



2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

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

**RECORD OF ACTION FOR
September 21, 2020**

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; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Samuel Houston, At Large Member

Absent: Ali Saidi, At Large Member; Alvaro Fuentes, At Large Member; Mark Orcutt, At Large Member; Terry Koehne, At Large Member

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

Attendees: David Tucker, Stephanie Kim

1. Call to Order and Introductions

Meeting was called to order at 12:07 p.m., 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 July 20, 2020 meeting of the 2020 Census Complete Count Steering Committee.

Motion to approve the Record of Action for the July 20, 2020 Steering Committee Meeting.

Vice Chair Candace Andersen, District II Representative Aparna Madireddi

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

4. **RECEIVE** and **FILE** the Census 2020 Finance Subcommittee Record of Action for the July 31, 2020 meeting.

Motion to approve the Record of Action for the July 31, 2020 Finance Subcommittee Meeting.

District IV Representative Lauren Babb, District II Representative Aparna Madireddi

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

5. ***RECEIVE*** federal, state, regional, and local updates on preparation for the Census: ***Federal (U.S. Census Bureau)***

- ***Census 2020 Self Response Rate as of 9/15/20: ?***
 - ***National – 65.9%?***
 - ***California – 68.3%?***
 - ***Contra Costa County – 76.4%?***
- ***USCB announced they were cutting data collection short one month to September 30?***
- ***Federal judge ordered temporary restraining order for USCB to stop winding down operations until case can be heard on Sept. 17 about re-extending data collection through October 31?***
- ***Enumerators and USCB facing challenges in field, are ill prepared, and experiencing high turnover ?***
- ***Core H3 team facing challenges coordinating with USCB for SBE?***
- ***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.?***
- ***Mobile Questionnaire Assistance ?***
 - ***Continue to coordinate with partnership specialists and partners to identify sites for final push?***
 - ***We still have 20 devices at our admin office that can be deployed?***

State (California Complete Count)

- *UWBA received \$47,475 State NRFU funding on behalf of Contra Costa County to use in 5 specific census tracts and contracted with Monument Impact and Richmond Community Foundation to conduct outreach in these specified tracts. ?*
- *Working with HomeBase to coordinate SBE with USCB?*
- *Received PPE from the state to be used for Questionnaire Assistance and Census related events?*
- *Final Report due November 16?*

Region 3 Updates (United Way Bay Area)

- *Working with County to distribute and manage NRFU funding from state?*
- *Continuing social media campaign?*
- *Starting up a new phone banking tool?*

Local Updates (Contra Costa County and Partners)

- *Exhausted grant funds and ?starting to close out contracts?*
- *New Collateral?*
 - *NRFU FAQ?*
 - *English/Spanish Rack Card?*
 - *It's Not too Late Postcard?*
 - *Social Justice Postcard?*
 - *Undocumented Immigrant Rack Card (English and Spanish)?*
- *Direct mail?*
- *Food Distribution / Backpack giveaways?*
- *Grocery Bags?*
 - *5000 bilingual bags distributed to ethnic grocery stores, restaurants, and food dist. sites in low self-responding areas?*
- *Census Caravans?*
 - *San Pablo and Richmond?*
 - *Oakley and Brentwood?*
 - *Monument Corridor?*
 - *Pittsburg, Bay Point, and Antioch?*
 - *Hercules, Rodeo, Crockett?*
- *Continuing to work with partners in low SRR tracts in Richmond, Antioch, San Pablo, and the Monument Corridor?*
- *Wrapped up Digital Ad Campaign?*

In the last weeks we focused on HTC tracts and languages we had less on the ground outreach in, specifically covering (Tagalog, Chinese, Korean, and Vietnamese Farsi)

Federal, State, Regional, and Local updates were given. In the last weeks we focused on HTC tracts and languages we had less on the ground outreach in, specifically covering (Tagalog, Chinese, Korean, and Vietnamese Farsi).

6. **RECEIVE** recommendations for the 2020 Census Final Report.

Matt Lardner, Census Outreach Coordinator presented the State Census 2020 Final Report template for discussion. The committee members participated in discussion: Mariana Moore stated some of the success factors were 1) Early and strong partnership with the county; 2) Community tone of intentional collaboration 3) Trusting community organizations. The 2020 Census was different from 2010 with Matt Lardner, Outreach Coordinator. Staff has been very collaborative minded, and responsive. Staff should be recognized. Kristine Solseng prepared excellent language maps used by many organizations to figure out where the language needs are. Lina Velasco stated the level of communication has been great. David Tucker, State RPM reported that all information needs to be upload into the Partnership Portal and update events into SWORD. Committee members were asked to email and recommendations to Matt Lardner, Kristine Solseng, and Teresa Gerrenger.

7. **RECEIVE** recommendations for the Census 2030 Recap, Resources, and Recommendations Report and **DISCUSS** alternate recommendations.

Matt Lardner presented the draft template for the Complete Count Steering Committee Recap, Resources and Recommendations Report and seeks input from the committee. Committee members were asked to email and recommendations to Matt Lardner, Kristine Solseng, and Teresa Gerrenger.

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

Motion to approve proposed budget plan for re-distribution of remaining funds.

District I Representative Lina Velasco, District IV Representative Lauren Babb

AYE: Chair Diane Burgis, District I Representative Lina Velasco, Vice Chair Candace Andersen, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Mark Orcutt (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

9. Recommend scheduling an additional Steering Committee meeting for November 16, 2020 to review and approve the Recap and Recommendations for the 2030 Census.

The next Steering Committee meeting is scheduled for October 19, 2020.

10. Adjourn

Meeting adjourned at 1:45. Prior to adjournment the wonderful Census Team Staff and Steering Committee recognized Barbara Riveira on the occasion of her retirement.

For Additional Information Contact:

Barbara Riveira, County Administrator's Office
Phone (925) 655-2055, Fax (925) 655-2066
barbara.riveira@cao.cccounty.us

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