



COMPLETE COUNT COMMITTEE

Meeting Summary

August 6, 2019, 11:00 a.m.
 City Hall, 7th Floor Large Conference Room
 900 E. Broad St, Richmond, VA

Members present:

Will Palmquist, Chair	Reggie Gordon	Bill Harrison
Dr. Catherine Howard	Dr. Michael Jones	Mark Olinger
Karla Ramos		

Members absent:

Andreas Addison	Dr. Danny Avula	Scott Blackwell
Dr. Allia Carter	Doug Dunlap	Jason Kamras
Dr. Cynthia Newbille	Ellen Robertson	Dr. Leo Whitaker
Steve Wilborn	Michel Zajur	

Other Attendees:

Ron Brown, U.S. Census Bureau	Shirley Gilliam, U.S. Census Bureau
Tameka Jefferson, U.S. Census Bureau	Kevin Krigsvold, U.S. Census Bureau
Marianne Pitts, City of Richmond	Lauren Snellings, Voices for VA's Children
Other Census Bureau staff	

Mr. Palmquist called the meeting to order at 11:08 a.m. and welcomed meeting guests, including Lauren Snellings with Voices for Virginia's Children and U.S. Census Bureau staff, including new hires that were attending the meeting to gain insight on how local Complete Count Committee meetings are run.

1. Committee and Subcommittee Updates

Mr. Will Palmquist briefly summarized the last Committee meeting on July 9th and asked if there were any comments or suggested edits to the meeting summary.

Mr. Palmquist gave a brief update on some of the work of the Committee and the Communications Subcommittee, which included a draft flyer that was distributed. He explained the purpose of the two-page flyer, which is to let the public know that the 2020 Census is coming and why it's important, and also to promote the temporary Census jobs that will be available as part of the effort. Regarding these jobs, he explained that there was a training held last week on August 1st, and one coming up on this Thursday, August 8th, to allow Census staff to train City staff about the application process so potential applicants can receive assistance should they need it.

Discussion and suggested edits to the draft flyer took place. Ms. Karla Ramos requested that an electronic version of the flyer be distributed so she could better provide edits and feedback. She also suggested

regarding the section of the flyer that states “There is no citizenship question,” that it would be better just to say that it only matters that you live in the city of Richmond.

Regarding translating the flyer into other languages, especially Spanish, Ms. Lauren Snellings suggested utilizing the State Complete Count Commission for these translation services. Ms. Ramos stated that their office was ready to assist with this as well.

Mr. Kevin Krivsgold of the Census Bureau stated that the Census questionnaire will be available in 113 different languages, and that telephone assistance will be available in 10 different language.

Ms. Snellings suggested using “asset framing”, instead of negative phrasing on the flyer, such as rather than saying what the city would lose by not counting people, restate it to say what the city will gain.

Dr. Catherine Howard asked what defined “part-time” work regarding the wording of the flyer, and Mr. Krivsgold responded that temporary workers could make their own hours.

Mr. Palmquist stated that he would make the suggested edits to the flyer and send it around to the Committee members, along with the meeting summary, and will ask to receive additional comments via email by Monday, August 12th, so that final changes can be made and the flyer can begin to be distributed.

Mr. Palmquist then described some of the social media efforts that he was making in order to get more digital exposure about the upcoming Census and the Committee’s work. He described that RVA Counts 2020 can be found on Facebook, Instagram, and Twitter and that most posts go across all three platforms. He described that he is attempting to post at least three times a week on a variety of subjects such as why the Census matters, resources regarding the Census, job opportunities, and fun facts from Census data.

Dr. Michael Jones inquired about what portion of the overall outreach strategy is through social media and suggested ways for improving outreach via social media. He suggested that we need a more robust, grassroots social media campaign, such as videos of young persons explaining why the Census matters to them. He suggested the Mayor’s Youth Academy could be a source of such videos.

Mr. Ron Brown stated that the Census will have a media specialist on board by the end of the month, which could assist local Committees with social media outreach and other efforts. He described that they are setting up a “Millennial Chat Group” as well, which will connect young persons across the country in conversations about the Census.

Dr. Howard suggested the creation of a comprehensive communications plan. Mr. Brown suggested using the ROAM mapping data to understand which population to target outreach and then devise strategies for reaching these populations. Dr. Howard also suggested we should coordinate our efforts with those of Voices for Virginia’s Children, and invited Ms. Snellings to participate on the Committee’s Education Subcommittee.

2. Counting Children Under 5, Lauren Snellings, Voices for Virginia’s Children

Mr. Palmquist welcomed Ms. Lauren Snellings from Voices for Virginia’s Children to give a presentation on counting children under five years old in the Census, the .pdf of which will be made available at RVACounts2020.com.

Ms. Snellings described that children under five years old are the most undercounted segment of the population, and especially so for children of color and those in “complex” households. Most Census guidance for respondents suggest counting children at the location where they live most, or if time is split evenly, where they were on April 1st, 2020.

She suggested that strategies for reaching this segment of pre-school age children could be utilizing such locations as libraries, healthcare centers, childcare centers, multifamily housing developments, community/ethnic/faith locations, and flu shot locations. She also stated that Voices for Virginia's Children is coordinating outreach to these population groups across the Commonwealth of Virginia.

3. Census Bureau Update

Mr. Brown gave an update on the local Census field office, stating that they are about 80% staffed, but are still looking for language specialists. The local area Census office is set up, but there is no staff currently there so he would not disclose the exact location. He offered to give tours of the office, which is in a central location, once they are fully operational.

Mr. Brown stated that there is the potential for the Census Bureau Director and Regional Director to visit the Richmond field office and possibly attend a RVA Counts 2020 Complete Count Committee meeting. He also stated that the Census media contractor will be releasing materials in September, including a sample of the questionnaire.

Dr. Howard asked if the effort to get a question regarding citizenship status on the Census questionnaire was truly dead, and Mr. Brown stated that it will not be on the questionnaire.

Mr. Bill Harrison asked, in relation to Ms. Snellings' presentation, how we know that children were undercounted in the 2010 Census, and Mr. Brown explained the research and review arm of the Census Bureau which examines birthrates, American Community Survey data, school enrollment, etc. to determine this.

Mr. Palmquist mentioned Governor Northam's allocation of \$1.5 million for statewide Census outreach and advertising, and how that would be used and/or distributed. Ms. Snellings stated that they hope to learn more at the next Virginia State Complete Count Commission meeting. Mr. Brown stated that Secretary of the Commonwealth Thomasson is reaching out to Maryland to see how they deployed funding statewide for their effort.

4. Next Steps

Mr. Palmquist stated that the next meeting of the RVA Counts Complete Count Committee will be on the Tuesday following Labor Day, September 3rd 2019, after confirming with Committee members that the day following a holiday would not be an issue. The location is to-be-determined but will be in a location other than City Hall.

Mr. Brown stated that Census staff will be attending the Filipino Festival this Saturday, August 10th, as well as the Latin Jazz & Salsa Festival on August 24th. He encouraged Committee members to let him and his staff know of other festivals and events so he could be sure that Census staff could attend. Ms. Snellings suggested coordinating these efforts to have the best coverage at events. Ms. Ramos mentioned the African Festival at Pine Camp on August 31st as another upcoming event that should be used to promote the Census.

The meeting adjourned at 12:03 p.m.

The next meeting of the Complete Count Committee is scheduled for September 3rd at 11 a.m., location TBD.