



COMPLETE COUNT COMMITTEE

Meeting Summary

July 9, 2019, 11:00 a.m.
 City Hall, 5th Floor Large Conference Room
 900 E. Broad St, Richmond, VA

Members present:

Will Palmquist, Chair	Dr. Allia Carter	Doug Dunlap
Reggie Gordon	Dr. Michael Jones	Karla Ramos
Steven Wilborn		

Members absent:

Andreas Addison	Danny Avula	Scott Blackwell
Bill Harrison	Dr. Catherine Howard	Jason Kamras
Dr. Cynthia Newbille	Mark Olinger	Ellen Robertson
Dr. Leo Whitaker	Michel Zajur	

Other Attendees:

Tameka Jefferson, U.S. Census Bureau	Sam Patterson, 7 th Council District Liaison
Marianne Pitts, City of Richmond	

Mr. Palmquist called the meeting to order at 11:10 a.m.

1. Committee and Subcommittee Updates

Mr. Will Palmquist gave an update on some of the work that he and the Committee have been undertaking since the last meeting. He began by describing the details of the first Communications Committee meeting that was held at the end of June, and that the subcommittee had been working on a slogan of: “You Count!” which can be tailored for different audiences in the form of, “You Count because...” He stated that the subcommittee is meeting again this Friday, July 12th, to refine the messaging and view some draft flyer material.

Mr. Palmquist also presented the working list of participants of the other subcommittees, noting that more work is needed to fill out the roster of the Special Housing Committee and the Faith-Based Committee. He suggested that the Committee members, especially those that are chairs of these subcommittees, review the list and identify any omissions in terms of their composition.

Mr. Steve Wilborn noted that he liked the proposed slogan of “You Count!” and the tailoring of it to other audiences. He mentioned that the Education Committee is planning a meeting in August.

2. Census Job Promotion & Facilitation

Mr. Palmquist then explained that there will be two trainings for City staff to assist residents with the application process for the temporary Census jobs that will be coming available. The Committee will be

promoting the nine City libraries and the East End and Downtown Career Stations as locations for residents who need assistance or do not have computer or internet access to apply for Census jobs. Therefore, these trainings will educate the City employees working at these locations so that they can assist residents in the future. The trainings will be at the Main Library (101 E. Franklin St) 2nd Floor Computer Lab on August 1st and August 8th at 3 p.m. Ms. Karla Ramos asked if she and other Human Services staff could attend, and Mr. Palmquist agreed it made sense so that they could assist potential job applicants as well. Mr. Reggie Gordon suggested training community health workers at the Richmond/Henrico Health District as well, and Mr. Palmquist agreed that he would reach out to them as well.

3. Census Bureau Update

Mr. Palmquist pivoted the discussion to other general Census-related topics, including the “citizenship question,” explaining that at the time the federal government was trying to find a way to include the question after experiencing a set back at the Supreme Court. Mr. Gordon suggested some kind of communication strategy that would promote residents to respond in spite of efforts to silence their voice, perhaps in the form of an editorial in the Free Press.

Ms. Tameka Jefferson with the Census Bureau suggested showing the public all the programs that receive funding based on the Census counts. Ms. Ramos suggested encouraging people to respond to the questionnaire rather than having an enumerator come to your door.

Councilman Jones suggested a number of ideas that would be held to share the information about the Census, such as pop-up events at various locations such as community centers, schools, and restaurants. Ms. Jefferson noted that as a Partnership Specialist with the Census Bureau, she will be assisting with those types of activities in Richmond, Chesterfield, Henrico, and Hanover.

Ms. Ramos noted that the State Complete Count Commission has a subgroup of Latinx leaders. She also met with Chesterfield County outreach specialists since there is a lot of overlap in the Latinx community across the municipalities.

Ms. Jefferson noted that Census Day 2020 (April 1st) would be a great opportunity to have events across the community. Mr. Wilborn suggested making it like a voting day and promoting it everywhere for the entire week. Mr. Patterson suggested a proclamation by City Council and Mayor Stoney. Mr. Gordon suggested a large banner that could be displayed outside City Hall with the message, “You Count!”.

Councilman Jones suggested reaching out to corporations that rely on the Census data to get contributions that will help with the outreach efforts. He also suggested rallies at schools to get children to learn about the Census, even do a mock form, to be brought home to their parents to tell them about.

Mr. Wilborn discussed what strategies would work best for different children populations, and that incorporating information about the Census into civics classes could be beneficial. Councilman Jones noted that schools could be promoted as a location to fill out the Census form.

4. Hard-to-Count Population Mapping

Mr. Palmquist shared a number of online, interactive maps that are a follow-up from the maps shown at the last meeting which show the concentrations of populations that are historically undercounted in the Census. The maps are located at the [RVACounts2020.com](https://www.rvacounts2020.com) website, under the Home dropdown, and the “Maps & Resources” link. The direct hyperlink is <https://www.rvacounts2020.com/maps-and-resources>. There is a map for each topic subject, as well as a compiled map with each subject in a different tab. Census block-groups can be clicked on to pop-up the specific demographics of that area. Mr. Palmquist explained that this type of information will help the Committee strategize its outreach to areas of the city and tailor its message to the various populations.

5. Next Steps

Mr. Palmquist described the next steps to be taken, including the upcoming meeting with the Communications Committee, future meetings of the other subcommittees, and reporting back to the main Committee at the next meeting for any feedback and direction.

The meeting adjourned at approximately 12:04 p.m.

The next meeting of the Complete Count Committee is scheduled for August 6th at 11 a.m., location TBD.