



COMPLETE COUNT COMMITTEE

Meeting Summary

April 2, 2019, 11:00 a.m.
MLK Middle School Auditorium
1000 Mosby St, Richmond VA

Members present:

Will Palmquist, Chair	Doug Dunlap	Bill Harrison
Dr. Catherine Howard	Karla Ramos	Dr. Leo Whitaker
Steven Wilborn		

Members absent:

Andreas Addison	Dr. Danny Avula	Scott Blackwell
Dr. Allia Carter	Reggie Gordon	Dr. Michael Jones
Jason Kamras	Dr. Cynthia Newbille	Mark Olinger
Ellen Robertson	Michel Zajur	

Other Attendees:

Kevin Krigsvold, U.S. Census Bureau	Shirley Gilliam, U.S. Census Bureau
Maritza Pechin, AECOM/City of Richmond PDR	Fr. Jack Podsiadlo, Sacred Heart Center
Rev. Mary Anne Glover, VA Council of Churches	Michael Rogers, Homeward
Lyndsay Wilshaw, OAR of Richmond	Jacque Johnson, VA Center for Inclusive Communities
Ruth Morrison, Richmond City Health District	Greta J. Randolph, Saint Paul's Baptist Church
Cameron McPherson, Hodges Partnership	Antionette Irving, Richmond Sheriff's Office
Heather Anderson, Richmond Sheriff's Office	Sam Patterson, 7 th District Liaison
Alfonzo Mathis, City of Richmond PRCF	

I. Welcome

Mr. Will Palmquist called the meeting to order at 11:05 a.m. and welcomed committee members and other attendees, including those who were invited to participate on the various subcommittees. He explained that today's meeting will allow for a presentation and training by U.S. Census Bureau staff on the importance of the Committee's work and how to overcome potential obstacles to turning out the Census count.

II. Presentation and Training

Mr. Kevin Krigsvold, Partnership Specialist with the U.S. Census Bureau, introduced himself and allowed all attendees to give a brief introduction. He then gave a presentation about the roles and operations of the Complete Count Committee and its subcommittees, along with background information about the decennial Census and how the data are used. The presentation highlighted some of the

challenges foreseen in turning out a complete count and various strategies and approaches that the Committee can employ to overcome them.

The presentation allowed for two breakout discussions with subsets of the meeting attendees. The first session allowed attendees to draft three strategies that the Committee should employ to increase participation in the 2020 Census. The groups came up with a number of ideas, both conventional and creative, some of which included: building trust with local communities and explaining that responses are kept confidential, making information about the Census accessible to all persons, promoting the Census at K-12 schools so that students can encourage their parents to participate, promoting local libraries as a place where residents can respond to the Census, adopting best practices from other similar campaigns such as Get Out the Vote and Kindergarten student registration, going into historically hard-to-survey areas of the City with computers and other resources to allow residents to respond, and utilizing the Office of Community Wealth Building to promote Census jobs.

The second session allowed attendees in the subset groups to examine Census data at the tract-level of historically hard-to-survey areas to understand what factors might be causing the low participation rates, and to create strategies to address these challenges. Each group had data from a different Census tract in the City of Richmond. These areas had issues which have historically caused low participation rates, including high rates of poverty, high numbers of households in multi-family housing, high numbers of children below five years old, high numbers of non-white residents, and high numbers of households with limited English speaking proficiency. The groups then presented various ideas of how to reach these groups that have been historically hard-to-survey. Information about hard-to-survey areas and their demographics can be viewed at the Census's ROAM website (<https://www.census.gov/roam>).

III. Wrap-up and Next Steps

Mr. Krigsvold thanked the attendees for their attendance and participation and explained that he and other Census Bureau staff are available to assist the Committee in any way possible.

The meeting adjourned at approximately 12:30 p.m.

Next Steps

- The next meeting of the Complete Count Committee is scheduled for May 7th at 11 a.m., location TBD.