



COMPLETE COUNT COMMITTEE

Meeting Summary

March 5, 2019, 11:00 a.m.
2nd Floor Large Conference Room
Richmond City Hall

Members present:

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

Members absent:

Andreas Addison	Danny Avula	Scott Blackwell
Monica Callahan	Dr. Allia Carter	Dr. Michael Jones
Dr. Cynthia Newbille	Ellen Robertson	Michael Zajur

Other Attendees:

Ron Brown, U.S. Census Bureau	Shirley Gilliam, U.S. Census Bureau
Sam Patterson, 7 th District Liaison	Jeff Gray, Office of the CAO

Mr. Palmquist called the meeting to order at 11:03 a.m.

I. Welcome

a. Introduction

Mr. Will Palmquist introduced himself as the new Chair of the Committee and gave some background about his work with the Department of Planning & Development Review and other Census-related efforts.

Members of the Committee gave brief introductions.

b. Meeting schedule & location

The Committee discussed the idea of moving the meetings to a quarterly basis. Mr. Jeff Gray shared that the suggestion to meet quarterly was based on the fact that the subcommittees will begin to meet, and the Committee members will be focused on implementing action items. Mr. Ron Brown of the U.S. Census Bureau suggested keeping the meetings at monthly intervals due to the amount of work that would need to be completed over the next several months. After some discussion it was agreed that meetings would remain on a monthly basis.

The Committee discussed the location of future meetings, and it was agreed that some variety in the location of meetings would be preferred, as long as the location was generally open to the public and convenient. Some potential future meeting locations included the East District Center

at 701 N. 25th St, the East End Branch Public Library at 1200 N. 25th St, the Main Library 101 E. Franklin St, and Virginia Union University.

c. “Advisory Committee” guidelines

Mr. Palmquist briefly summarized the City Code section regarding Advisory Committees (§§ 2-793 to 2-799), noting that there are public notice requirements for the Committee as it contains three or more City Councilmembers. These aspects are being handled in coordination with the City Clerk’s Office, but Mr. Palmquist advised the Committee not to communicate about official Committee-related business in groups of three or more, which includes “replying-to-all” on e-mails, because this would technically be considered an official meeting which should be publically noticed. Mr. Palmquist will follow-up regarding what public notification requirements exist for subcommittees.

II. Old Business

a. Subcommittee updates

There was a brief update by the Subcommittee chairs and vice-chairs about efforts taken by the various subcommittees. Mr. Palmquist noted that he will be reaching out to the subcommittee chairs and vice-chairs to set up meetings to discuss the list of potential subcommittee members. Mr. Harrison requested that emails to invite individuals to join a subcommittee should come from Mr. Palmquist’s office. Dr. Leo Whitaker spoke about conversations he’s had with the Virginia Council of Churches and how there is a growing awareness of the upcoming 2020 Census and the need to reach out to traditionally underserved and under-represented populations.

III. Census 2020 Update & Future Training Opportunity

Mr. Ron Brown of the U.S. Census Bureau introduced the opportunity for a Training & Education Session that he could deliver at the Committee’s request. This session would include all members of the Committee and to-be-determined members of the subcommittees. It would be highly useful for the work of these groups growing forward. The session would last approximately two hours. Later in the meeting, Mr. Brown spoke of the urgency to have this training sooner rather than later. It was decided that the training would take place at the time of the next regularly-scheduled Complete Count Committee meeting on April 2nd from 11:00 a.m. to 1:00 p.m. Details on the location and other items will be forthcoming. This will coincide with April 1st, which is one year from “Census Day 2020” with events related to the Census happening across the Commonwealth. Mr. Brown offered to conduct additional trainings as the subcommittee membership is finalized.

Mr. Brown announced that a Richmond field office will be opening in July 2019 which will coordinate Census activities and 1,000 to 1,500 in-field representatives to be address confirmers and/or enumerators.

Mr. Brown made reference to “Low-Response Areas” which are predicted to continue to have much lower Census response rates than other areas of the city. These areas are mapped at the Census Tract level and can be viewed at <http://www.census.gov/roam>. He shared that children under the age of 5 are the most undercounted demographic, which can affect Federal funding for free breakfast and lunch in schools programs, hospitals, and other services.

Mr. Brown suggested getting in touch with other Complete Count Committees to share notes and to view websites of other Committees such as Baltimore, MD, which has a robust electronic presence. He suggested that the Committee use our existing website as a resource and drive people there for

more information and participation going forward. Mr. Brown encouraged the Committee to have a training on FOIA requirements as the State's Complete Count Commission has done.

The Committee discussed a number of items related to Mr. Brown's update that can be implemented through the subcommittees, including:

- Doing outreach through Greek and university organizations, including promoting Census-related jobs.
- Discussing what events are happening around the city that the Committee could partner with to help educate about the Census.
- Exploring what opportunity there exists for partnering at the regional level with the surrounding counties on various efforts, such as it relates to reaching out to immigrant communities.
- The need to create appropriate outreach tools, flyers, and media to distribute.
- Working with Mr. Brown and the Census Bureau to facilitate assistance with job applications for potential applicants to Census-related jobs.
- Reinstating the Philanthropic subcommittee to help with raising funds and leveraging resources for Census activities, especially given the currently limited funding environment of the Census Bureau.
- Having Committee and subcommittee members take an "Oath of Commitment" for their work with the Complete Count Committee to ensure follow through and dedication in the steps ahead.

The meeting adjourned at 12:14 p.m.

Next Steps

- Confirm the location for the Committee & Subcommittee Training on April 2nd from 11 a.m. to 1 p.m.
- Solicit interest of the Committee members to be vice chairs on some of the subcommittees, as well as Chair and Vice Chair of the reinstated Philanthropic Subcommittee.
- Hold meetings with subcommittee chairs and vice-chairs to discuss potential member lists to ensure a diverse and comprehensive membership.