


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;">April 20, 2020 12:00 P.M.</p> <p style="text-align: right;">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; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; 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: Alvaro Fuentes, At Large Member

Staff Present: Barbara Riveira, County Administrator's Office; Kristine Solseng, Department of Conservation and Development; Teresa Gerringner, District III; Matt Lardner, Census Outreach Coordinator

Attendees: Dom Pruett, Jamie Jannette, Stephanie Kim

1. Call to Order and Introductions

Supervisor Burgis convened the meeting at 12:07 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 one requested to speak during the public comment period.

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

Motion to approve Record of Action: Melody Howe-Weintraub

Second: Supervisor Candace Andersen

Ayes: All

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

Motion to approve Record of Action: Lina Velasco

Second: Aparna Madireddi

Ayes: All

5. 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 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

- *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*

Regional

- *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

- *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*

6. Receive and Review Census 2020 budget update.

Barbara Riveira provided a brief overview and update of the current budget and discussed potential reallocation in lieu of the COVID-19 pandemic and Shelter-in-Place order. The item was referred to the Joint Outreach and Finance Subcommittee for further review and potential redistribution of census outreach funds.

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

Teresa Gerrenger provided a brief overview of proposed Census 2020 Response Rate Challenge. The committee had a short discussion and referred the item to the Joint Outreach and Finance Subcommittee meeting for further review.

8. The next meeting is currently scheduled for May 18, 2020.

Next meeting is scheduled for May 18, 2020.

9. Adjourn

Meeting adjourned at 1:03 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:

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us