



# COMPLETE COUNT COMMITTEE

## Meeting Summary

September 3, 2019, 11:00 a.m.  
 Richmond Main Library, Gellman Room  
 101 E. Franklin St, Richmond, VA

### Members present:

Will Palmquist, Chair	Doug Dunlap	Bill Harrison
Dr. Catherine Howard	Patty Parks (for Reggie Gordon)	Stephanie Toney (for Danny Avula)
Dr. Leo Whitaker	Steve Wilborn	

### Members absent:

Andreas Addison	Scott Blackwell	Dr. Allia Carter
Dr. Michael Jones	Jason Kamras	Dr. Cynthia Newbille
Mark Olinger	Karla Ramos	Ellen Robertson
Michel Zajur		

### Other Attendees:

Justin Beck, U.S. Census Bureau	Shirley Gilliam, U.S. Census Bureau
Tameka Jefferson, U.S. Census Bureau	Marianne Pitts, City of Richmond

Mr. Palmquist called the meeting to order at 11:06 a.m. and asked for a brief round of introductions as there were some attendees that were serving as designees for other Committee members.

## **1. Committee and Subcommittee Updates & 2. Communications and Outreach Strategies**

Mr. Will Palmquist briefly summarized the last Committee meeting on August 6<sup>th</sup> 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 Education Committee will be meeting for the first time on Thursday, September 5<sup>th</sup> at 4 p.m. at Virginia Union University. This subcommittee consists of representatives from Richmond Public Schools, local universities, and educational non-profits. Census staff, including Justin Beck and Tameka Jefferson, who were in attendance at the meeting, will plan on attending this subcommittee meeting. Mr. Justin Beck mentioned that there were numerous educational activities that are ready-for-the-classroom online at [www.census.gov/schools](http://www.census.gov/schools). Mr. Palmquist mentioned that he will be meeting with Shadae Harris with Richmond Public Schools to discuss getting these lessons into the classroom, as she will not be able to make the Education Subcommittee meeting. Dr. Cathy Howard inquired if there was any umbrella organization that represents the private schools in the area, as the Committee should be reaching out to them as well. Mr. Beck stated that he did not know of such an organization and that it was up to

Committee member and Census staff to reach out directly to each private school. Mr. Palmquist asked Mr. Beck to email him any contacts at these schools so that he could contact them.

Mr. Palmquist presented an updated copy of the Census flyer that uses more positive language of “When you are counted,” instead of “If you are not counted.” He mentioned that this has been translated into Spanish and that he hopes to post the flyer in both English and Spanish at locations around the city. Mr. Palmquist also noted that he has drafted a 4”x6” postcard that promotes the job opportunities of the 2020 Census, which folks could find at various locations and take a copy with them. Mr. Beck suggested a couple of small edits, including noting that the data received from respondents is encrypted, and that translation by phone is available in only 12 languages, not “any” language.

Dr. Howard suggested that this information should be distributed to all the university Career Centers. Mr. Beck noted that Census staff will be attending the upcoming VCU Career Fair. Ms. Stephanie Toney asked how much staff the Census would be hiring, and Mr. Beck responded that there is no set limit, and that the amount of hours needed in total will likely depend on response rates, which are difficult to predict at this time given the new online response option.

Mr. Palmquist noted that he would like to schedule meetings of the Community Outreach Committee and the Vocational and Rehabilitative Committee between now and the next meeting in order to formulate outreach and engagement strategies with the various members and the groups they represent. He stated that he will work to coordinate the schedules of the subcommittee chairs to find times that work for as many members as possible.

Mr. Palmquist stated that he had a phone conversation with Dr. Danny Avula regarding the Special Housing Committee, and that he would be putting together a roster of individuals and organizations that could represent residents living in housing types that are historically undercounted, including multi-family buildings. Mr. Doug Dunlap suggested including the Homebuilders Association of Richmond and other non-profits, as they can help distribute information to various housing developments and buildings.

The Committee discussed attending the various festivals coming up this fall. Mr. Beck noted that Census staff will attend some of these festivals, and to let them know of any others that the Committee thinks they should attend. He noted that the Census is currently targeting festivals that have a large attendance where many people could be reached. Mr. Bill Harrison noted that while Richmond Pride is full as far as vendor booths go, Diversity Richmond does already have a booth, so they could distribute Census flyers there.

Mr. Palmquist noted that he will follow up with Dr. Leo Whitaker regarding the Faith Based Committee to finalize that roster and begin outreach activities. He also mentioned that the Business & Philanthropy Committee only has a few members currently, and that it might make sense to ask them to attend an upcoming Community Outreach Committee meeting in the meantime, until more members are identified. Mr. Dunlap suggested reaching out to Venture Richmond and the City of Richmond Office of Minority Business Development.

Dr. Howard asked what kind of philanthropy efforts could be undertaken, and how we could raise funds if we don’t know exactly what we are asking for. Mr. Palmquist responded that he did not have a concrete answer for this currently, and suggested that the Communications Committee may need to meet to discuss this further. Dr. Howard suggested a PSA campaign in the spring to drive the message of the Census. Mr. Steve Wilborn suggested that the chairs of the subcommittees formulate specific outreach activities and materials and estimate the cost for them in order to begin fundraising activities.

Dr. Leo Whitaker provided an update on faith-based activities. As a member of the Virginia State Complete Count Commission, he has been disseminating Census messaging through various non-profit organizations, including at monthly meetings of the Virginia Council of Churches.

### **3. Census Bureau Update**

Ms. Tameka Jefferson noted that the Census is preparing activities for upcoming Constitution Day on September 17<sup>th</sup>. She also noted that the Philadelphia Field Office is planning a workshop and will be in town September 24<sup>th</sup>-25<sup>th</sup>. She stated that these officials may want to meet members of the local CCC's, including RVA Counts 2020, and that she would be in touch to plan any future events. Ms. Jefferson stated that the local field office is not fully open yet, though staff have been hired recently.

Mr. Wilborn inquired to Census staff how the homeless were counted, and Mr. Beck and Ms. Jefferson explained that some are counted as part of the "group quarters" efforts if they are in shelters or other facilities, and those that are not are counted separately as a separate effort to identify and count individuals without a permanent residence.

Ms. Toney stated that she would love to see the job opportunities promoted to those communities as a way to provide an opportunity for these individuals and to produce a more accurate count of the homeless population.

Mr. Wilborn asked if there could be student ambassadors for K-12 schools that could be hired and Mr. Beck answered yes, as long as they are at least 18 years old.

### **4. Next Steps**

Mr. Palmquist stated that the next meeting of the RVA Counts Complete Count Committee will be on the Tuesday October 1<sup>st</sup>, 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 11:55 a.m.

The next meeting of the Complete Count Committee is scheduled for October 1 <sup>st</sup> at 11 a.m., location TBD.
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