



Complete Count Working Group (CCWG)

Date: Thursday, December 5, 2019
Time: 5:00 – 6:00pm
Location: Town Hall Annex, 2nd Floor Meeting Room

Meeting Summary

Attendance: Pat Lieberson, Joan Roman, Anna Litten, Susan Carp, Karen Foley, Brucie Moulton, Lauren Ledger, Adam Kurowski, Patti Brennan

1. Introductions and Updates

- Kelly shared notes from her meeting with Julie Dunn from Arlington Public Schools; Julie will be promoting the Census through the Superintendent, Principals, and the civics and history teachers. She also will reach out to various student groups to see if they can assist in outreach.
- Anna announced that both the Fox and Robbins library will have a dedicated work station and standing station for the Census.
- Karen noted that the Clerk's Office will be including a flyer with the annual Town census to notify residents of the difference between the local and federal censuses. She is also in communication with the Secretary of State's Office to see if Arlington will be approved for early voting in the presidential primaries. If so, we can promote the census at polling locations.
- Susan said that the December newsletter from the Council on Aging will reference the upcoming census. She will work to secure space for additional messaging for the beginning of next year.
- Adam said he proposed the idea of census kiosks with the CTO, and the idea was well-received. He will continue to work on getting this implemented.

2. Community mapping exercise

Together the working group members identified organizations and groups connected with hard to count communities in Arlington. The members organized these groups by type, and members volunteered to serve as outreach leads to begin communicating with these community leaders.

Adam volunteered to develop a spreadsheet where we can track our progress over the next few months.

Leads for Arlington's various communities are as follows:

- Lauren Ledger: Low-income residents
- Ellen Lawton: Children under 5
- Susan Carp: Seniors
- Anna Litten: Households with limited English, library communication
- Brucie Moulton: Envision Arlington and medical providers
- Adam Kurowski: Police and Health Departments, working on kiosk development
- Health and Human Services: Individuals experiencing homelessness, precariously housed
- Julie Dunn and Kelly Lynema: Schools
- Kelly Lynema: Renters and business community
- Kelly Lynema and Joan Roman: Residents / general population

3. Communications plan / schedule

The group discussed the best ways to reach out to their assigned communities. Kelly and Joan will assemble a general communication plan and schedule for outreach and share with the group so they can follow the schedule but customize the messaging to suit their particular audience. The general agreed-upon framework for outreach is as follows:

- December/January: initial contact with community leaders to ask whether the CCWG can share Census messaging through their communication channels and events.
- February: Building awareness and education about the upcoming Census
- March: Calls to action for residents to respond, as the Census Bureau will be sending invitations to every household in March.
- April: Reminders to respond to the Census.
- May: Announce that Census workers will be visiting households that have not yet responded.
- June: Express thanks to community and community leaders for responding

4. Approve November minutes

November minutes were approved unanimously.

5. Next steps

- a. Schedule next meeting
- b. Assignments