

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

RECORD OF ACTION FOR
JUNE 17, 2019

Supervisor Diane Burgis, Chair
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

Barbara Riveira, County Administrator's Office
Kristine Solseng, Conservation and Development Department

Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Lynn Reichard-Enea, District V Representative; Andres Orozco, At Large Member; Fran Biderman, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member; Samuel Houston, At Large Member

Absent: Alvaro Fuentes, At Large Member; Ali Saidi, At Large Member; Terry Koehne, At Large Member

Staff Present: Julie DiMaggio Enea, Senior Deputy County Administrator; Kristine Solseng, Conservation &

Development Dept; Mark Goodwin, District III Chief of Staff; Teresa Gerringer, District III Supervisor's Office; Dom Pruett, District III Supervisor's Office; Susan Shiu, Communications and Media Director

Attendees: Zhiyuan Zhang, U.S. Census; Darlene Rios Drapkin, U.S. Census; Jaime Jenett, HSD Homeless Programs; Michelle Krasowski, Library; Nancy Kreiser, Library; Sue Hamill; Blanca Gutierrez, Community Clinic Consortium; Beatriz Guerrero, City of Richmond

1. Call to Order and Introductions

Chair Burgis called the meeting to order at 12:05 p.m.

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No one requested to speak during the public comment period.

3. RECEIVE and APPROVE the Record of Action for the May 20, 2019 meeting.

The Record of Action for the May 20, 2019 meeting was approved as presented.

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

4. RECEIVE federal, State, regional and local updates on preparation for the Census.

Kristine Solseng reported that the U.S. Census Bureau hired more Partnership Specialists and introduced Darlene Drapkin. She also reported that the decision on the immigration question would be rendered later this month. She announced the State's Implementation Workshop scheduled for June 19th and a hand-count of potential attendees was taken.

DRAFT Hard to Count Fact Sheets were handed out for comment. Vice Chair Andersen suggested that the statement that the "U.S. Census Bureau cannot share data..." be highlighted in a separate bullet and that the word "cannot" should be emphasized. It was also clarified that the questionnaire is expected to comprise ten (not nine) questions and may take more than 15 minutes to complete depending on the number of people in a household.

It was also announced that the U.S. Census Bureau continues to look for more enumerators from Contra Costa County. Zhiyuan Zhang reported that the Concord U.S. Census Office is expected to open sometime in July.

Julie Enea reported that seven qualifying applications were received in response to the County's Census Outreach Coordinator recruitment. Interviews will be scheduled for early July, selection likely in mid-July with a possible start date in early August.

A brief update was provided on the Regional Solutions Workshops that were held in Richmond and Brentwood.

5. RECEIVE status report from the Finance Subcommittee

Teresa Gerringer reported that due to schedule conflicts, the Finance Subcommittee had been unable to meet, but planned to meet on June 21.

6.
 1. RECEIVE and FILE the Record of Action of the May 28, 2019 Outreach Subcommittee, and the updated roles and responsibilities document.
 2. DISCUSS and APPROVE the tagline recommendation of the Outreach Subcommittee.

Susan Shiu presented the draft communications framework and timeline.

Lina Velasco and Mariana Moore presented the Outreach Subcommittee's recommendation of the tagline, "Count Me In", which was selected because it translates to other languages well, is adaptable to different groups, and is short and simple. Mark Orcutt added that the tagline survey indicated that "Contra Costa" did not need to be in the tagline. A supplemental tagline was also suggested, "Count Me In, Because We All Count".

The Committee accepted the minutes of the May 28 and June 11 Outreach Subcommittee meetings, approved the updated Roles and Responsibilities of the Subcommittees, accepted the draft communications framework, and approved the Census tagline, as recommended.

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

7. RECEIVE presentation on engaging those living in poverty by Lauren Babb, as a representative of the Economic Opportunity Council, and Kristine Solseng, Conservation and Development on potential barriers and opportunities around counting in the 2020 Census individuals living in poverty.

Lauren Babb described the Economic Opportunity Council and its connections to CBOs that serve HTC populations. She reported that the EOC administers about \$400,000 annually in federal Community Service Block Grant funds to CBOs that can serve as trusted messengers to deliver the Census message to HTC populations. Some of the CSBG recipients have applied for private foundation and ACBO Census funding. She commented on how effective these partnerships can be if the CBOs could recognize their direct dependence on current and future Census data.

8. CONSIDER proposal for a one-time budget request from the County ranging in total from \$200,000 to \$575,000 to help fund implementation of the strategic outreach plan and DETERMINE action to be taken.

Supervisor Burgis presented a proposal for a County budget request that was developed from a preliminary discussion of the Finance Subcommittee and later modified by staff. The proposal ranged from a low of \$200,000 to a high of \$575,000. Supervisor Burgis said that she could support making a budget request of the County for up to \$500,000 and suggested reducing the Technology category from \$150,000 to \$75,000 accordingly.

Mariana Moore said the proposed maximum was not enough but she could support the request if the Committee were given the discretion to reallocate funds among the categories if necessary. Staff clarified that the range contemplated for the mini-grants is \$500-\$3,000 per grant, and that the Outreach Collateral category referred to in-language outreach targeted to groups not covered by the State materials. Staff also clarified that authorized food costs for outreach events could be included in the Incentives/Promotional Materials category.

It was also noted that the State allocated \$41,000 to the County of Office Education for Census outreach and that the City of Richmond was contemplating making a budget provision of \$150,000 for local outreach.

The Committee approved the proposed budget request at a reduced level of \$500,000 and requested staff to prepare a board order for BOS consideration in July.

AYE: Chair Diane Burgis, Vice Chair Candace Andersen, District I Representative Lina Velasco, District II Representative Aparna Madireddi, District III Representative Linda Soliven, District IV Representative Lauren Babb, District V Representative Lynn Reichard-Enea, At Large Member Andres Orozco, At Large Member Fran Biderman, At Large Member Mariana Moore, At Large Member Mark Orcutt, At Large Member Melody Howe-Weintraub, At Large Member Samuel Houston

Other: At Large Member Ali Saidi (ABSENT), At Large Member Alvaro Fuentes (ABSENT), At Large Member Terry Koehne (ABSENT)

Passed

9. The next meeting is currently scheduled for July 17, 2019.

The location of the next meeting was changed to 651 Pine St., Room 101, Martinez.

10. Adjourn

Chair Burgis adjourned the meeting at 1:45 p.m.

For Additional Information Contact:

Julie DiMaggio Enea, County Administrator's Office
Phone (925) 335-1077, Fax (925) 646-1353
julie.enea@cao.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

3.

Meeting Date: 06/17/2019

Subject: RECORD OF ACTION FOR THE MAY 20, 2019 MEETING

Submitted For: David Twa, County Administrator

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Julie DiMaggio Enea

Contact: Julie DiMaggio Enea (925)
335-1077

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 May 20, 2019 meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the May 20, 2019 meeting.

Fiscal Impact (if any):

None.

Attachments

DRAFT Record of Action for May 20, 2019

Minutes Attachments

No file(s) attached.



**2020 CENSUS
COMPLETE COUNT STEERING COMMITTEE**
(An Ad Hoc Committee Established by the Board of Supervisors)

RECORD OF ACTION FOR
MAY 20, 2019

Supervisor Diane Burgis, Chair
Supervisor Candace Andersen, Vice Chair

District I: Lina Velasco • District II: Aparna Madireddi • District III: Linda Soliven
District IV: Lauren Babb • District V: Lynn Reichard-Enea

Fran Biderman • Alvaro Fuentes • Samuel Houston • Melody Howe-Weintraub
Terry Koehne • Mariana Moore • Mark Orcutt • Andres Orozco • Ali Saidi

Facilitators:

Barbara Riveira, County Administrator's Office
Kristine Solseng, Conservation and Development Department

Present: Diane Burgis, Chair; Candace Andersen, Vice Chair; Lina Velasco, District I Representative; Aparna Madireddi, District II Representative; Linda Soliven, District III Representative; Lauren Babb, District IV Representative; Alvaro Fuentes, At Large Member; Fran Biderman, At Large Member; Melody Howe-Weintraub, At Large Member; Mariana Moore, At Large Member; Mark Orcutt, At Large Member; Samuel Houston, At Large Member; Terry Koehne, At Large Member

Absent: Lynn Reichard-Enea, District V Representative; Andres Orozco, At Large Member; Ali Saidi, At Large Member

Staff Present: Barbara Riveira, County Administrator's Office; Kristine Solseng, Conservation and Development Department

Attendees: Teresa Gerringer, Mark Goodwin, Vincent Manuel, Dom Pruett, Jaime Jenett, Colleen Isenberg, Michelle Krasowski, Dominic Alicno, Nancy Kreiser, Victoria Tolber, Debbie Toth, Kook Huber, David Tucker

1. Call to Order and Introductions

Supervisor Burgis convened the meeting at 12:00 p.m. and self-introductions were made around the room.

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No one requested to speak during public comment period

3. RECEIVE and APPROVE the Record of Action for the April 15, 2019 meeting.

The Committee approved the Record of Action for the April 15, 2019 - Census Complete Count Steering Committee.

4. RECEIVE federal, State, and Regional updates on preparation for the Census.

Kristine Solseng and Barbara Riveira provided a federal, State and Regional update, as outlined in the staff report plus the following:

- *State released the Language and Communication Access Plan-CA Census*
- *United Way of the Bay Area, Region 3 ACBO will submit its Strategic Plan and has provided an opportunity for input*
- *Staff will present the County's Steering Committee Strategic Plan to the Board of Supervisors on May 21, 2019*
- *Region 3 is going to be scheduling an Implementation Workshop*
- *The Grant Applications for the Bay Area Census Funders Collaborative are due May 31, 2019.*

5. RECEIVE AND FILE the Board Record of the Finance Subcommittee.

Teresa Gerringer reported that the Finance Subcommittee met on May 7, 2019 and discussed the budget, budget format, and Outreach Coordinator position. The subcommittee would like to look into monthly budget, mini grants, and the RFP proposal. The Subcommittee's next meeting is scheduled for June 7, 2019.

6. DISCUSS report from the Outreach Sub-committee.

Mariana Moore reported that the Outreach Subcommittee met on May 28, 2019 and discussed the Regional Workshop coordination and the language outreach plan. The subcommittee is working on a standing time and location for the next meeting.

7. RECEIVE presentation on Seniors and Low Internet Access by Victoria Tolbert, Director, Aging and Adult Services and Debibie Toth, Chief Executive Officer, Choice in Aging, and Kristine Solseng, Conservation and Development on potential barriers and opportunity around counting seniors and low internet access in the 2020 Census.

Victoria Tolbert, Aging and Adult Services and Debbie Toth, Chief Executive Officer, Choice in Aging presented on the best ways to reach and engage seniors in the 2020 Census process. Many great resources were provided:

- *Engage Health Care workforce*
- *Care givers*
- *Rossmoor Adult Community*
- *Trilogy At the Vineyards Adult Community*
- *John Muir Senior Center*
- *Food Bank*
- *Meals on Wheels*
- *Pony Express*
- *CalFresh*
- *Churches*
- *Faith-Based Leaders*
- *Senior Coalition*

Kristine Solseng provided a mapping demonstration of where the highest population of seniors are, and where limited internet access is within the county.

8. RECEIVE report on meeting with BART.

Supervisor Burgis provided a brief review of the meeting with BART officials in gaining support for the 2020 Census outreach process. The meeting was productive, and very positive, they discussed coordinating census messaging on BART cars, establishing Questionnaire Assistance Centers, and Questionnaire Assistance Kiosks as well as adopting a resolution in support of 2020 Census.

9. A new meeting schedule is provided to including changes indicating that the August 19, 2019 meeting has been canceled. The meetings are scheduled for the third Monday of every month through December 2019, from 12:00 noon to 2:00 p.m.

Barbara Riveira reported that a new schedule is attached indicating that no meeting will be scheduled for August.

10. The next meeting is currently scheduled for June 17, 2019.

The next meeting is scheduled for June 17, 2019.

11. Adjourn

Supervisor Burgis adjourned the meeting at 1:45 p.m.

For Additional Information Contact:

DRAFT

Barbara Riveira, County Administrator's Office
Phone (925) 335-1018, Fax (925) 646-1353
barbara.riveira@cao.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

4.

Meeting Date: 06/17/2019

Subject: Federal, State, Regional and Local Updates on Preparation for the Census

Department: County Administrator

Referral No.:

Referral Name:

Presenter: Kristine Solseng, DCD

Contact: Kristine Solseng (925)
674-7809

Referral History:

This is a standing item on the Steering Committee agenda to receive new Census information that has developed or been disseminated from the federal, State, regional and local levels since the last Steering Committee meeting.

Referral Update:

Federal: The U.S. Census Bureau has hired more Partnership Specialists for Contra Costa County. The Supreme Court is anticipated to make a decision on the immigration question by end of the month.

State: The State is hosting an Implementation Workshop on Wednesday, June 19th for Alameda, Marin, Solano and Contra Costa counties. The morning session is open to the public and the afternoon session is for State contractors. They are planning to accommodate only about 100 attendees.

The State has also published [Hard to Count Fact Sheets](#) for counties, large cities, State Senate and Assembly District, and Congressional Districts.

Regional: The United Way Bay Area [RFP for grant funding](#) has been published. The grants are due June 28th, 2019.

County: Regional Workshops are underway, with appreciation for cities, Steering Committee members, and Board of Supervisors staff for making the Workshops a success. The Census Outreach Coordinator recruitment has closed with seven qualifying applicants. The selection process is scheduled for the last week in June and it is anticipated the new hire will start in mid to late July. See attached Local Summary.

Recommendation(s)/Next Step(s):

RECEIVE federal, State, regional and local updates on preparation for the Census.

Fiscal Impact (if any):

None. Informational report only.

Attachments

June 2019 Update

Minutes Attachments

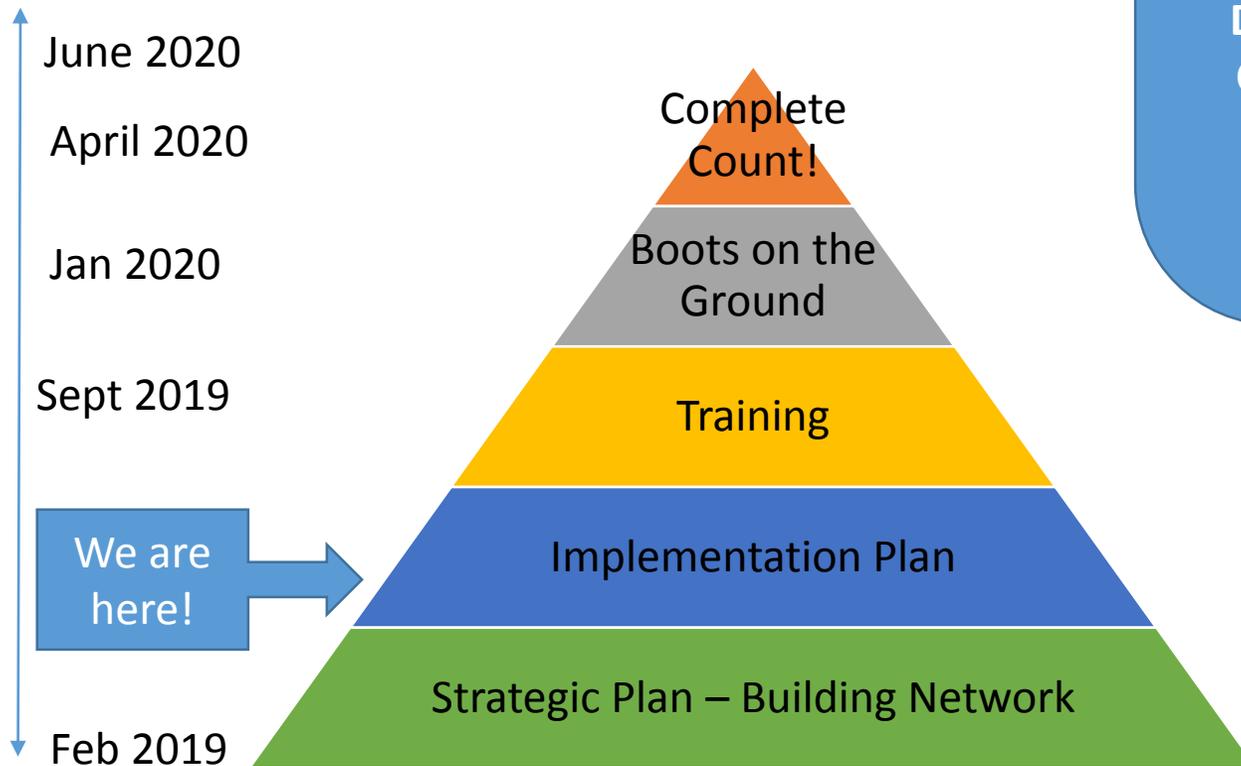
No file(s) attached.

June Update

Number of Partners Signed up: 89

City Resolutions: 3 this month (Lafayette, Antioch, and Martinez. To date, all but 2 have adopted resolutions (Brentwood and Pinole)

Regional Workshops: 2 completed and 2 scheduled



Thank you!

City of Richmond: Regional Workshop venue, food, staff, and translation services

City of Danville: Regional Workshop venue

City of Concord: Regional Workshop venue

Food Bank of Contra Costa and Solano County: Kick-Off Venue and Support

District 3 and District 5 for organizing the East County Capacity Building Workshop around Census Outreach

Steering Committee members attending Regional Workshops: **Fran, Lina, Lynn, and Terry Mark Orcutt** for the Tagline Survey

Other Events

Supervisory District 2 held a number of Community Events that reached over 600 people!! Aparna also participated in Neighborhood Video Series. Thanks! Aparna!

Presentation at Council on Homeless
Presentation at West County Community Engagement Forum.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

5.

Meeting Date: 06/17/2019
Subject: Finance Sub-Committee Report
Submitted For: David Twa, County Administrator
Department: County Administrator
Referral No.:
Referral Name:
Presenter: Teresa Gerringer **Contact:** 925-723-2884

Referral History:

The Complete Count Steering Committee approved Chair Burgis' recommendation for the creation of two Complete Count Steering Committee subcommittees, Outreach and Finance at its 03/18/2019 meeting, and Vice Chair Andersen solicited volunteers. The subcommittees will be staffed by members of the Chair's staff, with Barbara Riveira and Julie Enea, County Administrator's Office, filing the appropriate notice of the meetings.

At the April 15, 2019 Complete Count Steering Committee meeting, Chair Burgis appointed the following three Steering Committee members to compose the Finance Sub-Committee.

Finance: Lauren Babb, Aparna Madireddi, and Sam Houston

Referral Update:

Due to scheduling conflicts, the Finance Subcommittee has been unable to meet since May 7. No further update is available from the Subcommittee.

Recommendation(s)/Next Step(s):

RECEIVE status report from the Finance Subcommittee

Fiscal Impact (if any):

None.

Attachments

No file(s) attached.

Minutes Attachments

No file(s) attached.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

6.

Meeting Date: 06/17/2019
Subject: Outreach Subcommittee Report
Department: County Administrator
Referral No.:
Referral Name:
Presenter: Teresa Gerringer **Contact:** 925-723-2884

Referral History:

The Complete Count Steering Committee approved Chair Burgis' recommendation to appoint the following Steering Committee members to compose the Outreach Subcommittee: Mariana Moore, Lina Velasco, and Terry Koehne.

Referral Update:

The Outreach Subcommittee met on 5.28.2019, with Mariana Moore and Lina Velasco in attendance. Member Terry Koehne was absent. Kristine Solseng and Teresa Gerringer staffed the meeting. Also in attendance were Mark Orcutt, steering committee member; Dom Pruett, BOS District 2 staff; and two members of the public. The Outreach Subcommittee also met on June 11, 2019. All members were present. Kristine Solseng and Teresa Gerringer staffed the meeting. Also in attendance were Mark Orcutt and Fran Biderman, Steering Committee members, and Dom Pruett, BOS District 2 staff.

Recommendation(s)/Next Step(s):

1. RECEIVE and FILE the Record of Action of the May 28, 2019 Outreach Subcommittee, and the updated roles and responsibilities document.
2. DISCUSS and APPROVE the tagline recommendation of the Outreach Subcommittee.

Fiscal Impact (if any):

No fiscal impact.

Attachments

Outreach Subcommittee Record of Action for May 28, 2019

Outreach Subcommittee Record of Action for June 11, 2019

Subcommittee Roles and Responsibilities

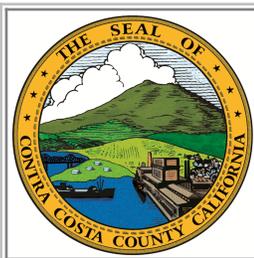
Census Tagline Survey Results

DRAFT Census Fact Sheet

DRAFT Census Fact Sheet #2

Minutes Attachments

No file(s) attached.



CENSUS 2020 OUTREACH SUBCOMMITTEE

RECORD OF ACTION FOR
MAY 28, 2019

Mariana Moore ♦ Lina Velasco ♦ Terry Koehne

Present: Lina Velasco
Mariana Moore
Terry Koehne

Staff Present: Teresa Gerringer

Attendees: Kristine Solseng, DCD
Dom Pruett, District II Supervisor's Office
Mark Orcutt

- 1.
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 May 15, 2019 meeting.
4. REVIEW the Outreach Subcommittee roles and responsibilities.

There were no additional edits to the roles and responsibilities. The edited version will be reviewed at the next meeting.

5. **DISCUSS AND REVIEW** existing outreach materials and outreach timeline

Existing outreach materials and a timeline were reviewed and edited. The committee discussed website needs and reviewed draft collateral materials, including a draft Fact Sheet and a Census one-pager. The United Way Bay Area draft communications plan was presented and discussed. The committee reviewed the taglines from other counties and agencies. A survey of the taglines will be sent to the Steering Committee members.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

6. DISCUSS details about the format, logistics, volunteer requirements, facilitation needs, etc.

Regional Working Group convening dates were updated. West County, June 8, 9 to 11:30 AM, Richmond City Council Chambers; East County, June 13, 1:30 pm to 4:30 pm, Brentwood Veterans Hall, South County, June 13, Evening, Danville Community Center, 5:30 – 8 pm, Central County Willow Pass Community Center, 2:30 pm to 5 pm. The Outreach subcommittee reviewed and provided input to the Census Solutions Workshop plan, including logistics and timeline. Steering committee members will be encouraged to attend and assist in their areas.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

7. DISCUSS Outreach plan development.

The Outreach plan development was discussed, The United Way Bay Area draft communications plan was presented and discussed. The committee began to complete some areas of information. At the next meeting the group will discuss building the list of partners and additional plan development topics.

8. DISCUSS meeting frequency and identify a standing meeting date and time.

The committee determined that bi-weekly meetings will be necessary as they ramp up. Upcoming Outreach Committee meetings are as follows. June 11, 2019, June 25, 2019, July 9 and July 23. All meetings will be from 1pm to 3pm at 651 Pine Street, 108A, Martinez.

AYE: Lina Velasco, Mariana Moore, Terry Koehne
Passed

ADJOURN

The committee adjourned at 2:30 pm, until the next meeting on June 11, 2019, 1 pm to 3 pm, at 651 Pine Street, 108A, Martinez.

Teresa Gerringer, Staff, District III Supervisor's Office

draft

D R A F T

	<p>CENSUS 2020 OUTREACH SUBCOMMITTEE</p> <p>June 11, 2019 1:00 P.M. ROOM 108, COUNTY ADMINISTRATION BUILDING 651 PINE ST., MARTINEZ</p>
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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
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Present: Lina Velasco
Mariana Moore
Terry Koehne

1. **INTRODUCTIONS**

Present: Terry Koehne, Lina Velasco, and Mariana Moore. Subcommittee Members. County staff present included Kristine Solseng and Julie Enea. BOS Staff included Teresa Gerringer, District III and Dom Pruett, District II. Mark Orcutt and Fran Biderman, Steering Committee members were also present.

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 May 28, 2019 meeting.

The May 28, 2019 Record of Action was approved. M/S: Koehne / Velasco. Unanimous approval.

Attachment: [Record of Action for May 28, 2019](#)

4. **REVIEW and APPROVE** the Outreach Subcommittee roles and responsibilities.

The edited version of the Outreach Subcommittee roles and responsibilities was reviewed and approved. M/S: Koehne / Velasco. Unanimous approval.

Attachment:

5. **DISCUSS AND REVIEW** existing outreach materials, tagline and outreach timeline.
The results of the tagline survey were reviewed and discussed. The Outreach subcommittee voted unanimously to bring the tagline “Count me in!” to the Steering Committee, along with a sub-tagline of “We all count!” M/S: Koehne / Moore. Existing outreach materials, including a fact sheet and one-page Why? What? When? Document were reviewed and edited and will now move to design. The sub-committee discussed the development of a toolkit for steering committee members and census partners including, but not limited to the Contra Costa Census 2020 logo, tagline, banners, fact sheet and other collateral, PowerPoint presentations, and dynamic FAQs. The United Way Bay Area draft communications toolkit plan was also shared with the group.
5. **RECEIVE** update on Regional Working Group convenings.
Regional Working Group convening dates were updated, and the committee discussed the lessons learned from the first working group in West County. The consensus was that it was a well-organized, informative event. Upcoming convenings are: East County, June 13, 1:30pm to 4:30pm, Brentwood Veterans Hall; Central County Willow Pass Community Center, 2:30pm to 5pm, and South County, June 25, Oak Hill Park, Danville, 5:30 – 8pm. Steering committee members will be encouraged to attend and assist in their areas.
6. **DISCUSS** Outreach plan development.
Susan Shiu, Contra Costa County Communications Director presented a draft outreach communications plans and framework. At the next meeting the group will continue to work on building the list of partners and the overall plan development.
7. **DISCUSS** meeting frequency and identify a standing meeting date and time.
The committee confirmed the following upcoming meetings and locations - June 25, 2019, Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School); July 9 651 Pine Street, Room 108A, and July 23 Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).
8. **ADJOURN**
The committee adjourned at 3:00pm, until the next meeting on June 25, 2019, at the Richmond Community Foundation, 1014 Florida Avenue, 2nd Floor, Richmond (2nd Floor of Richmond College Prep School).

The 2020 Census Outreach Subcommittee will provide reasonable accommodations for persons with disabilities planning to attend its meetings. Contact Teresa Geringer at 925-723-2884 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 Gerringer, Staff, District III Supervisor's Office
Phone 925-723-2884, Fax (925) 240-7261
teresa.gerringer@bos.cccounty.us

Complete County Steering Committee, April 15, 2019 Rev: May 15, 2019
Item 6. - Roles and Responsibilities of the Outreach and Finance Committee

Outreach Sub-committee

- Develop a grassroots “Get Out The Count” (GOTC) outreach strategy for partnering with entities such as non-profits, community-based organizations, businesses, schools, health system partners, colleges, landlords, faith-based communities, and other stakeholders.
- Create and maintain a master database of partners to build the network.
- Create and maintain a master outreach calendar that is fed and informed by the work of the Census Bureau, CA Census 2020, Region 3 and the County’s Regional Working Groups (RWG).
- Recommend customized promotional materials / collateral for local areas.
- Recommend special events.
- Plan pilot programs.
- Support and complete outreach tasks through the work of regional working groups in Central County, East County, South County, and West County.
- Data tracking and evaluation.

Finance Subcommittee

- Working with County staff, develop a proposed Contra Costa Census 2020 budget.
- Develop a system for monitoring the budget.
- Provide budget oversight.
- Provide monthly financial updates to the Complete Count Steering Committee.
- Review and make mini-grant recommendations
- Track other agency (UWBA, Census Bureau, State, Foundations, etc.) spending by category to identify gaps, avoid duplication and to promote opportunities.

ACTION: Approve appointment of:

Lauren Babb, Aparna Maderiddi and Sam Houston to the Finance Sub-Committee.

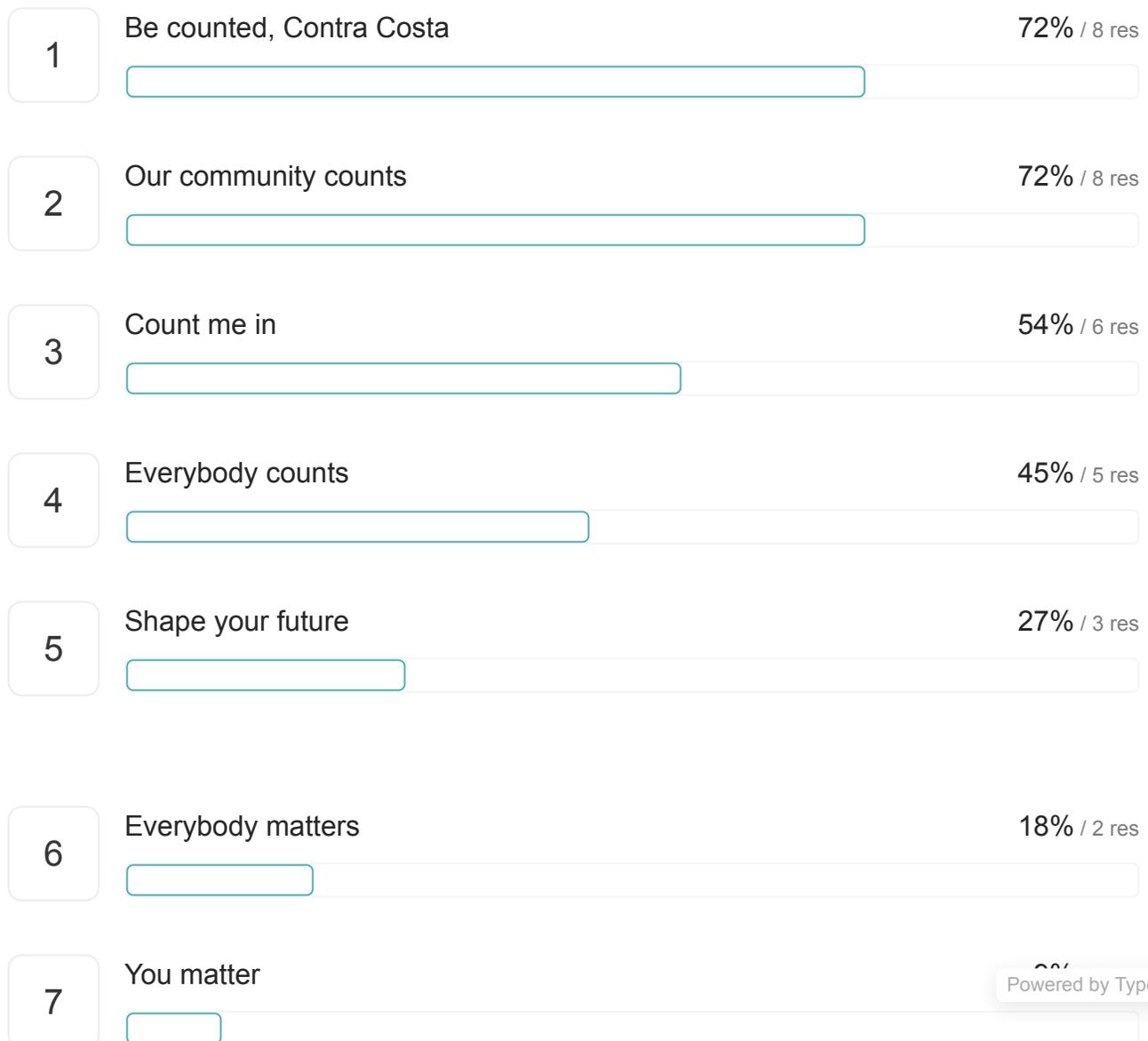
Mariana Moore, Lina Velasco, and Terry Koehne to the Outreach Sub-Committee.

Census Tagline Survey

11 responses

Choose three taglines that you **LIKE** the most

11 out of 11 answered



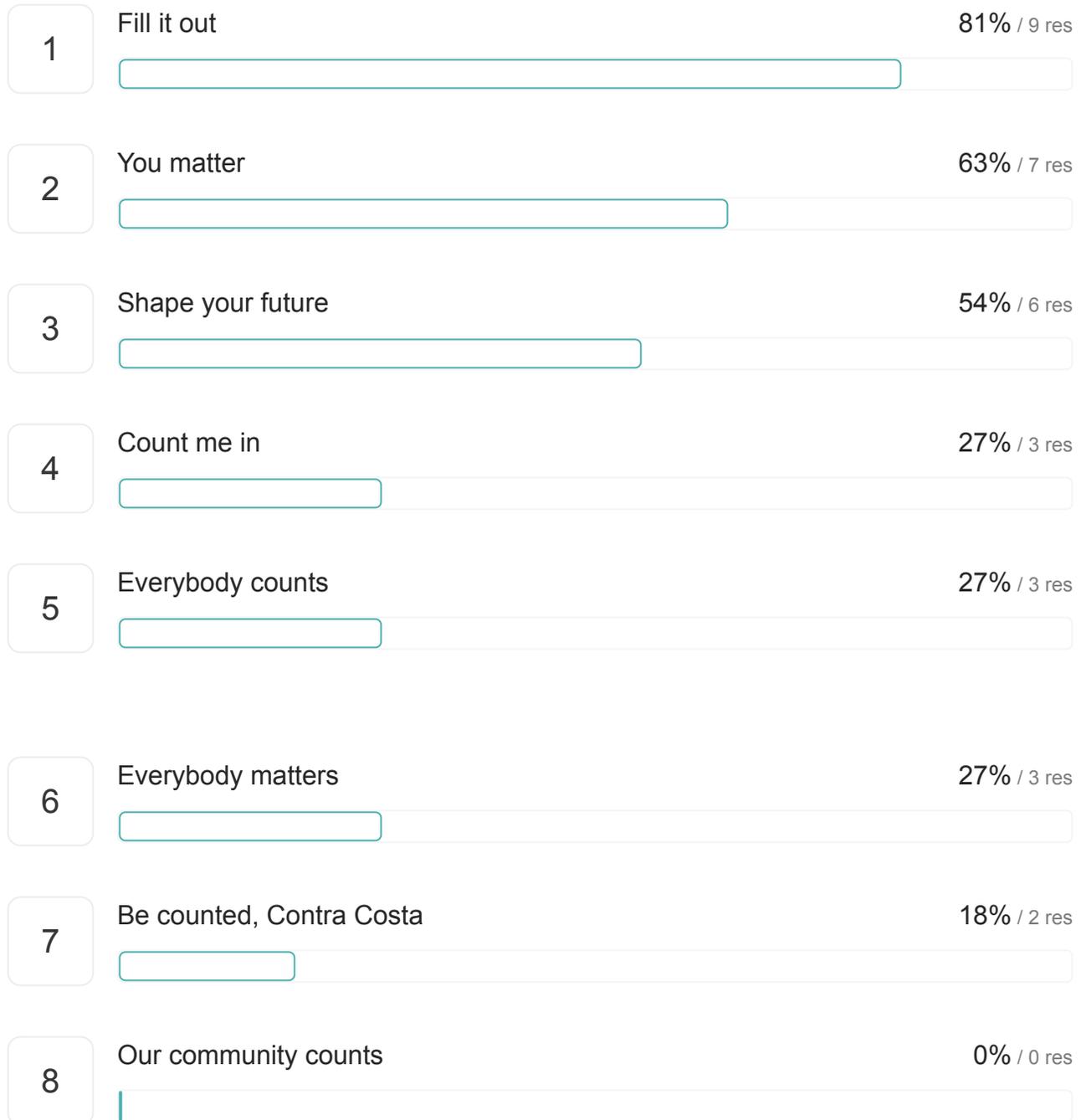
8

Fill it out

0% / 0 res

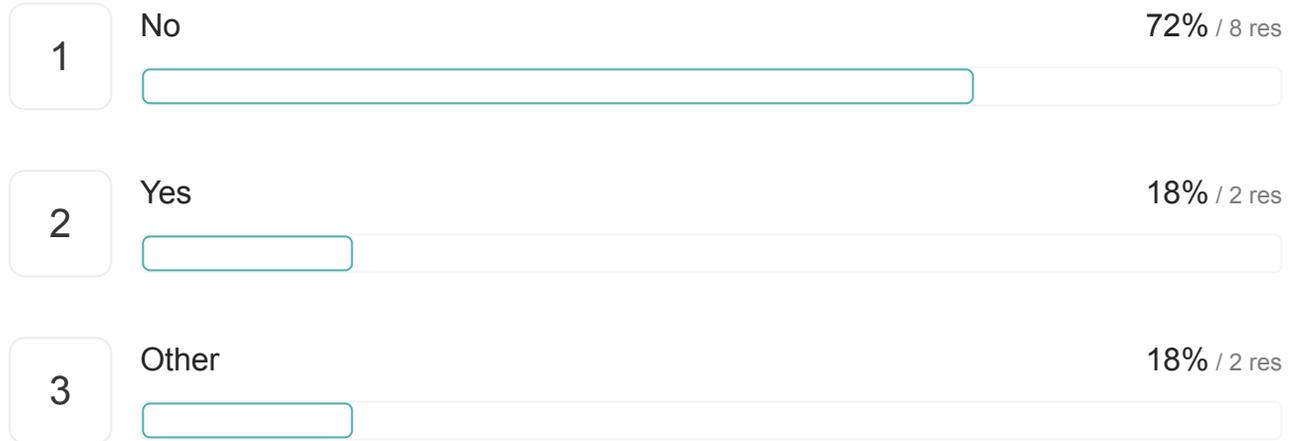
Choose three taglines that you **DISLIKE** the most

11 out of 11 answered



Do you think it is important that the words "Contra Costa" are used in the tagline?

11 out of 11 answered



Please share up to five taglines (optional)

Counting on your future

Yes, We Count! (Si, Contamos!)

Don't go uncouncted...

Stand strong, make your count matter...

Don't silence your count...

It matters that your counted..

Make a difference in your community and take the count.

Count me in for my community!

Anything else you'd like to add? (optional)

I look forward to hearing targeted messages or taglines for specific subgroups - kids count, etc.

I like the Count me in and allow people to identify why they are filling out the census. Count me in for immigrant rights! Count me in for our schools! Count me in for better roads! Count me in for representation!

CENSUS 2020

Count Me In!



Billions of dollars for our:

WHY



Schools



Healthcare



Children & Families



Housing



Transportation

Political Power



WHO

- One Census form should be completed for all residents in each household

WHAT

- The United States constitution requires all residents to complete the Census form every 10 years. Under the Law, the U.S. Census Bureau cannot share an individual's Census data with the public, state or local governments, immigration enforcement, or other federal agencies.
- The questionnaire should take 15 minutes and asks nine questions about: address, age, race, and relationship to the other residents in the household

WHEN

- Census 2020 begins online in mid-March
- Starting in May 2020, Census workers will begin going door-to-door to households who have not completed the Census to ask them to respond

HOW

All households will receive a postcard in the mail with instructions about how to take the Census through the following options:

Online

By computer, tablet,
or smart phone

Phone

By a 1-800 number

Paper

Households can
request a paper form

Available In

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic,
Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese

Printed In

English & Spanish

WHERE



At home



At the library

At community locations to be announced
in early 2020!

For more information visit www.contracosta.ca.gov/census2020 or email kristine.solseng@dcd.cccounty.us

*"Couple" icon by Freepik from www.flaticon.com. From the Noun Project: Congress by MRFA - Family by Gan Khoon Lay - Education by Victoria - Library by Rauan.



Census 2020 in Contra Costa: What You Need to Know



What is at Stake?

Billions of dollars for



Schools



Healthcare



Children
&
Families



Housing



Transportation

Political Power



Challenges of Census 2020

**FIRST ONLINE CENSUS * RISING DISTRUST IN GOVERNMENT
LIMITED LANGUAGE ACCESS * PROPOSED CITIZENSHIP QUESTIONS**

How You Can Support a Complete Count on Census 2020



Become a Messenger: Keep your community informed about the Census

Commit to sharing important Census information to your community through your existing communication channels such as emails, social media, and newsletters. We'll create the content, you'll spread the message, and together we'll ensure our community is informed.



Schedule a Census 101 presentation: Learn all about Census 2020 in Contra Costa County.

Want to learn more about why the Census matters, what the process entails, and what Contra Costa County is doing to prepare?



Join our coalition: Lead Census 2020 engagement in your community

Engage in Census planning and outreach efforts by signing up to be a Census 2020 partner and participated in a Regional Census Solution Workshops in your area.

COUNT ME IN!

VISIT www.contracosta.ca.gov/census2020

**FOR MORE INFORMATION, RESOURCES, PRESENTATION SCHEDULING,
AND CENSUS 2020 PARTNER SIGN UP**

Addressing Concerns about Proposed Citizenship Question

The Census should count everybody. Yet, every census “undercounts” people of color, immigrants, and other hard-to-count populations. The danger of an undercount is worsened with Census 2020 because of the Census Bureau’s recent efforts to add a citizenship question, which is raising fears that Census data might be used to target people. Here’s what you need to know:

- Census responses are confidential and there are very strong laws protecting your data.
- Under law, the U.S. Census Bureau cannot share an individual’s Census data with the public, state or local governments, immigration enforcement, or other federal agencies.
- Additionally, Census data can only be used for statistical purposes, and cannot be used to harm people who respond.

Advancing Justice – Asian Law Caucus has attorneys who can speak with community-based organizations about these issues free of cost. Please contact Julia Marks at juliam@advancingjustice-alc.org

Our Hard to Count Communities

An estimated 20% of Contra Costa County Residents live in Hard to Count Census tracts. Hard to Count Communities include:

- | | |
|--------------------------------------|--|
| Immigrants | Senior citizens |
| People of color | People without high school degrees |
| Young children | People with disabilities |
| Renters/frequent movers/Unhoused | Households without computer or internet access |
| “Linguistically isolated” households | People who distrust the government |
| Large or overcrowded households | LGBTQ communities |



Education + Planning Phase	Awareness Phase	Motivation Phase
<i>January to December 2019</i>	<i>January to March 2020</i>	<i>March to July 2020</i>
Key Focus: <ul style="list-style-type: none"> • Craft key Census messaging • Conduct Census Solutions Workshops to develop outreach strategies & tools • Award grants to trusted messengers • Promote Census Bureau jobs • Messengers convey key updates to their networks 	Key Focus: <ul style="list-style-type: none"> • Support partners to implement outreach plans • Provide community presentations • Train and activate grantees, partners, and volunteers • Support enumerator training • Messengers convey key updates to their networks 	Key Focus: <ul style="list-style-type: none"> • Promote Census participation at festivals, events, & more • Support subcommittee outreach efforts • Track Census response rates and enhance outreach accordingly

COUNT ME IN!

VISIT www.contracosta.ca.gov/census2020

**FOR MORE INFORMATION, RESOURCES, PRESENTATION SCHEDULING,
AND CENSUS 2020 PARTNER SIGN UP**

Contra Costa County “Complete Count”

Census 2020 Communications Plan or Framework – DRAFT

TIMELINE:

May – Dec 2019	MOBILISATION (Countywide engagement; outreach to trusted messengers)
June – July 2019	Plan and define deliverables for communications, including this Plan
July – Sept 2019	Receive Communications materials from the State; review and plan County Resources & Census Toolkit to be available on Census website
Sept – Nov 2019	Implementation – Prepare, design and make resources & toolkit available on website, and provide training sessions.
Dec 2019/Jan 2020	Assist partners, the public and the media with Census 2020 Contra Costa with public campaign starting in Jan. 2020

OUTREACH PRIORITIES:

1. Create a Countywide theme or tagline.
2. Create a toolbox of both resources & marketing materials or “toolkit” to assist partners
3. Resources and toolkit to offer a variety of messaging to reach hard-to-reach populations
4. KEY: Provide a framework/assistance to others in Census 2020 outreach, yet allow trusted messengers to create even more niche messaging, as needed (BUILD SUPPORT STRUCTURE)
5. KEY: Focus on the benefits to an individual. Focus on the positives. My Library. My child’s school. My infant’s child care. My neighborhood. My senior center. My retirement. My housing. My _____.

DELIVERABLES (see also what State provides):

- Flyers (full page; 1/3 page for mail inserts)
- Posters
- Social media images to upload and messaging
- Stickers “We all count!” “I count” “My school counts” “My child counts”
- Email blast images and messaging
- Websites
- Banners
- Videos
- PSA’s
- Events – in person and “virtual”



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

7.

Meeting Date: 06/17/2019

Subject: Receive presentation on outreach to individuals living in poverty

Department: County Administrator

Referral No.: 1

Referral Name:

Presenter: Lauren Babb, Kristine Solseng

Contact: Kristine Solseng (925)
674-7809

Referral History:

At the February 19, 2019 Steering Committee meeting, Supervisor Burgis requested that, each month, the Steering Committee hear a presentation about a particular Hard to Count population. The May meeting focused on seniors and those with limited internet access. This meeting will focus on those living in poverty.

Referral Update:

Victoria Tolbert, Director, Aging and Adult Services and Debibie Toth, Chief Executive Officer, Choice in Aging will discuss best ways to engage seniors in the 2020 Census process.

Kristine Solseng, Conservation and Development Department will present information about where Kristine will present an online map story. The poverty map story can be viewed at ...

Recommendation(s)/Next Step(s):

RECEIVE presentation on engaging those living in poverty by Lauren Babb, as a representative of the Economic Opportunity Council, and Kristine Solseng, Conservation and Development on potential barriers and opportunities around counting in the 2020 Census individuals living in poverty.

Attachments

Presentation on Engaging Populations Living in Poverty

Minutes Attachments

No file(s) attached.

The Community Services Bureau Community Action Partnership & The Economic Opportunity Council (EOC)

Sam Houston, Dawn Miguel, Tanya Brown, Armando Morales, Acaria Almeida, Kimberly McCarl, Lauren Babb, Monisha Merchant, Devlyn Sewell, Cloudell Douglas, Renee Zeimer, Patricia Piquero, Ajit Kaushal, Michele Chenault



Who Are We?



- The EOC is a mandated tripartite board responsible for administering the Community Service Block Grant (CSBG).
- The EOC was created during the Johnson Administration with the passage of the Economic Opportunity Act of 1964.
- The EOA mandated a 15 member board with five representatives from each of the three sectors- low-income, private/non-profit, and the public.



What do we do?

- Give a voice and resources to our underserved community members.
- Promote pathways out of poverty. Open the doors to self-sufficiency and full participation for everyone.
- Every 2 years the board holds public hearings and develops a strategic plan that addresses the most pressing needs of the County's low-income populations.
- Through legislative and policy actions, educational roundtable discussions and outreach activities the EOC works through its members and agency partners to advocate for and engage the poor and underserved.

Our High Priority Areas

- Housing/Shelter
- Employment/ Job Training
- Food/ Nutrition
- Comprehensive Health Services

How

- Providing basic necessities: food, shelter, health care, job, etc.
- Community building: advocacy, rehabilitation, coordination, and revitalization services
- Pathway to self-sufficiency: skill development, training, and motivational support





Community Partners

- Bay Area Community Resources (Career training/ mental health)
- The Contra Costa Clubhouse (mental health)
- Contra Costa Health Services Homeless Program (Cali House)
- Greater Richmond Interfaith Program (Grip) (Shelter/ nutrition)
- Lao Family Community Development (Career training)
- Loaves and Fishes of Contra Costa (Nutrition)
- Monument Crisis Center (Shelter)
- Opportunity Junction, Inc. (Career training)
- Shelter Inc. Contra Costa (Shelter)
- St. Vincent de Paul of Contra Costa (Career training)
- STAND! For Families Free of Violence (Shelter)
- White Pony Express (Nutrition)

Additional programs

- Early Education Head start Program
- Energy Assistance Low Income Home Energy- Assistance Program (LIHEAP) 1,068 bills
- Energy Assistance and Weatherization programs 38 homes
- The LIHEAP program provides financial assistance for energy bills for people whose income is below the 100% Federal Poverty guidelines.



Census Connection

- CSBG is a federally funded grant
- Many of our subcontractor clients depend on key programs like the Nation School Lunch Program, Supplemental Nutrition Program for Women, Infants, and Children (WIC), Supplemental Nutrition Assistance Program (SNAP), Children's Health Insurance Program (CHIP), Medicaid, Child Care and Development Block Grant, Head start and Early Head Start.
- The Census American Community Survey (ACS) provides metrics for the LIHEAP Program

EOC & Subcontractors commitment to Census

- We reach over 11,000 community members in Contra Costa County.
- Many of our subcontractors are trusted messenger in the community and many serve the entire county (east, west central)
- Subcontractors will be provided with Census materials as well as be asked to participate in the Regional Steering Committees
- Many of the subcontractors have applied for Census funding via the RFPs from philanthropy and the intend to apply for the ACBO RFP.



Contra Costa County Board of Supervisors

Subcommittee Report

2020 CENSUS COMPLETE COUNT STEERING COMMITTEE

8.

Meeting Date: 06/17/2019
Subject: Proposal for County Census Budget Request
Submitted For: Diane Burgis, District III Supervisor
Department: Board of Supervisors District III
Referral No.:
Referral Name:
Presenter: Supervisor Diane Burgis **Contact:** Teresa Gerring (925)
252-4500

Referral History:

Referral Update:

Supervisor Burgis will present a proposal for a one-time budget request from the County ranging in total from \$200,000 to \$575,000 to help fund implementation of the strategic outreach plan.

Recommendation(s)/Next Step(s):

CONSIDER proposal for a one-time budget request from the County ranging in total from \$200,000 to \$575,000 to help fund implementation of the strategic outreach plan and DETERMINE action to be taken.

Fiscal Impact (if any):

An allocation from the County would require a transfer from the County's General Fund Reserve and would require approval by 4/5 of the Board of Supervisors.

Attachments

Proposal for County Census Budget Request

Minutes Attachments

No file(s) attached.

Category	Description	High	Medium	Low
Grant Funding	Community Partners / CBOs (Mini Grants?)	\$ 300,000	\$ 200,000	\$ 150,000
Technology	Hardware and Software (Community connect labs, computers, etc) for outreach to implement QAC/QAK requirement or other implementation goals	\$ 150,000	\$ 85,000	\$ 30,000
Outreach Collateral		\$ 25,000	\$ 10,000	\$ 10,000
Adopt-A-Block		\$ 50,000	\$ 30,000	\$ -
Incentives / Promotional Materials	Gift Cards, Branded promotional materials.	\$ 50,000	\$ 25,000	\$ 10,000
Total Ask		\$ 575,000.00	\$ 350,000.00	\$ 200,000.00