

DRAFT



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

Present: Lina Velasco
Mariana Moore
Terry Koehne

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

Attendees: Melody Howe-Wintraub

1. INTRODUCTIONS

Meeting called to order at 1:12 pm. 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 February 4, 2020 Outreach Subcommittee meeting.

*Motion to approve Record of Action: Mariana Moore
Second: Terry Kohne
Ayes: All*

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

Matt Lardner, Census Outreach Coordinator provided the Federal, State, Regional and County updates.

- ***Federal***
 - ***Working with Patnrnership Specilalists to identify events and QAC throughout county where Mobile Questionnaire Assistance can be deployed***
- ***Regional***
 - ***School banners are going up***
 - ***CCSpin Census Issue has been published***
 - ***Faith-based outreach having trouble finding someone to hire and getting buy in from some communities***

The committee also discussed the impact of COVID-19 on census outreach and potential messages to send to grantees, including pushing that the census can be done online at home.

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.

Kick Off Event was discussed as well as speakers and vendors to invite for a family friendly event.

6. The next meeting is March 17, 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 2:25.

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