



Agenda

JOINT MEETING OF THE CENSUS 2020 OUTREACH AND FINANCE SUBCOMMITTEES

May 11, 2020
12:00 P.M.

Conservation and Development Department
30 Muir Road, MARTINEZ

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Outreach Subcommittee - Mariana Moore ♦ Lina Velasco ♦ Terry Koehne
Finance Subcommittee - 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 Subcommittee

Present: Lina Velasco
Mariana Moore
Lauren Babb
Samuel Houston

Absent: Terry Koehne
Aparna Madireddi

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

Attendees: Fran Biderman
David Tucker



1. INTRODUCTIONS

Meeting called to order at 12:23, self 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 April 27, 2020 Joint Outreach and Finance Subcommittee meeting.

Motion to approve Record of Action: Mariana Moore

Second: Lina Velasco

Ayes: All

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

Matt Lardner, Census Outreach Coordinator presented the following federal, state, regional, and county updates for discussion by the Joint Subcommittee.

- *Federal*
 - *May 1 – May 3 USCB hosted “Census Digital Week of Action”*
 - *No updates about dates for Service Based Enumeration*
- *State*
 - *Continue to have weekly check ins statewide and regionally*
 - *We continue to be in top 3 SRR*
- *Regional*
 - *More languages available for phone banks*
 - *Chinese*
 - *Spanish*
 - *Tagalog*
 - *Closed out phase 3 of grants, ethnic media grants, and veterans grants*
- *Local*
 - *Held Zoom call with partners*
 - *Will hold another one in May*
 - *Getting more interest in individual volunteer opportunities*
 - *Will hold zoom meeting with individual volunteers/census ambassadors*
 - *Digital Media buys*
 - *Saw bump in response rates after starting digital ads*
 - *Expanding into Spanish and other languages*
 - *Continue to outreach to faith based organizations/congregations as well as higher education*

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

Joint subcommittee discussed updates to census outreach plans and materials.

- *Working on creating website page for “How you Can Support a Complete Count”*
- *Developed May social media content calendar*
- *Getting social media toolkit translated*

6. RECEIVE budget updates and DISCUSS anticipated and or potential budget reallocations.

Motion to approve reallocation of funds for social media digital buy at \$15,000, and use additional funding for extending transit ads, and extended Phase II grant amount from up to \$3,000 to up to \$15,000: Lauren Babb

Second: Mariana Moore

Ayes: All

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

Staff will send out suggested dates for next meeting.

ADJOURN

Meeting adjourned at 12:58.

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Teresa Geringer, Staff, District III Supervisor's Office

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