

DRAFT

 Agenda	<p style="text-align: right;">CENSUS 2020 FINANCE SUBCOMMITTEE</p> <p style="text-align: right;">July 31, 2020 11:00 A.M.</p> <p style="text-align: right;">Conservation and Development Department 30 Muir Road, MARTINEZ</p> <p style="text-align: right;"><small>Please join meeting from your computer, tablet or smartphone. https://cccouny-us.zoom.us/j/92473822731?pwd=a01PMjdKTlliclU1pvQ0M2UTVJZz09 Meeting ID: 924 7382 2731 Password: 402835</small></p> <p style="text-align: right;"><small>Or Telephone: Dial: USA 8882780254 (US Toll Free) Conference code: 198675 ##</small></p>
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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 Board
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- Present: Lauren Babb
Sam Houston
- Absent: Aparna Madireddi
- Staff Present: Matt Lardner, Census Outreach Coordinator
Barbara Riveira, County Administrator's Office
Kristine Solseng, Department of Conservation and Development
Teresa Gerringer, District III
- Attendees: Mark Orcutt
Mariana Moore

1. INTRODUCTIONS

Meeting called to order at 11:05 a.m., roll call was taken.

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 local county updates were given:

Federal (U.S. Census Bureau)

- *Census 2020 Self Response Rate as of 7/14/20: National – 62.6%, California – 63.9%, Contra Costa County – 72.0%*
- *Census may be cutting data collection short by one month (sept 30.) to meet statutory deadline of delivering data to President by December 31, 2020.*
- *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.*
- *Emails*
- *Postcards*
- *Congress extending the delivering of data and apportionment*

State (California Complete Count)

- *State Census Week of Action (July 27 – August 10)*
 - *August 6 – “Get out the Count” Day*
- *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*
- *Receiving more collateral from state (flyers and postcards) to use for NRFU*
- *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*
 - *Monument Corridor (Thursday, August 6 at 12 pm)*
 - *Pittsburg/ Baypoint (Saturday, August 8 at 11 am)*
 - *Ones are being planned in far east county (Bethel Island/Byron), Concord, Pittsburg, and Antioch*
 - *Instagram Lives*
 - *Rainbow Community Center (Fri, July 31 at 12 pm)*
 - *The Latina Center (Thu, August 6 at 11 am)*
- *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.

Motion to approve United Way Bay Area work to allocate \$47,475 (less 10% administrative fee) in additional NRFU funding from the state to two organizations, Richmond Community Foundation and Monument Impact which will work to distribute money in the five census tracts as outlined by the state:

Richmond Community Foundation will work in North Richmond, San Pablo and two tracts in the Antioch area.

Monument Impact will work in the Monument Corridor tract.

Motion: Sam Houston

- *Second: Lauren Babb*
- *Ayes: All*

Motion to combine Swag/PPE (Outreach) and Printing line items in current remaining county funds to one line item: Sam Houston

- *Second: Lauren Babb*
- *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 11:45 am

The 2020 Census Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Mark Goodwin at (925) 252-4500 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 Subcommittee less than 96 hours prior to that meeting are available for public inspection at the County Administration Building, 1025 Escobar St, 5th Floor, Martinez, CA, during normal business hours.

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

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