



Complete Count Working Group

Date: Thursday, January 9, 2019
Time: 5:00 – 6:00pm
Location: Town Hall Annex, 1st Floor Meeting Room

In attendance: Jeff Chunglo, Jill Harvey, Kristine Shah, Brucie Moulton, Julie Dunn, Natasha Waden, Karen Foley, Noah Sweder, Patricia Lieberman, Anna Litten, Lauren Ledger, Erin Zwirko, Kelly Lynema

Minutes

1. Introductions
Kelly opened the meeting and invited attendees to introduce themselves.
2. Approve December minutes
Minutes were unanimously approved.
3. Outreach updates, challenges, next steps
Attendees discussed a number of challenges they have been facing when talking about the census with their constituencies, shared updates in how communication efforts have been going, and explained activities and events that are coming up related to the census.

Local census forms were mailed out Monday, with an insert briefly explaining the difference between the local and federal census. The group discussed resident confusion about the various government surveys out or coming out. Erin and Kelly will develop a 1-page FAQ to summarize basic information about the census and clarify the difference between the American Community Survey and the federal and local censuses.

Julie has reached out to school nurses, who will be posting census posters in their offices. The student council at the high school has also expressed interest in helping to promote the census. Julie has also been talking with Arlington private schools, after school programs, and the family liaison for the English Language Learners program.

Kelly is assembling a budget request for print materials, but needs a general sense of the quantity of posters and flyers that the group needs to pull together an accurate quote. The working group is operating on a very limited budget, so some of our larger print ideas may need to be set aside. Noah will contact art

teachers at the high school to see if there is any interest in a poster design competition to help defray printing costs.

Anna described the work she has been doing with Carly Bari regarding census events at the library. Three events are coming up:

- 2020 Census Panel Discussion on January 28 at 7pm – panelists include Carly Bari from the regional census office, Michael Goodman from MassBenchmarks and the Executive Director of the UMass Dartmouth Public Policy Center, and Kelsey Perkins from Congresswoman Clark’s office. Kelly will upload the flyer to the Google Drive so CCWG members can share with their contacts; Noah volunteered to post flyers on bulletin boards around town and in the high school.
- Census Recruitment event – the primary focus of the Census Bureau right now is on hiring. Anna is talking with Carly about hosting a census recruitment event at the library; date TBA. The Census Bureau is offering an hourly wage of \$25-27.50 for census workers for part-time flexible jobs. Juli will work with the high school principal to communicate the job openings to high school seniors.
- Potential Census Day event on April 1, 2020 – Anna is not sure whether this will attract a large number of residents, especially since census invitations will have been received by households a few weeks before the event. Bruce suggested holding the event concurrently with another public event, such as the artist-in-residents workshops that have been taking place. The group also discussed potentially teaming up with Foodlink to provide goodie bags for attendees.

Kristine offered to host a similar Census Day event for seniors at the Council on Aging, as they will also have a census-dedicated computer set up to help seniors respond. Kelly will follow up with Adam Kurowski regarding IT’s plan for kiosks. Jeff Chunglo noted that he has two computers available for the census.

Pat mentioned that another upcoming event for promoting the census is Candidate’s Night. The League of Women Voters can make an announcement from the stage, and we could have promotional materials on hand for distribution.

Lauren asked about securing volunteers to work on site at Arlington EATS distribution events. The events are held every Wednesday in the morning and afternoon. They also distribute school lunches during April vacation week at the Thompson School. Lauren will connect with Noah about high school volunteers and Kristine regarding volunteers from the Senior Work Off program to help with these events.

4. February messaging

The general message for February is “The Census is Coming!” with a call to action to go to the 2020Census.gov website to find answers about census-related questions. Communications that the town will be issuing include:

- A press release for local media.
- A large poster on the publicity panel outside in front of Town Hall for at least the first two weeks of February (pending budget request).
- Social media messaging via the Town's communication channels.
- Census Bureau PSAs on ACMi (pending ACMi approval)
- Half-page census handouts for local polling locations (pending budget request).

Several attendees requested copies of communications in Mandarin. Contact Kelly for materials in other languages.

5. New business

Next meetings scheduled for February 6 and March 5 at 6:00pm; location TBD. At the February meeting Kelly will share ideas for the display cases at the front of Town Hall, one side of which is reserved for census promotion in March.