



# Agenda

## 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

July 20, 2020  
12:00 P.M.

Department of Conservation and Development  
30 Muir Road, Martinez

Please join meeting from your computer, tablet or smartphone.

Event number (access code): 146 805 2753

Monday, July 20, 2020 12:00 pm, Pacific Daylight Time (San Francisco, GMT-07:00)

Event address for attendees:

<https://contracosta.webex.com/contracosta/onstage/g.php?MTID=e1327b09d91a7b6d5f13da8b554adff0ed>

Audio conference information  
1-844-517-1271 US Toll Free  
Access code: 146 805 2753

### 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 May 18, 2020 meeting of the 2020 Census Complete Count Steering Committee. *(Barbara Riveira, County Administrator's Office) - Est 5 min*
4. **RECEIVE** and **FILE** the Census 2020 Finance Subcommittee Record of Action for the July 14, 2020 meeting. *(Matt Lardner, Census Outreach Coordinator) - Est 5 min*
5. **RECEIVE** federal, state, and regional updates on preparation for the Census. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
6. **RECEIVE** local updates and current standing for the 2020 Census. *(Matt Lardner, Census Outreach Coordinator) - Est 20 min*
7. **REVIEW** and **APPROVE** recommend allocation of an additional \$47,475 in funding from the State for Outreach during the Non-Response Follow Up period for Census 2020. *(Barbara Riveira, County Administrator's Office and Kristine Solseng, Conservation and Development Department 15 min)*
8. **RECEIVE** Census 2020 budget update and **APPROVE** realignment of the remaining funds.. *(Barbara Riveira, County Administrator's Office) Est 10 min*
9. The next meeting is currently scheduled for September 21, 2020.

10. Adjourn

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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



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

**Meeting Date:** 07/20/2020  
**Subject:** Record of Action for the May 18, 2020 Steering Committee Meeting  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Record of Action for the May 18, 2020 Steering Committee Meeting  
**Presenter:** Barbara Riveira                      **Contact:** Barbara Riveira  
(925)335-1018

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#### **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 May 18, 2020 meeting of the 2020 Census Complete Count Steering Committee.

#### **Recommendation(s)/Next Step(s):**

RECEIVE and APPROVE the Record of Action for the May 18, 2020 meeting of the 2020 Census Complete Count Steering Committee.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**

Draft ROA Steering Com May 18, 2020

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# DRAFT

2020 CENSUS

## COMPLETE COUNT STEERING COMMITTEE

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

May 18, 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; 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; Samuel Houston, At Large Member
- Absent:** Alvaro Fuentes, At Large Member; Mark Orcutt, At Large Member; Terry Koehne, At Large Member
- Staff Present:** Barbara Riveira, County Administrator's Office; Matt Lardner, Census Outreach Coordinator; Kristine Solseng, Department of Conservation and Development; Teresa Gerringer, District III
- Attendees:** David Tucker, Brodie Hilp, Aminah Lugman, Collen Awad Isenberg, Dom Pruett, Hector M, Jamie Jannette

1. Call to Order and Introductions

*Meeting was called to order at 12:01, and roll 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 April 20, 2020 meeting of the 2020 Census Complete Count Steering Committee.

*The Steering Committee received and approved the 2020 Census Complete County Steering Committee Record of Action for April 20, 2020 meeting.*

*Motion to approve Record of Action: Mariana Moore*

*Second: Supervisor Candace Andersen*

*Ayes: All*

4. **RECEIVE** and **FILE** the Joint Census 2020 Outreach and Finance Subcommittee Record of Action for the April 27, 2020 and May 11, 2020 meetings.

*The Steering Committee received and filed the joint Census 2020 Outreach and Finance Subcommittee Record of Actions for April 27, 2020 and May 11, 2020.*

*Motion to approve Record of Action April 27, 2020: Supervisor Candace Anderson*

*Second: Lina Velasco*

*Ayes: All*

*Motion to approve Record of Action May 11, 2020: Supervisor Candace Anderson*

*Second: Ali Saidi*

*Ayes: All*

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

*Matt Lardner, Census Coordinator provided an overview of the federal, state, regional and local updates.*

*Federal (U.S. Census Bureau)*

- *Census 2020 Self Response Rate as of 5/11/2020: National – 59.0%, California - 60.1%, Contra Costa County – 68.6%*
- *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 released additional guidance for Update Leave clarification and messaging*
- *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*
- *All Updates, Webinars, and Resources available online*
  - *UWBA has its monthly update calls, Regional meeting, and webinars notes available at [uwba.org/census](http://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*
  - *Focus on targeted digital media buys (low response rate, languages, etc.) - in the initial 11 day test, the digital media resulted in 3,000 clicks to [mycensus.gov](http://mycensus.gov)*
  - *Videos of grantees and other partners*
  - *Working with Faith communities and higher ed outreach, including social media outreach, participating in zoom banking/virtual questionnaire assistance, and integrating into other existing virtual outreach efforts as available.*
  - *Outreach at food distribution sites*
- *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. \$20,000 left in Phase II Funding and \$12,000 in extra State Grant funding.*
- *Updated COVID-19 Outreach Toolkit*
  - *New social media calendar*

- ***Social media toolkit updated to link to [my2020census.org](http://my2020census.org)***
- ***Educational resources for parents "homeschooling" or teachers to use***

6. Receive and Review Census 2020 budget update.

***Barbara Riveira provided a brief update of the Census 2020 budget and approved recommendation from the Joint Outreach and Finance Subcommittee meeting of May 11, 2020 to reallocate additional funding to Media Buys for digital and transit ads.***

7. The next meeting is currently scheduled for June 15, 2020.

8. Adjourn

***Meeting adjourned at 12:36 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](mailto:barbara.riveira@cao.cccounty.us)



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

**Meeting Date:** 07/20/2020  
**Subject:** Record of Action for the July 14, 2020 Finance Subcommittee Meeting  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Record of Action for the July 14, 2020 Finance Subcommittee Meeting  
**Presenter:** Matthew Lardner                      **Contact:** Mathew Lardner,  
925-674-7813

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#### **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

#### **Referral Update:**

**RECEIVE** and **FILE** the Census 2020 Finance Subcommittee Record of Action for the July 14, 2020 meeting.

#### **Recommendation(s)/Next Step(s):**

**RECEIVE** and **FILE** the Census 2020 Finance Subcommittee Record of Action for the July 14, 2020 meeting.

#### **Fiscal Impact (if any):**

None.

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#### **Attachments**





# DRAFT

 <b>Agenda</b>	<p style="text-align: right;"><b>CENSUS 2020 FINANCE SUBCOMMITTEE</b></p> <p style="text-align: right;">July 14, 2020 1:00 P.M. <b>Conservation and Development Department 30 Muir Road, MARTINEZ</b></p> <p style="text-align: right;"><small>Please join meeting from your computer, tablet or smartphone. <a href="https://cccouny-us.zoom.us/j/94827660105?pwd=cVtWVERBVEVDIjJ3TV5QWnRdFBHQ109">https://cccouny-us.zoom.us/j/94827660105?pwd=cVtWVERBVEVDIjJ3TV5QWnRdFBHQ109</a> Password: 181731</small></p> <p style="text-align: right;"><small>Or Telephone: Dial: USA 214 765 0478 USA 8882780254 (US Toll Free) Conference code: 198675</small></p>
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Lauren Babb ♦ Samuel Houston ♦ Aparna Madireddi

<b>Agenda Items:</b>	Items may be taken out of order based on the business of the day and preference of the Board
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Present:     Aparna Madireddi  
              Lauren Babb  
              Sam Houston

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

Attendees:   Mark Orcutt

**1.     INTRODUCTIONS**

*Meeting called to order at 1:02 pm, self introductions were made.*

**2.     PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).

*No public comment was made.*

**3.     DISCUSS and RECEIVE** Federal, State, Regional, and County updates.

*The following federal, state, regional, and county updates were discussed and received by the subcommittee:*

**Federal (U.S. Census Bureau)**

- Census 2020 Self Response Rate as of 7/14/20: National – 61.9%, California – 63.1%, Contra Costa County – 71.2%
- 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 now complete
- 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 will now be done between September 22 – September 24.
- 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
- Sent state NRFU plan and deciding on what to do with NRFU funding

### **Region 3 Updates (United Way Bay Area)**

- 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

### **Local Updates (Contra Costa County and Partners)**

- Developing COVID-19 Outreach Approach
  - Phone Banking with grantees, ambassadors, and other interested parties
  - Postcards - especially to low SRR census tracts, renters
  - Focus on targeted digital media buys (low response rate, languages, etc.)
  - Food and material distribution
  - Census Caravans
    - Richmond, San Pablo, Oakley, and Brentwood have held census caravans
    - Ones are being planned in far east county (Bethel Island/Byron), Concord, Pittsburg, and Antioch
- 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. \$20,000 left in Phase II Funding
- Updated COVID-19 Outreach Toolkit
  - New translated social media toolkit
  - July content calendar

4. REVIEW financial update for the Complete Count Steering Committee and DISCUSS and CONSIDER recommendations for redistribution of funding.

*The subcommittee discussed additional funding of \$47,000 in Non-response Follow Up (NRFU) funding to Contra Costa County from the state and whether to have the county receive it or allow United Way Bay Area to receive the funds and work with them to spend it as Steering Committee and staff would like. Finance Committee asked to discuss further with entire Steering Committee.*

*Finance subcommittee also discussed budget reallocations based on staff recommendations.*

- *Motion to recommend staff budget reallocation to Steering Committee: Samuel Houston*
- *Second: Aparna*
- *Ayes: all*

5. DISCUSS and REVIEW upcoming meetings and schedule future meetings.

*Staff will send out suggested dates for next meeting.*

**6. ADJOURN**

*Meeting adjourned at 1:58 pm.*

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Mark Goodwin, Chief of Staff, District III Supervisor's Office

For Additional Information Contact:

Phone (925) 252-4500, Fax (925) 240-7261  
mark.goodwin@bos.cccounty.us



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

<b><u>Meeting Date:</u></b>	07/20/2020	
<b><u>Subject:</u></b>	Federal, State, Regional Updates	
<b><u>Submitted For:</u></b>	David Twa, County Administrator	
<b><u>Department:</u></b>	County Administrator	
<b><u>Referral No.:</u></b>		
<b><u>Referral Name:</u></b>	Federal, State, Regional Updates	
<b><u>Presenter:</u></b>	Matthew Lardner	<b><u>Contact:</u></b> Mathew Lardner, 925-674-7813

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#### **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 7/14/20: National – 61.9%, California – 63.1%, Contra Costa County – 71.2%
- 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 now complete
- 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 will now be done between September 22 – September 24.
- 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
- Sent state NRFU plan and deciding on what to do with NRFU funding

**Region 3 Updates (United Way Bay Area)**

- 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

**Recommendation(s)/Next Step(s):**

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

**Fiscal Impact (if any):**

None.

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**Attachments**

Federal, State, and Regional Updates

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# Federal Updates

- Census 2020 Self Response Rate as of 7/15/20:
  - National – 62.1%
  - California – 63.2%
  - Contra Costa County – 71.3%
- Update Leave in Contra Costa County is complete as July 19.
- 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 will now be done between **September 22 – September 24.**
- Partnership Specialists are still working and can provide partners with collateral as needed.
- May be hosting mobile questionnaire assistance.



# USCB OPERATIONAL TIMELINE ADJUSTMENTS

Operation	Original Timeline	Adjusted Timeline
Self-Response	March 12 - July 31	<b>March 12 - October 31</b>
Non-response Follow Up	May 13 - July 31	<b>August 11 - October 31</b>
Service Based Enumeration	March 30 - April 1	<b>September 22 - September 24</b>
Group Quarters	April 2 - June 5	<b>April 2 - September 3</b>
Update Leave	March 15 - April 17	<b>June 13 - July 19</b>

# State and Regional Updates

- **State (California Complete Count)**
  - Census Week of Action **July 27 – August 7.**
  - State micro-media is being implemented, with a focus on digital and essential services locations.
  - State has a social media content available.
  - Working with State on NRFU plan and funding priorities – including allocating an additional **\$47,475** to Contra Costa County to use in 5 specific census tracts.

# State and Regional Updates

- **Region 3 Updates (United Way Bay Area)**
  - Continuing social media campaign.
  - Developed a New Social Media Toolkit and Graphics.
  - Taking the lead on micro-media plan and other regional initiatives.



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

<b><u>Meeting Date:</u></b>	07/20/2020	
<b><u>Subject:</u></b>	Local Updates	
<b><u>Submitted For:</u></b>	David Twa, County Administrator	
<b><u>Department:</u></b>	County Administrator	
<b><u>Referral No.:</u></b>		
<b><u>Referral Name:</u></b>	Local Updates	
<b><u>Presenter:</u></b>	Matthew Lardner	<b><u>Contact:</u></b> Mathew Lardner, 925-674-7813

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#### **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:**

##### **Local Updates (Contra Costa County and Partners)**

- Developing COVID-19 Outreach Approach
  - Phone Banking with grantees, ambassadors, and other interested parties
  - Postcards - especially to low SRR census tracts, renters
  - Focus on targeted digital media buys (low response rate, languages, etc.)
  - Food and material distribution
  - Census Caravans
    - Richmond, San Pablo, Oakley, and Brentwood have held census caravans
    - Ones are being planned in far east county (Bethel Island/Byron), Concord, Pittsburg, and Antioch
- 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. \$20,000 left in Phase II Funding
- Updated COVID-19 Outreach Toolkit
  - New translated social media toolkit
  - July content calendar

#### **Current Standing for Contra Costa County**

Self Response Rate as of 7/15/20

- National - 62.1%
- California - 63.2%
- Contra Costa County - 71.3%

**Recommendation(s)/Next Step(s):**

**RECEIVE** local updates and current standing for the 2020 Census.

**Fiscal Impact (if any):**

None.

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**Attachments**

County Overview and Updates

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# Contra Costa County Status Update and Next Steps

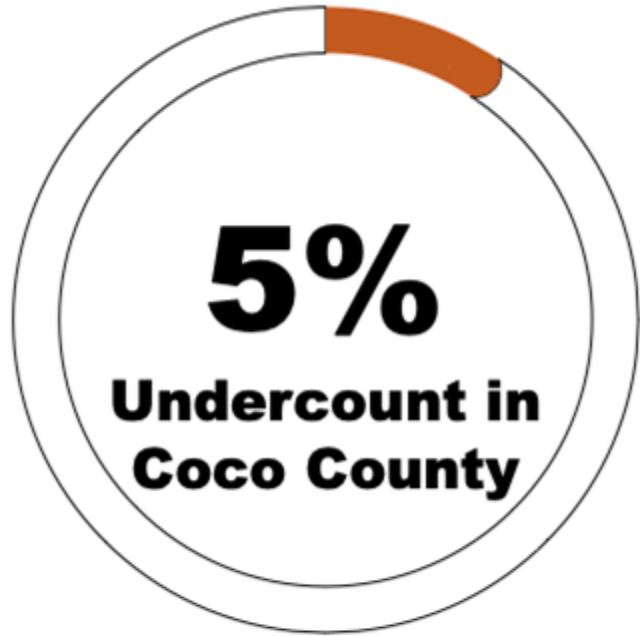
- Overview of Current Self-Response Rates (SRR) and Hard-to-Count (HTC) Communities.
- What CoCo Census has been up to.
- Next steps and resources needed.

# COCO COUNTY SELF-RESPONSE RATE (SRR)

California  
Self-Response  
63.2%

Contra Costa  
Self-Response  
71.3%



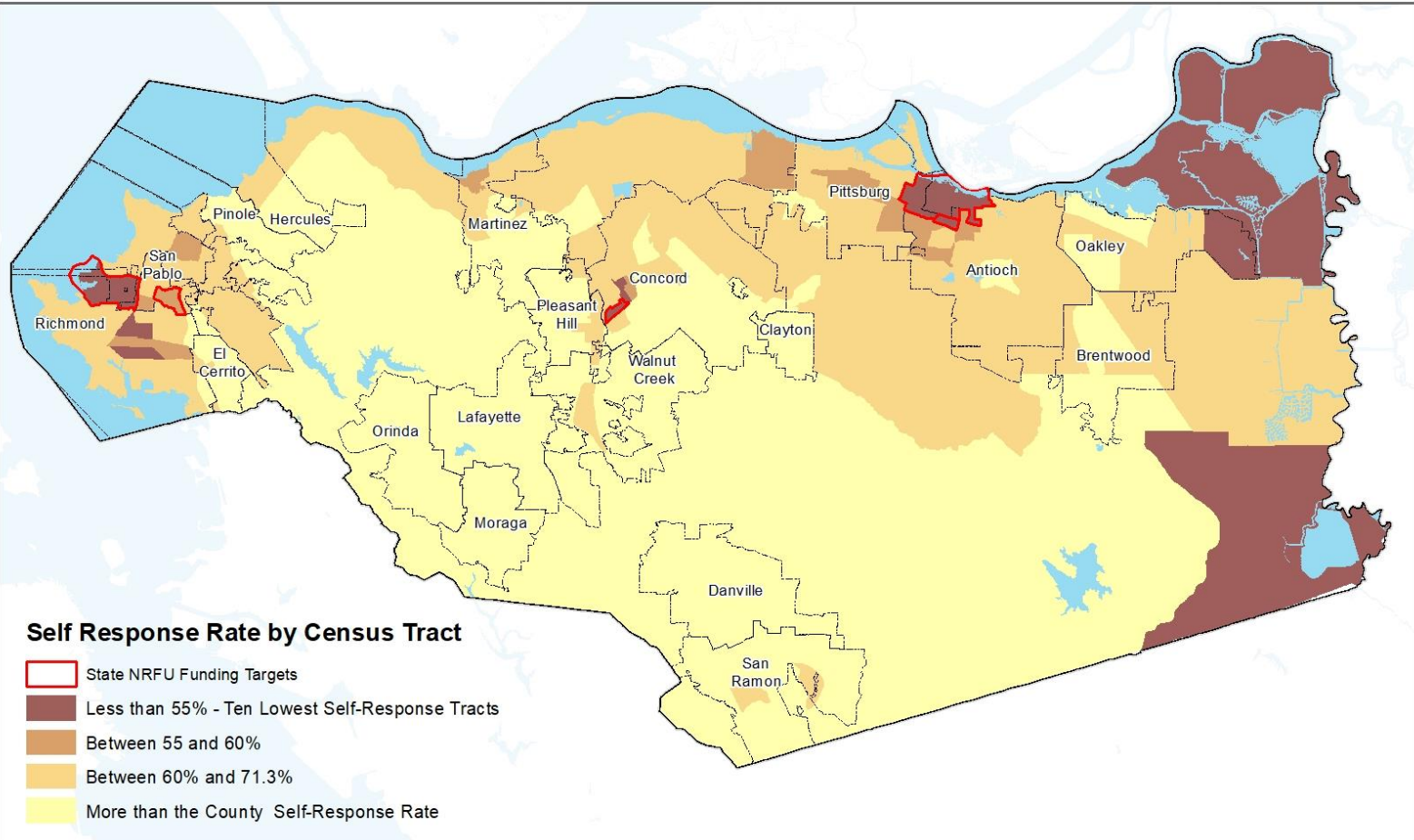


**Loss of \$500 Million to  
\$1.1 Billion  
over 10 years**

At our current SRR (71.3%) we could lose between  
**3 - 6 billion dollars** over ten years!!!



Contra Costa County Self-Response Rates by Census Tract - July 15, 2020



**Cities, Towns, and  
Neighborhoods that have  
Surpassed their 2010 SRR**

# Communities that have surpassed their 2010 Self Response Rates

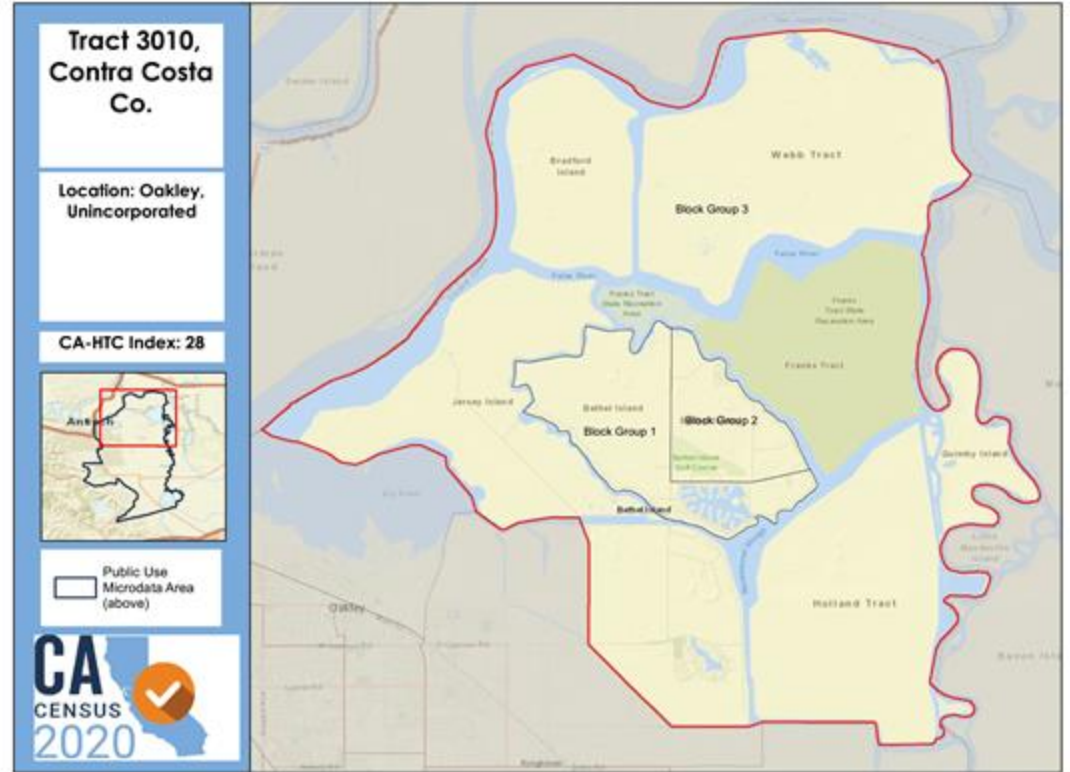
- Brentwood
- Clayton
- Danville
- El Cerrito
- Hercules
- Martinez
- Oakley
- Pinole
- Pleasant Hill
- San Ramon
- Richmond Neighborhoods:
  - Marina Bay
  - Richmond Annex
  - Richmond Heights
- Unincorporated Communities
  - Alamo
  - Blackhawk
  - Diablo
  - Discovery Bay
  - East Richmond Heights

# Top 11 Census Tracts with Lowest SRR Score

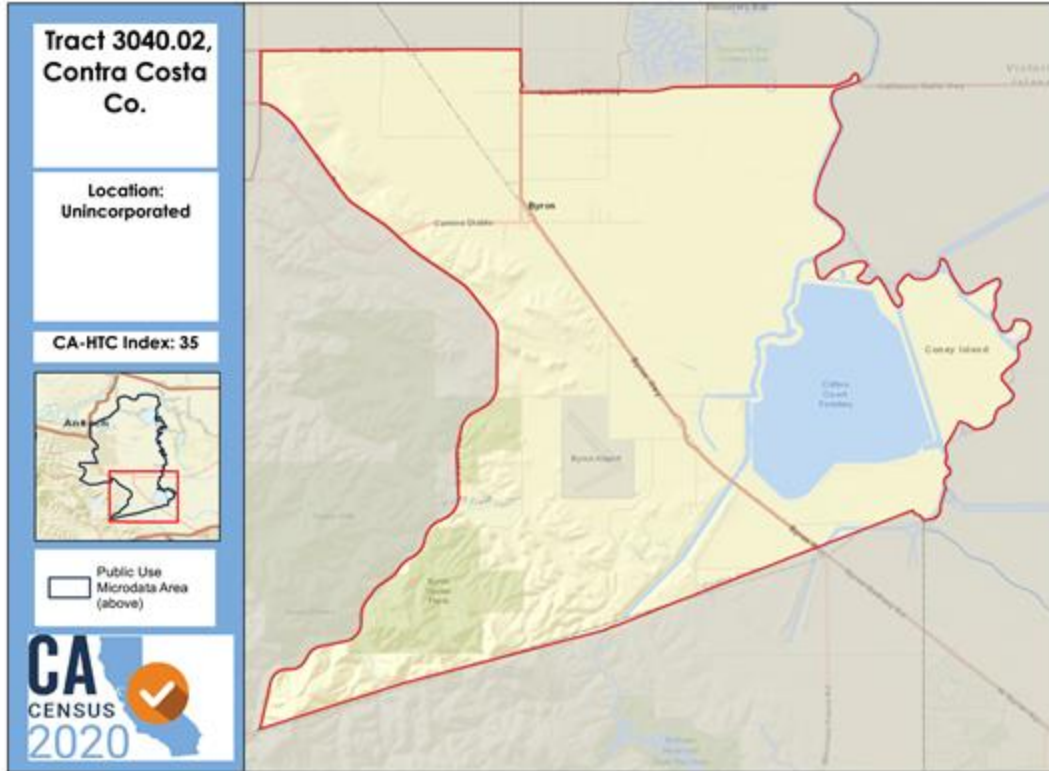
# 1. Bethel Island (44.1%)

## Leading HTC Characteristics

- Vacant housing units
- Moved recently
- Children under 5



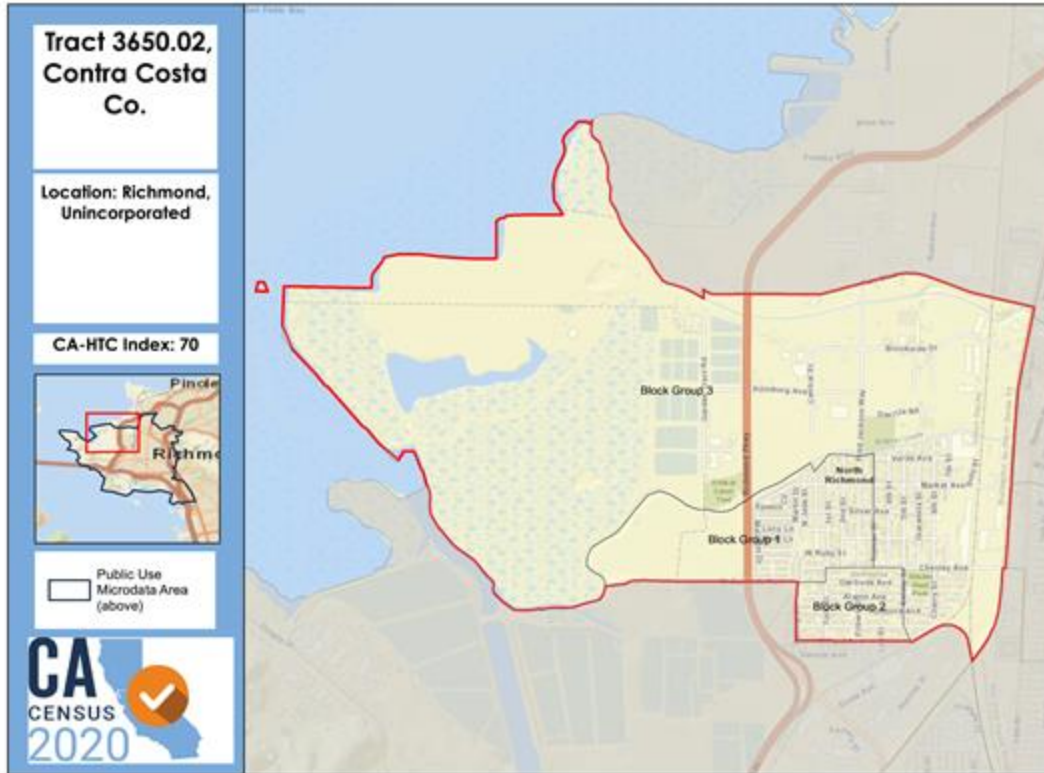
## 2. Byron (46.4%)



### Leading HTC Characteristics

- Households without broadband subscription
- Unemployed
- Non-HS graduates

### 3. North Richmond (48.1%) - State NRFU Funding Eligible

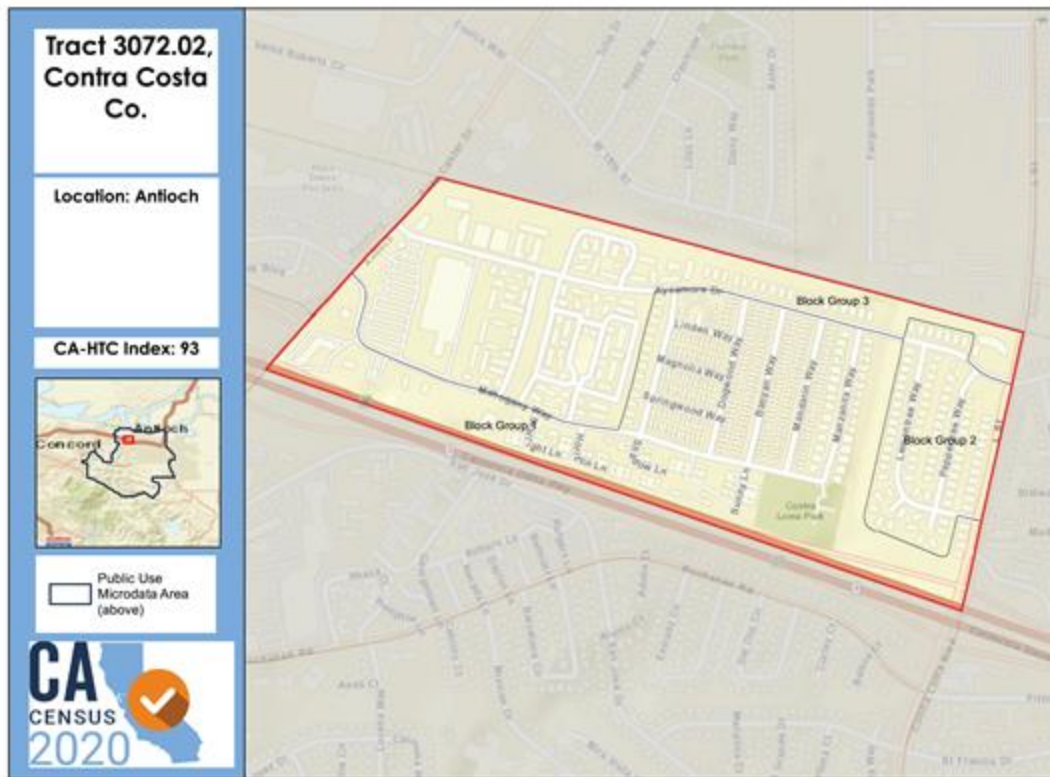


### Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
  - 76.9% of limited English-speaking population speak Spanish



## 4. Northwest Antioch (49.4%) - State NRFU Funding



### Leading HTC Characteristics

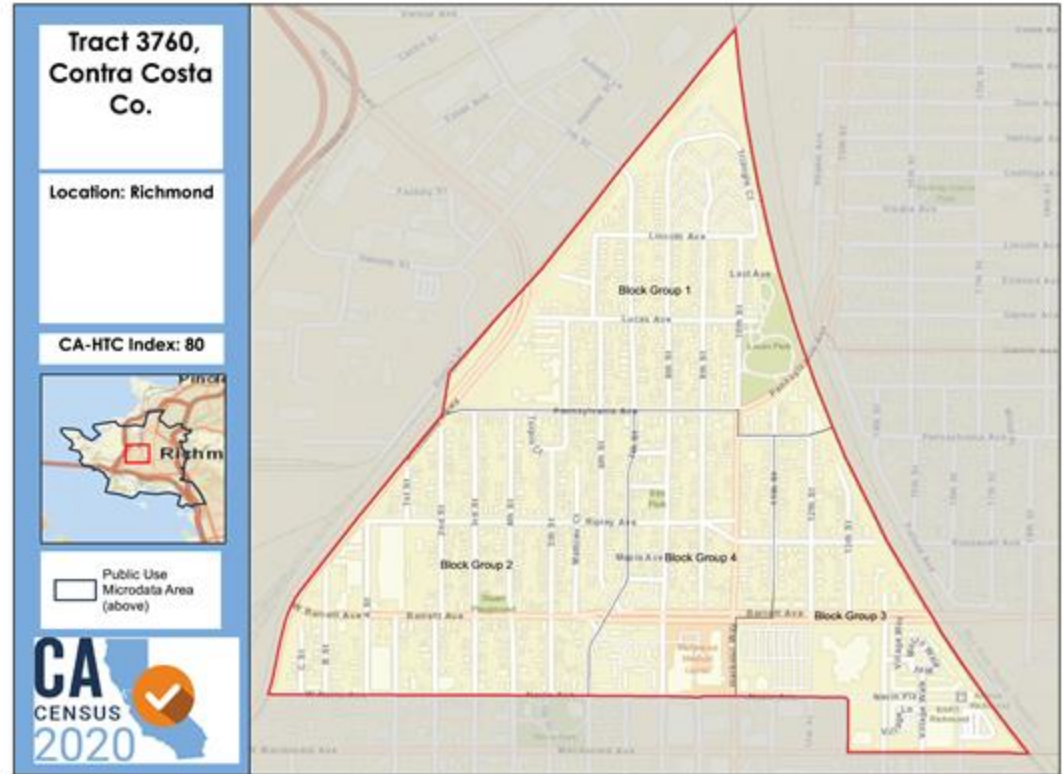
- Households receiving public assistance
- Unemployed
- Children under 5
- 88.4% renter occupied



## 5. Iron Triangle (50.3%)

### Leading HTC Characteristics

- Vacant housing units
- Children under 5
- Non-HS graduates
- 65.1% renter occupied

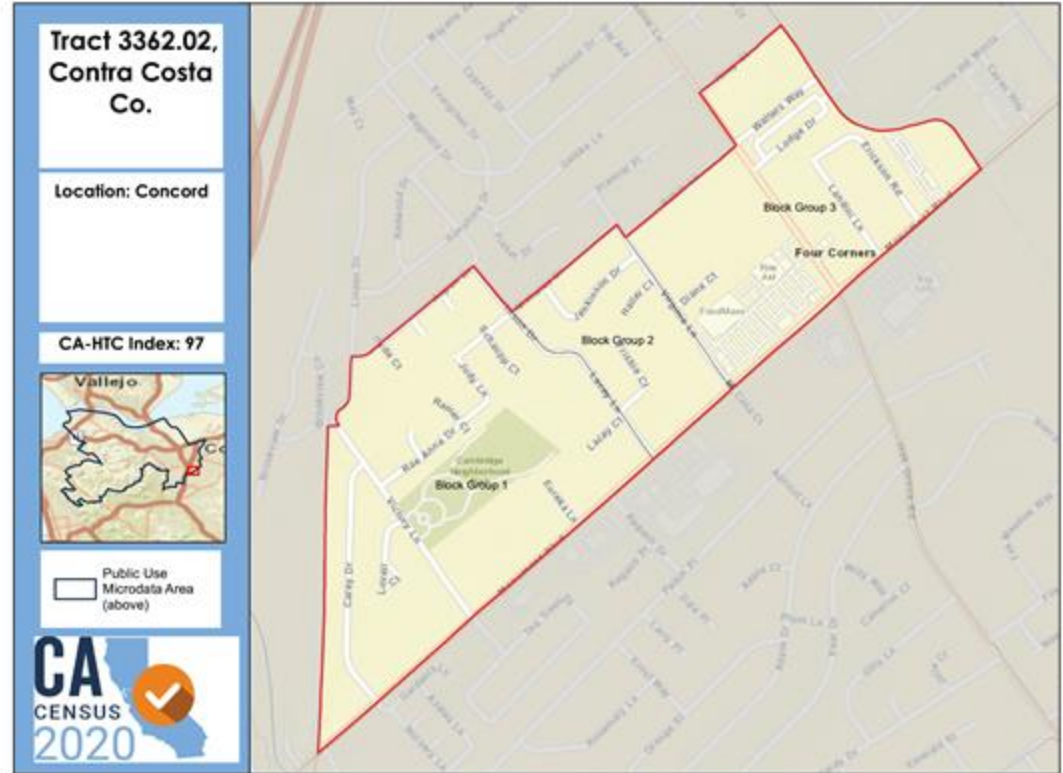


# 6. Monument Corridor / Four Corners (50.4%)

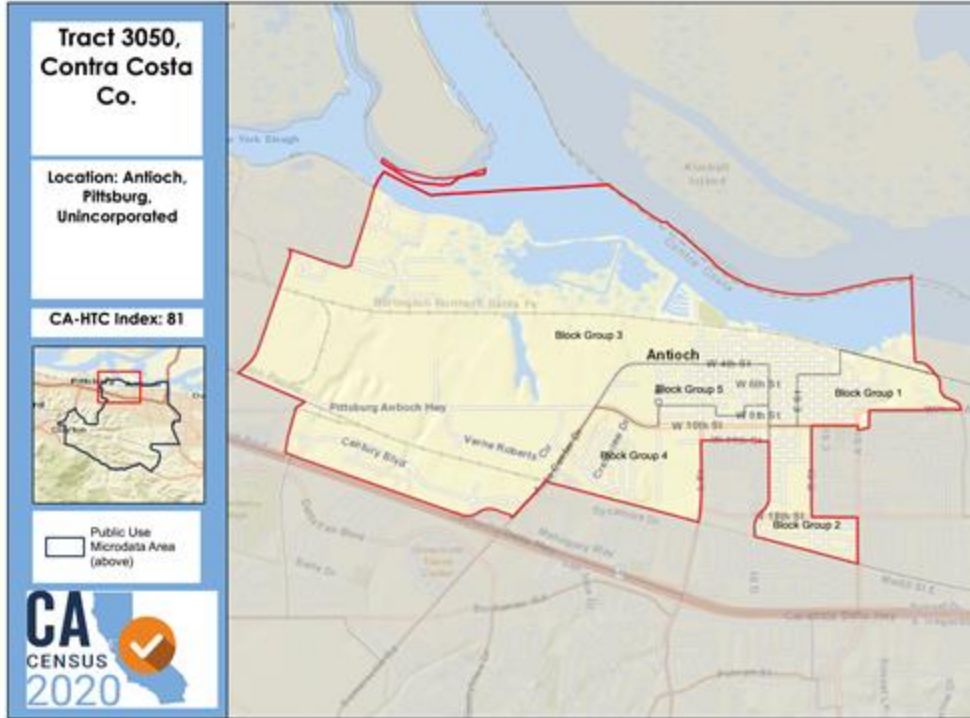
State NRFU Funding Eligible

## Leading HTC Characteristics

- Foreign-born population
- Limited English-speaking population
  - 77.3% of limited English-speaking population speak Spanish
- Multi-unit structures
  - 84% renter occupied



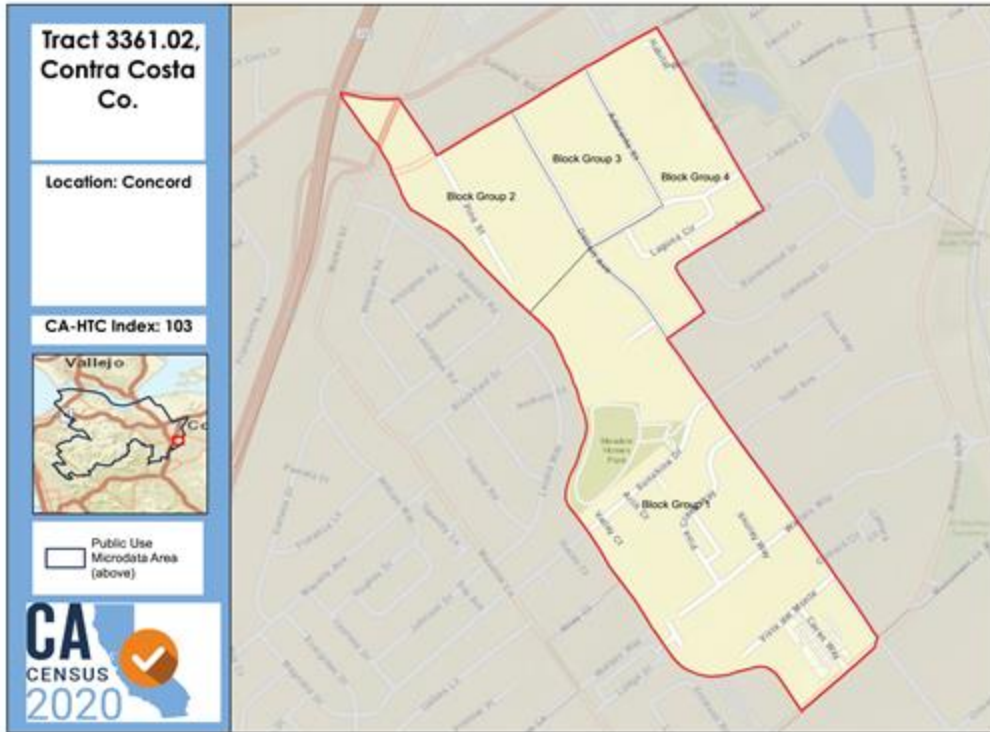
## 7. Pittsburg/Antioch (53.5%) - State NRFU Funding



### Leading HTC Characteristics

- Unemployed
- Households receiving public assistance
- Children under 5

## 8. Monument Corridor (53.9%)



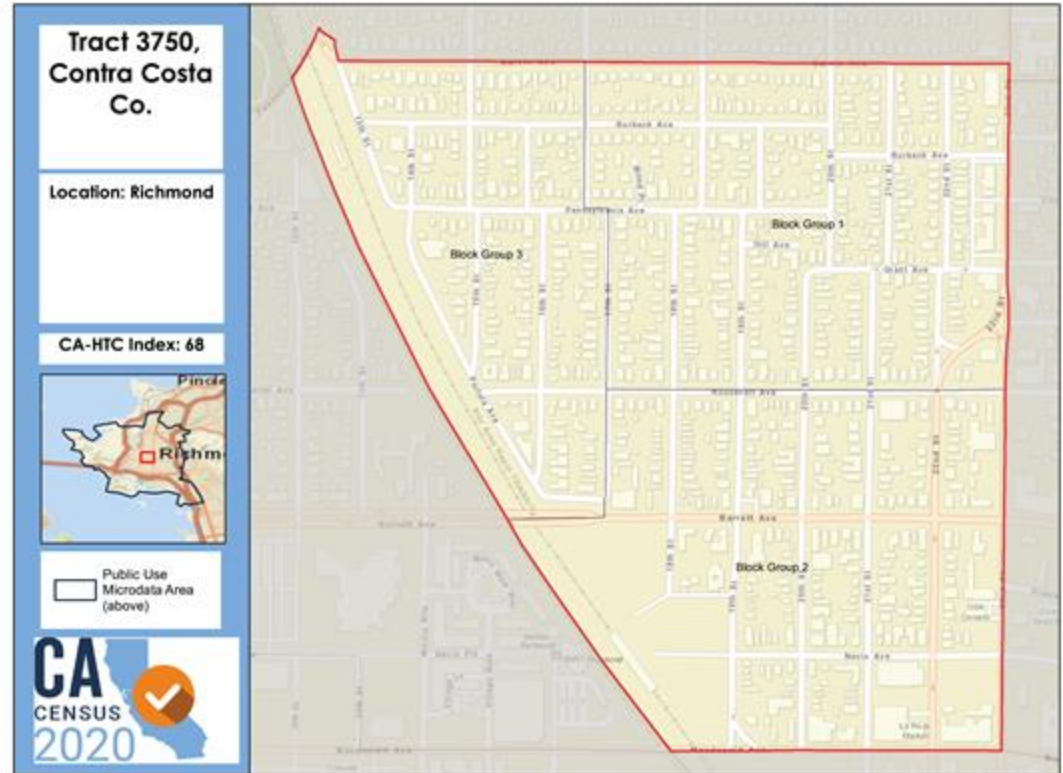
## Leading HTC Characteristics

- Foreign-born population
- Non-HS graduates
- Limited English-speaking population
  - 76.9% of limited English-speaking population speaks Spanish

## 9. Central Richmond (54.4%)

### Leading HTC Characteristics

- Non-HS graduates
- Children under 5
- Renter-occupied units
  - 70.6% renter-occupied

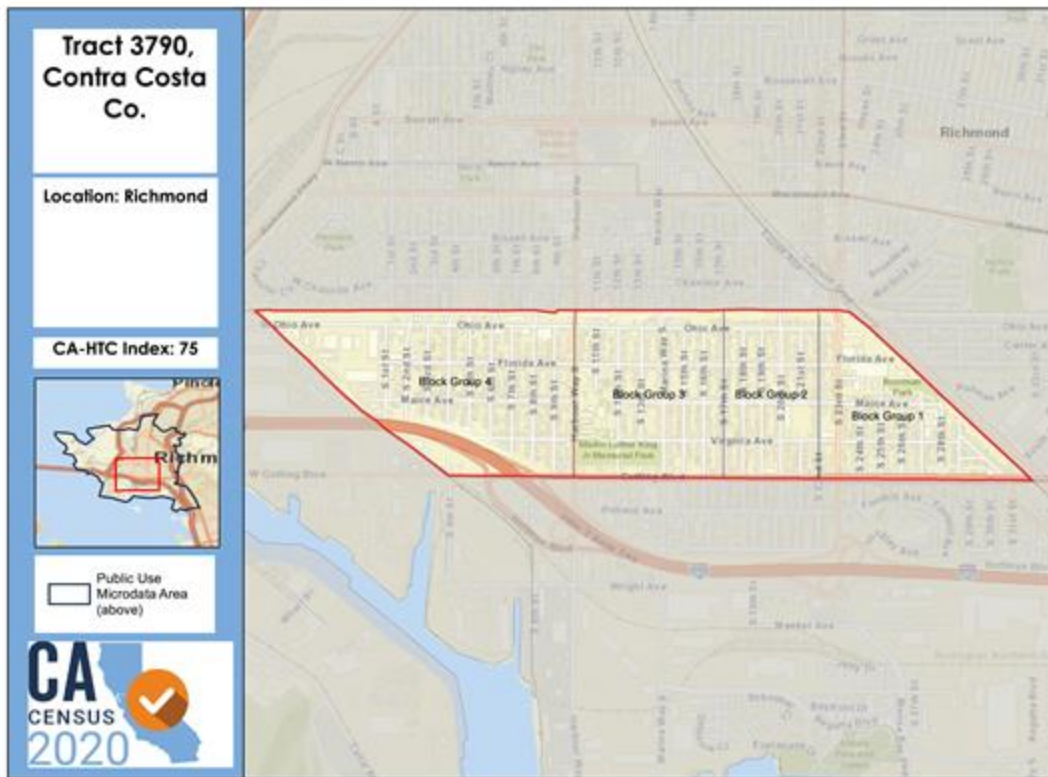




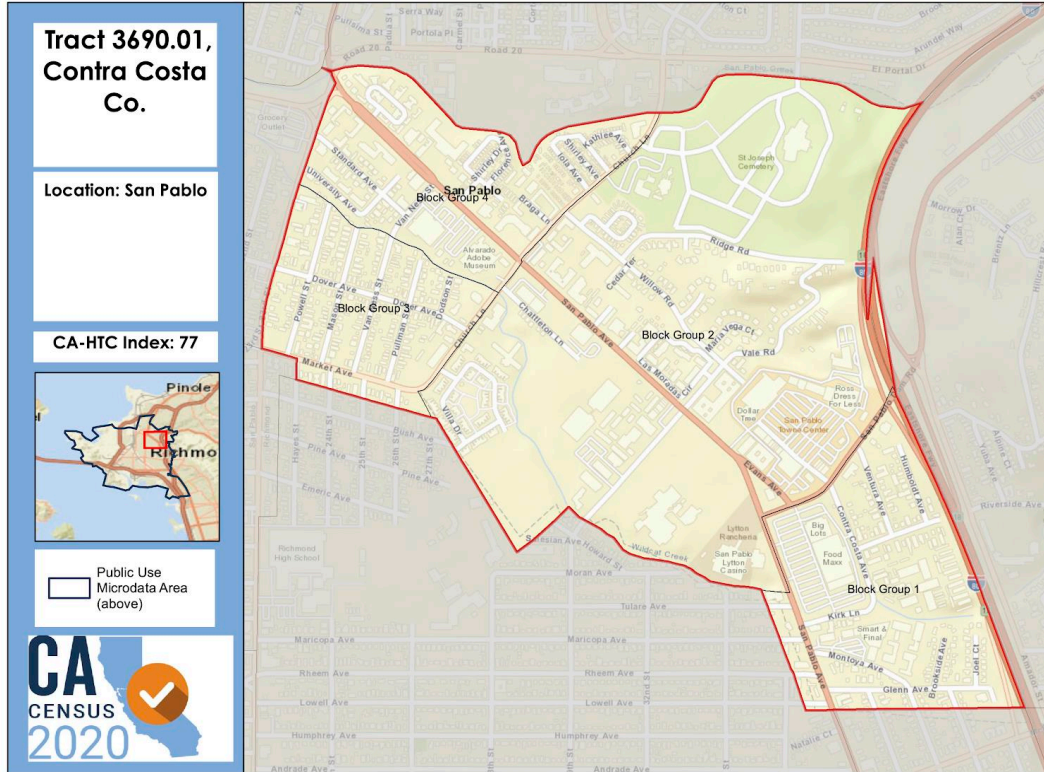
# 10. Central Richmond (55%)

## Leading HTC Characteristics

- Below 150 percent of poverty level
- Children under 5
- Vacant housing units



# 11. South East San Pablo (55.3%) - State NRFU Funding Eligible



## Leading HTC Characteristics

- Limited English-speaking households
- Foreign-born population
- Multi-unit structures

# County Outreach Efforts and Next Steps - Costs

There is \$42,440 remaining in the existing County budget.

The State is also offering an additional \$47,475 for NRFU to be targeted in five specific census tracts. More discussion on this later.

The following provides an overview of what we have been doing and how it will continue into the final stretch and Non-Response Follow Up (NRFU).



# Phone Banking

## **Update**

During COVID – both the County and UWBA funded organizations have pivoted to conduct phone banking instead of their in-person events.

- Seven organizations + six volunteers.
- Over 13,000 calls made through PDI.

## **Final Stretch and NRFU**

We will fund this activity, ideally an organization is reaching out to their community and will include Census Questionnaire Assistance as part of the call.

Can be layered onto existing outreach an organization might be conducting.

# Food, School, and COVID Testing Distribution

## Update

Providing Census Outreach Materials and Collateral through essential-needs services has been the primary outreach effort during COVID.

- 20,000 rack cards to Food Bank
- Grantees integrating Census into Food Distribution sites, including at schools and through White Pony Express which is coordinating among various CBOs.
- COVID Testing Sites are distributing hand sanitizer and Census information.



# Food, School, and COVID Testing Distribution



## Final Stretch and NRFU

Continue to work with community-based organizations and schools for swag and material distribution.

- 5,500 pieces of swag (backpacks, sanitizer, and masks) from County Office of Education – **From County Office of Education.**
- Purchase of additional swag – **\$44,000 (see next slide for breakdown).**
- Additional Printing - **\$4,000 - \$11,000.**
- Eligible cost for grants – amount depends on applications.

# Swag for NRFU (Using state NRFU funding)

Total Available: **\$44,000**

- Masks:
  - Branded:  $\approx 7$  k for \$16 k.
  - Non-branded:  $\approx 10$  k for \$16 k.
- Hand Sanitizer:
  - $\approx 30$  k for \$16k.
- Grocery bags for ethnic grocery stores:
  - $\approx 30$ k for \$9k.



# Census Caravans

## Updates

- Census Caravans took place in Richmond, San Pablo, Oakley, and Brentwood.
- [Video for San Pablo and Richmond Census Caravan.](#)



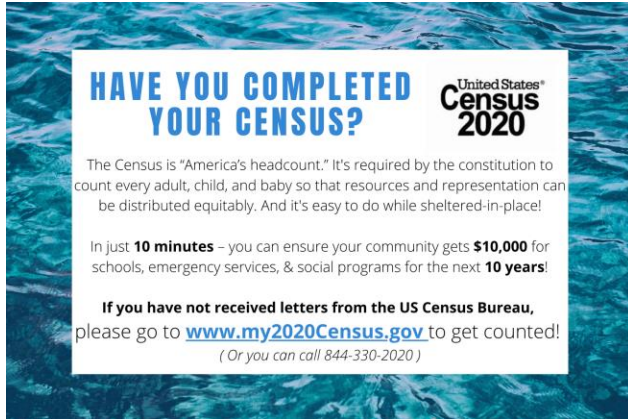
## Final Stretch and NRFU

- Currently being organized in Far East County (Bethel Island & Byron), Concord, Pittsburg, Antioch, and a Boat Caravan in the Delta.
- Eligible for grant funding.

# Print and Mail - Targeted Mailings

## Update

2,417 postcards were sent to areas with PO Box Only Mail Delivery ahead of Update Leave. This includes Byron, Bethel Island, and Canyon. Cost - \$771.25



## Final Stretch and NRFU

Send postcards to additional HTC areas.

- Messaging can include:
  - "It's Not Too Late"
  - "Social Justice" or
  - "What to Expect During NRFU?"
- **Cost:** About \$500 per thousand postcards. Includes printing, finishing, and mailing. Estimated at **\$10,000** for hardest-to-count areas.



# Print and Mail – Collateral for Swag Distribution

Update:

Est. # of pieces provided: 70,400

## Final Stretch and NRFU

- Messaging can include: "It's Not Too Late", "Social Justice", or "What to Expect During NRFU?".
- **Cost:** About \$300 per thousand postcards. Includes printing and finishing. 34,000 pieces of collateral would be \$10,000.



**HAVEN'T TAKEN THE CENSUS?  
IT'S NOT TOO LATE!**

**¿NO HAS HECHO EL CENSO?  
¡NO ES DEMASIADO TARDE!**

Respond at / Responder a:  
[my2020Census.gov](http://my2020Census.gov) / (844) 330-2020

**CONTRA COSTA  
CENSUS  
2020**  
Count Me In

¡Un tiempo de responder el Censo 2020 y de asegurar que los cambios profundos que queremos y se han posibles en los próximos 10 años.

**EL CENSO TOMA UNOS 10 MINUTOS Y ES GRATUITO:**  
teléfono, computadora o tableta a través del sitio [census.gov](http://census.gov)

2. Con una rápida llamada telefónica en español al número 844-486-2020

3. O con un formulario de papel que la habría sido enviado a su residencia en caso en su hogar no hayan respondido todavía

**¿SABE QUÉ ES EL CENSO 2020?** El censo es cuestionario que nos ayuda a saber cuántos y cómo somos en nuestro Condado Contra Costa. Saber cuántas personas viven en Contra Costa ayuda a las autoridades a asignar dinero para programas de educación, vivienda, salud, vejez y transporte, servicios para niños y ancianos, y asistencia para emergencias como el COVID-19. Igualmente, estos resultados sirven para tener un número correcto de representantes políticos que atiendan mejor nuestras necesidades.

**Nuestra prosperidad depende en gran parte de los resultados del censo.** Cuando responda el censo no olvide incluir a todos los que con usted viven. Son solo 9 preguntas sobre nuestra dirección y cuántas personas viven en nuestra residencia, y para cada uno de nosotros debemos decir el nombre y apellido, edad, sexo, y raza y etnia. El censo no pregunta al tenencia o los idiomas y nuestras respuestas no serán compartidas con ninguna otra agencia o persona.

Responda el Censo 2020 cuanto antes y comparta esta información con todas las personas que usted conoce.

Si necesita ayuda visite [www.callforiacensus.org](http://www.callforiacensus.org) o llame al 877-352-3676.

You can still respond to the 2020 Census and ensure that the profound changes we want and need will be possible in the next 10 years.

**ANSWERING THE CENSUS TAKES ABOUT 10 MINUTES AND IT'S FREE:**

1. Online by phone, computer or tablet at [my2020census.gov](http://my2020census.gov)

2. By phone in English at 844-330-2020

3. By paper form that would have been mailed or delivered to your residence during the months of May and June

**WHAT IS THE 2020 CENSUS?** The census is a questionnaire that lets us know how many we are and who we are in Contra Costa County. Knowing how many people live in Contra Costa helps government allocate money for education, housing, health care, roads and transportation programs, child and elderly services, and emergency assistance such as the response to COVID-19. Likewise, these results ensure we have the appropriate level of political representation to meet our needs.

**Our prosperity depends largely on the results of the census.**

When you respond to the census don't forget to include everyone living in your household. You just have to answer 9 questions about your address, how many people live in your residence, their first and last name, age, sex, race and ethnicity. The census does not ask about immigration status and your answers will not be shared with any other agency or person.

Respond to the 2020 Census as soon as possible and share the information in this postcard with everyone you know.

If you need help, visit [www.callforiacensus.org](http://www.callforiacensus.org) or call 877-352-3676.



**Estos últimos meses han sido duros y desmoralizadores. Todos de alguna manera estamos viviendo la injusticia social.**

**ES HORA DE UN CAMBIO PROFUNDO, Y USTED Y TODOS NOSOTROS MERECEMOS SER CONTADOS.**

Esto es el momento para que enfoquemos nuestro malestar y frustración en acciones pacíficas, valientes, sostenidas y efectivas mientras nos aseguramos que nuestras voces sean escuchadas. Usted existe y tiene la oportunidad de luchar contra todos los prejuicios y las desigualdades que han dado forma a nuestro país. RESPONDIENDO AL CENSO 2020 USTED PUEDE ASEGURAR MEJORES OPORTUNIDADES PARA TODOS NOSOTROS DURANTE LOS PRÓXIMOS 10 AÑOS.

**These past few months have been hard and demoralizing. All of us, in some way, are living with social injustice.**

**IT'S TIME FOR A DEEP CHANGE, AND YOU AND ALL OF US DESERVE TO BE COUNTED.**

This is the moment for us to focus our anger and frustration into peaceful, sustained, and effective action while making sure that our voices will be heard. You exist and you matter, and together we have the opportunity now to fight against all the prejudice and inequality that has shaped our country. RESPONDING TO THE CENSUS 2020 YOU ARE ENSURING BETTER OPPORTUNITIES FOR ALL OF US FOR THE NEXT 10 YEARS.

MARIN CANAL ALLIANCE 2020  
WIMCS

# Social Media

## Update

Ongoing social media posting and toolkits

- Posted July Social Media Content Calendar.
- Posted Social Media Toolkit in Spanish, Tagalog, Vietnamese, Chinese (simplified), Korean, and Farsi.
- Sharing partner content.



## Final Stretch and NRFU

- Continuing our social media outreach.
- Continuing to develop social media content calendars.
- Cost: No additional costs.



# Media Buys

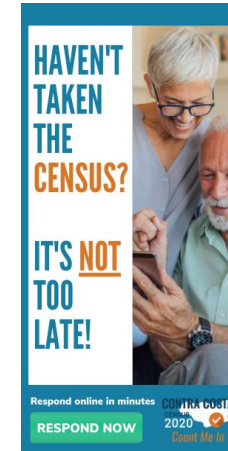
## Update

Targeted digital ads throughout CCC

- Number of impressions: 4.79 million.
- Number of click throughs: 5.64 thousand.
- Average cost per click: \$1.74.

## Final Stretch and NRFU

- Digital ads through August.
- No additional ads for NRFU.
- Remaining media buys transferred to printing costs.



# Grants

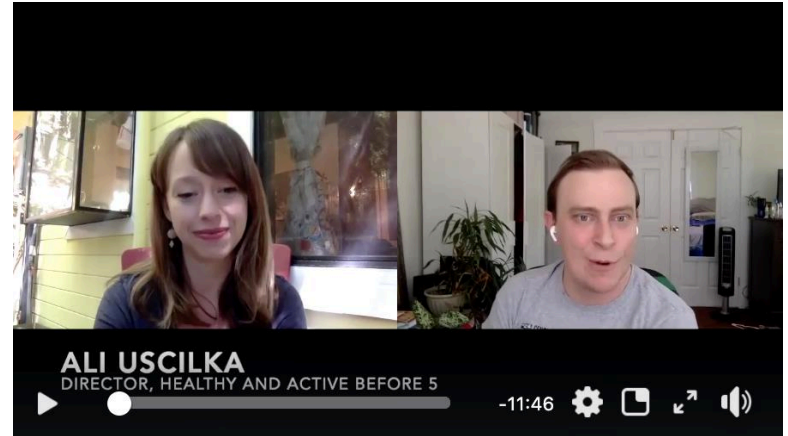
## Grants

- We have 81 Contracts for Census Outreach and Assistance Grants.
- There is \$20,000 remaining in the budget.
- We continue to receive grant applications and organizations working in low response rate areas will continue to be funded.
- Potential to direct some of the State NRFU funds to more grants.



# Other Outreach

- "Census Ask Me Anything" sessions with Matt Lardner and community partners.
- Census Roundtables with grantees, ambassadors, elected officials, and other interested parties.
- Attending virtual townhalls, meetings, and conferences to present and answer questions about the Census.
- Regular updates and technical assistance to elected officials, agencies, and other key partners.



# Next Decisions

- Plan for new State NRFU funding = \$47,475
  - The County can manage the funds or have UWBA manage.
    - If UWBA takes the funding, they will work with us on a plan to distribute funds.
    - There is a 10% (\$4,547) administrative cost.
    - UWBA would want to work with existing partners (if possible).
  - If the County manages the money, the contract with state will have to go to the BOS to be amended.
- Realign Census Budget for Final Stretch and NRFU = \$42,440.

# Budget Recommendation

<b>Expense</b>	<b>Current Remaining - Approved</b>	<b>Remaining - Proposed</b>	<b>State NRFU - Proposed</b>	<b>Total</b>
Grant Funding	\$ 20,000	\$ 20,000	\$ -	\$ 20,000
Swag/PPE (Outreach)	\$ 6,356	\$ 11,356	\$ 33,232	\$ 44,589
Printing	\$ 6,494	\$ 11,084	\$ 9,495	\$ 20,579
Media Buys	\$ 1,502	\$ -	\$ -	\$ -
Language Contracts	\$ 1,180	\$ -	\$ -	\$ -
Technology Access	\$ 1,905	\$ -	\$ -	\$ -
Contingency/NRFY	\$ 5,000	\$ -	\$ -	\$ -
Admin (UWBA)	\$ -	\$ -	\$ 4,747	\$ 4,747
<b>TOTAL</b>	<b>\$ 42,440</b>	<b>\$ 42,441</b>	<b>\$ 47,475</b>	<b>\$ 89,916</b>



# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

**Meeting Date:** 07/20/2020  
**Subject:** State Funding for 2020 Census Non-Response Follow Up  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** State Funding for 2020 Census Non-Response Follow Up  
**Presenter:** Barbara Riveira                      **Contact:** Barbara Riveira  
(925)335-1018

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#### **Referral History:**

The State notified Staff that they would be offering additional NRFU funding allocations. Staff and other County staff met with David Tucker, State Regional Manager for Region 3 on June 29, 2020. The States plan is to offer additional NRFU Funding of \$47,475 to be used in 5 Census tracts that have a CA-HTC Index  $\geq 69$ . As with the other funding received from the state there is an option to redirect funding to the ACBO United Way Bay Area.

Staff is recommending that the funds be redirected to United Way Bay Area.

If the Steering Committee recommends that the County accept the additional funding for targeted NRFU Outreach in those low responding tracts identified with an index greater than 69, the following outlines the acceptance process and timeline.

- Acceptance process and anticipated timeline

July 20, 2020 – Propose the option of additional funding to the CCC Census 2020 Steering Committee and receive approval.

July 20, 2020 – Prepare Board Order to amend contract with State for the additional funding

July 28, 2020 – Request and Receive Approval from the Board of Supervisor's

July 29, 2020 – Notify State that the amendment was or was not approved

Given this timeline it will be difficult but we should be able to meet the timeline to disburse the funds in August if we preplan activities for implementation in August with the anticipation that the Steering Committee will vote to accept the additional funding.

- Potential Activities for the County:
  - Purchase and distribute grocery bags to ethnic grocery stores in the 5 Census tracts
  - Purchase digital advertising
  - Purchase and distribute masks and hand sanitizer

- Direct mail to the 5 Census tracts and Phone Banking

If the recommendation by the Steering Committee is to redirect the NRFU dollars to United Way Bay Area to spend on behalf of Contra Costa County, we will be able to notify the State by July 21, 2020 that the CCC Census 2020 Steering Committee has approved to redirect the NRFU dollars to United Way Bay Area.

This would allow the State to directly disburse the funds to UWBA by the August window. UWBA would work with the County to spend the funds as identified above. UWBA will receive 10% of the funds to cover administrative costs.

**Referral Update:**

Discuss and recommend allocation of additional \$47,475 in funding from the State for Outreach during the Non-Response Follow Up period for Census 2020.

**Recommendation(s)/Next Step(s):**

Recommend and approve allocation of additional funding of \$47,475 received from the State.

**Fiscal Impact (if any):**

State has recommended that Contra Costa County receive an additional \$47,475 in funding for Outreach during the Non-Response Follow Up period for Census 2020.

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**Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

**Meeting Date:** 07/20/2020  
**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

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#### **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.

At the April 20, 2020 Steering Committee meeting the committee reviewed and discussed the updated budget and referred the item to the Joint Outreach and Finance Subcommittee to allign funds with the COVID-19 restrictions. At the May 11, 2020 Joint Outreach and Finance Subcommittee the committee approved the redistribution of funds for digital and transit adds for census outreach during the COVID-19 restrictions.

**Referral Update:**

Receive and Review Census 2020 budget update and approve realignment of the remaining funds.

**Recommendation(s)/Next Step(s):**

Receive and Review Census 2020 budget update and approve realignment of the remaining funds.

**Fiscal Impact (if any):**

None.

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**Attachments**

Budget Update 7 14 20

Finance Updates 7 20 2020

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Census 2020 Budget Update as of 7/9/2020

	Revised Budget 5/11/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Notes	Revised Budget 7/14/20
<b>Expenses</b>							
Grant Administration	\$ 36,260.00	\$ -	\$ 36,260.00	\$ -			\$ 36,260.00
GIS - data analysis and map production	\$ 50,000.00	\$ -	\$ 50,000.00	\$ -			\$ 50,000.00
Contract Outreach Staff	\$ 150,000.00	\$ 64,151.83	\$ 85,848.17	\$ -			\$ 150,000.00
<b>Media Buys</b>	\$ 67,480.00	\$ 61,657.58	\$ 4,320.00	\$ 1,502.42	2%	Redirect balance to Print & Mail	\$ 65,977.58
Digital Ads	\$ 35,000.00	\$ 35,000.00		\$ -			
Transit Ads - LAMAR	\$ 15,000.00	\$ 12,390.00					
Transit Ads - VECTOR	\$ 15,000.00	\$ 14,267.58					
Transit Ads - VECTOR		\$ -	\$ 4,320.00				
<b>**Printing Collateral</b>	\$ 21,237.00	\$ 14,742.19	\$ -	\$ 6,494.81	31%	Print and Direct Mail to 5 targeted Census tracts.	\$ 25,825.45
Grantee Material (est)	\$ 10,000.00			\$ 10,000.00			
Additional Printing - Extra State Dollars	\$ 16,400.00	\$ 13,261.49		\$ 3,139.00			
Rack Cards -Food Distribution Sites		\$ 942.54					
EDDM Mailing-Canyon, Byron, Bethel Island		\$ 538.16					
<b>Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.</b>	\$ 44,028.00	\$ 26,217.22	\$ 11,454.00	\$ 6,356.78	14%	Buy Masks, Hand Sanitizer, ethnic grocery store bags	\$ 49,028.00
Regional Workshop Costs		\$ 904.63					
Swag - Magnets and Frisbees 7/19/19		\$ 2,973.63					
Swag - "Ask Me" buttons 10/9/19		\$ 2,362.16					
Swag - Tote Bags 2/11/20		\$ 5,369.04					
Swag - Seed Packets 3/6/20		\$ 475.24					
Swag - Seed Packets 2/11/20		\$ 1,163.51					
Swag - "I count" buttons 3/25/20		\$ 1,837.68					
Swag - Hand Sanitizer 2/12/20		\$ 1,331.76					
Tall Boys QAC/QAK Signage			\$ 11,454.00				
Additional Bags 2/21/20 H3		\$ 896.83					
Gametime Rundown Event*		\$ 258.70					
Additional Bags 3/30/20		\$ 3,287.44					
Additional Sanitizer 2/25/20 H3		\$ 284.05					
Additional Sanitizer 3/6/20		\$ 2,147.93					
Additional Sanitizer 3/9/20		\$ 2,666.16					

	Revised Budget 5/11/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Notes	Revised Budget 7/14/20
Census Day Event							
Table Cloth 12/10/19		\$ 163.46					
Misc Material*		\$ 95.00					
<b>Language Contracts</b>	<b>\$ 10,000.00</b>	<b>\$ 8,819.50</b>	<b>\$ -</b>	<b>\$ 1,180.50</b>	<b>12%</b>	Redirect balance to Print & Mail	<b>\$ 8,819.50</b>
Regional Workshop Interpreter - Round 2		\$ 3,230.00					
Regional Workshop Interpreter - Round 3		\$ 750.00					
Collateral Translations		\$ 615.30					
Collateral Translations		\$ 1,318.20					
Collateral Translations-Digital		\$ 2,906.00					
<b>**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.</b>	<b>\$ 385,000.00</b>	<b>\$ 142,875.00</b>	<b>\$ 222,125.00</b>	<b>\$ 20,000.00</b>	<b>5%</b>	No changes - continue to try and contract with partners throughout NRFU	<b>\$ 385,000.00</b>
Phase I	\$ 280,000.00	\$ 131,125.00	\$ 138,375.00				
Phase II (includes NRFU)	\$ 63,000.00	\$ 11,750.00	\$ 73,750.00				
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 10,000.00				
<b>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.</b>	<b>\$ 112,000.00</b>	<b>\$ 95,094.47</b>	<b>\$ 15,000.00</b>	<b>\$ 1,905.53</b>		Redirect balance to Print & Mail	<b>\$ 110,094.47</b>
DOIT	\$ 70,000.00	\$ 70,000.00					
Library	\$ 5,000.00	\$ 5,000.00	\$ -				
CCTV	\$ 30,000.00	\$ 15,000.00	\$ 15,000.00				
Additional QAC/QAK Equipment	\$ 7,000.00	\$ 5,094.47					
<b>Homeless Outreach -Targeted material for Homeless &amp; Transient Population.</b>	<b>\$ 25,000.00</b>	<b>\$ -</b>	<b>\$ 25,000.00</b>	<b>\$ -</b>			<b>\$ 25,000.00</b>
<b>*Veteran Outreach -Targeted material for Veteran Population.</b>	<b>\$ 20,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>			<b>\$ 20,000.00</b>
<b>*Contingency/Non-Response</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000.00</b>	<b>100%</b>	Redirect balance to Outreach	<b>\$ -</b>
<b>Total Expenses</b>	<b>\$ 926,005.00</b>	<b>\$ 423,557.79</b>	<b>\$ 460,007.17</b>	<b>\$ 42,440.04</b>			<b>\$ 926,005.00</b>
<b>Revenue</b>		<b>Revenue To Date</b>					
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45					

	Revised Budget 5/11/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Notes	Revised Budget 7/14/20
1 <sup>st</sup> Quarterly Report due	\$ 32,634.45	\$ 32,634.45					
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58					
2 <sup>nd</sup> Quarterly Report due	\$ 32,634.45	\$ 32,634.45					
Implementation Plan due	\$ 81,586.12	\$ 81,586.12					
Implementation Outreach Release Withholding	\$ 32,634.45	\$ 32,634.45					
NRFU Plan due	\$ 18,130.25	\$ 18,130.25					
Final Report due	\$ 18,130.25	\$ -					
Additional Funding From State(Contract Amendment)	\$ 63,400.00	\$ 63,400.00					
County Supplemental Funding	\$ 500,000.00	\$ 500,000.00					
<b>Total Revenue</b>	<b>\$ 926,005.00</b>	<b>\$ 907,874.75</b>	<b>\$ -</b>	<b>\$ -</b>			
<b>Net Balance</b>		<b>\$ 484,316.96</b>					

\* Redistribution of \$20,000 in technology funds to new line item Veteran Outreach

\*\* Distribution of additional State Revenue of \$63,400

## Budget Recommendations & Reallocation of Balance

### Budget Balance Realignment

Currently there is a balance of \$42,440 in unencumbered funds, of which \$5,000 was specifically set aside for NRFU activities. We are asking to reallocate that \$5,000 to Outreach activities, \$20,000 will remain in grant funding, and redirect the various balances totaling \$4588 to Printing Collateral and Mail.

Attached is the draft revised budget with notes for proposed realignment of balance.

**Media Buys: \$1,502 - Redirect Balance to Print and Mail** Media Buys include Digital Advertising through the end of August and Transit Ads with County Connection and TriDelta (Vector Media) – Includes 18 King displays from 3/15/20 – 5/31/20. Vector has added a four-week bonus term through the end of June with an additional run through the end of July.

**Printed Material: \$6,494** Staff had distributed a majority of the printed collateral and printed 20,000 Rack cards for distribution at food sites. Staff recommends retaining \$6,494.81 for postcard mailings and additional printing needs as identified for NRFU.

**Outreach Tasks: \$6,356** Outreach tasks includes swag, costs for Census workshops and events, and other miscellaneous costs. Given the current shelter in place trajectory, it is unlikely that government sponsored gathers over 100 people will be allowed in the foreseeable future. Therefore, the Census Event is anticipated to be canceled and associated costs are removed. Given the strong support for additional essential needs census swag, and ethnic grocery store outreach, staff recommends retaining the \$6,356 and redirecting the NRFU funds of \$5,000 to Outreach Tasks for additional swag which can include masks, more hand sanitizer, tote bags and other needs as identified.

**Translation Services: \$1,180** - Redirect Balance to Print and Mail

**Technology: \$1,905** - Redirect Balance to Print and Mail

**Grants: \$20,000** There is \$20,000 remaining in Census Outreach and Assistance Grants. Grants applications for outreach continue to be submitted, even during COVID-19 shelter in place. To date, we have entered into contracts, or are in the contracting process, for 95% of our grant funds.

**Non-Response Follow Up (NRFU):** There is currently \$5,000 allocated to Non-Response Follow Up. Staff recommends redirecting funds to Outreach Tasks. The proposed budget includes media buys during non-response follow up through August 15, 2020.