

2020 CENSUS COMMITTEE

TRANSPORTATION

MEETING RECAP - January 23, 2018

Attendees:

Pamela Manning, Chair; Angela Driscoll Co-chair; Susana Graether (CEO), John Halaka (DPW), Julie Moore (DRP), Robert Tabares (DPW), Carrie Willey (DPW), Carmella Towles (DPW), Ashley Ceron (DPW), Tanya Sanchez (DPW). **Not available:** Neonika Walker (DPW)

Highlights:

- Highlights of 1/17/18 General Planning Meeting (Susana):
 - Supervisors Solis and Hahn brought forth a motion on 1/16/18 to, among other things, direct the CEO to report back to the Board on a quarterly basis with a status update. Quarterly reports are due to the CEO 3 weeks before they are due to the Board (this is for any revisions which are needed)
 - State Budget is \$40.3 billion for 2020 Census California Complete Count – most of the funding will go to the State with about \$3 million going to the Complete Count Committees statewide.
 - Doug Baron will assume oversight of the 2020 Census Planning Committee
 - Dorothea Park will oversee the 3 Subcommittees and reports to Doug
 - Three components to the 2020 Census Planning Committee are Transportation, Health and Human Services, and Countywide Outreach
- Brainstorming on where we can advertise the 2020 Census targeting the transportation industry, such as in and on buses, metro rail, bus shelters, and airports. See Brainstorming Recap.
- Discussed how to utilize Survey123 to note additional non-conforming addresses to assist with the LUCA effort.

Action items

- Create 2020 Census Job Number for DPW staff time
- Run monthly RINV report to monitor usages John Hakala
 - Research the loan of 40 phones/tablets for field staff for a year
- Plan monthly Transportation CCC meetings

Sub Committee - Partner meeting

Marketing - Carrie Wiley and Robert Tabares

Budget (*time, material, and labor*) – Carrie Wiley, Julie Moore, Mark Blank (suggested), and Pamela Manning (opt.)

Meeting Graphics (standard) - John Halaka - Carmella Towles

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Metro Board – Angela Driscoll and Julie Moore - *Map out our Strategic Plan*

Census Presentation – Pamela Manning and Angela Driscoll

New Business

- Add a member from County Council to the 2020 Census committee; possibly Carole Suzuki
- Mark Pestrella to mention the Census 2020 during his speaking engagements

Next meeting

Committee meeting within the next 2 weeks, morning preferred
Meeting to discuss 2020 Census promotional items