



COMPLETE COUNT COMMITTEE

Meeting Summary

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

Members present:

Will Palmquist, Chair	Dr. Catherine Howard	Karla Ramos
Dr. Leo Whitaker	Steve Wilborn	

Members absent:

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

Other Attendees:

Justin Beck, U.S. Census Bureau	Tasha Chambers, U.S. Census Bureau
Shirley Gilliam, U.S. Census Bureau	Shanteny Jackson, Richmond City Health District
Tameka Jefferson, U.S. Census Bureau	Sam Patterson, Richmond City Council
Marianne Pitts, City of Richmond	Patrice Shelton, Richmond City Health District
Matthew Stanley, Richmond Public Schools	

Mr. Will Palmquist called the meeting to order at 11:06 a.m.

1. Committee and Subcommittee Updates & 2. Census Bureau Updates

Mr. Will Palmquist briefly summarized the last Committee meeting on October 1st and noted that the meeting summary could be found at the RVA Counts 2020 website. Dr. Leo Whitaker offered to host any of the upcoming Complete Count Committee meetings at his office, located at the Baptist General Convention of Virginia at 1214 W. Graham Road in Richmond.

Mr. Palmquist asked the attendees to introduce themselves as there were a few new participants at the meeting. He then gave a brief update of the work of the Committee and the subcommittees, noting that since the last meeting in October the Educational, Community Outreach, and Vocational & Rehabilitative subcommittees have met. There are a number of items he is actively following up on with these subcommittee members to leverage their existing networks and assets to disseminate information about the 2020 Census.

Mr. Palmquist shared the flyers that he has been distributing to locations around the city, specifically libraries, career centers, universities, and other community center locations. Mr. Justin Beck noted that the pay raise, shown on the flyer as starting at \$19/hour, has increased to \$24/hour in the city of

Richmond in order to encourage more applicants as their total numbers are not where they need them to be.

Dr. Catherine Howard asked when people will be hired for the 2020 Census and Mr. Beck responded that they need to be hired by March 2020 and there will be a big push for hiring in January and February 2020. He also explained that with fewer people being hired, they will likely be retrained at various steps in the Census process to perform other roles. Asked by Mr. Steve Wilborn why the Census was hiring fewer people, he replied that the 2010 Census was the most expensive Census ever conducted and the Bureau's hope is that by allowing respondents to submit their information online or by phone will lessen the need for enumerators out in the field.

Mr. Palmquist noted that "Group Quarters" was a topic of conversation at recent subcommittee meetings. Mr. Beck asked for us to share group quarters locations with him and the Richmond Area Census Office, as they will need to be reached out to in order to count the populations living there. He asked that Committee member send this information to Johnny Day at johnny.j.day@2020census.gov or (804)799-6400. Mr. Beck also noted that the Richmond Area Census Office is open and they would like to host an open house there in January with a specific date pending.

The Committee discussed counting those experiencing homelessness, which will take place nationwide on March 31st 2020. Various methods for reaching these populations and ways of incentivizing their involvement were discussed, including giving out stickers to those that were counted, which has been successful in encouraging others who are currently experiencing homelessness to be counted.

Ms. Shanteny Jackson noted that Dr. Danny Avula wants to organize a Census event in January centered around property managers of both publically and privately-owned apartment buildings and similar developments in order to share the importance of the 2020 Census and to strategize ways of reaching these residents. Mr. Beck asked that they be included in the organizing of the event as they would like to attend.

Mr. Beck explained that he has received from the Census Bureau a document that officially explains how residents in different situations should be counted and that this could be used to help residents understand how they should respond to the Census. Mr. Palmquist stated that he would send this along to the Committee members along with the meeting summary.

The Committee also discussed which locations could be suitable for "Mobile Questionnaire Assistance Units," which be facilities around the city with computers that residents could use to fill out their Census form with any needed assistance by staff. These locations should be in areas of predicted low-count, which can be supported by the ROAM (Response Outreach Area Mapper) application.

The Committee also discussed "Statistics in Schools," which will be promoted to take place in the first week in March 2020. Mr. Beck noted that he was in discussion with the state PTA as well as Richmond Public Schools.

Mr. Beck stated that producing Op-Eds in local newspapers, especially those that are free of cost, were a good way to get the information out about the Census. Ms. Tasha Chambers, who will be assisting with Public Relations out of the Richmond Area Census Office, stated this will be especially useful for mitigating any myths that are out there about the Census. She went on to explain that trusted voices in the community writing directly to residents would be most effective.

Ms. Chambers also stated that she could put together talking points, as well as a timeline events that could help coordinate efforts. Dr. Whitaker stated that there were opportunities for future events in the

upcoming months, including the general holiday season, Community Learning Week, Martin Luther King Jr. Day, and February as Black History Month.

Regarding the employment opportunities with the 2020 Census, Ms. Patrice Shelton asked if there was a background check, drug screening, or other steps that applicants must go through. Ms. Tameka Jefferson stated that there will be a background check but no drug screening.

3. Next Steps

Mr. Palmquist summarized the next steps that the Committee and its subcommittees can take in the following month, reading an excerpt of an email from Mr. Beck which laid out six main priorities between now and January 2020 which the Committee briefly discussed:

1. Spread the word about the need for more recruitment and the increased pay rates in the Region which are now \$24/hour in Richmond, \$21/hour in Henrico, \$19/hour in Chesterfield.
2. Share important events with the Census team so they can have a presence.
3. Forward the Census team free news outlets or have members of the Committee write Op-Eds about the Census and its importance.
4. Based on predicted response rates, send the Census team locations where they should set up Mobile Questionnaire Assistance Units.
5. Start compiling a list of transitory areas and areas where people experiencing homeless congregate, including community organizations and soup kitchens.
6. Share Group Quarters information/website and Census Residence Criteria with the Committee members and partners.

Mr. Palmquist stated that he would work with Committee and subcommittee members to help advance these priorities between now and the next meeting which is scheduled for January 7th, 2020 at 11 a.m., location to-be-determined.

The meeting adjourned at 12:08 p.m.

The next meeting of the Complete Count Committee is scheduled for January 7th, 2020 at 11 a.m., location TBD.