



**JOINT MEETING OF THE CENSUS 2020
OUTREACH AND FINANCE
SUBCOMMITTEES**

January 21, 2020

1:00 P.M.

**AZ ROOM, CONSERVATION AND DEVELOPMENT
DEPARTMENT
30 MUIR ROAD, MARTINEZ**

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

1. **INTRODUCTIONS**
2. **PUBLIC COMMENT** on any matter under the jurisdiction of the 2020 Census Outreach Subcommittee and/or Finance Subcommittee and NOT on this agenda (speakers may be limited to three minutes).
3. **RECEIVE and APPROVE** the Record of Action for the December 10, 2019 Outreach Subcommittee meeting. *(Matt Lardner, Census Outreach Coordinator)*
4. **DISCUSS and RECEIVE** Federal, State, Regional, and County updates. *(Kristine Solseng, Conservations and Development Department)*
5. **DISCUSS and REVIEW** outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.
6. **DISCUSS and CONSIDER** proposed recommendation for additional funding to be received by the State.
7. The next Outreach Subcommittee meeting is schedules for February 4, 2020, from 1:00 to 3:00 p.m., at the County Administration Building, 651 Pine Street, Room 105, Martinez. The next Finance Subcommittee meeting is to be determined.

ADJOURN

The 2020 Census Outreach Subcommittee and Finance Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Gerringer at 510-599-9152 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, 651 Pine St., Martinez, CA, during normal business hours.

For Additional Information Contact:

Teresa Gerring, Staff, District III Supervisor's Office
Phone 510-599-9152, Fax (925) 240-7261
teresa.gerring@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

3.

Meeting Date: 01/21/2020

Subject: Record of Action for the December 10, 2019 Census 2020 Outreach Subcommittee

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name: Record of Action for the December 10, 2019 Census 2020 Outreach Subcommittee

Presenter: Matthew Lardner

Contact: Mathew Lardner, 925-674-7813

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:

Attached is the Record of Action for the December 10, 2019 Census 2020 Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the December 10, 2019 Outreach Subcommittee meeting.

Fiscal Impact (if any):

None.

Attachments

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CENSUS 2020 OUTREACH SUBCOMMITTEE

December 10, 2019

1:00 P.M.

ROOM 108, COUNTY ADMINISTRATION BUILDING
651 PINE ST., MARTINEZ

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

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
Terry Koehne

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

Attendees: Mark Orcutt
Frances Wilson

1. INTRODUCTIONS

Meeting called to order at 1:05 p.m., 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 November 26, 2019 Outreach Subcommittee meeting.

Record of Action was unanimously passed by committee. Motion: Lina Velasco, Second: Mariana Moore.

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

Federal, State, Regional, and County updates were discussed. Census Bureau released outreach plan and state is rolling out media plan. The state recently released QAC/QAK requirements. The county is developing an RFP for the second phase of Census 2020 outreach grants to be released early January.

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.

Outreach plan and updates were given. County Census staff is working on developing toolkit for partners, including, collateral, social media, newsletters, and more. This is set to be posted on website in January. It was also decided that county staff would send sample resolutions to school boards to support the county's Census 2020 outreach efforts.

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

The committee set meetings in 2020 for the following dates:

- *1/7 from 1-3 in 651 Pine St*
- *1/21 from 1-3 in Richmond Community Foundation*
- *2/4 from 1-3 in 651 Pine St*
- *2/18 from 1-3 in Richmond Community Foundation*
- *3/3 from 1-3 in 651 Pine St*
- *3/17: from 1-3 in Richmond Community Foundation*
- *3/31: from 1-3 in 651 Pine St*
- *4/7: from 1-3 in Richmond Community Foundation*
- *4/21: from 1-3 in 651 Pine St*

7. **ADJOURN**

Meeting adjourned at 2:30 pm.

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Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

4.

Meeting Date: 01/21/2020
Subject: Federal, State, Regional and Local Updates
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Federal, State, Regional and Local Updates
Presenter: Kristine Solseng **Contact:** Kristine Solseng, 674-7809

Referral History:

Federal, State, Regional, and County updates is a standing item for the Outreach Subcommittee.

Referral Update:

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

Recommendation(s)/Next Step(s):

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

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

5.

Meeting Date: 01/21/2020
Subject: Review Outreach Plan
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review Outreach Plan
Presenter: **Contact:**

Referral History:

DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, Ambassador Program. Standing item for the Outreach Subcommittee.

Referral Update:

Further discussion and review of the outreach plan and outreach materials.

Recommendation(s)/Next Step(s):

DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media, collateral, and Census Ambassador program.

Fiscal Impact (if any):

None.

Attachments

Swag List



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

6.

Meeting Date: 01/21/2020
Subject: Proposed recommendation for additional funding from State
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Proposed recommendation for additional funding from State
Presenter: Barbara Riveira **Contact:**

Referral History:

New item.

Referral Update:

On January 8, 2020 staff met with David Tucker, State Regional Program Manager. He informed staff that Contra Costa County would be receiving an additional \$63,400 in funds for Printing, Language Access, outreach and education grants, and for contingency to be used for the non response period.

Recommendation(s)/Next Step(s):

Staff is proposing the following distribution of the additional funds:

Printing	\$16,400
Grants	\$10,000
Language Access	\$20,000
Contingency	\$17,000
Total	\$63,400

Fiscal Impact (if any):

An additional \$63,400 in State funding for Census 2020 related activities.

Attachments

No file(s) attached.
