

# DRAFT



## Agenda

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

March 16, 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; 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](http://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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*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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*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.*

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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.*

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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