



United States
**Census
2020**

COMPLETE COUNT COMMITTEE
January 27 -- 7 p.m.
Dorothy Hart Community Center

1. Introductions

- *All present introduced themselves. Individuals present represented various City departments. There were also representatives from the University, local civic and neighborhood groups, and interested individuals.*

2. Report from Regional CCC

- *Joy reported on the progress of the Regional CCC. The local marketing slogan will be "I Count" in addition to the national, "Shape your future." The region will create some marketing with an emphasis on digital presence and with a spanish speaking focus.*
- *The other counties shared their efforts and we are all thinking creatively!*
- *The Census will begin mailing forms in mid-March over five mailings.*
- *The NAACP wants to do targeted door to door outreach in Mayfield and Bragg Hill and to focus on hiring events in that community. Will reach out and connect to coordinate and assist where possible.*

3. Review of Events

A. Spreadsheet of Activities

- *Library is hosting a series of events about the Census leading up to April and April 1st from 5-7 will have activities and stations for completing the Census available at the Headquarters. CCC members will join that day and bring refreshments.*
- *DSS will sponsor a hiring fair/table at their office*
- *Staff applied for and was granted an award from the State CCC to create a promotional video that will be shared across the community.*
- *Extra effort is being paid to new residents as they set up water utilities in the City to educate them about participating in the Census at their new address.*
- *Discuss the possibility of strategically placing the "road work" signs around town at Census time as a reminder.*

B. March – Distribution

i. Schools

- *Tim and Susanna will work to coordinate with the Schools*

- ii. Apartment complexes
 - *Steve, Leslie, and Tim will work together to coordinate with apartment complexes about distribution methods and informing residents of these communities.*
- iii. Stores and notable places
 - *Joy will bring flyers to notable places around town and Maryann will ensure they are included in DSS visits and locations.*

C. April Events

- i. April 4, Multi-Cultural Fair
 - *Will serve as the UMW mobile station. Will be staffed by UMW interns working on Census engagement*
 - *In other University news. They are working on permissions for group quarters enumeration, have notified parents about including students in the Census, and have begun outreach to off campus students.*
- ii. April 11 Mobile Stations
 - *There is some question about the practicality of this effort if the Census requires a unique code for participation based on address.*
 - *Staff will reach out to George to confirm effort needed here.*

1. Next Meeting February 24, 7pm Dorothy Hart

