



**CENSUS 2020  
OUTREACH SUBCOMMITTEE**

**March 3, 2020  
1:00 P.M.**

**ROOM 101, 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

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 February 4, 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 printed collateral available, QAC/QAK collateral distribution plan, Faithbased and MAC outreach, kick off event logistics, advertising plan, website content, and social media.
6. The next meeting is March 31, 2020, from 1:00 to 3:00 p.m., at the Richmond Community Foundation, 1014 Florida Ave, 2nd Floor, Richmond, CA 94804.

**ADJOURN**

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*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.*

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*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.*

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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:** 03/03/2020  
**Subject:** Record of Action for the February 4, 2020 Outreach Subcommittee  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Record of Action for the February 4, 2020 Outreach Subcommittee  
**Presenter:** Matthew Lardner      **Contact:** Mathew Lardner, 925-674-7813

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#### **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 February 4, 2020 Outreach Subcommittee meeting.

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

RECEIVE and APPROVE the Record of Action for the February 4, 2020 Outreach Subcommittee meeting.

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

None.

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#### **Attachments**

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# DRAFT



## CENSUS 2020 OUTREACH SUBCOMMITTEE

February 4, 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  
Terry Koehne

Absent: Mariana Moore

Staff Present: Teresa Gerringer, District III  
Matt Lardner, Census Outreach Coordinator  
Kristine Solseng, Department of Conservation and Development  
Barbara Riveira, County Administrator's Office  
Tanya Hyland, Census Intern District III  
Jennifer Rios, Census Intern District III  
Susan Shiu, Office of Communications & Media

Attendees: Mark Orcutt  
Mary Schreiber  
Linda Soliven

### 1. INTRODUCTIONS

*Meeting called to order at 1:12, self introduction 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. DISCUSS and RECEIVE Federal, State, Regional, and County updates.

*The subcommittee discussed and received updates on federal, state, regional, and county census 2020 outreach efforts.*

- **Federal**
  - *Service Based Enumeration and Group Quarters operation has begun*
- **State**
  - *State developed map of QAC/QAK that will be placed on website*
  - *The state, in partnership with RAND Corporation, will be conducting another count to measure the Census' count of CA residents. This operation is a survey of 20,000 called the California Neighborhood Survey and will be conducted between May to October.*
- **Regional**
  - *County staff is still waiting to hear from state about micro regional buys for transit throughout the Bay Area*
  - *United Way Bay Area (UWBA) is developing boxes of resources, collateral, and instructions for QACs in the region*
  - *UWBA recently released canvassing toolkit*
- **County**
  - *County staff have completed collateral and sent copy to translation service to translate in required languages*
  - *February regional workshops were discussed*

*County census swag was discussed and will be ordered by staff*

4. **DISCUSS and REVIEW** outreach plan, materials, printing, website content, and social media.

*The committee discussed updates to outreach plan, including collateral and website content. View County updates above.*

5. **DISCUSS** options for a Census Week Event and make recommendations.

*An event to celebrate Census Weeks in the County and promote being counted was discussed by the committee:*

- *An event is being coordinated in Bay Point (District 5)*
- *Committee discussed desire to have student performances from local organizations as well as inviting legislative representatives.*
- *Committee also discussed having a QAC to allow people to self-respond directly at the event*

6. The next meeting is February 18, 2020, from 1:00 to 3:00 p.m., at the Richmond Community Foundation, 1014 Florida Ave, 2nd Floor, Richmond, CA 94804.

**ADJOURN**

*Meeting adjourned at 3:35 p.m.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 03/03/2020  
**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

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#### **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.

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#### **Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 03/03/2020  
**Subject:** Discuss Outreach Plan Development  
**Submitted For:** David Twa, County Administrator  
**Department:** County Administrator  
**Referral No.:**  
**Referral Name:** Discuss Outreach Plan Development  
**Presenter:** Matthew Lardner      **Contact:** Mathew Lardner, 925-674-7813

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#### **Referral History:**

**DISCUSS and REVIEW** outreach plan and outreach materials, including printed collateral available, QAC/QAK collateral distribution plan, Faithbased and MAC outreach, kick off event logistics, advertising plan, website content, and social media.

#### **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 printed collateral available, QAC/QAK collateral distribution plan, Faithbased and MAC outreach, kick off event logistics, advertising plan, website content, and social media.

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

None.

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#### **Attachments**

*No file(s) attached.*

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