Census. *(Kristine Solseng, Conservation and Development) - Est 20 min*
6. **RECEIVE** Census 2020 budget update. *(Barbara Riveira, County Administrator's Office 5 min)*

7. **Review and Consider** proposed Census 2020 Response Rate Challenge. (*Teresa Gerringer, District III Office*) Est 10 min
8. The next meeting is currently scheduled for May 18, 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: 04/20/2020
Subject: Record of Action for the March 16, 2020 Steering Committee Meeting
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the March 16, 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 March 16, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Recommendation(s)/Next Step(s):

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


Fiscal Impact (if any):

None.

Attachments

Draft ROA Steering Com March 16 2020

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;">March 16, 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; 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
- Absent: Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Alvaro Fuentes, At Large Member; Terry Koehne, 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
- Attendees: David Tucker

1. Call to Order and Introductions

Meeting called to order at 12:05 p.m., introductions were made and role call was taken.

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 February 24, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Motion to approve Record of Action: Lynn Reichard-Enea

Second: Ali Saidi

Ayes: All

4. RECEIVE and FILE the Record of Action of the Finance Subcommittee meeting for March 10, 2020.

Motion to approve Record of Action: Samuel Houston

Second: Lyn Reichard-Enea

Ayes: All

5. RECEIVE presentation on Veterans population on outreach and education from Nathan Johnson, Veterans Services Officer, Contra Costa County.

Nathan Johnson was not able to attend due to a conflict and the presentation was not given.

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

Matt Lardner, Census Outreach Coordinator provided the following federal, state, regional, and local updates:

- ***Federal***
 - ***Census has begun***
 - ***Mobile Questionnaire Assistance (MQA)***
 - ***Service Based Enumeration starting March 3***
- ***State***
 - ***Bay Area Micro media plan still being finalized with state***
 - ***QAC Lookup Tool live***
- ***Regional***
 - ***UWBA trained 211 script available***
 - ***UWBA provided QAC/QAK training***
- ***Local***
 - ***Translations received and collateral now available on website in multiple languages***
 - ***Grantee swag and collateral orders packed, and distribution has begun***
 - ***\$41,500 left in Phase II Funding***
 - ***Transit ads purchased and planned, working to develop digital media plan***
 - ***Working to figure out adjusting grantee activities as more events are cancelled due to COVID-19***

7. 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.

Barbara Riveira provided a brief overview of the media being provided throughout the region from federal, state, regional, and county. Finance Subcommittee approved \$30,000 in public transit and \$20,00 in media buys.

8. 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.

Kristine Solseng provided a brief overview of the potential impacts of COVID-19 on the 2020 Census activities. The Steering Committee discussed the impacts of COVID-19 on Census outreach in the county.

Staff is 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.

9. Review current Census 2020 budget and proposed redistribution of funds.

Barbara Riveira provided a brief overview of the current and proposed reallocation of funds. A motion was made approving the reallocation of funds with flexibility to the Finance Subcommittee to move funds to align with COVID-19 restrictions:

Mariana Moore

Second: Linda Soliven

Ayes: All

10. The next meeting is currently scheduled for April 20, 2020.

11. Adjourn

Meeting was 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



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

Meeting Date: 04/20/2020

Subject: Record of Action for the March 31, 2020 Joint Meeting of the Census
2020 Outreach and Finance Subcommitteesus 2020 Outreach
Subcommittee

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Record of Action for the March 31, 2020 Joint Meeting of the Census
2020 Outreach and Finance Subcommitteesus 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 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 March 31, 2020.

Recommendation(s)/Next Step(s):

RECEIVE and FILE the Joint Census 2020 Outreach and Finance Subcommittee Record of Action for the March 31, 2020 meeting.

Fiscal Impact (if any):

None.

Attachments

Draft ROA Joint Outreach and Finance Subcommittees March 31 2020

DRAFT



CENSUS 2020 OUTREACH SUBCOMMITTEE

March 31, 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
Mariana Moore
Terry Koehne
Lauren Babb
Samuel Houston
Aparna Madireddi

Staff Present: Kristine Solseng, Department of Conservation and Development
Matt Lardner, Census Outreach Coordinator

1. INTRODUCTIONS

Meeting called to order at 1:04 pm and 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 March 17, 2020 Outreach Subcommittee meeting.

*Motion to approve Record of Action: Lina Velasco
Second: Terry Koehne
Ayes: All*

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

Federal, state, regional, and county updates were given.

- **Federal**
 - *The US Census Bureau has published adjustments to operations due to COVID-19.*
 - *Field operations have been suspended until April 15, 2020*
- **State/Regional**
 - *Micro Media plan finalized and state working with Flagship to get ads produced*
 - *United Way Bay Area has developed trainings for virtual phone banking and virtual questionnaire assistance*
- **Local**
 - *Staff continuing to work to pivot outreach due to COVID-19 and work with grantees to adjust any in-person activities*

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media.

Updates to the outreach materials was discussed and reviewed.

6. Review current Census 2020 budget and proposed redistribution of funds.

The budget was discussed. Not changes since the Steering Committee meeting two weeks prior.

7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

The joint subcommittee discussed future meetings. They decided to continue meeting as a joint subcommittee to more effectively and quickly respond to adjustments that may need to be made in light of the COVID-19 pandemic. The joint subcommittee decided to meet next at the end of the month.

ADJOURN

Meeting adjourned at 2:00 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.

<u>Meeting Date:</u>	04/20/2020	
<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 2020 Self Response Rate as of 4/14/2020: National - 48.6%, California - 49.2%, Contra Costa County - 57.5%
- Due to COVID-19 Pandemic, there is a significant adjustment to the Census Bureau's timeline. The Census Bureau issued a Statement on 2020 Census Operational Adjustments due to COVID-19 which indicated the Census Bureau is seeking statutory relief from Congress to allow for an additional 120 calendar days to deliver appropriation counts. This plan would extend the window for field data collection (non-response follow-up) and self-response through October 31, 2020. The extension will allow for apportionment counts to be delivered to the President by April 30, 2021, and redistricting data to be delivered to the states no later than July 31, 2021.
[Read the Statement from the Census Bureau](#)
[See the Census Operation Adjustments Due to COVID-19](#)
- Update Leave in Contra Costa County is about 40% complete and halted due to the Shelter In Place
- Group Quarters in-person interviews are on hold and group quarters are encouraged to provide data electronically
- Service Based Enumeration and enumerating those living outdoors do not have revised dates at this point.
- Partnership Specialists are still working and can provide partners with collateral as needed.

State (California Complete Count)

- State micro-media is being implemented, with a focus on digital and essential services locations
- Working closely with regions and state partners to pivot to COVID-19 appropriate outreach

Region 3 Updates (United Way Bay Area)

- Developed a Virtual Questionnaire Assistance Toolkit - can be used as a call in number or call out to existing client phone lists
- Developed a Phone Banking Toolkit - Organizations can call down client list or use PDI, which is geography driven. We will be working to get more implementation in Contra Costa County
- Created Postcards to be mailed
- Social media campaign
 - Join the #WeHellaCount movement
 - Record a ~25 second selfie-video and share what the Census means to you, hashtag #WeHellaCount and tag @UWBayArea
- Developed a New Social Media Toolkit and Graphics
- Regional paid media campaign
 - 15 and 30 second video ad
 - New social media assets (English, Spanish, Chinese, Vietnamese)
 - 2-3 phases of messaging
- Regional earned media campaign
 - \$5 K grants to support earned media collaborators
 - New UWBA RFP will be emailed to media partners who filled out survey with hopes of micro-media buys
- UWBA Round 3 RFP open through April 30
 - Will disburse \$400K (\$200K already disbursed)
- 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 (Contra Costa County and Partners)

- Developing COVID-19 Outreach Approach
 - Phone Banking with grantees, ambassadors, and other interested parties
 - Postcards - especially to Update Leave areas
 - Census Challenge idea
 - Focus on targeted digital media buys (low response rate, languages, etc.)
 - CCTV and social media virtual Census Day programming
 - Videos of grantees and other partners
 - Identifying locations for collateral after last grantee pick up
 - Working with Faith communities and higher ed outreach
- Grants
 - Continuing to work with grantee to adjust outreach for shelter in place, including Phase 2 grantees that have submitted applications prior to shelter in place.
 - Monitoring remaining grant funds to determine highest and best use given shelter in place. \$41,500 left in Phase II Funding
- Updated COVID-19 Outreach Toolkit
 - New social media calendar
 - Social media toolkit updated to link to my2020census.org
 - Educational resources for parents "homeschooling" or teachers to use

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 04/20/2020
Subject: Receive and Review Budget Update
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Receive and Review 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.

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

At the March 16, 2020 Steering Committee meeting the committee discussed the redistribution of funds. A motions was made to approve the redistribution of funds with flexibility to the Finance Subcommittee to allign funds with the COVID-19 restrictions.

Referral Update:

Receive and Review Census 2020 budget update.

Recommendation(s)/Next Step(s):

Receive and Review Census 2020 budget update.

Fiscal Impact (if any):

None.

Attachments

Budget Update 4 20 20

Census 2020 Budget Update as of 4/20/2020

	Revised Budget 3/16/20	Expenditures To Date	Encumbered Funds	Current Budget Balance	
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	\$ 40,414.79	\$ 109,585.21	\$ -	
Media Buys	\$ 50,000.00	\$ 10,390.00	\$ 38,090.00	\$ 1,520.00	15%
Digital Ads	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
Transit Ads	\$ 30,000.00	\$ 390.00	\$ 28,090.00		
**Printing Collateral	\$ 26,400.00	\$ 13,261.00	\$ 3,139.00	\$ 10,000.00	23%
Grantee Material (est)	\$ 10,000.00			\$ 10,000.00	
Additional Printing - Extra State	\$ 16,400.00	\$ 13,261.00	\$ 3,139.00	\$ -	
Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.	\$ 56,345.00	\$ 27,274.71	\$ 6,653.60	\$ 22,416.69	56%
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		\$ 11,454.00			

Gametime Rundown Event*			\$ 200.00		
Census Day Event					
Additional Bags			3287.44		
Additional Sanitizer			2666.16		
Misc Material*					
Language Contracts	\$ 10,000.00	\$ 5,913.50	\$ -	\$ 4,086.50	41%
Regional Workshop Interpreter - Round 2		\$ 3,230.00			
Regional Workshop Interpreter - Round 3		\$ 750.00			
Collateral Translations		\$ 615.30			
Collateral Translations		\$ 1,318.20			
**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 385,000.00	\$ 88,204.00	\$ 232,796.00	\$ 64,000.00	17%
Phase I	\$ 280,000.00	\$ 85,704.00	\$ 194,296.00	\$ -	
Phase II (includes NRFU)	\$ 63,000.00	\$ 2,500.00	\$ 28,500.00		
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 10,000.00		
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.	\$ 112,000.00	\$ 55,000.00	\$ 57,000.00	\$ -	
DOIT	\$ 70,000.00	\$ 35,000.00	\$ 35,000.00		
Library	\$ 5,000.00	\$ 5,000.00	\$ -		
CCTV	\$ 30,000.00	\$ 15,000.00	\$ 15,000.00		
Additional QAC/QAK Equipment	\$ 7,000.00		\$ 7,000.00		

Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00	\$ -	\$ 25,000.00	\$ -	
*Veteran Outreach -Targeted material for Veteran Population.	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
*Contingency/Non-Response	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	100%
Total Expenses	\$ 926,005.00	\$ 250,458.00	\$ 568,523.81	\$ 107,023.19	
Revenue		Revenue To Date			
Counties to opt out or opt in with a board resolution		\$ 32,634.45			
1 st Quarterly Report due		\$ 32,634.45			
Strategic Plan due - 60 days from State approval		\$ 114,220.58			
2 nd Quarterly Report due		\$ 32,634.45			
Implementation Plan due		\$ 81,586.12			
Implementation Outreach Release Withholding		\$ 32,634.45			
NRFU Plan due		\$ -			
Final Report due		\$ -			
Additional Funding From State(Contract Amendment)		\$ 63,400.00			
County Supplemental Funding		\$ 500,000.00			
Total Revenue		\$ 889,744.50	\$ -	\$ -	
Net Balance		\$ 448,540.58			

* 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: 04/20/2020
Subject: Receive and Review Proposed Census 2020 Response Rate Challenge
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Receive and Review Proposed Census 2020 Response Rate Challenge
Presenter: Teresa Gerringer **Contact:** Teresa Gerringer, 925-252-4000

Referral History:

In an effort to ensure a complete and accurate count and to encourage all Bay Area counties and communities within Contra Costa County to actively engage their residents to self-respond to the census, the Contra Costa County Census 2020 Steering Committee will consider implementing a Census Response Rate Challenge with the Bay Area complete count committees and encourage Contra Costa communities to participate. Census staff in consultation with Chair Diane Burgis and utilizing the U.S. Census Bureau toolkit. See attached proposal for discussion and approval.

Referral Update:

New item.

Recommendation(s)/Next Step(s):

Review and Consider proposed Census 2020 Response Rate Challenge. See attached proposal.

Fiscal Impact (if any):

None.

Attachments

Proposed Response Rate Challenge

Census Response Rate Challenge Proposal CCC Census 2020 Complete Count Steering Committee 4.20.20

What: Friendly Response Rate Challenge

Goal / Timeframe: March 12 – August 11 (NRFU)

- Most improved Self Response Rate over 2010 results.
- Overall Response Rate

Who:

- Region 3 Complete Count Committee Challenge
- Complete Count Steering Committee to Other)
- Contra Costa County Cities & Towns & Unincorporated Areas (By Census Tracts)
- Congressional or Other Legislative Districts

Prizes / Incentives Ideas: – Everyone Wins with an Accurate Count!

- Region 3 Complete Count Committee Challenge
 - Trophy with Abacus – Proclamation
 - Other committees donate (pass the hat) to a local non-profit in the Winning County
- CCC Cities & Towns & Unincorporated Areas
 - Bragging Rights
 - BOS Proclamation
 - Trophy - Abacus
 - Mayors offer to do something to incentivize their communities – dunk tank; shave hair, etc.

Outreach Ideas:

- Launch Challenge with a Video Challenge from Complete County Steering Committee
- Issue daily response rate updates using the Response Rates Map <https://census.ca.gov/>
- Complete Count Chair & Vice Chair or Committee members do FB Live to answer questions about the Census and why it's important
- Share information on social media channels and in newsletters

- Create videos (virtually) with local electeds, education leaders, teachers, parents, students, businesses, nonprofits, faith community leaders and others to encourage everyone to be counted, counted once, only once and in the right place.
- Engage media, sports, entertainment or other influencers in our communities to get the word out

Challenges / Things to Consider

- Sensitive to COVID timing and messaging.
- Contra Costa County is already well ahead of some Region 3 counties. May not be best timing.

Response Rate Challenge Messaging – Will be developed once challenge format has been determined.

Draft Video Challenge Script to other Complete Count Committees

Are You Up to the Challenge?

The Contra Costa County Census 2020 Complete Count Committee challenges the Region 3 Complete Count Committees to help ensure a complete and accurate count in 2020 by exceeding your 2010 response rate.

The winning county wins bragging rights, a cool trophy, and of course, everyone wins with a complete count.

Thank you for participating in this friendly Response Rate Challenge and for encouraging your residents to be counted!

Good luck! And, Count Me In!