



COMPLETE COUNT COMMITTEE

Meeting Summary

March 3, 2020, 11:00 a.m.
 Baptist General Convention of Virginia
 1214 W. Graham Road, Richmond, VA

Members present:

Will Palmquist, Chair	Bill Harrison	Dr. Catherine Howard
Patty Parks (for Reggie Gordon)	Sam Patterson (for Cynthia Newbille)	Karla Ramos
Matthew Stanley (for Jason Kamras)	Stephanie Toney (for Danny Avula)	Dr. Leo Whitaker
Steve Wilborn		

Members absent:

Andreas Addison	Scott Blackwell	Dr. Allia Carter
Doug Dunlap	Dr. Michael Jones	Mark Olinger
Ellen Robertson	Michel Zajur	

Other Attendees:

Justin Beck, U.S. Census Bureau	Shirley Gilliam, U.S. Census Bureau
Marianne Pitts, City of Richmond	Robin Pulkkinen, U.S. Census Bureau
Patrice Shelton, Richmond Health District	

Mr. Will Palmquist called the meeting to order at 11:06 a.m. and welcomed Ms. Robin Pulkkinen who is a new Partnership Specialist out of the Richmond Area Census Office. The Committee and other attendees then did a round of introductions.

1. Committee and Subcommittee Updates

Mr. Will Palmquist briefly summarized the last Committee meeting on February 4th and noted that the meeting summary could be found at the RVA Counts 2020 website. Mr. Palmquist asked for an update from represented subcommittees, and welcomed Mr. Matthew Stanley to give an update on the Statistics in Schools efforts. Mr. Stanley stated that on March 23rd he and Census staff will be sharing information on the Statistic in Schools lesson plans at four schools. Parents are invited as well as an opportunity to see what lessons might be planned for their children and as an opportunity to learn more about the Census themselves.

Mr. Justin Beck shared that in regards to educational efforts, there is concern from some local universities about sharing group quarters information. The Census team is working with the Secretary of the Commonwealth to assuage those concerns regarding student privacy requirements.

Mr. Palmquist then asked Dr. Leo Whitaker if he would share any updates from his work and coordination with faith-based outreach. Dr. Whitaker shared that there is going to be a coordinated push to perform outreach to historically undercounted populations between April 3rd and April 5th. Mr. Beck noted that “Census Sabbath” is taking place between March 27th and March 29th to encourage leaders of

all faiths to provide info on the Census to their congregations. Ms. Shirley Gillian noted that a video on the Census's YouTube page is available to be shown for this purpose as well.

2. Census Bureau Update

Mr. Beck provided an overall update on the Census process. He noted that Census mailers go out to residents on March 12th and the online response portal opens on March 14th. Beginning on March 24th, the Census Bureau will be coordinating the deployment of Mobile Questionnaire Assistance Centers, which are teams of Census workers with tablet computers that can set up around the city at existing facilities to allow residents without computer or internet access to complete their Census questionnaire.

Mr. Beck noted that the hiring of temporary Census workers is going well but they are still looking for applicants with specific language skills.

3. Outreach & Advertisements

Mr. Palmquist provided an update on advertising efforts, following up from the last Committee meeting when the Committee reviewed drafts for GRTC in-bus advertising and yard signs. He stated that he had made the cartoon graphic of people more diverse and had simplified the language. He stated that the GRTC advertising and yard signs have been purchased and should begin appearing next week.

4. Census Day Events

Mr. Palmquist provided a follow-up from last month's discussion regarding Census Day events. He said he met internally with City staff to discuss what events on Census Day, April 1st 2020, would be most effective and they decided that they would promote that residents to go to any of the nine City libraries to fill out their Census questionnaire, and would invite the Mayor to attend the North Avenue Branch Library at 1:30 p.m., along with media, to promote the Census and fill out his Census questionnaire online. Mr. Palmquist invited Committee members to be present at various libraries throughout the day, as available. Ms. Karla Ramos noted that she would be spending the day between the Broad Rock Library and the West End Library as these serve Spanish-speaking populations.

Mr. Beck noted that the libraries should have on-hand printed copies of the language guides to better assist residents who do not speak English.

Mr. Palmquist also noted that they would be reaching out to councilmembers and encouraging them to attend libraries in their districts and to fill out their Census questionnaire there. Councilmembers could invite their press contacts and post on their social media to amplify the Census messaging. Mr. Sam Patterson stated that he would assist with setting up a meeting with Council liaisons to assist this effort and suggested getting on the agenda for the Richmond City Council Organizational Development Standing Committee meeting to discuss having Census Mobile Questionnaire Response Centers at their upcoming district meetings. Mr. Matthew Stanley noted that RPS School Board members should be invited to attend their respective libraries as well.

Mr. Palmquist asked if it made sense to hold other events throughout Census Week and to invite the Census Mobile Questionnaire Assistance Centers (MQAC's). Mr. Beck stated that the MQAC's would likely be deployed after April 1st and suggested starting to hold events and requesting MQAC's at existing events and meetings after Census Week. He stated that the Census needs a two-week notice to dispatch MQAC's.

Mr. Beck noted that online responses to the Census would be accepted through July 31st and that enumerators would be dispatched to addresses who have not yet responded in mid to late May. Other outreach ideas and materials were discussed, including bookmarks, buttons, and utility bill mailers.

5. Next Steps

Ms. Karla Ramos suggested moving up the next Complete Count Committee meeting to allow for coordination prior to the Census Day events. The Committee agreed to move the scheduled April 7th meeting to March 24th at 11:00 a.m. and Mr. Bill Harrison agreed to host the meeting at Diversity Richmond, located at 1407 Sherwood Avenue.

The meeting adjourned at approximately 12:05 p.m.