



**Contra  
Costa  
County**

To: Board of Supervisors  
From: INTERNAL OPERATIONS COMMITTEE  
Date: February 12, 2019

Subject: RECOMMENDATIONS FOR APPOINTMENT TO "AT-LARGE" SEATS ON THE 2020 CENSUS  
COMPLETE COUNT STEERING COMMITTEE

---

**RECOMMENDATION(S):**

APPOINT the following individuals to At-Large seats on the 2020 Census Complete Count Steering Committee:

Fran Biderman, Kensington  
Alvaro Fuentes, Richmond  
Samuel Houston, Concord  
Melody Howe Weintraub, Lafayette  
Terry Koehne, San Ramon  
Mariana Moore, Richmond  
Mark Orcutt, Walnut Creek  
Andres Orozco, Brentwood  
Ali Saidi, Pinole

**FISCAL IMPACT:**

No fiscal impact. Members of the Steering Committee receive no compensation.

☒ APPROVE

☐ OTHER

☐ RECOMMENDATION OF CNTY  
ADMINISTRATOR

☒ RECOMMENDATION OF BOARD  
COMMITTEE

---

Action of Board On: **02/12/2019** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Diane Burgis, District III Supervisor  
Karen Mitchoff, District IV Supervisor  
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: February 12, 2019

David Twa, County Administrator and Clerk of the Board of Supervisors

Contact: Julie DiMaggio Enea  
(925) 335-1077

By: Stacey M. Boyd, Deputy

cc:

## BACKGROUND:

The Board of Supervisors, on December 18, 2018, authorized the establishment of a Complete Count Steering Committee to guide the County's 2020 Census outreach effort.

The charge of the Committee is to:

- Set clear, achievable goals and objectives;
- Identify areas of the community that may need extra outreach efforts, either a geographical area or a population group that might be hard to count;
- Use a “grassroots” approach to working with community-based organizations and groups who have direct contact with households who may be hard to count;
- Customize promotional materials for local area;
- Implement special events;
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications;
- Support and complete these tasks through the work of regional sub-committees in Central County, East County, South County, and West County;
- Develop a proposed Census 2020 budget for consideration by the Board of Supervisors by March 26, 2019.

The Complete Count Steering Committee is an *ad hoc* committee created for the limited duration of the 2020 Census effort. The Board appointed Supervisor Diane Burgis to chair the Steering Committee and to make recommendations to the Board on the Committee's composition. The Committee will be composed of 15 members, including the Chair. Of these, 5 will be representatives from each Supervisorial District, and 9 will be at-large members, all appointed by the Board of Supervisors. The 5 Supervisorial District representatives are being recommended by Diane Burgis, District III Supervisor, in a separate action today. This action concerns the 9 At-Large appointees.

Steering Committee members will be expected to serve as ambassadors for the 2020 Census within their region and/or across diverse sectors and communities countywide, and will need to think strategically about how to engage residents in hard to count populations, help to organize community events, communicate through their networks, and make presentations to community groups. They must be able and willing to commit the time required (estimated to be 5-10 hours/month) and regularly attend Complete Count Committee meetings, which will be held monthly in the afternoons. Periodic meetings will be held in the evening or on weekends.

The Board's Internal Operations Committee was charged by the Board of Supervisors on December 18, 2018 with recruiting and recommending individuals to represent the public at large on the Steering Committee. Due to the condensed start-up schedule and the need to develop a strategic plan and budget for adoption by the Board of Supervisors no later than April 9, 2019, the IOC conducted a two week recruitment and received 24 applications. Two applicants later withdrew, leaving a pool of 22 candidates. The IOC, at a special meeting on January 28, 2019, interviewed 20 candidates (2 were unable to attend), and recommends today the appointment of 9 individuals, whose applications are attached, to represent the public at large. In developing the recommendations, the IOC considered the candidates' connections to hard-to-count populations within the county as well as their capacity to leverage regional cooperation through existing community

networks. Consideration was also given to geographic representation and filling gaps in the composition needed to create an effective outreach strategy and campaign.

Applicants not selected for the Steering Committee are encouraged to attend public meetings for one of the four regional Complete Count work groups (Central, East, South, and West).

#### CONSEQUENCE OF NEGATIVE ACTION:

Due to the condensed start-up schedule and the need to develop a strategic plan and budget for Board adoption no later than April 9, any delay in forming the Steering Committee may jeopardize the County's ability to secure up to \$362,605 in State funding to support the Complete Count effort.

#### ATTACHMENTS

Recruitment Announcement\_2020 Census Steering Committee  
Candidate Application\_Fran Biderman\_Census Steering Cte  
Candidate Application\_Alvaro Fuentes\_Census Steering Cte  
Candidate Application\_Samuel Houston\_Census Steering Cte  
Candidate Application\_Melody Howe Weintraub\_Census Steering Cte  
Candidate Application\_Terry Koehne\_Census Steering Cte  
Candidate Application\_Mariana Moore\_Census Steering Cte  
Candidate Application\_Mark Orcutt\_Census Steering Cte  
Candidate Application\_Andres Orozco\_Census Steering Cte  
Candidate Application\_Ali Saidi\_Census Steering Cte