

# 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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*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:

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