

Local Complete Count Committee Updates

January 22nd 1:00pm to 4:00pm

Rutland Free Library, Rutland, VT

Attendees

Jason Broughton- VT Dept. Libraries, Committee Chair

Michael Moser- VT Census State Data Center

Peter Hathaway- US Census Bureau

Bob Stock- US Census Bureau

Phet Keomanyvanh- City of Burlington, Burlington CCC

Dan Warnecke- United Way of Rutland County, Rutland CCC

Kelly Stoddard-Poor- VT AARP

Liz Scharf- Capstone Community Action

Eloise Reid- Capstone Community Action

Vicki Loomis- BROCC Community Action

Wendy Mays- VT Assoc. Broadcasters

Sue Fillion- Town of Brattleboro, Brattleboro CCC (Phone)

Kirk Postlewaite- Rutland Regional Medical Center- Rutland CCC

Pam Dalley- VT Dept. Children and Families (Phone)

Mat Barewicz- VT Dept. Labor (Phone)

Kyle Thweatt- VT Dept. Labor (Phone)

John Adams- VT Center for Geographic Information (Phone)

Joshua Muse- VT Dept. Libraries

Kristina Sweet- VT Agency of Ag.

Robert Burke- VT Dept. Of Veterans Affairs (Phone)

Gordon Dritschilo- Rutland Herald

Introductions and current status of Census promotions / approaches/ actions

City of Burlington Complete Count Committee

- Recently started to address Census considerations
- Invited 45 partners across the county
- Held a hard to count population meeting to which 20 people were in attendance
- Marketing plans with the City of Burlington, outreach plan with Parks and Recreation and Library
- Concerns about how to best connect with the military within the area

Rutland United Way

- Marketing awareness of the Census
- County wide effort
- Census Video creation
- Working with interns from Castleton University to address Census within the county for better impacts
- Looking to expand connections and contacts

AARP

- 20,000 members across Vermont to connect with
- Specific outreach to 55 and older
- Currently running print ads and online through Pandora
- Seeing materials for various community groups such as LGBTQi, cultural, and items that are collaborative
- Looking to connect with other entities for outreach and bulletins

Capstone

- Complete Count started
- Healthcare entities, Council on Aging, Homeless coalition members
- Hired a coordinator to be the point person for statewide information on Census and is stationed in Barre
- Working with Champlain College
- Social Media Campaign is being launched
- Assisting with outreach in the North East Kingdom
- Conducting trainings with groups through programs such as Head start and Weatherization

Capstone – Rutland and Bennington areas

- Connecting groups through programs such as Homeless topics, Weatherization, Fuel assistance, and schools.

Broadcasters Association

- Can assist through networks of radio and TV station
- Can assist with broadcasting

LGBTQIA Alliance of Vermont

- The report was read by the Chair to the Committee and is listed at the end of the meeting minutes.

VT Geographic Naming

- Will assist as needed in promoting awareness of the Census.

Bob Stock – US Census Bureau

- There are 4 partnership Specialist
- 16 Complete Court Committee
- Looking to Target Tracts across Vermont to predict percentage of what might or not occur regarding response rate
- 600 partners are assisting in getting the message out
- March 29, 30 and April 1st Homeless Count will begin
- Working with HUD to assist with counts
 - Service Based Enumeration through Food Shelters, Food Trash, Fixed Location
- Alaska and North Maine have started with the Census

Department of Children & Families

- Pushing out Census information to state offices across Vermont in waiting rooms and mentioning it to clients.
- Census employment related positions are being promoted as employment opportunities.

Town of Brattleboro

- Selected a point person to assist with Census promotion
- PSA on Census information is being created- Local Community TV
- Movie Theater PSA
- Meals on Wheels

Department of Labor

- Provided awareness of the Census at the Economic Conference in Burlington
- 12 resource centers that could assist with hiring events for the Census
- Promotion of the Census through Social Media messaging
- Review of the waiver for Census employment and impacts to government benefits in Vermont

Department of Veterans Affairs

- Looking to connect with more Veterans across Vermont.
- Promotion of Census through networks

Department of Agriculture

- Utilization of agricultural networks that connect with farmers, agribusiness, and associated entities such as Farm to table groups

Department of Libraries

- Providing training to libraries on the Census
- Promoting informational resources from the Census through LIB website

Additional Awareness on local complete count groups

- Middlebury has a Complete Count Committee
- Addison County and the libraries are included. The group has met 4 times with discuss solutions.
- There is a Google group that has been started as well. There is a website for the Census for residents along with flyers for the public.

Question: *Can Communication Companies such as Verizon send out text messages about the Census across Vermont?*

- **Answer:** *To be researched and reviewed*

Question: *Will there be a code for Vermonters to utilize for the Census.*

- **Answer:** There will be no codes issued to local addresses for Vermonters to use for the Census. The Census will be digital and therefore access to the internet is needed.

Questions: *What messages would represent the best connections for Hard to Count Populations?*

- **Answer:** *Conversations during the meeting addressed this question and found an approach that may best serve a variety of situations while also ensuring inclusion. See below.*

A Conversation on Outreach, Pathways, and Networks

Conversations regarding how to approach Hard to Count Populations with specific communications included areas such as:

- Blog posts
- Social media
- Print Materials targeted to specific populations
- Community Television Stations
- Public Access Television
- Front Porch Forum
- Messaging throughout the community
- Project VISION in Brattleboro, Rutland, and Bennington as a model of community awareness of special topics

Question: *How can the VCCC connect with Migrant Justice, The Vermont Public Interest Research Group (VPRIG), VT Cares, and Migrant Worker / Farm Rights to ensure a complete count? Can monies be utilized to assist with approaches to these entities*

- **Answer:** Coordinator and Chair will connect with donor

Funding for supplemental actions to ensure children are counted for the Census has been provided by the Johnson Family Foundation. \$10,000 has been provided to conduct outreach, but there are questions regarding if the funding can be utilized with connections to adults with children or solely for outreach regarding children.

Strategy for connecting with Hard to Count Populations

1. Provide funding in the form of reimbursement to individuals that will connect with hard to count populations.
 - a. Conversations on how to ensure this is accurately conducted could be addressed through the number of presentations held, workshops conducted, along with attendance.
 - b. Creation of a metric for reimbursements would be required based upon any funded amounts.
2. A presentation by the Broadcasters representative discussed how to connect with TV stations and Radio through a program known as the Public Education Partnership known as PEP. A cost of \$4,000 dollars would provide a Public Service Announcement or PSA to be leveraged through PEP. *SEE ATTACHED PROPOSAL in the FORM OF A POWERPOINT by the representatives for the Association of Broadcasters.*
 - a. The items would run March 15th to April 5th
 - i. Awareness campaign before and during the initial roll out of the Census on April 1st, 2020
 - ii. Twenty-two times is the total amount of messages for the campaign
 - iii. Streaming would be included
 - iv. Statistics would also be reported for the VCCC

Question: *Could mailers be provided through entities such as Green Mountain Power as supplemental items when providing billing documents?*

- **Answer:** Connections and outreach to Green Mountain Power will be considered.

Question: *Could there be an online advertisement presenting stories for viewers about how to ensure participation in the Census regarding living situations, Family counts, College students, and foster families regarding the complete count and the Census?*

- **Answer:** Bob Stock provided current messaging to populations from the Census across New England and specifically Vermont.

Bob Stock on messaging for hard to count populations

Census considers racial preferences for the count. In doing so there are funding opportunities for American Indian counts and tribes. There are considerations for recognizing the heritage of American Indians. In Vermont there are four recognized American Indian groups.

Messaging towards Hard to Count Populations

Taking a big tent or umbrella approach for connecting with hard to count populations is considered the best approach.

Key areas to consider for hard to count populations

- Youth
- New Americans
- Many entities can connect to populations through entities during tax season additionally through programs such as Community Action Agencies (CAA), IRS Volunteer Income Tax Assistance (VITA), etc.
- This type of outreach will also connect with older Vermonters and isolated Vermonters who seek tax assistance

Question: *Could a document be created that is simple in design that has the nine questions asked by the Census as an approach to raise awareness and show how accessible the census questions are?*

- For **young adults and youth across Vermont**, it may be best to connect with Youth organizations to ensure awareness of the Census and having increased youth participation. Some may not see this as important or as a civic duty per the Constitution.
- Areas of concern on connecting with hard to count populations:
 - **Farm worker and migrants** – How the information will be used from the census to ensure there is an understanding of confidentiality with the information and it will not be used for immigration purposes. Education on confidentiality and the census is an important aspect to highlight for awareness.
 - **Second homeowners** – Ensuring information is provided to second homeowners on April 1st how to be properly counted with regards to the Census calculations of where an individual resides most of the time, i.e. eat and sleeps most of the time for counting purposes.
 - **Illiteracy** – Providing easy to read snapshots of documents for those who have limited English and or vocabulary.
 - **Faith Community** – Connecting with communities of faith to promote the Census
 - **Rural locations across Vermont, especially the North East Kingdom (NEK)** - Connecting with trusted voices in the NEK for Census awareness. This can be done through civic engagement and community groups.

Idea for cross cultural and inclusive print, online, and visual advertising

- Create an awareness that is easy to read, provided information regarding confidentiality and confidence in the Census, and shows the importance of conducting everyone's individual constitutional duty to participate in the Census.
- Have a representative from those areas that are Hard to Count within Vermont be the face of the information in the form of an ad or talking point.
- Create a 30 second ad on the Census that can be conducted as an advertisement with diverse voices from hard to count populations
- Connect with AOT and VTrans on options for creating signage that can be announced during commutes across the state. *"Slow down and take the Census"*.
- **Healthcare options for promotion of the Census through Healthcare organizations in Rutland** – The Hospital is the largest employer within the area. The goal for awareness through health care entities is to keep it simple. Currently there are no issues that would impede the approach that will impact HIPPA requirements.
 - Hospitals could provide a note about the Census during discharge paperwork
 - Connecting with Pharmacies, senior centers, and community hubs with promotional materials
- Agriculture has a variety of networks that can be utilized to provide messages to farming communities and associated entities in the form of an announcement in the Agriculture newspaper
- Creation of a possible QR code that can added to documents for connecting viewers to additional information.
- Department of Libraries could review its use of the Recording Booth to have a PSA created for differently abled viewers with vision impairment.

Question: *Can there be a review of the requirements regarding the Johnson Family's donation to address youth and children complete counting for the Census?*

- **Answer:** A review and conversation with the donor about use of the donation for Hard to Count populations with emphasis on children being properly counted.

Question: *Can it be used with an emphasis on children through adult awareness and promotion or specifically for children and youth promotion only?*

- **Answer:** Connecting with the donor will be most appropriate to understand the specifics and parameters of the donation for Hard to Count Populations with emphasis on children being counted properly.

Question: *A review of Front Porch Forum and associated costs for the advertising or awareness of the Census?*

- **Answer:** A review of costs of Front Porch Forum for Census outreach and awareness will be conducted.

Michael's Moser Minutes and captured comments:

1:30- A review of activities to date.

- Each attendee provided a brief introduction of their role(s) and described ongoing Census awareness activities they and their organizations, CCCs have been undertaking or are considering for the next months.
- We hope to collect ongoing or past activity descriptions are collected to ensure there is an accounting of the efforts put in across the state by local and statewide CCCs.

A discussion of the funds provided by the Johnson Family Foundation to the Statewide Complete Count Commission to undertake outreach activities with assurances that youth undercount would be addressed. There are currently two proposed options for spending some of the ~\$8,000 in funds. These include:

- Paying "Trusted Voices" from specific communities a stipend for 2020 Decennial outreach work they might undertake within their specific communities. It was added that we might seek mini proposals and require a basic report to assure accountability.
- \$4,000- \$5,000 Working with the VT Assoc. of Broadcasters to produce a series of short advertisements through their Public Education Partnership (PEP) program that "...is designed to help non-profit organizations and government agencies who do not have a history of using radio or television to deliver their important public interest messages across the entire state of Vermont easily, effectively and affordably. » This VAB program leverages the funds to guarantee at least a 4 :1 return, though this return can be much higher- as measured by retail air time costs.

A discussion of the messages that resonate most to share in outreach:

- The non-invasiveness! These are the all the questions:
 - Number of people currently living in the household
 - Each Person's Name
 - Each Person's Age
 - Each Person's (Binary) Sex
 - Each Person's self-identified Ethnicity and/or Race
 - Each Person's relationship to the respondent (Child, Partner, etc.)
 - Whether the home is Owned (with/without mortgage), Rented or Occupied rent-free
 - A contact phone number for one person in the home (in case of follow-up)
- Guidance on how to count youth.
- The security of your information- Title 13, for example.
- The fact that citizenship is NOT asked.
- And the importance of all to respond because this is how we receive program dollars back into our communities.

A discussion on outreach methods:

- Developing a simple 1-2-page fact sheet for VT that can be distributed via electronic and hard copy means.
- A QR code linking to resources in the 59 non-English languages at the Census Bureau websites.
- Networking to media outlets for interviews. Attending events. Remembering employees as part of our networks.



The LGBTQIA Alliance of Vermont is comprised of representatives from a range of LGBTQIA organizations and individuals from the broader Vermont community. Our mission is to anticipate and collaboratively respond to proposed & enacted laws, policies, actions, and community-level crises that impact on LGBTQIA Vermonters.

The Alliance provides expert advice to elected officials, political activists, state agencies, community based & professional organizations, and other interested parties on representing and protecting the interests and rights of LGBTQIA Vermonters. The group seeks to fairly represent the collective voice of LGBTQIA Vermonters through advocacy, community building, education, and representation.

16th January 2020

Complete Census and Vermont's LGBTQ+ communities

An overview what has been done thus far:

- Census was discussed at the LGBTQ+ Town Hall Forums held statewide in 2019.
- Follow-up with VT LGBTQ+ organizations regarding “hard to reach” segments of LGBTQ+ communities (i.e. indigenous, POC, elders, etc.) and possible engagement strategies. Follow up meeting scheduled for 01/31.
- “The census is coming” release distributed via LGBTQ+ organizations and identified distribution groups/lists following commission meeting.
- Census related employment opportunities distributed via LGBTQ+ organizations and identified distribution groups/lists after commission meeting and again after recent release.
- Developing VT LGBTQ+ specific flyer for why LGBTQ+ Vermonters should participate in the absence of sexual orientation and gender identity specific categories. Final review/revision by consulting LGBTQ+ organizations scheduled for 01/24. “Questions” to be covered are driven by comments made during Town Hall Forums, i.e. confidentiality, what is to gain if I cannot identify my sexual orientation/gender identity, is that citizenship question still on the census, etc.

Actions to be reviewed by the VT Complete Count Committee members and partners after the January 22 meeting by survey.

This message was sent out to members of VT's Statewide and local Complete Count Commissions, as well as others who have participated or seek to participate in 2020 Decennial outreach efforts for Vermont.

The VT Statewide Complete Count Commission seeks input on the following:

- Logo design ideas to be used immediately in the development of VT outreach materials.
- Expenditures of grant funds generously provided by the Johnson Family Foundation to be used in 2020 Decennial outreach efforts in VT.
- Additional ideas you may have to help ensure all Vermonters have access to timely, quality information and resources about the 2020 Decennial Census.

Please take two minutes to provide feedback through an online survey and poll.

The Poll is attached.