


# DRAFT

 <b>Agenda</b>	<p style="text-align: right;"><b>CENSUS 2020 OUTREACH SUBCOMMITTEE</b></p> <p style="text-align: right;"><b>March 17, 2020 1:00 P.M.</b></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. <a href="https://global.gotomeeting.com/join/758306805">https://global.gotomeeting.com/join/758306805</a></p> <p>You can also dial in using your phone. United States: <a href="tel:+18722403212">+1 (872) 240-3212</a></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 <a href="https://inroomlink.goto.com">inroomlink.goto.com</a> Meeting ID: 758 306 805 Or dial directly: <a href="mailto:758306805@67.217.95.2">758306805@67.217.95.2</a> or 67.217.95.2##758306805</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: <a href="https://global.gotomeeting.com/install/758306805">https://global.gotomeeting.com/install/758306805</a></p>
--	--

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

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 16<sup>th</sup> 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

---

*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