



Agenda

JOINT MEETING OF THE CENSUS 2020 OUTREACH AND FINANCE SUBCOMMITTEES

March 31, 2020

1:00 P.M.

COUNTY ADMINISTRATION BUILDING
651 PINE ST., MARTINEZ

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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 NOT on this agenda (speakers may be limited to three minutes).
3. **RECEIVE and APPROVE** the Record of Action for the March 17, 2020 Outreach Subcommittee meeting. *(Kristine Solseng, Conservation and Development Department)*
4. **DISCUSS and RECEIVE** Federal, State, Regional, and County updates. (Matt Lardner, Census Outreach Coordinator)

5. **DISCUSS and REVIEW** outreach plan and outreach materials, including print, website content, social media. *(Kristine Solseng, Conservation and Development Department).*
6. **REVIEW** current Census 2020 budget and proposed redistribution of funds. *(Barbara Riveira, County Administrator's Office 20 min)*
7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

ADJOURN

The 2020 Census Outreach 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 Gerringer, Staff, District III Supervisor's Office
Phone 510-599-9152, Fax (925) 240-7261
teresa.gerringer@bos.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 03/31/2020
Subject: Record of Action for the March 17, 2020 Census 2020 Outreach Subcommittee
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Record of Action for the March 17, 2020 Census 2020 Outreach Subcommittee
Presenter: Kristine Solseng **Contact:** Kristine Solseng, 674-7809

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 March 17, 2020 Outreach Subcommittee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the March 17, 2020 Outreach Subcommittee meeting.


Fiscal Impact (if any):

None.

Attachments

Draft ROA Outreach Subcom 3 17 2020

DRAFT

 Agenda	<p style="text-align: right;">CENSUS 2020 OUTREACH SUBCOMMITTEE</p> <p style="text-align: right;">March 17, 2020 1:00 P.M.</p> <p style="text-align: right;">Conservation and Development Department 40 Muir Rd – Large Conference Room Martinez</p> <p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/758306805</p> <p>You can also dial in using your phone. United States: +1 (872) 240-3212</p> <p style="text-align: right;">Access Code: 758-306-805</p> <p>Join from a video-conferencing room or system. Dial in or type: 67.217.95.2 or inroomlink.goto.com Meeting ID: 758 306 805 Or dial directly: 758306805@67.217.95.2 or 67.217.95.2##758306805</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/758306805</p>
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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
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Present: Lina Velasco
Mariana Moore
Terry Koehne

Staff Present: Kristine Solseng, Department of Conservation and Development

Attendees: Fran Biderman

1. INTRODUCTIONS

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.

3. **RECEIVE** and **APPROVE** the Record of Action for the March 3, 2020 Outreach Subcommittee meeting.

The Record of Action from March 3, 2019 was approved. M/S Moore/Velasco. Passed unanimously.

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

Updates were received from all levels. Recap of Steering Committee updates. At the federal level, the U.S. Census Bureau has suspended field work due to COVID-19 and is working on a revised Service Based Enumeration (SBE) program, requesting Group Quarters submit their forms electronically or collect forms instead of one-on-one interviews.

At the State level, flexibility in implementation plans for outreach have been provided due to COVID-19. The QAC/QAK finder is available, although QAC/QAKs are not in operation at this time.

At the Regional level, we are waiting for updated micro-media Plan from Flagship to pivot due to COVID-19.

5. DISCUSS and REVIEW outreach plan and outreach materials, including printed collateral available, Faithbased outreach, outreach in other languages, kick off event logistics and changes, advertising plan, social media.

Outreach Plan: Discussed having a Census Capstone Event be postponed until at least May 16th due to COVID-19. Discussed options of having a virtual event.

Discussed focusing on social media and digital ads. Velasco asked that staff develop a revised social media plan.

Kristine asked about community non-profit response to COVID-19 and if there are opportunities to layer census messaging, once critical service logistics are settled. Moore provided an overview of three efforts that might be worth exploring:

- 1. Raise the Roof Coalition in Concord. Supports tenants and working on a rent moratorium. Might not be ready for direct census outreach, yet.*
- 2. Mobility Lab in Antioch. Coalition of economic resilience and belonging. Shifting their efforts to rapid response to COVID-19 and providing supplies to families as needed. We can build relationship with them for future outreach*
- 3. RYSE Center in Richmond. Convening over 100 people (nonprofits, county departments, service providers, etc) on zoom calls to develop rapid response to COVID-19, including creating a google doc of resources. This is a group that is organized, ready, and already on board with Census. Recommend Matt work with Mariana to get on the call and start to think about how to integrate census into response.*

Discussed financial impact in the non-profit world. Funders have indicated they will support, especially smaller non-profits. Those that depend on larger contracts or fee for service, including government contracts, are seeing reductions in revenue. May be more impacted.

Mentioned Loaves and Fishes as take out instead of meals. May need packaging.

Discussed impact to organizations serving children under 5. They are scrambling and have shut their doors. Doing daily calls and trying to get resources out to families (economic, food, etc).

Discussed need to get FAQ out – including ‘What if I don’t receive any Census Info’

6. The next meeting is March 31, 2020, from 1:00 to 3:00 p.m., at Conservation and Development Department, 40 Muir Road, Martinez, CA.

ADJOURN

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Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

Meeting Date: 03/31/2020
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: Matthew Lardner **Contact:** Mathew Lardner, 925-674-7813

Referral History:

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

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

Meeting Date: 03/31/2020
Subject: Review Outreach Plan
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name: Review Outreach Plan
Presenter: Kristine Solseng **Contact:** Kristine Solseng, 674-7809

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.

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS OUTREACH SUBCOMMITTEE

<u>Meeting Date:</u>	03/31/2020	
<u>Subject:</u>	Review Budget Update and Recommendations	
<u>Submitted For:</u>	David Twa, County Administrator	
<u>Department:</u>	County Administrator	
<u>Referral No.:</u>		
<u>Referral Name:</u>	Review Budget Update and Recommendations	
<u>Presenter:</u>	Barbara Riveira	<u>Contact:</u> Barbara Riveira (925)335-1018

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 referred the budget proposal item to the Finance Subcommittee to allow for flexibility in the redistribution of funding for census messaging within the restrictions of the COVID-19 outbreak requirements.

Referral Update:

Review current Census 2020 budget and proposed redistribution of funds.

Recommendation(s)/Next Step(s):

Review current Census 2020 budget and proposed redistribution of funds.

Fiscal Impact (if any):

None, proposal only redistributes current funding.

Attachments

Budget Proposal

Census 2020 Budget Update as of 3/12/2020

	Initial Proposed Budget	Expenditures To Date	Encumbered Funds	Current Budget Balance		Proposed Revised Allocation	Notes
Expenses							
Grant Administration	\$ 36,260.00	\$ -	\$ 36,260.00	\$ -		\$ -	
GIS - data analysis and map production	\$ 50,000.00	\$ -	\$ 50,000.00	\$ -		\$ -	
Contract Outreach Staff	\$ 150,000.00	\$ 26,050.75	\$ 123,949.25	\$ -		\$ -	
Media Buys	\$ 10,000.00	\$ -		\$ 10,000.00	100%	\$ 50,000.00	Includes Current Balance and an additional \$40,000 in funds FROM Translations
Digital Ads				\$ -		\$ 20,000.00	
Transit Ads				\$ -		\$ 30,000.00	
**Printing Collateral	\$ 42,745.00	\$ -	\$ 10,000.00	\$ 32,745.00	77%	\$ 21,400.00	Includes \$5,000 for grantee material \$16,400 FOR additional printing. Current Balance of \$11,345 TO Outreach Tasks for additional Swag.
Grantee Material (est)	\$ 26,345.00		\$ 10,000.00	\$ 16,345.00	62%	\$ 5,000.00	
Additional Printing - Extra State Dollars	\$ 16,400.00			\$ 16,400.00	100%	\$ 16,400.00	Cannot change - State Contract
Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.	\$ 40,000.00	\$ 6,645.88	\$ 20,772.31	\$ 12,581.81	31%	\$ 23,926.81	Includes the Current Balance of \$12,581 for Census Day Event and Misc material and \$11,345 FROM Printing Collateral for additional Swag
Regional Workshop Costs		\$ 945.63	\$ 500.00				
Swag - Magnets and Frisbees		\$ 2,973.53					
Swag - "Ask Me" buttons		\$ 2,362.16					
Swag - Tote Bags			\$ 5,362.04				
Swag - Seed Packets			\$ 1,163.51				
Swag - "I count" buttons			\$ 1,682.08				
Swag - Hand Sanitizer			\$ 1,331.76				
Tall Boys QAC/QAK Signage			\$ 10,532.92				
Gametime Rundown Event*			\$ 200.00				
Census Day Event						\$ 10,000.00	Venue, entertainment, food, etc.
Additional Swag						\$ 11,345.00	FROM Printing extra funding
Misc Material*		\$ 364.56				\$ 2,581.81	
Language Contracts	\$ 50,000.00	\$ 3,230.00	\$ 5,435.00	\$ 41,335.00	83%	\$ 1,335.00	Includes Current Balance of \$40,000 TO fund Media buys and the balance of \$1,335 for Translation Reserve.
Regional Workshop Interpreter - Round 2		\$ 3,230.00	\$ 3,230.00				
Regional Workshop Interpreter - Round 3			\$ 750.00				
Collateral Translations			\$ 1,455.00				
Translation reserve						\$ 1,335.00	
**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.	\$ 392,000.00	\$ 72,580.00	\$ 245,920.00	\$ 73,500.00	19%	\$ 66,500.00	Includes \$66,500 for Phase II and Faith/Dept/Gas and moving \$7000 to Technology equip (QAC/QAK)
Phase I	\$ 280,000.00	\$ 72,580.00	\$ 207,420.00	\$ -		\$ -	
Phase II (includes NRFU)	\$ 70,000.00		\$ 28,500.00	\$ 41,500.00		\$ 34,500.00	Moved \$7000 from balance to Technology (QAC/QAK)
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 10,000.00	\$ 32,000.00		\$ 32,000.00	Cannot change - State Contract
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.	\$ 105,000.00	\$ -	\$ 105,000.00	\$ -		\$ 7,000.00	Additional Funds FROM Grant Funding
DOIT			\$ 70,000.00				
Library			\$ 5,000.00				
CCTV			\$ 30,000.00				
Additional QAC/QAK Equipment				\$ -		\$ 7,000.00	FROM grant funding.
Homeless Outreach -Targeted material for Homeless & Transient Population.	\$ 25,000.00	\$ -	\$ 25,000.00	\$ -			
*Veteran Outreach -Targeted material for Veteran Population.	\$ 20,000.00	\$ -	\$ 20,000.00	\$ -			
*Contingency/Non-Response	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	100%	\$ 5,000.00	No recommended changes
Total Expenses	\$ 1,360,750.00	\$ 108,506.63	\$ 642,336.56	\$ 175,161.81		\$ 175,161.81	
Revenue		Revenue To Date					
Counties to opt out or opt in with a board resolution	\$ 32,634.45	\$ 32,634.45					
1 st Quarterly Report due	\$ 32,634.45	\$ 32,634.45					
Strategic Plan due - 60 days from State approval	\$ 114,220.58	\$ 114,220.58					

2 nd 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	\$ -				
NRFU Plan due	\$ 18,130.25	\$ -				
Final Report due	\$ 18,130.25	\$ -				
Additional Funding From State(Contract Amendment)	\$ 63,400.00					
County Supplemental Funding	\$ 500,000.00	\$ 500,000.00				
Total Revenue	\$ 926,005.00	\$ 793,710.05	\$ -	\$ -		
Net Balance	\$ -	\$ 716,742.77				

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

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