



COMPLETE COUNT COMMITTEE

Meeting Summary

October 1, 2019, 11:00 a.m.

Richmond City Hall, 5th Floor Conference Room
900 E. Broad St, Richmond, VA

Members present:

Will Palmquist, Chair	Reggie Gordon	Mark Olinger
Karla Ramos	Steve Wilborn	

Members absent:

Andreas Addison	Dr. Danny Avula	Scott Blackwell
Dr. Allia Carter	Doug Dunlap	Bill Harrison
Dr. Catherine Howard	Dr. Michael Jones	Jason Kamras
Dr. Cynthia Newbille	Ellen Robertson	Dr. Leo Whitaker
Michel Zajur		

Other Attendees:

Justin Beck, U.S. Census Bureau	Marianne Pitts, City of Richmond
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Mr. Will Palmquist called the meeting to order at 11:06 a.m.

1. Committee and Subcommittee Updates

Mr. Will Palmquist briefly summarized the last Committee meeting on September 3rd and asked if there were any comments or suggested edits to the meeting summary, noting that the summary can be found at the RVA Counts 2020 website.

Mr. Palmquist gave a brief update on some of the work of the Committee and subcommittees. He stated that the full Education Committee met for the first time on Thursday, September 5th at 4 p.m. at Virginia Union University. This subcommittee consists of representatives from Richmond Public Schools, local universities, and educational non-profits. At the meeting they discussed a number of items and outreach strategies, including that on-campus students will be counted as part of the “Group Quarters” program and individual questionnaires will not be sent to these residents. They also discussed leveraging student governments and university career offices to disseminate information about the Census and the job opportunities associated with the effort.

Mr. Justin Beck with the U.S. Census Bureau stated that the Census has only reached 30% of its target for the applicant pool and needs to reach more potential applicants. He suggested that the Census may consider non-citizens that have authorization to work in the U.S. if there are not enough applicants that are U.S. citizens.

The Committee discussed the general hiring process followed by the Census and Mr. Beck stated that most hires will be done in December 2019 and January 2020. Mr. Palmquist suggested that the Committee and its subcommittees should refocus its efforts to promote the job opportunities.

Mr. Steve Wilborn stated that he, Mr. Beck, and Dr. Allia Carter will be meeting with the Dean of Men and Dean of Women at the University of Richmond this week to discuss how to get the university involved in Census efforts going forward. Mr. Wilborn stated that similar meetings are needed with all universities to make sure they are all onboard.

Mr. Palmquist provided an update on a meeting that he and Mr. Beck had with Richmond Public Schools, specifically with Grady Hart of their Office of Engagement to discuss ways of engaging students and their parents throughout Richmond Public Schools, and with lessons from the Statistics in Schools program. At the meeting, Mr. Hart stated that he would reach out to his staff to discuss these ideas further and circle back with Mr. Palmquist and Mr. Beck.

Mr. Palmquist stated that he had spoken with Rich Shultz of Smart Beginnings RVA who will be joining the Education Committee. His organization partners with other groups and non-profits that deal with pre-school age children, and therefore can help raise informed awareness among parents of this age group which is the most undercounted demographic in the Census.

Mr. Palmquist stated that the Committee is invited to attend an upcoming event regarding the Census by Voices for Virginia's Children. The event is being hosted by the Richmond Community Foundation on October 9th from 3:00 to 4:30 p.m. and will allow local Census representatives to interact with the public. Mr. Palmquist stated that he would make sure the Committee was aware of the opportunity and see if anyone would be able to participate.

The Committee discussed upcoming events that Census staff are attending, including the 2nd Street Festival. Mr. Beck was asked if the Census was planning on attending the Folk Festival, but he stated that the cost to have a table was too expensive and the Census usually relies on having venues that are of no cost to participate.

2. Census Bureau Update

Mr. Beck stated that the Census is working on pushing recruitment for its available positions, both in-office and in-field, as well as making media buys for an upcoming round of promotions and commercials.

Mr. Beck stated that he and other Census staff have been trying to make themselves available at events at RRHA housing sites, but that they were required to sign a waiver, which they are not allowed to do by Census operating guidelines. Mr. Beck asked for assistance with better engaging with RRHA staff and therefore being able to do outreach to the residents there.

3. Next Steps

Mr. Palmquist stated that the next meeting of the RVA Counts Complete Count Committee will be on the Tuesday November 5th, 2019. The location is to-be-determined. He stated that he will be following up with the subcommittee chairs to schedule meetings between now and then.

The meeting adjourned at 12:05 p.m.

The next meeting of the Complete Count Committee is scheduled for November 5th at 11 a.m., location TBD.