



# Agenda

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

April 27, 2020

11:00 A.M.

Conservation and Development Department  
30 Muir Road, MARTINEZ

**Please join my meeting from your computer,  
tablet or smartphone.**

<https://global.gotomeeting.com/join/392844373>

You can also dial in using your phone.  
(For supported devices, tap a one-touch number  
below to join instantly.)

United States: +1 (646) 749-3122

- One-touch: <tel:+16467493122,,392844373#>

Access Code: 392-844-373

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 31, 2020 Outreach Subcommittee meeting. (Matt Lardner, Census Outreach Coordinator)
- 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. (Matt Lardner, Census Outreach Coordinator).
- 6. RECEIVE** budget updates and **DISCUSS** anticipated and or potential budget realocations due to COVID-19. (Barbara Riveira, County Administrator's Office, Kristine Solseng, Conservation and Development Department) Est 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 Gerringner 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 Gerringner, Staff, District III Supervisor's Office  
Phone 510-599-9152, Fax (925) 240-7261  
teresa.gerringner@bos.cccounty.us





# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 04/27/2020

**Subject:** Record of Action for the March 31, 2020 Joint Meeting of the Census 2020 Outreach and Finance Subcommittees 2020 Outreach Subcommittee

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:**

**Referral Name:** Record of Action for the March 31, 2020 Joint Meeting of the Census 2020 Outreach and Finance Subcommittees 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:**

RECEIVE and APPROVE the Record of Action for the March 31, 2020 Outreach Subcommittee meeting.

#### **Recommendation(s)/Next Step(s):**

RECEIVE and APPROVE the Record of Action for the March 31, 2020 Outreach Subcommittee meeting.

#### **Fiscal Impact (if any):**

None.

---

#### **Attachments**

Draft ROA Joint Outreach and Finance Subcommittees March 31 2020

---

# DRAFT



## CENSUS 2020 OUTREACH SUBCOMMITTEE

March 31, 2020

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  
Lauren Babb  
Samuel Houston  
Aparna Madireddi

Staff Present: Kristine Solseng, Department of Conservation and Development  
Matt Lardner, Census Outreach Coordinator

### 1. INTRODUCTIONS

*Meeting called to order at 1:04 pm and 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 March 17, 2020 Outreach Subcommittee meeting.

*Motion to approve Record of Action: Lina Velasco  
Second: Terry Koehne  
Ayes: All*

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

*Federal, state, regional, and county updates were given.*

- **Federal**
  - *The US Census Bureau has published adjustments to operations due to COVID-19.*
  - *Field operations have been suspended until April 15, 2020*
- **State/Regional**
  - *Micro Media plan finalized and state working with Flagship to get ads produced*
  - *United Way Bay Area has developed trainings for virtual phone banking and virtual questionnaire assistance*
- **Local**
  - *Staff continuing to work to pivot outreach due to COVID-19 and work with grantees to adjust any in-person activities*

5. DISCUSS and REVIEW outreach plan and outreach materials, including print, website content, social media.

*Updates to the outreach materials was discussed and reviewed.*

6. Review current Census 2020 budget and proposed redistribution of funds.

*The budget was discussed. Not changes since the Steering Committee meeting two weeks prior.*

7. **DISCUSS and REVIEW** upcoming meetings and schedule future meetings.

*The joint subcommittee discussed future meetings. They decided to continue meeting as a joint subcommittee to more effectively and quickly respond to adjustments that may need to be made in light of the COVID-19 pandemic. The joint subcommittee decided to meet next at the end of the month.*

**ADJOURN**

*Meeting adjourned at 2:00 p.m.*

---

*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.*

---

Teresa Gerringer, Staff, District III Supervisor's Office

For Additional Information Contact:

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

<b><u>Meeting Date:</u></b>	04/27/2020	
<b><u>Subject:</u></b>	Federal, State, Regional and Local Updates	
<b><u>Submitted For:</u></b>	David Twa, County Administrator	
<b><u>Department:</u></b>	County Administrator	
<b><u>Referral No.:</u></b>		
<b><u>Referral Name:</u></b>	Federal, State, Regional and Local Updates	
<b><u>Presenter:</u></b>	Matthew Lardner	<b><u>Contact:</u></b> 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:**

##### **Federal (U.S. Census Bureau)**

- Census 2020 Self Response Rate as of 4/14/2020: National - 48.6%, California - 49.2%, Contra Costa County - 57.5%
- 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.
- Paper Questionnaires will be mailed out through the end of April.
- Partnership Specialists are still working and can provide partners with collateral as needed.

##### **State (California Complete Count)**

- 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
- Regional earned media campaign
  - \$5 K grants to support earned media collaborators
  - New UWBA RFP will be emailed to media partners who filled out survey with hopes of micro-media buys
- UWBA Round 3 RFP open through April 30
  - Will disburse \$400K (\$200K already disbursed)
- 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
  - Census Challenge idea
  - Focus on targeted digital media buys (low response rate, languages, etc.)
  - CCTV and social media virtual Census Day programming
  - Videos of grantees and other partners
  - Identifying locations for collateral after last grantee pick up
  - Working with Faith communities and higher ed outreach
- 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. \$41,500 left in Phase II 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

**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:** 04/27/2020  
**Subject:** Review Outreach Plan  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Review Outreach Plan  
**Presenter:** Matthew Lardner      **Contact:** Mathew Lardner, 925-674-7813

---

#### **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

**Meeting Date:** 04/27/2020

**Subject:** Receive and Review Budget Update

**Submitted For:** David Twa, County Administrator

**Department:** County Administrator

**Referral No.:**

**Referral Name:** Receive and Review Budget Update

**Presenter:** Barbara Riveira/Kristine Solseng      **Contact:** Barbara Riveira (925)335-1018, Kristine Solseng (925) 674-7809

---

#### **Referral History:**

**Standing Item. RECEIVE** budget updates. Discussion will include anticipated and or potential budget reallocations due to COVID-19.

#### **Referral Update:**

RECEIVE budget updates and DISCUSS anticipated and or potential budget reallocations due to COVID-19.

#### **Recommendation(s)/Next Step(s):**

RECEIVE budget updates and DISCUSS anticipated and or potential budget reallocations due to COVID-19.

#### **Fiscal Impact (if any):**

None.

---

#### **Attachments**

Budget Update 4 20 20

Budget Options

---

**Census 2020 Budget Update as of 4/20/2020**

	<b>Revised Budget 3/16/20</b>	<b>Expenditures To Date</b>	<b>Encumbered Funds</b>	<b>Current Budget Balance</b>	
<b>Expenses</b>					
<b>Grant Administration</b>	\$ 36,260.00	\$ -	\$ 36,260.00	\$ -	
<b>GIS - data analysis and map production</b>	\$ 50,000.00	\$ -	\$ 50,000.00	\$ -	
<b>Contract Outreach Staff</b>	\$ 150,000.00	\$ 40,414.79	\$ 109,585.21	\$ -	
<b>Media Buys</b>	\$ 50,000.00	\$ 10,390.00	\$ 38,090.00	\$ 1,520.00	15%
Digital Ads	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
Transit Ads	\$ 30,000.00	\$ 390.00	\$ 28,090.00		
<b>**Printing Collateral</b>	\$ 26,400.00	\$ 13,261.00	\$ 3,139.00	\$ 10,000.00	23%
Grantee Material (est)	\$ 10,000.00			\$ 10,000.00	
Additional Printing - Extra State	\$ 16,400.00	\$ 13,261.00	\$ 3,139.00	\$ -	
<b>Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.</b>	\$ 56,345.00	\$ 27,274.71	\$ 6,653.60	\$ 22,416.69	56%
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		\$ 11,454.00			

Gametime Rundown Event*			\$ 200.00		
Census Day Event					
Additional Bags			3287.44		
Additional Sanitizer			2666.16		
Misc Material*					
<b>Language Contracts</b>	<b>\$ 10,000.00</b>	<b>\$ 5,913.50</b>	<b>\$ -</b>	<b>\$ 4,086.50</b>	<b>41%</b>
Regional Workshop Interpreter - Round 2		\$ 3,230.00			
Regional Workshop Interpreter - Round 3		\$ 750.00			
Collateral Translations		\$ 615.30			
Collateral Translations		\$ 1,318.20			
<b>**Grant Funding -Community Partners / CBOs - Grants to fund outreach, including promotional material to support grant funded initiatives.</b>	<b>\$ 385,000.00</b>	<b>\$ 88,204.00</b>	<b>\$ 232,796.00</b>	<b>\$ 64,000.00</b>	<b>17%</b>
Phase I	\$ 280,000.00	\$ 85,704.00	\$ 194,296.00	\$ -	
Phase II (includes NRFU)	\$ 63,000.00	\$ 2,500.00	\$ 28,500.00		
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 10,000.00		
<b>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.</b>	<b>\$ 112,000.00</b>	<b>\$ 55,000.00</b>	<b>\$ 57,000.00</b>	<b>\$ -</b>	
DOIT	\$ 70,000.00	\$ 35,000.00	\$ 35,000.00		
Library	\$ 5,000.00	\$ 5,000.00	\$ -		
CCTV	\$ 30,000.00	\$ 15,000.00	\$ 15,000.00		
Additional QAC/QAK Equipment	\$ 7,000.00		\$ 7,000.00		

<b>Homeless Outreach -Targeted material for Homeless &amp; Transient Population.</b>	\$ 25,000.00	\$ -	\$ 25,000.00	\$ -	
<b>*Veteran Outreach -Targeted material for Veteran Population.</b>	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
<b>*Contingency/Non-Response</b>	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	100%
<b>Total Expenses</b>	\$ 926,005.00	\$ 250,458.00	\$ 568,523.81	\$ 107,023.19	
<b>Revenue</b>		<b>Revenue To Date</b>			
Counties to opt out or opt in with a board resolution		\$ 32,634.45			
1 <sup>st</sup> Quarterly Report due		\$ 32,634.45			
Strategic Plan due - 60 days from State approval		\$ 114,220.58			
2 <sup>nd</sup> Quarterly Report due		\$ 32,634.45			
Implementation Plan due		\$ 81,586.12			
Implementation Outreach Release Withholding		\$ 32,634.45			
NRFU Plan due		\$ -			
Final Report due		\$ -			
Additional Funding From State(Contract Amendment)		\$ 63,400.00			
County Supplemental Funding		\$ 500,000.00			
<b>Total Revenue</b>		\$ 889,744.50	\$ -	\$ -	
<b>Net Balance</b>		\$ 448,540.58			

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

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



## Census 2020 Complete Count and COVID-19 Budget Considerations

There is approximately \$107,000, including \$64,000 in grant funds that have not been allocated remaining in the Census 2020 budget and additional understanding about the implications of COVID-19. The following outlines the funding available by category and potential COVID-19 Options.

### Media Buys: \$1,520

- **Funded:** Transit Buys \$30,000 and Digital Ads: \$20,000
- **COVID-19 Options:** Media buys are one of the most effective ways to reach people during COVID-19. Some options with an increased Media Buy allocation include:
  - Increase digital ads (\$5,000 - \$20,000) – very adaptable by location, language, and key wordsearch.
  - Add TV spots via ABC news (\$4,000 - \$10,000) – targets those without broadband
  - Add ethnic media spots (\$ TBD) – target specific languages as needed.

### Printing: \$13,139

- **Funded:** There is about 10,000 pieces of printed collateral that will be given away
- **COVID-19 Option:** The focus of the printing strategy has shifted from events and gathering to a more focused outreach on specific needs and essential services
  - Print and mail postcards - Postcards can be mailed to those in Update Leave areas or other groups that may need special messaging like residential care facilities or targeted census tracts. Estimated cost is \$0.50/postcard to print and mail or approximately \$500/1000 postcards.
  - Bags for ethnic grocery stores - Providing bags to small ethnic grocery could be a standalone effort or part of a larger effort to support smaller, ethnic grocery stores during COVID-19. Estimated cost is between \$0.62 - \$1.00 / bag or approximately \$700/thousand.

### Outreach: \$22,416

- **Funded:** This category includes swag, food and venue for meetings and workshops, and other outreach related costs, including the planned Census Day Outreach event.
- **COVID-19 Option:** Move all the current outreach funds to media buys. The cost to increase Contra Costa County census messaging in digital, television, or other media buys will exceed the current media category budget. Estimated cost depends on level of outreach desired and is listed under the Media Buys option.

### Grant Funding: \$64,000

- **Funded:** About \$320,000 to local partners, each of which are working on various pivots in outreach due to COVID-19 such as increased digital media, phone banking, and connecting with people during essential service delivery. Note, unless the County's contract with the State is amended, \$32,000 of these funds must be spent on grants



- **COVID-19 Option:** The intent of the Phase 2 grants was to have smaller organizations and community groups host census events throughout the County. There will likely not be any large gatherings where most of the Outreach funds were directed. Now that it is apparent social distancing measure will likely be in place for a longer term, the structure of the grant program may need to be reconsidered. Redirecting grants funds to support community organizations that are providing essential needs to their community during these difficult times. It is likely the same people struggling to meet basic needs are also too overwhelmed to fill out the Census form. One option is to contract with a couple of organizations to implement special outreach projects such as:
  - **Essential need “swag”** – Provide census branded swag in the form of essential need items to key organizations to distribute to community members. Facemasks, toilet paper, etc. Cost depends on type and amount.
  - **Ethnic Grocery Story Outreach** - This project might include giving away the census grocery bags, providing posters, and maybe supporting the grocery stores by purchasing a gift card and operating a raffle at various stores. Estimated cost: \$5,000 - \$20,000+
  - **Food Distribution Grant** – Provide a grant to food distribution organizations to that are distributing food to families during this time. Ideally, the funds would go to one organization and be distributed to supporting organizations.
  - **Census “Stronger Together” Challenge** – The Census Stronger Together Challenge is to use the census self-response rate as tool to raise funds for the Food Bank or other non-profit supporting our community during COVID-19. The prize for the Census Challenge could be a given to one community and the prize would be a set amount of funds to be donated to the Food Bank in their name. For example, the city with the greatest improvement would have \$5,000 donated to the Food Bank. Estimated cost between \$1,000 - \$10,000

It is also possible to structure the Census Challenge Awards so all communities are competing with themselves. Under this structure, each community (city or unincorporated community) would receive a set amount for every percentage over 2010 response rates. For example, if the metric is \$500 per 0.1% over the 2010 Self-Response rate and the cities’ final was 0.2% over 2010, then their prize would be \$1000 to the Food Bank or other selected non-profit. An alternate to using 2010 data would be a set amount for percent increase over a given time (one or two weeks). Estimated cost \$10,000 - \$20,000 +. Note, the amount can be capped if needed

#### **Non-Response Follow Up (NRFU): \$5,000**

- **Funded:** These funds have not been allocated yet.
- **COVID-19 Options:** It is possible that given the new timeline for the Census, there will be a need to have additional outreach for NRFU.