



# Agenda

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

May 11, 2020

12:00 P.M.

Conservation and Development Department  
30 Muir Road, 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 April 27, 2020 Joint Outreach and Finance 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. (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**

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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](mailto:teresa.gerringer@bos.cccounty.us)





# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 05/11/2020

**Subject:** Record of Action for the April 27, 2020 Joint Meeting of the Census 2020 Outreach and Finance Subcommitteesus 2020 Outreach Subcommittee

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

**Department:** County Administrator

**Referral No.:**

**Referral Name:** Record of Action for the April 27, 2020 Joint Meeting of the Census 2020 Outreach and Finance Subcommitteesus 2020 Outreach Subcommittee meeting

**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:**

RECEIVE and APPROVE the Record of Action for the April 27, 2020 Joint Outreach and Finance Subcommittee meeting.

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

RECEIVE and APPROVE the Record of Action for the April 27, 2020 Joint Outreach and Finance Subcommittee meeting.

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

None.

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### **Attachments**

Draft ROA Joint Outreach and Finance Subcommittees 4 27 2020

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# DRAFT



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

April 27, 2020  
11:00 P.M.

Conservation and Development Department  
30 Muir, MARTINEZ

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

Present: Lina Velasco  
Mariana Moore  
Terry Koehne  
Lauren Babb  
Samuel Houston  
Aparna Madireddi

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

Attendees: David Tucker  
Mark Orcutt  
Fran Biderman

### 1. INTRODUCTIONS

*Meeting called to order at 11:04 am. 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 March 31, 2020 Outreach Subcommittee meeting.

*Motion to approve the Record of Action with change to heading: Terry Kehone  
Second: Lauren Babb  
Ayes: All*

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

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

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

*The outreach plan and materials were reviewed and pivots in plan due to COVID-19 pandemic and shelter-in-place order were discussed.*

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

- *Motion to allow staff to prioritize food distribution grants reallocating funds from outreach and/or grant funding and come back to joint subcommittee with additional information on logistics on essential needs and Stronger Together Census Challenge: Lauren Babb*
- *Second: Aparna Maderiedi*
- *Ayes: All*

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

*Next meeting is scheduled for Monday, May 11, 2020, 11 am – 1pm .*

## ADJOURN

*Meeting adjourned 12:30.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### 2020 CENSUS OUTREACH SUBCOMMITTEE

**Meeting Date:** 05/11/2020  
**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:**

**DISCUSS and RECEIVE** Federal, State, Regional, and County updates. (Matt Lardner, Census Outreach Coordinator)

### **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
- State has developed new Sword tools

### **Region 3 Updates (United Way Bay Area)**

- 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 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

### **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 Stronger Together Challenge
  - Focus on targeted digital media buys (low response rate, languages, etc.)
  - Food and material distribution
- 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
  - 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.

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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:** 05/11/2020  
**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

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#### **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.

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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:** 05/11/2020

**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

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#### **Referral History:**

**Standing Item. RECEIVE** budget updates. Discussion will include anticipated and or potential budget reallocations.

#### **Referral Update:**

RECEIVE budget updates and DISCUSS anticipated and or potential budget reallocations.

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

RECEIVE budget updates and DISCUSS anticipated and or potential budget reallocations.

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

None.

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#### **Attachments**

Budget Update 5 11 2020

Outreach & Finance 5 11 2020 Proposal

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Census 2020 Budget Update as of 5/11/2020

	Revised Budget 3/16/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Proposed Allocation of Balance	Notes	Revised Budget 5/11/20
<b>Expenses</b>								
<b>Grant Administration</b>	\$ 36,260.00	\$ -	\$ 36,260.00	\$ -		\$ -		\$ 36,260.00
<b>GIS - data analysis and map production</b>	\$ 50,000.00	\$ -	\$ 50,000.00	\$ -		\$ -		\$ 50,000.00
<b>Contract Outreach Staff</b>	\$ 150,000.00	\$ 44,294.71	\$ 105,705.29	\$ -		\$ -		\$ 150,000.00
<b>Media Buys</b>	\$ 50,000.00	\$ 10,390.00	\$ 38,090.00	\$ 1,520.00	15%	\$ 19,000.59	Recommend additional funds from Outreach Tasks & Printing	\$ 67,480.59
Digital Ads	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	\$ -		\$ 15,000.59	To extend digial ads through July	
ABC News Spot						\$ 4,000.00	Provide 30-60 second spot before or after News	
Transit Ads	\$ 30,000.00	\$ 390.00	\$ 28,090.00			\$ -	To extend transit ads through July on	
<b>**Printing Collateral</b>	\$ 26,400.00	\$ 13,261.00	\$ -	\$ 13,139.00	31%	\$ 7,975.00		\$ 21,236.00
Grantee Material (est)	\$ 10,000.00			\$ 10,000.00		\$ 4,836.00	Postcard mailers to Update Leave and other printing TBD	
Additional Printing - Extra State Dollaros	\$ 16,400.00	\$ 13,261.00		\$ 3,139.00		\$ 3,139.00	Postcard mailers to Update Leave and other printing TBD	
<b>Outreach Tasks -includes in kind staffing, meeting venues, materials, food, mileage, swag, etc.</b>	\$ 56,345.00	\$ 27,274.81	\$ 6,753.60	\$ 22,316.59	56%	\$ 10,000.00	Additional swag (masks, saniter, etc) and mis materials. Remaining to Media Buy	\$ 44,028.41
Regional Workshop Costs		\$ 945.63	\$ 600.00					
Swag - Magnets and Frisbees		\$ 2,973.63						
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							Due to COVID 19 large gatherings will not be allowed	
Additional Bags/masks			3287.44					
Additional Sanitizer			2666.16					
Table Cloth								
Misc Material*							Swag (masks, sanitizer, etc)	



	Revised Budget 3/16/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Proposed Allocation of Balance	Notes	Revised Budget 5/11/20
Language Contracts	\$ 10,000.00	\$ 5,913.50	\$ -	\$ 4,086.50	41%	\$ 4,086.50	Translation services as needed, including NRFU	\$ 10,000.00
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>\$ 110,875.00</b>	<b>\$ 242,125.00</b>	<b>\$ 32,000.00</b>	<b>8%</b>	<b>\$ 32,000.00</b>	<b>This includes NRFU grants as needed</b>	<b>\$ 385,000.00</b>
Phase I	\$ 280,000.00	\$ 108,375.00	\$ 171,625.00	\$ -				
Phase II (includes NRFU)	\$ 63,000.00	\$ 2,500.00	\$ 40,500.00					
Xtra State Funding / Faith, Dept gaps	\$ 42,000.00		\$ 30,000.00			\$ 12,000.00	Cannot change - State Contract	
<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>		<b>\$ -</b>		<b>\$ 112,000.00</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>	<b>\$ 25,000.00</b>	<b>\$ -</b>	<b>\$ 25,000.00</b>	<b>\$ -</b>				<b>\$ 25,000.00</b>
<b>*Veteran Outreach -Targeted material for Veteran Population.</b>	<b>\$ 20,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>				<b>\$ 20,000.00</b>
<b>*Contingency/Non-Response</b>	<b>\$ 5,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000.00</b>	<b>100%</b>	<b>\$ 5,000.00</b>	<b>No recommended changes</b>	<b>\$ 5,000.00</b>
<b>Total Expenses</b>	<b>\$ 926,005.00</b>	<b>\$ 277,009.02</b>	<b>\$ 570,933.89</b>	<b>\$ 78,062.09</b>		<b>\$ 78,062.09</b>		<b>\$ 926,005.00</b>
<b>Revenue</b>		<b>Revenue To Date</b>						
Counties to opt out or opt in with a board resolution		\$ 32,634.45						

	Revised Budget 3/16/20	Expenditures To Date	Encumbered Funds	Current Budget Balance		Proposed Allocation of Balance
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				
Total Revenue		\$ 889,744.50	\$ -	\$ -		
Net Balance		\$ 398,991.54				

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

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

## Census Outreach and COVID-19 Shelter In Place Budget Recommendations

### Background

Staff presented several COVID focused outreach ideas and anticipated costs with the Joint Finance and Outreach Committee on April 27, 2020. The potential ideas included:

- Expand Media Buys
- Postcard Mailings to Update Leave and other targeted mailing lists
- Additional Swag
- Grant Funding
  - Continuing mini-grant program, but shift from events to food distribution and other COVID-19 allowable outreach
  - Expand Grant options to include “special projects” that could include larger grants (\$10,000 - \$20,000). Special projects could include distributing essential need swag, ethnic grocery store outreach, food distribution grant, and a Census “Stronger Together” challenge.

The Joint Committee recommended that staff prioritize food distribution grants reallocating funds from outreach and/or grant funding and come back to joint subcommittee with additional information on logistics on essential needs and Stronger Together Census Challenge.

Staff has developed a draft revised budget, the details of which are provided below.

### COVID-10 Budget Realignment

**Media Buys:** With the extension of the self-response operations into July and non-response follow-up (NRFU) beginning in August, staff recommends expanding the digital media buys through the end of August. The follow are some media buy options and staff recommendations to consider.

- **Digital Media Buys: Additional \$15,000 (approximate)**

The digital media allows ads to be directed to audiences by key factors such as location, language, and age. Initial digital media reports are positive, with over 3,000 click throughs to the Census Bureau’s website in initial 11-day test run. The digital media ads are nimble and can be used to promote special online events or services, reinforce partner messaging, and provide ad content in-language. Monument Optimization (consultant) has provided two estimates for extending digital media buys.

  - **Option 1: \$15,000** – increases ads through mid-August
  - **Option 2: \$25,000** – Increases ads through end of August and includes more ad formats such as video and social media ads.
- **ABC News Spotlight: New allocation of \$4,000**

The spotlight consists of a custom 4-minute segment produced by ABC. The spotlight will run either at 11:30 am on a weekday or at 9 am on the weekend. The County can identify partners to appear in the segment, including Spanish speaking partners. The county will also receive a copy of the spotlight to run on social media and can share with partners. This news spotlight can reach those without broadband access but are watching the news. It is possible ABC can provide a reduced service for as little as \$2,000.

- **Transit Ads: No new allocation proposed**

Census transit ads include the following

- **West Cat (Lamar)** – Current run includes 15 Kind Size displays from 3/16/20 – 6/7/2020. Lamar has extended the run for an addition 8 weeks at now additional charge due to reduced impressions
- **County Connection and TriDelta (Vector Media)** – Current run includes 18 King displays from 3/15/20 – 5/31/20. Vector has added a four-week bonus term through the end of June. Additional run through the end of July estimated at \$4,680.

**Printed Material:** Printed collateral for various events was estimated at \$26,400 and we spent about 50% for our initial grantee requests. There is a significant amount of printed materials remaining and staff is working on distributing extras to food distribution sites and other locations as needed. Staff recommends retaining \$8,000 for postcard mailings and additional printing needs as identified. The remaining funds can be allocated to media buys.

**Outreach Tasks:** Outreach tasks includes swag, costs for Census workshops and events, and other miscellaneous costs. Given the current shelter in place trajectory, it is unlikely that government sponsored gathers over 100 people will be allowed in the foreseeable future. Therefore, the Census Event is anticipated to be canceled and associated costs are removed. Given the strong support for additional essential needs census swag, \$10,000 is allocated for additional swag which can include masks, more hand sanitizer, tote bags and other needs as identified.

**Translation Services:** There is just over \$4,000 remaining in the translation services. Staff recommends no change to this amount. Translation services may be required through NRFU.

**Grants:** There is \$32,000 (\$12,000 is restricted state funding for Faith Based and other gaps) remaining in Census Outreach and Assistance Grants. Grants applications for outreach continue to be submitted, even during COVID-19 shelter in place. To date, we have entered into contracts, or are in the contracting process, for 92% of our grant funds.

At the April 27<sup>th</sup> Joint Outreach and Finance Subcommittee meeting, staff presented a concept of identifying partners to implement special outreach projects such as food distribution, ethnic grocery store outreach, and the strong together community challenge. To date, we have identified a grantee that may be able to assist in increasing food distribution outreach and leading the partnership with other community organizations. Instead of developing specific special outreach projects such as Ethnic Grocery Outreach and the Strong Together Community Challenge, staff is recommending a change to the Phase 2 grant criteria. The remaining \$32,000 in grant funding is for Phase 2 grants which have been approved as mini-grants ranging from \$500 - \$3,000. The Steering Committee provided some flexibility to increase awards as needed. However, staff is recommending Phase 2 grant fund be formally increased to \$10,000 to allow for special outreach projects if there is an organization is able implement a larger project such as the Ethnic Grocery Outreach or Stronger Together Challenge.

**Non-Response Follow Up (NRFU):** There is currently \$5,000 allocated to Non-Response Follow Up. Additionally, the proposed budget specifically includes for media buys to include some non-response follow up. Other budget items such as translations and grants are anticipated to last throughout NRFU.