

COMPLETE COUNT COMMITTEE

Meeting Minutes

November 5, 2018

Virginia Union University

Claude G. Perkins Living and Learning Center



CCC Members

Meeting Attendees:

Chelsi Bennett J.D., Chair

Dr. Danny Avula

Dr. Allia Carter

Reggie Gordon

Bill Harrison

Dr. Michael Jones

Jason Kamras (Del. Sade Harris)

Karla Ramos

Leo Whitaker

Steven Wilborn

Michel Zajur

Not in Attendance:

Andreas Addison

Scott Blackwell

Monica Callahan

Doug Dunlap

Catherine Howard

Dr. Cynthia Newbille

Mark Olinger

Council member Ellen Robertson

Old Business

- Training session with US Census Bureau held on October 23, 2018
- Mayor's Proclamation and Kickoff held on October 29, 2018
- Kickoff of Census Ambassador Program on November 1, 2018

New Business

I. Welcome

- Meeting started at 2:08 PM
- Documents: Reference to Agenda and CCC 1-pager

II. Introductions

- I. CCC Members introduced themselves and their organization.

III. Recap of Training

- I. The Committee, and Subcommittees will be responsible for the PR campaign. We will work sparingly with the Federal Census Bureau, as the committees, and the campaign are the responsibility of the locality.
 - i. The purpose of this campaign is to educate Richmonder's on the importance of a complete Census count.
 1. This will be done mainly through public outreach.
 - ii. We want to fully begin this campaign in engage all citizens starting April 2019 – 1 year in advance of April 2020, so citizens will be prepared for the count.
- II. There have been conversations with Reggie Gordon (Office of Community Wealth Building) regarding Census employment opportunities in Richmond.
 - i. Special training is needed to ensure the Census employment application is filled out correctly.
- III. Our goal as a team will be to develop talking points to ensure we address the reservations some citizens may have regarding responding to the Census
- IV. A Census Representative should be sent to engage the Spanish community in 2020
- V. Unless you go door-to-door to make sure they understand, potential comprehension/trust of the message is lost
- VI. Step 1 should be to explain what dollars we lost in Census 2010
- VII. There is fear about completing the Census. We must figure out what those fears are, and how to address them.
 - i. How can we move past these fears given the current political climate?

IV. Looking Ahead

November - December: Focus on organizing and strategic planning

- I. Identification of Subcommittee Members
 - i. Establish recurring meetings

Jan - April: Strategic communications plan and marketing

- II. Community Fair (April 2019)
- III. How do we empower volunteers? Education?
 - i. Look into business communities where we have relationships to communicate and build a bridge.
 1. Stores fronts, small businesses, faith-based
 - ii. Ambassador Program
 1. This is how we engage grassroots communities
 2. Engage, provide media information, etc. for them to share within their networks

IV. Subcommittee Next Steps

Identified Subcommittee Chairs:

- Special Housing – Danny Avula
- Communications – Chelsi Bennett
 - Karla Ramos will serve as a member
- Education – Dr. Allia Carter
 - Co-Chair - Steve Wilborn
- Vocational – Reggie Gordon
- Faith-Based – Dr. Leo Whitaker
- **Philanthropic – OPEN**
- Community Outreach – Bill Harrison
 - Karla Ramos will serve as a member
- Business - Doug Dunlap

Subcommittee details:

- Subcommittees will have a Chair/Co-Chairs who are CCC members, and a Vice-Chair who is a Subcommittee member.
- Serving as the chair of a Subcommittee will require 1 additional hour commitment per month
- Marcy Williams, Beth D’Arcy, and Rachel Brendle (CAO Special Projects Team) are here for support of Committee and Subcommittees.
- Subcommittee Chairs were provided a list of recommended Subcommittee members
- After the Subcommittee Chair confirms their selection of members, an invitation letter will be sent to them from the Chair of the CCC.

Open Discussion

Community Engagement:

- I. How do we get assurance that it’s ok for people to participate in the count without fear?
 - i. It is against federal regulation for the Census Bureau to disclose citizen’s personal information reported during the census
 - ii. If someone does not answer the citizenship questions, they are still counted
- II. In 2010 were there any cases of persons that were counted found themselves deported?
- III. Some immigrants are also refusing social services benefits due to fear of immigration process; not renewing Medicaid, food stamps, etc.
 - i. Due to their lack of engagement and trust, we must address those questions on the front end
 - ii. How do we encourage them to participate in the Census?

Strategic Recommendations:

- Overall - Focus on Low Response Rate Communities as new strategy
- Establish Census Sunday (Sabbath); have information available on a Sunday for all faith-based organizations
 - a. Create flyer or graphic that can be easily shared
- Other communication means
 - b. Sign language/braille
 - c. Indigenous dialects
 - d. Visually impaired communities
 - e. Written interpretation

Action Items

Date	Item	Owner	Due Date	Status
11/5/18	Provide Copy of Census Questionnaire	Special Projects	11/16/18	
11/5/18	Send link of "Why We Ask" link from Census site	Special Projects	11/16/18	
11/5/18	Check into ADA availability		12/4/18	
11/5/18	Review ROAM on Census site	All CCC members	12/4/18	
11/5/18	Invite low response rate communities to CCC Meeting <ul style="list-style-type: none"> • Brainstorm – top 1-2 people in the community to invite in for the conversation 	All CCC members	Q1 2019	
11/5/18	Brainstorm opportunities for college students to participate in CCC meeting planning sessions	All CCC members	12/4/18	

Next Steps

- ✓ Next Meeting: Tuesday December 4, 2018; Location TBD; Time 11am – 12 Noon
- ✓ Identify Subcommittee Members
- ✓ Discuss Low response score areas and strategic marketing plan