



**MEMBERS**

Elizabeth Patterson  
Chair  
Mayor, City of Benicia

John Vasquez  
Vice-Chair  
Supervisor, Solano  
County, District 4

Thom Bogue  
Mayor, City of Dixon

Harry Price  
Mayor, City of Fairfield

Ronald Kott  
Mayor, City of Rio Vista

Lori Wilson  
Mayor, City of Suisun  
City

Ron Rowlett  
Mayor, City of Vacaville

Bob Sampayan  
Mayor, City of Vallejo

Erin Hannigan  
Supervisor, Solano  
County, District 1

Monica Brown  
Supervisor, Solano  
County, District 2

Jim Sperring  
Supervisor, Solano  
County, District 3

Skip Thomson  
Supervisor, Solano  
County, District 5

**SUPPORT STAFF:**

Birgitta Corsello  
Solano County  
Administrator's Office

Daryl Halls  
Solano Transportation  
Authority

Jeremy Craig  
City of Vacaville

**SOLANO  
City-County Coordinating Council**

**AGENDA**

**March 12, 2020**

Location - Solano County Water Agency, Berryessa Room,  
810 Vaca Valley Parkway, Suite 203, Vacaville, CA.

**7:00 P.M. or Immediately Following Solano County Water Agency Meeting Conclusion**

**PURPOSE STATEMENT – City County Coordinating Council**

“To discuss, coordinate, and resolve City/County issues including but not necessarily limited to land use, planning, duplication of services/improving efficiencies, as well as other agreed to topics of regional importance, to respond effectively to the actions of other levels of government, including the State and Federal government, to sponsor or support legislation at the State and Federal level that is of regional importance, and to sponsor or support regional activities that further the purpose of the Solano City-County Coordinating Council.”

*Time set forth on agenda is an estimate. Items may be heard before or after the times designated.*

**ITEM**

**AGENCY/STAFF**

**I. CALL TO ORDER (7:00 p.m.)**

Roll Call

**II. APPROVAL OF AGENDA (7:00 p.m.)**

**III. WELCOME NEW CHAIR & VICE CHAIR FOR 2020-21 (7:03 p.m.)**

Per the attached CCCC Bylaws, the Chair and Vice-Chair are appointed by the respective organization whose turn it is to serve as Chair or Vice Chair of the CCCC. It is the City's turn to serve as Chair and the City Selection Committee appointed Mayor Elizabeth Patterson to serve as Chair and the Board of Supervisors appointed Supervisor John Vasquez to serve as Vice-Chair for the two-year term.

**IV. OPPORTUNITY FOR PUBLIC COMMENT (7:05 p.m.)**

Pursuant to the Brown Act, each public agency must provide the public with an opportunity to speak on any matter within the subject matter of the jurisdiction of the agency and which is not on the agency's agenda for that meeting. Comments are limited to no more than 5 minutes per speaker. By law, no action may be taken on any item raised during public comment period although informational answers to questions may be given and matter may be referred to staff for placement on future agenda.

This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42U.S.C.Sec12132) and the Ralph M. Brown Act (Cal.Govt.Code Sec.54954.2) Persons requesting a disability-related modification or accommodation should contact Jodene Nolan, 675 Texas Street, Suite 6500, Fairfield CA 94533 (707.784.6108) during regular business hours, at least 24 hours prior to the time of the meeting.

**V. CONSENT CALENDAR**

- 1. Approval of Minutes for October 10, 2019

Chair

**ACTION ITEM**



## VI. DISCUSSION CALENDAR

1. (A) Receive a presentation from the Association of Bay Area Governments (ABAG) on the Regional Housing Needs Allocation (RHNA)  
**INFORMATIONAL ITEM, (20 minutes)**

Presenter: (Presenter invited, verification pending)

- (B) Receive a presentation and approve a delegation agreement on the Sub-Regional Housing Needs Allocation (RHNA)  
**ACTION ITEM, (20 minutes)**

Presenters: Bill Emlen, Director, Department of Resource Management, Solano County, and Matt Walsh, Principal Planner, Solano County Department of Resource Management, Solano County and Daryl Halls, Executive Director of the Solano Transportation Authority and Andrea Howard, Associate at Placeworks

2. Receive a presentation on the Census 2020 outreach efforts in Solano County, including what resources are being deployed and agency involvement  
**INFORMATIONAL ITEM, (20 minutes)**

Presenters: Robert Burris, Executive Director, Solano Economic Development Corporation, David Tucker, Regional Program Manager, Census Bureau and Matt Walsh, Principal Planner, Solano County Department of Resource Management

3. Discuss and request input on updating Moving Solano Forward program  
**DISCUSSION ITEM, (15 minutes)**

Presenters: Robert Burris, Executive Director, Solano Economic Development Corporation and Jeremy Craig, City Manager, City of Vacaville

4. Discuss proposed summit and suggest future topics  
**DISCUSSION ITEM, (15 minutes)**

Presenters: Bill Emlen, Director, Department of Resource Management, Solano County, Daryl Halls, Executive Director of the Solano Transportation Authority and Birgitta E. Corsello, Solano County Administrator

5. Affirm the CCCC Steering Committee's recommended meeting schedule for 2020, including the following meeting dates:
  - a. May 4, 11 or 13, 2020: special CCCC's lunch meeting to discuss RHNA
  - b. May 14, 2020: proposed CCCC summit focused on housing related subjects including RHNA, funding for housing and housing related legislation
  - c. August 13, 2020 CCCC meeting
  - d. December 10, 2020: proposed CCCC Summit on Resiliency in Solano County

**ACTION ITEM, (5 minutes)**

Chair



## VII. ANNOUNCEMENTS

## VIII. CCCC CLOSING COMMENTS

**ADJOURNMENT:** The next City-County-Coordinating Council meeting is tentatively scheduled for May 14, 2020.

**MEETING OF THE CITY-COUNTY COORDINATING COUNCIL  
SOLANO COUNTY HOUSING SUMMIT  
October 10, 2019 Action Meeting Minutes**

The October 10, 2019 meeting of the Solano City-County Coordinating Council was held in the Berryessa Room at the Solano County Water Agency located at 810 Vaca Valley Parkway, Ste. 303, Vacaville, CA 95688.

**I. Roll and Call to Order**

**Members Present**

John Vasquez, Chair	Solano County Board of Supervisors (District 4)
Elizabeth Patterson, Vice	Mayor, City of Benicia
Scott Pederson	Vice Mayor, City of Dixon
Harry Price	Mayor, City of Fairfield
Ronald Kott	Mayor, City of Rio Vista
Ron Rowlett	Mayor, City of Vacaville
Bob Sampayan	Mayor, City of Vallejo
Erin Hannigan	Solano County Board of Supervisors (District 1)
Monica Brown	Solano County Board of Supervisors (District 2)
Jim Spering	Solano County Board of Supervisors (District 3)

**Members Absent**

Lori Wilson	Mayor, City of Suisun City
Skip Thomson	Solano County Board of Supervisors (District 5)

**Staff to the City-County Coordinating Council Present:**

Birgitta Corsello	County Administrator, Solano County
Daryl Halls	Executive Director, STA
Robert Guerrero	Director of Planning, STA
Jeremy Craig	City Manager, City of Vacaville
Tammi Ackerman	Office Assistant III, CAO, Solano County

**Guest Speakers and Other Staff Present**

Bill Emlen	Director, Solano County, Dept of Resource Mgmt
Matt Walsh	Principal Planner, Solano County, Dept of Resource Mgmt
Rich Seithel	Executive Officer, Solano LAFCO
Sean Quinn	City Manager, City of Fairfield

**I. Meeting Called to Order**

The meeting of the City-County Coordinating Council was called to order at 7:30 pm.

**II. Staff Announcement**

Birgitta Corsello, County Administrator, Solano County, announced that Michelle Heppner, Legislative Officer, CAO, Solano County will be out on military leave and a replacement staff member has not yet been appointed to the City County Coordinating Council Staff. She noted that Robert Guerrero and Jeremy Craig will be assisting as additional staff in the interim.

**III. Approval of Agenda**

*A motion to approve the Agenda was made by Mayor Price and seconded by Vice Mayor Pederson. Agenda approved by 10-0 vote.*

**IV. Opportunity For Public Comment**

No public comments were received.

**V. Consent Calendar**

*A motion to approve the January August 8, 2019 Minutes was made by Mayor Patterson and seconded by Mayor Rowlett. Minutes approved by 10-0 vote.*

**VI. Discussion Calendar**

**1. New Housing Production and Planning Funding: State Budget Housing Trailer Bill (AB101)**

Robert Guerrero, Director of Planning, STA, gave an update on funding resources available in the upcoming months highlighting state housing production grant funds allocated to Solano County totaling \$1,730,000 (see handout), noting, these funds are anticipated to be available in the spring and are in addition to the SB2 funds (total of both close to \$5 million). He also spoke regarding the Solano Housing Investment Partnership (SOLHIP) which they have formed in conjunction with the city planners to assist with planning and infrastructure related to these funds.

PowerPoint on file.

*Action: No Action Required.*

**2. Regional Housing Needs Allocation (RHNA) Update**

Matt Walsh, Principle Planner, Department of Resource Management, Solano County gave a RHNA update, reporting the first meeting of the Housing Methodology Committee (HMC) will be on October 18, 2019. They are in the process of procuring the same consultant utilized with the last RHNA cycle, PlaceWorks; the consultant would attend HMC meetings with Supervisor Brown and provide guidance and recommendations on methodologies and technical aspects of developing methodologies that comply with state housing law, the fee per agency for the consultant (City/County/STA) will be approximately \$5,550 (approved by the city managers group) and AB101 funds are eligible for this expense. The RHNA will require zoning for housing, but the housing elements will look at government barriers, fee structure, permits and special needs such as homeless shelters. Birgitta Corsello, County Administrator, Solano County, commented that the last two RHNA cycles, we were able to re-allocate within our subregion, but the higher numbers and additional funds available may result in more difficulty this cycle. Daryl Halls, Executive Director, STA, suggested that the Council and their staff read the Housing Trailer Bill for requirements. Discussion ensued covering the topics of methodology, percentages allocated and re-allocated, fair share of housing, resolutions for sub region acceptance, qualification of ADUs, and inventory of zoned available sites per city.

PowerPoint on file.

*Action: No Action Required.*

**3. Discuss the Concept of Developing Strategies to address Countywide Job and Housing Imbalance**

Daryl Halls, Executive Director, STA, gave a presentation on the Countywide Job and Housing Imbalance. He presented statistics on jobs and transportation in the county, current PDAs, new PPAs, and employment clusters. Birgitta Corsello, County Administrator, Solano County spoke regarding bringing jobs to Solano County, Tier 1 and Tier 2 sites available on the Moving Solano Forward site and business grants from the state through Solano EDC. Mayor Patterson suggested she and Supervisor Hannigan draft a comment/commitment letter to MTC/ABAG to be signed by the city councils of each city regarding the job/housing imbalance to raise public awareness. Discussion ensued covering the topics of bringing the superintendent of schools to the City County Coordinating Council meetings, barriers to jobs coming to Solano County including, quality of education factors - Genentech employees working at the manufacturing floor level live in the county while the employees above that level live outside of county (primarily Davis and Walnut Creek) due to schools, high cost of living and lack of transit.

PowerPoint on file.

*Action: No Action Required.*

**VII. Announcements**

There were no announcements.

**ADJOURNMENT:** The meeting was adjourned at 8:37 p.m. The next meeting is scheduled for January 9, 2020 at 7:00 p.m. or immediately following the Solano County Water Agency Meeting in the Berryessa Room at the Solano County Water Agency located at 810 Vaca Valley Parkway, Ste. 303, Vacaville, CA 95688.



## SOLANO

### City-County Coordinating Council Staff Report

**Meeting of: March 12, 2020**

**Agenda Item No. VI.1**

**Staff / Agency:** Bill Emlen, Director and Matt Walsh, Principal Planner – Solano County Department of Resource Management and Daryl Halls, Director, Solano Transportation Authority

#### **TITLE / SUBJECT**

Receive an update and approve a Delegation Agreement on the Sub-Regional Housing Needs Allocation (RHNA) process.

#### **BACKGROUND/DISCUSSION**

Under State Housing Element law, the Regional Housing Needs Allocation (RHNA) process is the procedure for allocating a “fair share” of housing units, in all income categories, to each city and county in California, including the Bay Area. Under State law, the Association of Bay Area Governments (ABAG) is responsible for formulating the methodology and allocating the housing units to each jurisdiction. The RHNA planning period addresses an 8-year planning cycle.

Also, as provided for under State law, contiguous cities and counties may choose to come together and form a subregion. Under the RHNA process, a subregion is allocated a total number of units, and the subregion itself must develop its own internal methodology for distributing those units among its agencies. The methodology must comply with California housing law, which has undergone statutory revisions in the last two years. Once the allocation is final, each agency must then update its Housing Element to incorporate those units into its next planning period for the years 2022 – 2030.

For informational purposes, for the 2007-2014 RHNA cycle, Solano County was allocated a combined total of 12,985 housing units. For the 2014-2022 cycle, the County was allocated 6,977 units. The reduction in unit allocation was primarily resultant of a larger percentage of the Bay Area’s regional allocation being dispersed to Priority Development Areas and employment centers, most of which are in the inner Bay Area.

While ABAG has not been assigned its regional allocation from HCD at this time, ABAG staff expects a significant increase in unit allocation to the region, with each County’s allocation potentially doubling or more. This is likely intended to reflect the well documented increasing shortage of housing in California.



ABAG has begun the RHNA methodology process for the upcoming cycle of 2022-2030. It has convened four Housing Methodology Committee (HMC) meetings to date. The HMC consists of Bay Area local agency staff, elected officials, and other stakeholders who meet and discuss potential methods to disperse housing unit needs fairly and equitably to cities and counties while also meeting statutory requirements.

In August 2019, the 4Cs agreed to act as the decision-making body for the Solano Subregion. To implement the Subregion, it is required that each participating agency in the Subregion adopt a resolution, agreeing to be included in the Subregion and agreeing to have the 4Cs act on behalf of each agency in the SubRHNA allocation process. Resolutions from all seven cities and the County have been submitted to ABAG.

At this time, the Solano Subregion is required to approve a Delegation Agreement. This is an agreement between the subregion and ABAG, in which each party agrees to carry out its subregional process responsibilities.

### Schedule

The following reflects a few key points in the RHNA/SubRHNA process provided by ABAG staff:

- February 2020: Subregional Delegation Agreements executed
- May 2020: ABAG releases draft Subregional shares, based on Plan Bay Area 2050
- July 2020: Final Subregional shares assigned
- Sept. 2020: Submit draft methodology to HCD for review
- Oct. 2020: Public Hearing on draft methodology
- Nov. 2020: Submit final methodology to HCD
- Jan. 2021: Adopt final methodology after HCD review

### Required RHNA and SubRHNA Considerations

Summaries of the required RHNA Objectives and Factors are included as an attachment. Per the Government Code, both the regional and the subregional methodologies are required to meet the objectives and consider the factors. Staff will provide an overview of these objectives and factors at the February 13, 2020 4Cs meeting.

***\*Please note: The County is awaiting receipt of the Subregion Delegation Agreement between the Solano Subregion and ABAG. This will be provided at the March 12, 2020 CCCCs meeting.***

### RECOMMENDATIONS

1. Staff recommends that the 4Cs accept an update on the local effort to manage the RHNA process and act as a Subregion.
2. Staff recommends that the 4Cs approve the attached Delegation Agreement between the Solano Subregion and ABAG, delegate the 4Cs chair to sign the Agreement, and direct staff to submit the executed Agreement to ABAG.



## Summary of Statutory Objectives and Factors for RHNA

This is a summary of the statutory objectives the RHNA allocation is required to meet and the factors that are required to be considered in the allocation methodology. Italicized and bolded text indicates factors that have been added or revised for this RHNA cycle (6<sup>th</sup> cycle).

### Summary of RHNA Objectives – from Government Code §65584(d) and (e)

The regional housing needs allocation plan shall further all of the following objectives:

- (1) Increase housing supply and mix of housing types, tenure, and affordability all cities and counties within the region in an equitable manner
- (2) Promote infill development and socioeconomic equity, protect environmental and agricultural resources, encourage efficient development patterns, **and achieve GHG reduction targets**
- (3) Promote improved intraregional jobs-housing relationship, **including balance between low-wage jobs and housing units affordable to low-wage workers in each jurisdiction**
- (4) Balance disproportionate household income distributions (more high-income RHNA to lower-income areas and vice-versa)
- (5) **Affirmatively further fair housing**

### Summary of RHNA Factors – from Government Code §65584.04(e)

- (1) Existing and projected jobs and housing relationship, **particularly low-wage jobs and affordable housing**
- (2) Lack of capacity for sewer or water service due to decisions outside the jurisdiction's control.
- (3) The availability of land suitable for urban development.
- (4) Lands protected from urban development under existing federal or state programs
- (5) County policies to preserve prime agricultural land.
- (6) The distribution of household growth assumed for regional transportation plans and opportunities to maximize use of public transportation and existing transportation infrastructure.
- (7) Agreements between a county and cities in a county to direct growth toward incorporated areas of the county
- (8) The loss of units in assisted housing developments as a result of expiring affordability contracts.

- 
- (9) ***The percentage of existing households paying more than 30 percent and more than 50 percent of their income in rent.***
  - (10) ***The rate of overcrowding.***
  - (11) The housing needs of farmworkers.
  - (12) The housing needs generated by the presence of a university within the jurisdiction.
  - (13) ***The loss of units during a state of emergency that have yet to be rebuilt or replaced at the time of the analysis.***
  - (14) ***The region's greenhouse gas emissions targets provided by the State Air Resources Board.***



# SOLANO

## City-County Coordinating Council Staff Report

**Meeting of: March 12, 2020**

**Agenda Item No. VI.2**

**Staff / Agency:** Robert Burris, Executive Director, Solano Economic Development Corporation, David Tucker, Regional Program Manager, Census Bureau and Matt Walsh, Senior Planner, Solano County Resource Management

### TITLE / SUBJECT

2020 Census outreach update

### BACKGROUND

The U.S. Constitution mandates that a headcount occur every ten years, of everyone residing in: the 50 states, Puerto Rico, and the Island Areas of the United States. It includes people of all ages, races, ethnic groups, citizens, and noncitizens. This year, 2020, is the Census Year. The goal of the 2020 Census is to count everyone once, only once, and in the right place. The population totals from this census will determine the number of seats each state has in the House of Representatives. The totals are also used to redraw states' legislative districts. The US Census Bureau is required to submit state population totals to the President of the U.S. by December 31, 2020. The totals affect federal, state and local funding. Data collected in the census help inform decision makers how their community is changing. Approximately \$675 billion in federal funding is distributed to states and communities each year based on census data. The Census Bureau further states that approximately \$20,000 is lost by states and local governments for every person not counted in the census.

The state budgeted over \$90.3 million to be allocated for statewide outreach and media campaigns to reach the hard-to-count (HTC) areas and communities. Specifically, GovOps allocated \$145,572 to Solano County to utilize toward local marketing and outreach efforts. The County accepted the funding allocation and executed the Standard Agreement with the State on March 25, 2019.

To facilitate outreach efforts and mandatory reporting required under the agreement, Solano County signed a 18-month contract (April 2019 – September 2020) with Solano EDC to take the lead in these efforts.

### DISCUSSION

Solano EDC and the County have submitted the County's Strategic Plan and Implementation Plan to the state which provides an overview of how the County and its partner agencies and organizations will utilize its funds and how the goals of reaching the HTC communities will be



accomplished. The County teams and Solano EDC are working with the State's Regional Census Representative to ensure the Strategic and Implementation Plans are completed as stated.

Recently, the County received an additional allocation of \$110,550 by the state upon approval by the Board of Supervisors on February 4, 2020. For expediency, at the recommendation of the Solano EDC, \$80,000 will be forwarded to the United Way Bay Area (the Bay Area marketing support organization) to be utilized within Solano County. This additional funding will support assistance centers throughout Solano, provide grant opportunities, and be prioritized toward Vallejo due to its exceptionally high HTC score (as calculated by the Census). The remaining amount, \$30,550 will be utilized by the EDC for additional marketing purchases, sponsorships, paid advertising and other items.

### Summary of Outreach Strategy

Among the critical reasons for obtaining an accurate census count is that data from the Census provides important information for policy-makers to make important future decisions on infrastructure, social program funding, development, education, etc. Another reason is funding, it is estimated that for every person not counted, the local and state government loses roughly \$1,900 per person per year in revenue, meaning for the next 10 years, approximately \$20,000 per missed count. This directly effects a local, state and federal agencies' ability to provide much needed services.

Utilizing SwORD, a State developed mapping and data tool that identifies hard to count areas, the Solano EDC has identified 21 Census Tracts in three jurisdictions that scored above the State median of the HTC Index of 37. These census tracts are located in three jurisdictions: Vallejo, Fairfield and Dixon. These 21 census tracts included 11 in Vallejo, 9 in Fairfield and 1 in Dixon. These tracts will be the priority areas to disseminate information and conduct outreach.

SwORD identifies the top three key factors driving the HTC Index status. For each tract the EDC identified and tabulated these critical factors. In total, there were 13 factors within the targeted tracts. The top 5 factors that contribute to being hard to count, in frequency, include: unemployment, moved recently, households on public assistance, non-family households, and households below 150% of the poverty line.

SwORD is also being utilized to track activities within each County. After events occur, relevant information is posted to the GIS system, so activity can be viewed from a statewide level. SwORD is also being used to show the locations of assistance centers being created.

Social media provides a strong marketing platform across demographics. The Solano EDC has contracted with a specialist that has a proven track record in both multi-media campaigns and long-term marketing efforts. Distinct social media content has been distributed on Facebook, Twitter, and Instagram to provide content as well as a platform for discussion. In addition, the Solano EDC created a webpage with contact information, newsfeed, and a live "Textbot" to respond to questions in multiple languages.



Hard copy marketing materials have been distributed to strategic access points, events, and locations that have high visibility with hard to reach population pools. Content and design work are a mix of those provided by Federal and State sources, as well as those created by our design team following similar design standards and messaging.

The Solano EDC and the County of Solano launched the Solano Complete Count Committee (CCC) in May of 2019. Because the budget limits the efforts and ability to bring staff on to provide distribution in the field, outreach objectives and tactics can be implemented by members of the Committee. Members have been strategically selected to be in position to distribute information reaching target audiences identified as HTC. Organizations participating in the CCC include: all of the cities, Solano County, United Way Bay Area, Solano STA, Food Bank of Contra Costa and Solano, NorthBay Healthcare, Children’s Network of Solano, First 5 Solano, Solano County Office of Education, Nomadic Shelter, Solano Community College, Planned Parenthood, Shelter Solano, La Clinica, Calvary Baptist Church, County Library, and many others. In total, the Committee is now over 40 strong. Through the larger partnership of educators, faith-based organizations, local leaders, and other organizations, information has been distributed at local events, especially those that host communities that are known to be under-served and HTC. To date, nine CCC meetings have been convened.

In order to assist potential respondents of the Census, plans for multiple Questionnaire Assistance Centers and Kiosks have been developed. It is expected that 20 fully functioning locations will be running by March. We have received commitments from the Solano County Library System, Suisun-Fairfield Unified School District, Solano Community College, and several City offices already to set up kiosks and / or assistance locations.

The Solano EDC utilized content, language translation, and materials already developed by the Census, State, and other organizations and jurisdictions that could be shared to avoid redundancy and duplication of effort. It should be noted that counties and community-based organizations are actively sharing information, strategies, and ideas because everyone wins with a successful campaign.

Planning activities with the Census Bureau managers regarding specific count targets have begun. These include counting residents of group quarters and the homeless.

During the next few months, residents will begin to see television commercials, signage, participation at events and marketing materials from a number of different sources, all providing messaging on the importance of the Census.

**RECOMMENDATION**

Staff recommends that the CCCC accept an update on the 2020 Census outreach effort.



# California Complete Count – 2020 Census Presentation to the CCCCs | March 12, 2020

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Robert Burris – President/CEO, Solano Economic  
Development Corporation (EDC)



# Census 2020: Reason for California Complete Count



- California faces the greatest challenge in the nation for the 2020 Census, including electronic submittal
- An accurate count is “one in which every person is counted once, only once, and in the right place”.
- An accurate and complete count will ensure California receives a fair share of federal funding and Congressional representation. \$1,000 per non-counted resident per year loss. Example: if 5% not counted, loss of \$20 billion in state revenues over 10 years. Within Solano County, that same 5% figure results in roughly \$25 million per year, or \$250 million over a decade, pro rata share.
- California is at risk of losing Congressional representation. It is currently estimated that two house seats could be lost.
- Baseline data collected supports decisions made on education, healthcare, planning, taxes, safety, and economics for ten year. Lack of accurate data means uninformed decisions.
- The State will seek to reach more than 13.5 million households in California utilizing \$150 million in funding to raise awareness of the 2020 Census and motivate the hardest-to-count Californians to respond.



## Partnership Coordination

- 1) Frequent communication between the EDC and County of Solano.
- 2) Frequent communication and sharing with the Regional Manager of Region #3 to provide opportunities for information sharing, coordination and peer support.
- 3) The United Way Bay Area is under contract to provide marketing support and guidance to the CCC participants.
- 5) The Solano EDC shares and posts social media content to promote the importance of the Census.
- 6) The Solano EDC shares best practices, translated content, and methodology with other CBO's, cities, counties, and organizations that are supporting the statewide mission.



## Language Access Plan

- 1) Utilizing the Language Access application of SwORD, we can identify predominant non-English languages spoken by Census Tract. The Solano EDC will identify the top on-English languages spoken in the HTC areas and utilize translated materials for distribution.
- 2) The most prevalent non-English languages spoken in HTC Tracts within Solano are Spanish and Tagalog.
- 3) Every effort will be made to find marketing content already translated by the Census Bureau, CCC, and/or other organizations or jurisdictions.
- 4) Where possible, when fluent non-English speakers will be available at events, QACs and/or QAKs.
- 5) The Solano EDC is seeking partnerships with cultural organizations where non English languages are spoken.

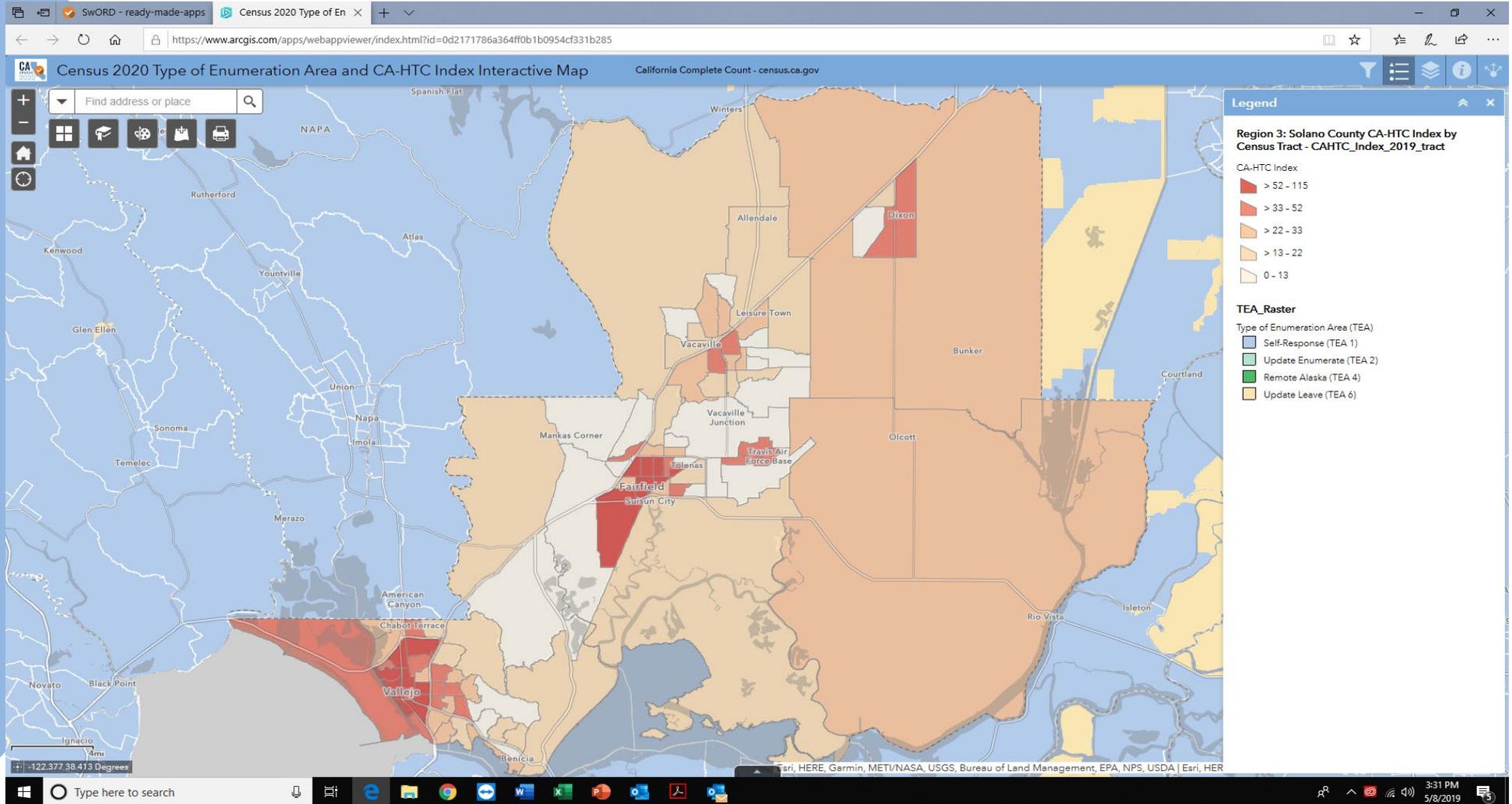
# County of Solano Complete Count Analysis



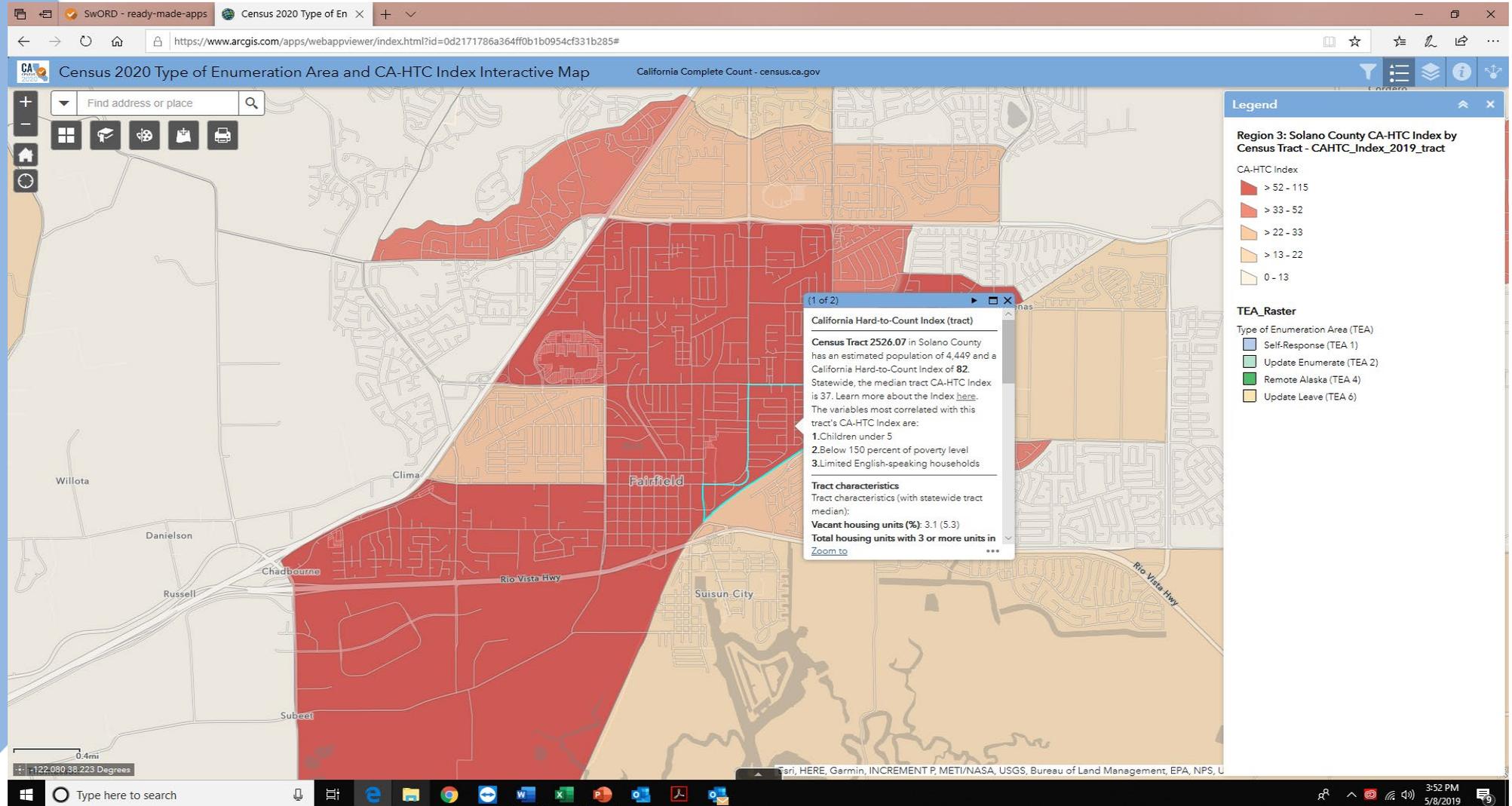
There are 21 Census Tracts in three cities that are classified as above the median Hard-to-County (HTC) Index

- There are 13 primary factors, identified by US Census, likely to contribute to a non-response to the census questionnaire.
- The top three factors that correlate to non-responses include unemployment, a recent move to the area, and/or households on public assistance.
- Other factors are: children under the age of 5, non-English speakers, below 150% of poverty line, lack of broadband, crowded households, etc.

# California Complete Count - SwORD



# County of Solano Complete Count Analysis



# County of Solano Complete Count Analysis



	Reasons	Frequency
1	Unemp	13
2	Moved Recently	11
3	Public Assist HH	6
4	Non Family HH	5
5	Below 150% Poverty	5
6	Children under 5	5
7	Vacant Housing	5
8	Crowded Units	3
9	Without Broadband	2
10	Renter Occupied Units	2
11	Limited English Speaking (Sp)	2
12	Non HS Graduates	2
13	Multi-unit Structures	2

# County of Solano

## Complete Count Committee



- All Cities and County Representatives
- Solano EDC
- Community Clinic Consortium
- U.S. Census Bureau Representative
- State of California Complete Count Region 3 manager and staff
- First 5 Solano
- Food Bank of Contra Costa and Solano
- Opportunity House
- Planned Parenthood of Northern California
- Shelter Solano
- Solano Community College
- Solano County Health and Social Services
- Solano County Office of Education
- APAPA
- Bay North Church
- Bethel Community Church
- Calvary Baptist Church
- Children's Network of Solano County
- Delta Sigma Theta Sorority
- Food Bank of Contra Costa and Solano
- La Clinica
- Nomadic Shelter
- NorthBay Healthcare
- Solano County Library
- Tri City NAACP
- Solano Transportation Authority
- United Way

# Current Actions Underway



- Finding locations for QACs/QAKs
- Chatbot is up
- Creating materials and event booth layout
- Implementation Plan Complete
- Growing Committee
- Created web landing page and on-going social media
- Events and reporting back of those events in SwORD
- Planning for marketing drive
- Coordinating hiring
- Roll out of State's marketing plan
- Combatting mis-information, scam
- Coordination of Fed, State and Local marketing

# Question Assistance Centers and Kiosks (QACs/QAKs)



- County Libraries
- Fairfield-Suisun USD School District
- Solano Community College campuses
- Various City Offices including Community Centers
- More to come...

# Marketing and Communications



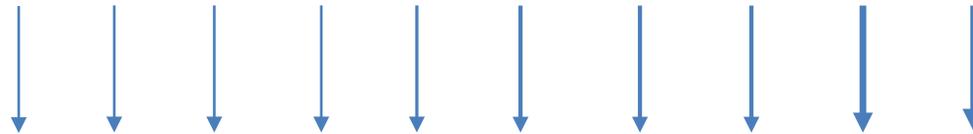
US Census Bureau

California Complete Count – Census 2020

United Way Bay Area – Bay Area Counts

Solano Complete Counts – Census 2020

Member Organizations of Complete County Committee



Community Leaders

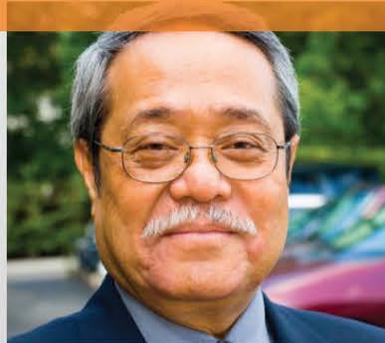
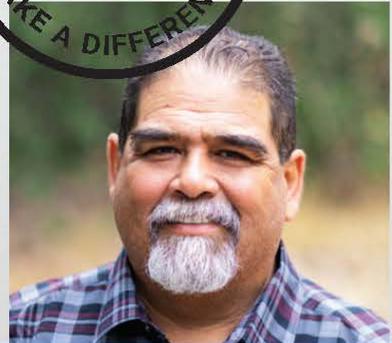
Residents

Hard to Count  
Population

# BE COUNTED IN THE 2020 CENSUS. WHEN YOU RESPOND, EVERYONE BENEFITS.



When you respond, you ensure funding for your community, education, roads, health care, social services & housing.



Answer confidentially online, by phone or by mail starting March 2020.

For more information, text COUNT to 707-512-9592\*  
or visit [uwba.org/census](http://uwba.org/census)

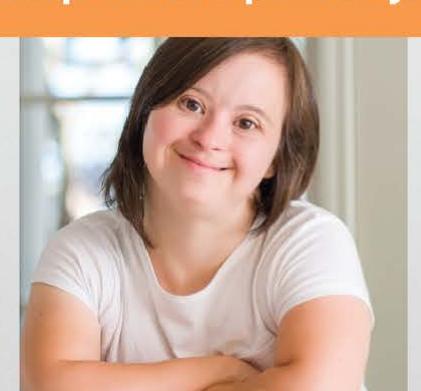
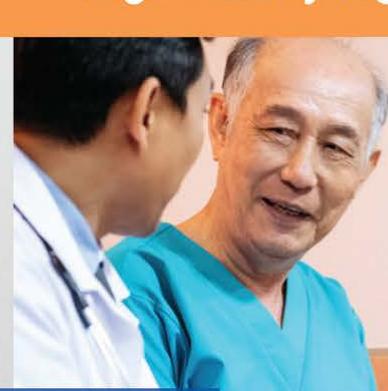
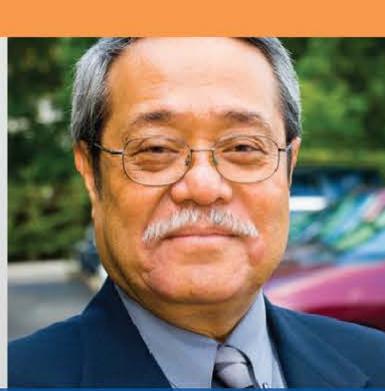
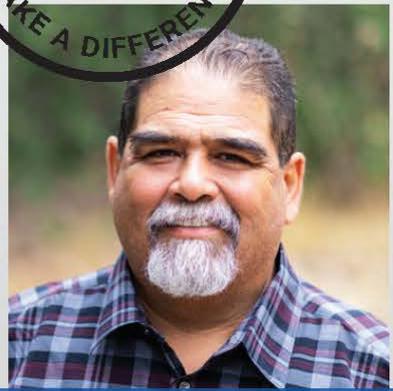
\*Message and data rates may apply. Text EXIT to no longer receive messages.



# MAGPABILANG SA CENSUS 2020. MAKIKINABANG ANG LAHAT, KAPAG IKAW AY SUMAGOT.



Kapag kinumpleto mo ang senso, ikaw ay makakatulong sa pagkakaroon ng pondo para sa iyong komunidad, edukasyon, mga daanan, pag-aalaga sa kalusugan, mga serbisyong panlipunan at pabahay.



Sumagot ng kumpidensyal online, gamit ang telepono o koreo simula Marso 2020.

I-text ang KABILANG sa 707-512-9592\* o bumisita sa [uwba.org/census](http://uwba.org/census) para sa karagdagang impormasyon.

\*Maaaring magkaroon ng karagdagang singi ang pagpapadala ng mensahe o paggamit ng internet. I-text ang EXIT upang hindi na makatanggap ng mga mensahe.



T-Mobile Wi-Fi 9:38 AM 87%

+1 (707) 512-9592

**BE COUNTED IN THE 2020 CENSUS.**

**WHEN YOU RESPOND, EVERYONE BENEFITS.**

<https://bayareacounts.page.link/x1gZ>  
Tap this link to share on Facebook

You can take the census online, by phone, or by mail. Want more information and updates about Census 2020?

Text Message



T-Mobile Wi-Fi 10:14 AM 84%

solanocounts

Top Latest People Photos Videos

**Everyone Counts Solano** @Sol... · 12m  
In March 2020, every household will get an invitation to complete a simple questionnaire. The three ways to respond are: online/mobile, by phone call, or sending the census by mail.  
#Census2020 #BayAreaCounts2020 #EveryoneCountsSolano #beCounted  
youtube.com/watch?v=bcE5wX...

**HOW DO I TAKE THE 2020 CENSUS?**

Ronda Kogler @RondaKogler... · 10/17/19  
@erickaerickson Check out Solano's new Twitter account for Census.  
@SolanoCounts



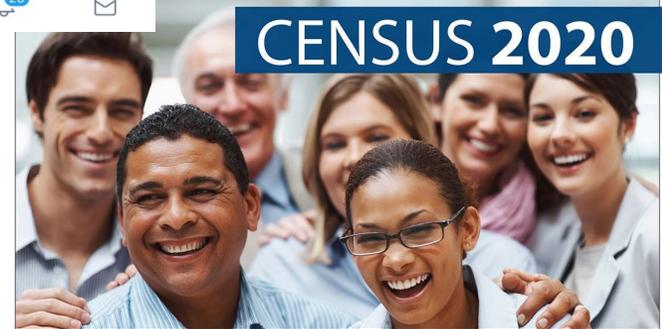
**DAILY REPUBLIC**  
Solano County's News Source  
FAIRFIELD-SUISUN CITY, CALIFORNIA



Janay Rowden performs a song during the Rev. Dr. Martin Luther King Jr. Commemorative Breakfast at the Hilton Garden Inn in Fairfield, Monday, Jan. 20, 2020. (Aaron Rosenblatt/Daily Republic)

**East Palo Alto councilwoman says don't waste what Dr. King died for**

By Todd R. Johnson  
FAIRFIELD — By the time Martin Luther King Jr. was marching in the streets of Alabama, the Louisiana-born Artra Green had moved out to California and had started a family.



When it comes to the 2020 Census, **everyone counts**, Solano

**CENSUS DATA DETERMINES REPRESENTATION AND FUNDING FOR CALIFORNIA**  
Census data is used to determine the number of seats California has in the House of Representatives, school funding, healthcare, housing, transportation, children and families.

**EVERYONE WILL RECEIVE INFORMATION ON HOW TO TAKE THE 2020 CENSUS**  
All addresses will receive a letter in the mail with instructions on how to take the Census using a variety of options, including online, over the phone and by mail.

Patricia Ulrich  
Pat Ulrich  
Office Manager pat@solanocounts.org



# Questions and Answers

Thank you

Robert Burris  
President/CEO, Solano EDC  
[Robert@SolanoEDC.org](mailto:Robert@SolanoEDC.org)



# SOLANO

## City-County Coordinating Council Staff Report

**Meeting of: March 12, 2020**

**Staff / Agency:** Robert Burris  
Executive Director, Solano Economic  
Development Corporation

**Agenda Item No. VI.3**

### TITLE / SUBJECT

Solano Economic Development Corporation (EDC) update on Moving Solano Forward

### DISCUSSION

Robert Burris, Executive Director of the Solano Economic Development Corporation (EDC) will give an update on economic development outreach in Solano County, including the Moving Solano Forward program. See attached PowerPoint presentation.

### RECOMMENDATION

For informational purposes, only.



**Solano**  
*Means Business*

## CCCCs Moving Solano Forward Update

Robert Burris

# Moving Solano Forward



# Outward Facing Initiatives - BRE

## ASSIST EXISTING BUSINESSES EXPAND



1. BRE Program & Team
2. Solano Industry Groups
3. Travis AFB
4. Direct Business Services

Involvement in multi-organizational BRE Meetings in jurisdictions with BRE team established.

Involvement in industry groups already established.

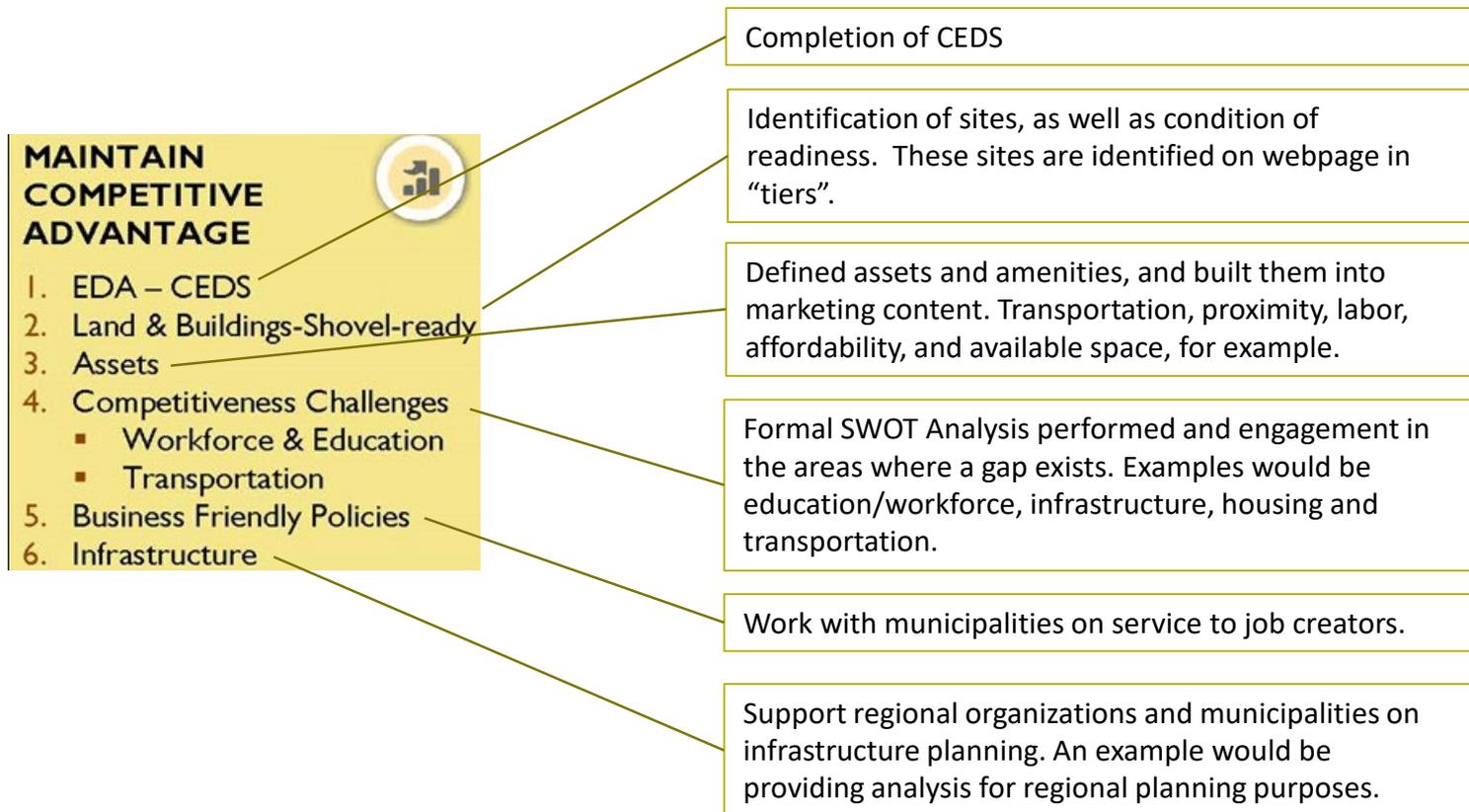
Both EDC and TCC connection to Base.

When a retention effort is needed, or expansion plans are in the works, the EDC deploys knowledge of existing support programs and incentives, becomes a project advocate through various agencies, organizations and approval processes, and creates a full network of organizations and services.

# Outward Facing Initiatives – Bus Attraction



# Inward Facing Initiatives - Competitiveness



# Inward Facing Initiatives – Resource Hub

## MAINTAIN A RESOURCE HUB



- Continuous Research
- Access Resources
- Robust Website
- Tools
- Property Portfolio
- Consultant Pool
- Performance Metrics

Grew research activities under umbrella of Solano Economic Resource Center (SERC).

Subscribed to several data services including IMPLAN, GISPlanning, ZoomInfo, InfoUSA, and several organizations providing information.

Built new website with real time data and available sites. Includes landing pages for business service projects like Census.

Formalized services, programs and tools for companies and investors.

Added available properties, and on-line available buildings to website.

Added several consultants to pool especially in research

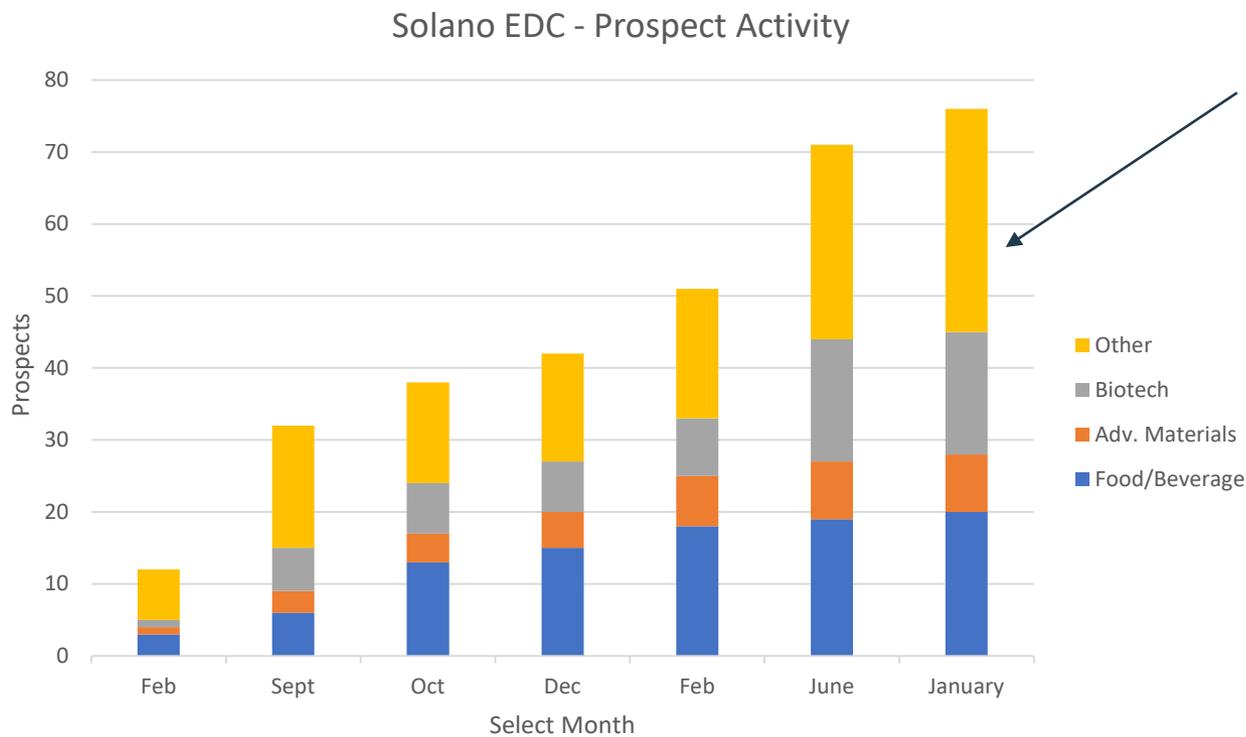
Formalized deliverables in MOUs with City and Workplan

# Moving Solano Forward - Refresh

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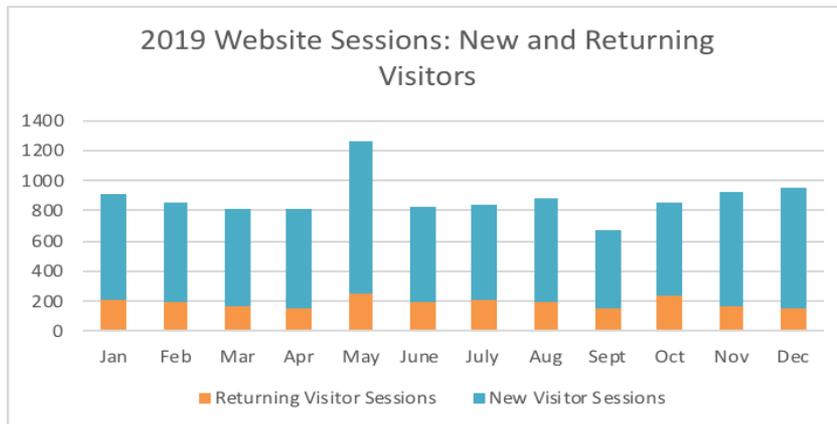
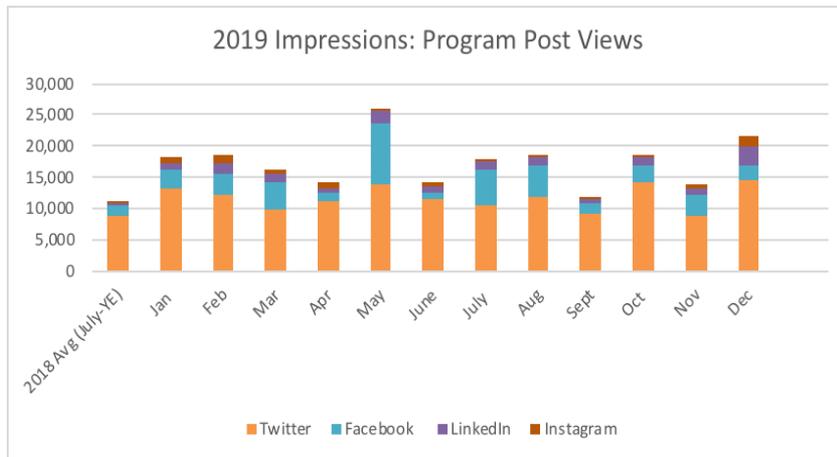
- Update of available sites and conditions
- Review of Industry Clusters
- Projection of job creation and housing demand
- Providing briefing to new elected officials and senior staff members, and receiving input

# Solano EDC Prospect Activity



<i>Manuf.:</i>	58%
<i>R&amp;D:</i>	20%
<i>Logistics:</i>	13%
<i>Service:</i>	9%

# Marketing Metrics



## Earned Media

Sacramento Business Journal  
 North Bay Business Journal (x4)  
 Daily Republic (x6)  
 Sacramento Bee  
 Comstock's Magazine  
 Times Herald  
 The Reporter

## Placed Media

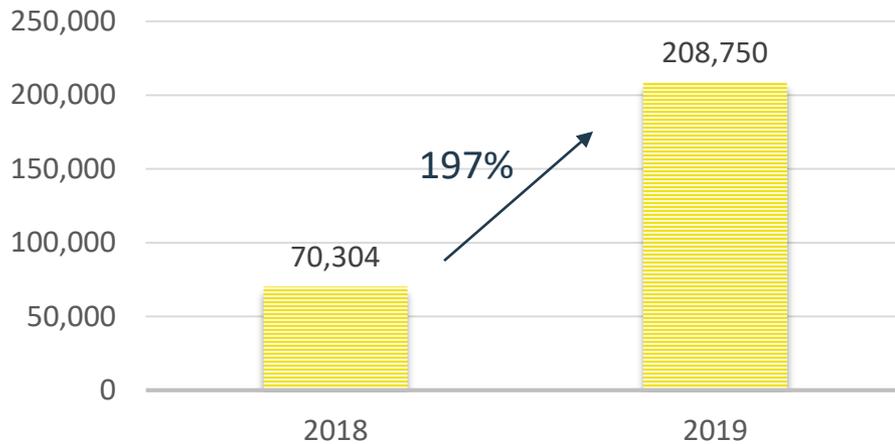
Site Selection Magazine (x2)  
 Business Xpansion Journal  
 SF Business Times

## Other

41 speaking engagements/5 webinars  
 Sponsorship of CoreNet holiday party in SF  
 Mornings w Mayor Podcast in Vacaville  
 Video production  
 Cobranding w/ City efforts

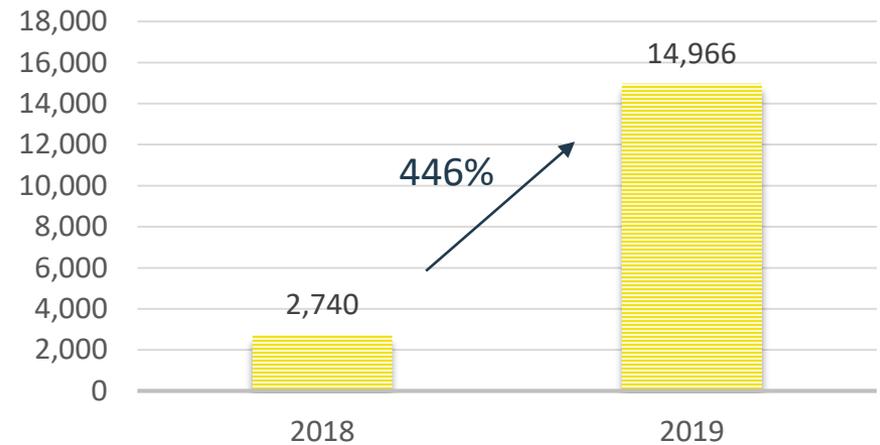
# Social Media Marketing

## SOCIAL MEDIA IMPRESSIONS



Source: Solano EDC, Jan 2020.

## SOCIAL MEDIA ENGAGEMENT



Source: Solano EDC, Jan 2020.

# On-line Tools

The screenshot displays the CoStar website interface for finding properties for lease. The browser address bar shows the URL: <https://product.costar.com/search/all-properties/>. The page title is "340 Properties / 556 Spaces".

The main interface features a search bar with the text "Address or Location" and filters for "For Lease", "Office +1", and "Available Space". The map on the left shows a geographical area with numerous blue diamond markers representing properties. The right sidebar lists four property details:

- 1500-1516 Grant Ave**, Novato, CA 94945, Novato Center Building. 35,950 SF Office · Built 1968, Renov 1988. 191 - 16,539 SF Avail at \$30.00/SF. 4,905 SF Max Contig. Rating: 4 stars.
- 1401-1465 1st St**, Napa, CA 94559, Napa Square. 53,621 SF Office · Built 1957, Renov 2009. 1,908 - 8,663 SF Avail at \$48.00 - 61.80/SF. 4,767 SF Max Contig. Rating: 5 stars.
- 728 1st St**, Napa, CA 94559. 1,055 SF Storefront Retail/Office · Built 1898. 1,055 SF Avail at \$79.68/SF. 1,055 SF Max Contig. Rating: 4 stars.
- 1001-1021 1st St**, Benicia, CA 94510 · First Street Center. 10,624 SF Office · Built 1987. 1,484 SF Avail at \$27.00/SF. 1,484 SF Max Contig. Rating: 4 stars.

The bottom of the screenshot shows the Windows taskbar with the search bar containing "Type here to search" and the system tray showing the time as 5:17 PM on 2/4/2020.

# Research and Services

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## Services and Studies Include:

- Economic Impact Studies
- Market Feasibility Analysis
- Jobs Analysis
- Location Quotients
- Competitive Analysis
- Supply Chain Studies
- Marketing Strategy Development
- Policy

# Long-Term Strategies

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- Supporting Data for Establishment of PPAs and PDAs
- CEDs – Infrastructure Planning
- Opportunity Zone Support
- Legislative Activities
- Exploration of EDA and other Funding Mechanisms for Development
- Workforce Training Teamwork
- Supporting Grant and Funding Opportunities for Partners



**Robert Burris**

President and CEO

Solano EDC

[robert@solanoedc.org](mailto:robert@solanoedc.org)



# SOLANO

## City-County Coordinating Council Staff Report

**Meeting of: March 12, 2020**

**Agenda Item No. VI.4**

**Staff / Agency:** Bill Emlen, Director, Resource Management, Daryl Halls, Executive Director Solano Transportation Authority and Birgitta E. Corsello, County Administrator

### TITLE / SUBJECT

Discuss proposed summit and suggest future topics

### DISCUSSION

Bill Emlen, Director of Resource Management, Daryl Halls, Executive Director, Solano Transportation Authority and Birgitta E. Corsello, County Administrator will lead a discussion on a proposed CCCCs summit on May 14, 2020, focused on housing related subjects, including RHNA, funding for housing and housing related legislation. See attached agenda talking points.

### RECOMMENDATION

For informational purposes, only.



## SOLANO

### City-County Coordinating Council Summit Agenda

**Meeting of: March 12, 2020**

**Agenda Item No. VI.4**

**Staff / Agency:** Bill Emlen, Director,  
Resource Management, Daryl Halls,  
Executive Director Solano  
Transportation Authority and Birgitta  
E. Corsello, County Administrator

## Summit on Housing Agenda, May 14, 2020

### Potential Guest Speakers:

- (1) Bill Higgins, Executive Director of the California Association of Council Governments. Mr. Higgins will provide a state perspective on upcoming housing legislation and funding opportunities, a recap of what has happened in the housing sector to date and what we can anticipate in the coming year.
- (2) David Early, Senior Advisor at Placeworks. Mr. Early will provide a background on the Regional Housing Needs Allocation process and a status report of where we are currently in that process in Solano County.
- (3) A guest speaker from the Metropolitan Transportation Commission
- (4) A panel of local experts, including a City Manager and housing developers