

Census Complete Count Committee Agenda (Thursday, September 19, 2019)

Generated by Shelia Smith on Friday, September 20, 2019

Members present

Alonzo Gaskin, William R Hall III, Mark Stancliff, Michael Blackwell, Rebecca Bridgett, ALisa Casas, Brit Akas, Scott Travers, Destiny Allen, H. Thomas Herndon Jr.

Bill Hunt, Director, Land Use and Growth Management, Shelia Smith, Recorder, Amy Carter, Video Recorder

Meeting called to order at 10:24 AM

1. 11:00 AM- CALL TO ORDER

2. 11:00 AM - OPENING REMARKS - Bill Hunt

Discussion: A. AGENDA

3. 11:02 AM - REVIEW OF NOTES

Discussion, Minutes: A. INTRODUCTION OF GUEST SPEAKER

Introduction of Lee A. Osberry, Partnership Specialist, U.S. Census Bureau

4. 11:05 CENSUS SOLUTIONS MINI WORKSHOP AND CHALLENGE AREAS

Discussion: A. ROAM Demonstration

POWERPOINT PRESENTATION

Variables Used for Low Response Rate

ACS American Community Survey

Overview population count to U.S. Roam Map

Goal : Count once

Voting Rights

Annual Funding for Communities \$1,800 per person not counted

Phase I : Education

Phase II : Raising Awareness start January 2020

Low Response Types

Children under the age of 5

Immigrants / Non English Speakers

College students ages 18 through 24

Veterans

People with Disabilities

Seniors

Discussion: B. Identification of Challenge Areas
POWERPOINT PRESENTATION

Top five areas low response / representation needed

- 1) Naval Air Station, Patuxent River, Maryland
Private Housing, Group Quarters, Barracks, Transients
- 2) Lexington Park, Maryland
Communities : Amish, Hispanic, Asian
- 3) St. Mary's College/Sorority Houses
Students age 18 through 24
- 4) Seniors over 65, Veterans, People with Disabilities
- 5) Southern Shores, Hollywood, Maryland

Discussion: C. Demographics of Challenge Areas
POWERPOINT PRESENTATION

2000 Census American Community Survey 71% response rate
2010 Census American Community Survey 75% response rate
2020 Census American Community Survey 80% to 85% response rate expectation

Majority of low response have Internet access.

How to respond to Census survey

- 1) On line
- 2) Telephone
- 3) Paper Form starts April 2020

Oath protected and encrypted information for individuals, businesses, organizations and institutions.
\$250,000 fine and up to five years in prison.

Discussion: D. Most Effective Way to Reach Challenge Areas
POWERPOINT PRESENTATION

Census Solution

- 1) Building Connections - Reach the Community
- 2) Actionable Items - Implement Proto Type
- 3) Formulate Plan - Problems/Solutions

Educate/Motivate/Mobilize

Resources

2020.Census.md.gov

Tool Kits

(ACO) Area Census Office, Hanover, Maryland

Job Fairs - Terms/Contracts , Field Worker, Numerator, Recruiter

Events/Speaking Engagements

5. 11:50 AM - NEXT STEPS

Discussion: A. NEXT STEPS

ESTABLISH SUBCOMMITTEE GROUPS WITH ATTENDEES

- 1) EDUCATION
- 2) HUMAN SERVICES
- 3) BUSINESS
- 4) MEDIA
- 5) COMMUNITY SERVICES

NEXT MEETING

October 21, 2019

Commissioners of St. Mary's County Meeting Room

Chesapeake Building

41770 Baldrige Street

Leonardtown, Maryland 20650

6. 12:00 PM - ADJOURN

Action: A. ADJOURN

Meeting Adjourn at 12:30 p.m.