

**Michael's notes from the 12-12-19 convening mtg of: Vermont's 2020 Statewide Decennial Complete Count Committee.**

The mtg opened just after 10am with a few remarks from the Chair, Jason Broughton and from Michael Moser.

**Agenda Item: Introductions.**

Attendees:

VT Statewide CCC Chair & State of VT Libraries	Jason Broughton
VT's Census State Data Center	Michael Moser
Howard Center	Bob Bick
LGBTQIA Alliance of VT	Keith Goslant
Vermont Association of Broadcasters	Wendy Mays
VT League of Cities and Towns (VLCT)	Karen Horne
VT AARP	Fred Schmidt for Kelly Stoddard-Poor
Office of Veterans Affairs	Robert Burke
Agency of Commerce (ACCD)	Elaine Haney
Agency of Digital Services	John Adams
Agency of Education (AOE)	Ann Bordonaro
Agency of Agriculture	Kristina Sweet (Phone)
Agency of Human Services	Alison Harte
Department of Children and Families	Pam Dalley
Department of Health	Heidi Klein
Department of Labor	Mike Harrington
Labor Market Information	Mat Barewicz
Voice for VT's Kids	Sarah Teel
Vermont Library Association CCC	Amanda Merk
Capstone Community Action & Barre CCC	Liz Scharf
Middlebury CCC	Chris English (Phone)
U.S. Census Bureau	Yara McSweeney
U.S. Census Bureau	Pete Hathaway
U.S. Census Bureau	Lisa Moore
U.S. Census Bureau	Bob Stock

**Agenda Items: Setting the context & Defining Hard to Count.** Background on the 2020 Decennial Census and the Statewide Complete Count Committee role. A presentation provided by Lisa Moore: Assistant Regional Census Manager, NY Regional Census Center.

**Agenda Item: Hard to Count populations to consider for VT** and/or already interacted with by Statewide CCC members.

**Current outreach activities in Vermont:**

- AARP ad buys in a set of local papers where predicted low response and high elder ratio.
- CAPSTONE Community Action hiring a Census Outreach coordinator.

**Population:** Those affected by the opioid epidemic. Points of connection include treatment facilities, hospitals, etc.

**Outreach Opportunity:** AHS is operating (opioid) clinical care facilities and is connected with the designated agencies doing that work. Question about potential outreach contacts: law enforcement (community policing) at the community level?

**Outreach Opportunity:** VLCT coordinates with municipal police forces across VT

**General Discussion on Youth:** What are the reasons they are undercounted? The very young (0-5 years) are often missed in larger families, in families that span households. Older youth may be missed for a variety of reasons (including different statuses exemplified below) but also (may be) less motivated by “duty” and/or have less interest in the Fed Gov’t or less trust in Federal Gov’t. Given the knowledge that youth are among those populations most undercounted by the Census: Agency of Education (and others) identified populations to consider.

**Population:** Youth, generally

**Outreach Opportunity:** Youth do bring information back from the classroom- so that is a general opportunity across categories of youth. Census has a one-pager document for youth in schools to bring home to families.

**Population:** Homeless Students/families (highly transient from place to place, but attending public school system, for example)

**Outreach Opportunity:** AoE has homeless liaisons in every district/school

**Population:** Migrant workers and their families

**Outreach Opportunity:** UVM extension migrant education program

**Population:** New Americans, refugees

**Outreach Opportunity:** Census Bureau recruitment from within these communities.

**Population:** Runaway/homeless/highly transient LGBTQIA youth- often out of their homes and moving from place to place yet still may be in the public school system.

**Outreach Opportunity:**

**Population:** Incarcerated youth

**Outreach Opportunity:**

**Population:** Adult students with disabilities

**Outreach Opportunity:**

**Population:** English Language Learners

**Outreach Opportunity:** AoE has English language learner liaisons in schools/districts.

**Population:** Homeschool families

**Outreach Opportunity:** Via the public-school system, which interacts via listserv for programs, functions, etc. Also, these utilize the library system. Homeschool newsletter from AoE.

**Population:** Foster Children: We should provide info about how/where to count.

**Outreach Opportunity:**

**Population:** Indigenous community (Abenaki and others) has historical fear of Gov't for plenty of reasons.

**Outreach Opportunity:**

**Population:** LGBTQIA persons and People of Color within the LGBTQIA population

**Outreach Opportunity:** Out in Vermont blog and the regional organizations

**Population:** Victims of scams

**Outreach Opportunity:**

**Population:** Isolated Elders

**Outreach Opportunity:** Those providing care to elders- family-members specifically. AARP ad buys already begun and continuing outreach related to scams is important to this group particularly.

**Population:** Employees

**Outreach Opportunity:** “Large” employers can reach a lot of residents. State of VT is a large employer and we want the VT Gov’t officials in the room and down to each program, etc., to be able to communicate to their employees. Census Bureau has some employer communication strategies to share.

**Population:** “At Risk” populations such as rural isolated elders, for example.

**Outreach Opportunity:** Local (municipal level) emergency preparedness contacts in towns. They may have lists that we might use to reach out.

**Population:** Very young youth (0-5 years)

**Outreach Opportunity:** Childcare centers, childcare advocacy organizations such as Voices for VT’s Kids, Let’s Grow Kids, VT Childcare facility registry online.

**Population:** Those with distrust of Gov’t

**Outreach Opportunity:** NRA, Ethan Allen Institute, True North, VT Fish and Game, VAST, VOREC specified examples.

**Discussion on utilizing “Trusted Voices”:** It is challenging to go into these communities and ask those that are the “trusted voices” i.e. those interacting/serving these pops directly to take on an additional activity (census outreach) without providing some incentive (payment). They are spread thin already and this would be asking them to put another item on their already full agenda. The message: “This will help your community” is good, but not enough.

**Discussion on messaging, generally:**

- The message should be SIMPLE. The length should be SHORT. The main points should be FEW. For example: Who should be counted and where- residency status, Data Security Message, Fraud Message, etc.
- Town Meeting Day is an opportunity.
- Ask the Secretary of State to help push messaging out.

**Discussion on Resources, generally:**

- The Census 2020 Partnership Specialists are here as a resource. They can attend any mtg, table at events, etc., so they can help us reach out once opportunities are identified.
- A grant from the Johnson family Foundation to the VT Statewide CCC.
- State of Vermont support of the Statewide CCC.

**Discussion on outreach opportunities, generally:**

- Front Porch Forum, Community College of Vermont, Disability Rights VT (appointed member of this commission), Job Core, Town Dumps, Town Officials, State Representatives, Tabling, Recruitment Events,

**The meeting was adjourned at 1:45pm.**

## **Notes from 2020 Complete Count Census Commission 12/12/2019**

### **Jason Broughton, VT Complete Count Census Commission Chair**

*Notes completed on 12/16/2010*

#### **Groups that should be included or considered for targeted outreach**

1. Refugee Community
2. Homeless
3. Indigenous communities
  - a. Concerns and trust might inhibit standard approaches to outreach or inclusion based upon past attempts
4. Communities of Color
5. Youth and Young Adults in general
  - a. This group of citizens may not view the census as an important or constitutional duty
6. Transient Youth and Young Adults

7. Older Populations of Vermonters
  - a. Rural
  - b. Isolated
  - c. Facilities, group homes, etc.
8. Caregivers
9. The Business and Non-Profit Community
10. Conspiracy theorist and those distrustful of government
  - a. National Rifle Association
  - b. Ethan Allen Groups
  - c. True North
11. Parents of young children

### **Strategies for outreach towards hard to count populations**

1. Payment to conduct outreach by those within the community is seen as a valuable step in being inclusive and obtaining collaboration for ensuring populations are aware of the Census and its importance. This can be in the form of a gift card, mileage reimbursement, lunch or breakfast hospitality if applicable.
2. AARP can assist with connecting for mature individuals as well as assisting in outreach that provides information on fraud and scams.
3. Agency of Commerce and Community Development could assist in communicating to the business community the importance of the Census to employers.
  - a. Rotary, Chamber of Commerce
4. Department of Labor could assist in communicating to the business community the importance of the Census to employers.
  - a. Temporary employees
  - b. Staffing companies
  - c. Contractors
5. Department of Health can connect with a variety of entities
6. Vermont League of Towns and Cities can connect to town and cities across Vermont
  - a. Considerations on connecting to Emergency Management officials about the importance of the Census
7. Agency of Education can promote the Census through specific informational networks that are through the AOE. Example. The Agency of Education has a newsletter that provides information to the homeschool populations across the state.
8. Creation of informational toolkits that have specific information for targeted populations that are hard to count may be helpful in decreasing duplication and redundancy.
9. Events at various locations and groups can be done with the assistance of the Regional Census Officials.
  - a. Schools, PTO, PTA, Libraries, Town Gatherings, etc.
10. Connecting with Vermont Local Continua of Care, Vermont Coalition to End Homelessness, Vermont Balance of State to address outreach to homeless populations

### **Messaging, informational networks and pathways**

1. Front Porch Forum

2. Social Media
  - a. Information listed on websites of state entities, nonprofits, businesses, etc.
3. Listserv creation or utilization through stakeholders and partners for dissemination of information
4. Pod casts for specific communities
5. Creation of a portal for the 2020 Census Complete Count Commission for information sharing and as repository
6. Public Service Announcements
  - a. Television
  - b. Radio
7. Paid Advertisements are being conducted by the US Census within the region
8. Television & Media may have interest in the Census, but considerations for having a connection to local news or importance will take the lead versus just having a report about the Census.
9. Connecting to local complete count committees and understanding their services and functions will assist the State Complete Count Committee to ensure gaps in services to hard to count populations can be mitigated.
10. Payment to individuals that can conduct outreach to hard to count communities is imperative in showing they are valued in being paid their worth as opposed to asking employees, specialists, coordinators, etc. to take on additional responsibilities.
11. Creation of a statewide, regional or local phone line for those who may require a phone line to assist with instructions or updates about Census information.
12. Vermont Department of Libraries will conduct training and provide resources targeted to the public, academic, and K-12 libraries across Vermont.
13. Agency of Education
  - a. Newsletters for Home Schoolers
  - b. Informational Networks for English for Speakers of other Languages (ESOL), English Language Learners (ELL)
  - c. Informational Networks to educators, principals, and superintendents
  - d. Migrant populations through UVM Extension Services
  - e. Early Childhood connections and contacts

## **Additional Informational Opportunities**

1. Creation and promotion of hiring events for the Census
2. Creation and awareness of events across Vermont by Local Complete Count Committees
  - a. A calendar of events
  - b. Listserv announcements
  - c. Other?
3. Migrant Justice and Migrant outreach
4. Connect with Vermont Partnership for Fairness & Diversity
5. Connect with Local Complete Count Committees on local events such as Dump Day, Town Meeting Day, community meetings, library board meetings, select board meetings, etc. to promote the census
6. Ask to participate at local conferences in 2020, or have an informational table
  - a. Vermont League of Cities and Towns Conference

- b. Town Officers Education Committee Conference
- c. Vermont Library Association Conference
- d. Vermont School Library Association Conference
- e. Any other state, nonprofit, or business conference where applicable and invited.

The Chair, Regional Census officials, and Vice-Chair meet to discuss next steps going forward and recap of the meeting.

Meeting adjourned at 1:45pm.