



COMPLETE COUNT COMMITTEE

Meeting Minutes

December 4, 2018
 2nd Floor Large Conference Room
 Richmond City Hall

CCC Members

Meeting Attendees:

Marcy Williams, Interim Chair	Dr. Danny Avula (via phone)	Reggie Gordon
Bill Harrison	Steve Wilborn	Catherine Howard
Dr. Michael Jones	Scott Blackwell	Andreas Addison
Karla Ramon	(del. Nick Feucht) Doug Dunlap	Dr. Cynthia Newbille
Rachel Brendle	Beth D'Arcy	

Not in Attendance:

Monica Callahan	Michel Zajur	Ellen Robertson
Mark Olinger	Jason Kamras	Dr. Leo Whitaker
Dr. Allia Carter		

Old Business

- Reviewed Subcommittee expectations, and protocol

New Business

I. Welcome

- Meeting started at 11:05 AM
- Attachments:
 - Agenda
 - Low Response Score presentation
 - Ambassadors Program Overview
 - Subcommittee Guidelines

II. Subcommittee Updates

- Subcommittees will be the way we better interact individually with the residents. This will be done by coordinating with those leaders, and individuals who work with the low response scored demographics. They will strategize how to best encourage the LRS population to self-respond.
- CCC Members are not expected to participate on the subcommittee, unless you are Chair or Co-Chair
 - Other CCC members are encouraged to participate on subcommittees

- Please contact a member of the Census Special Projects team if you are interested in participating on a Sub Committee

III. CAO Special Projects Team members have not yet been assigned to subcommittees, as soon as the decisions are made an email will be sent.

- Subcommittee contact information has been sent out to all chairs, and co-chairs.
- It should be decided whether each subcommittee should meet monthly, or as needed. This of course will depend on the subcommittee, event coordination, and/or material to be discussed.
 - ✓ It is agreed that the CCC will continue to meet monthly as we continue with the strategic planning

IV. Low Response Score

Presentation by CAO staff member Rachel Brendle (document provided)

- Outlined Top Ten LRS Census Tracts in Richmond, the variables that contributed to the score, and recommended best practices for engaging with the citizens.

V. Ambassador Program

Presentation by CAO Staff member Marcy Williams (document provided)

- Census 2020 Ambassador Program.
- Explained how trusted members of the community can volunteer, and get involved in the Census efforts

VI. Looking Ahead

December- January: Focus on organizing and strategic planning

- Identification of Subcommittee Members
 - Establish recurring meetings

Jan - April: Strategic communications plan and marketing

- Community Fair (March 2019)
 - Possibly have multiple in targeted areas
- How do we empower volunteers? Education?
 - Ambassador Program
 - This is how we engage grassroots communities
 - Engage, provide media information, etc. for them to share within their networks

VII. Subcommittee Next Steps

Subcommittee Chairs, and Vice-Chairs:

- | | |
|-----------------------------------|---|
| • Special Housing – Danny Avula | • Vocational – Reggie Gordon |
| • Communications – Marcy Williams | • Faith-Based – Dr. Leo Whitaker |
| • Education – Dr. Allia Carter | • Philanthropic – Combined with Community Outreach |
| ○ Vice-Chair - Steve Wilborn | |

- Community Outreach – Bill Harrison, and Karla Ramos

- Business - Doug Dunlap

Open Discussion

- I. Students Count: It was discussed whether college student were meant to count themselves, or by their parents
 - a. The special projects team will research and update the committee of the findings
- II. Minimum Age: The minimum age of a person's eligible to complete the survey is yet to be determined.
- III. Training Leaders/Outreach Efforts: A trusted cadre of leaders must be established to train applicants on how to apply for Census jobs
 - a. The Bureau is looking to hire 2,000 citizens from Richmond
 - b. This can be looked at as gaining marketable work experience
 - c. Coordinate with resource centers in housing projects to facilitate time for applications
 - d. Suggested to study the outreach efforts of the midterm election marketing to determine best practices for engaging young mobile populations (Age 18- 24)

Community Engagement:

- I. The Committee proposed hosting multiple job fair events in different parts of the city.
 - a. Bring the Job Fair to the people as opposed to them coming to us will allow for increased access to job opportunities for the residents
 - b. We will also look at hosting job fairs in the workforce centers based near some of the highest low response scored areas
- II. Council members have trusted members in their active civic associations that they would like the CAO staff to reach out to in regards to becoming an Ambassador.
 - a. A member of the Special Projects Team will work with the CCC members in capturing contact information for recommended community Ambassadors.

Next Steps

- ✓ Next Meeting: Tuesday January 14, 2019; Location Virginia Union University; Time 11am – 12 Noon