



Contra
Costa
County

To: Board of Supervisors
From: John Gioia, District I Supervisor
Date: March 12, 2019

Subject: RECOMMENDATION FOR APPOINTMENT OF A VICE CHAIR TO THE 2020 CENSUS COMPLETE
COUNT STEERING COMMITTEE

RECOMMENDATION(S):

APPOINT District II Supervisor Candace Andersen as Vice Chair of the 2020 Census Complete Count Steering Committee.

FISCAL IMPACT:

No fiscal impact.

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;

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR ☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **03/12/2019** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Candace Andersen, District II
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: March 12, 2019

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

ABSENT: Diane Burgis, District III
Supervisor

By: Stacey M. Boyd, Deputy

Contact: Jami Napier, 335-1908

cc:

BACKGROUND: (CONT'D)

- 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 appointed representatives from each Supervisorial District, and 9 will be at-large members, all appointed by the Board of Supervisors. The 9 At-Large representatives are being recommended by the Internal Operations Committee in a separate action today. This action concerns the 5 Supervisorial District representatives.

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 appointing the Vice Chair of the Steering Committee may jeopardize the County's ability to secure up to \$362,605 in State funding to support the Complete Count effort.