

Vermont Complete Count Committee Meeting

Thursday, August 20th

9:00am to 10:30am

[Join Microsoft Teams Meeting](#)

+1 802-552-8456 United States, Montpelier (Toll)

Conference ID: 727 959 677#

[Local numbers](#)

Agenda

1. Welcome and Introductions

2. Words & thoughts from our Congressional Offices
Senator Leahy, Senator Sanders, and Representative Welch

3. State of Vermont Updates
 - a. Declarations

 - b. Governor's Bipartisan Letter

4. U.S. Census Operations Updates

5. Communication & Strategy Discussion
 - a. Next Steps

6. Roundtable Updates

7. Questions / Comments before departing

Vermont Complete Count Committee Meeting Notes

Attendees: ~20

Bob Stock, Pam Dalley, Emily Nosse-Leirer, Elaine Haney, Wendy Mays, Erica Campbell (Sanders), Robert Burke, Keith Goslant, Jason Broughton, Michael Moser, Eloise Reed, Caprice, Emily McKenna, Fred Schmidt, Lizzy Haskel, Susannah Davis, others.

Updates from VT Reps' offices: Representative Welch, Senator's Sanders & Leahy

- VT's congressional delegation members: Signed on to letters to the current administration requesting deadline extensions, are seeking funds for the Census Bureau (CB) in subsequent Federal emergency funding packages, are working closely with Census partners in VT, and are fielding questions from constituents. They have extreme concern about the Census. They are committed to getting the word out in any way they can.
- Seeking correct messaging and will do additional outreach as able.

Update on advocacy within VT

- Update from Robert "Bob" Stock- CB. Review of current self-response rates for VT and Counties.
- Vermont is currently seventh place from last among states and Puerto Rico for Self-response. 57.6% of VT households (housing units) have self-responded.
- CB currently conducting Non-Response Follow Up (NRFU) in VT. This is enumerators going into the field.
 - 35% completed. 2,400 responses added through NRFU at this date.
- Second homes and all housing units regardless of occupancy status are part of self-response calculations.
- Group quarters work: Colleges and university outreach - all in VT have responded to the Bureau.
- Mobile Questionnaire Assistance events: **MQA- 1,000 events in VT to date.**
- Count of persons experiencing Homeless/transient populations work ongoing.
- Transitory location enumeration is starting up. Campgrounds, hotel motel etc.
- There are about 1,000 enumerators working in VT right now!
- **Mobile Questionnaire Assistance events can still be requested of Robert "Bob" Stock and/or local CB partnership specialists until the end of September. robert.f.stock@2020census.gov**

What can we do in VT now for the next weeks? FOR MTG MINUTES- SYNTHESIZED BELOW

- Vermont Council on Rural Development (VCRD) Community Recovery visits: Eric Campbell reached out to ask VCRD to include Census Messaging in these visits going forward.
- VT Agency of Commerce and Community Development (ACCD) continues post to social media, etc. Decent, traffic. Front Porch Forum posts and ready to do more.
- Specified low-count Counties: Bennington, Windsor and Windham, Grand Isle to address by way of outreach and communication
- VT League of cities and towns- ask to push out to those town managers, SBs etc., Bob Stock working with them.
- Rutland United Way - does not have staff to do this, but: emergency housing has been extended again. How to reach these “housed” individuals. People are not receiving services at their emergency housing. Rutland United Way putting Census cards in food bags. But united way staff are not going to hotels to provide services. Bob will go back and review the transitory program activities, efforts now and future.
- National association of broadcasters signed on to letter about deadline extension. *Ad agency handling the marketing at national level put out local RFPs for local advertising.* VT broadcasters put in proposals for local ad resources. Social media campaigns did not work as well as assumed, so new effort back to traditional media.
- *What about outreach and communication to business communities, VBSR, Chamber, VT Futures, Churches, Nonprofit sector?*
- Businesses took a date/time to discuss census with their employees in other states. *Example: on 07/07 take 7 minutes to discuss the census with employees*
- Emilie Kornheiser - Can talk to regional credit corporations, chambers of commerce, etc.
- Can UVM Ag Extension services and programs promote the census?
- National Guard - Robert Burke connect to VT Adjutant General. CB worked with citizen soldier for life program.
- Continue to promote the census with AARP, Meals on Wheels, and VT Foodbank.
- 14 public transit orgs in VT- outreach. Elaine Haytko of VT Public Transit Assoc. would be a good contact: ehaytko@vptaride.org
- Census placards on the doors of the vehicles being driven around Burlington doing house to house follow ups giving a great visual reminder that the census is out. great grass roots promotion.
- CARES act money going to organizations. *Is there a way to ask those recipients to do Census messaging?* CARES act money is already totally allocated. So, we cannot get these monies directly for CCC hard to reach messaging now.
- As school starts, ask teachers, staff, to push census messaging to kids.
- **MQA not able to go to COVID19 testing sites**
- Women, Infants, and Children (WIC) sites are not conducting in person visits currently.
- Broughton, Jason, please do include me in the outreach e-mail to AOE--I am happy to help coordinate this. Also, Dep Sec Heather Bouchey might be another good contact and is generally very responsive.
- Vermont NEA, Library and other unions. Census Bureau partnership specialists have spoken to unions. Emilie Kornheiser can reach out to the heads of all the unions. *Can there be emphasis and outreach to early care and education?* Davis, Xusana
- VT principles association could be another additional entity to connect with for Census promotion.
- Equity Practitioners network from the VT principles association - CB is working with them also.
- Civic orgs- legion, grange, Rotarians, VFW?
- Employers and organizations- VT Dept. labor, VT Labor Market Information (LMI) is doing continuous outreach. Talking to VT Human resources org., others.

Messaging:

- Less than a paragraph. Concise.
- We have a multitude of messages and formats already created.
- VT AOT road signs still being worked on.
- **Call to action? Get your neighbors to engage. Asking folks to ask others to do the Census.**
- We can reach folks that already know about the census, how do we get them to advance e that messaging to their friends/neighbors/families.
- Talk about “*responsibility*” as citizens. Civic pride.
- Responsibility theme - that is the tie to the so called "civic" orgs... *Tapping all those folks who ran for office in the primary and did not get elected to go on to the fall election.... the ones with larger turnout must have networks they work/worked with....*
- There is a big push this year to get the vote out for Nov... in terms of "*civic duty*," we could link the two in our messaging to show equal importance: League of women voters
- Specific Hard to Count populations
 - 18-24 years of age group are difficult to count.
 - Single parents with young children. Are lowest count.
 - Parent-child centers.
 - Spectrum, Washington county youth services, etc. should be locations to connect with.
 - Population with Distrust of government- if you do not want 6 visits from feds, do this now.

Concise List of Outreach actions. FOR DISTRIBUTION WITH EVENTUAL MESSAGING.

Please take initiative and reach out. Let us know and we can coordinate. Jason Broughton, Jason.broughton@vermont.gov and Michael Moser, Michael.Moser@uvm.edu

- Mobile Questionnaire Assistance events can be requested of Bob Stock and/or local CB partnership specialists. robert.f.stock@2020census.gov
- VCRD Community Recovery visits: Eric Campbell reached out to ask VCRD to include Census Messaging in these visits going forward. (In progress)
- VT Agency of Commerce and Community Development (ACCD): Front Porch Forum posts and more.
 - **Focus on low count Counties: Essex, Bennington Windsor and Windham, Grand Isle.**
- VT League of cities and towns (VLCT) - Ask them to message out to municipalities.
 - Bob Stock working with Karen Horn. (In Progress)
- Access the Vermonters currently housed in Emergency Housing locations across VT. (In progress)
- VT broadcasters put in proposals to conduct local media campaigns with the CB.
 - Wendy Mays and VT Association of Broadcasters. (in conversation)
- Business community, VBSR, Chambers of Commerce, VT Futures, Churches, Non-Profit sector.
 - Businesses ID a date/time to discuss census with their employees.
- Regional Credit Corporations and Chambers of Commerce
- UVM Agricultural Extension Service programs to send messaging - Michael Moser (In progress)
- National Guard- Robert Burke to contact the VT Adjutant General. (In progress)
- AARP- Fred Schmidt
- 14 public transit organizations in VT.
 - Elaine Haytko of VT Public Transit Assoc: ehaytko@vptaride.org
- Vermont Agency of Education- Secretary French and/or Deputy Secretary Bouchey for simple messaging through schools.
- VT principles association.
 - Equity Practitioners Network
- Vermont Child Care networks: Building Bright Futures, Voices for VT's Children, VT Childcare Providers Association, more...
- Unions like- Vermont NEA, more... Emilie Kornheiser to reach these.
- Civic Organizations like- American Legion, Grange, Rotarians, VFW, others.
- League of women voters
- Political campaigns networks