



## Complete Count Working Group

Date: Thursday, February 6, 2019  
Time: 6:00 – 7:00pm  
Location: Town Hall Annex, 2<sup>nd</sup> Floor Meeting Room

In attendance: Kristine Shah, Brucie Moulton, Noah Sweder, Patricia Lieberon, Anna Litten, Lauren Ledger, Kelly Lynema

### Minutes

1. Introductions
2. Approve January 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.

**Parents of young children:** Ellen has received an invitation from the Arlington preschool directors to join their meeting on 2/12 to talk about how they can help with census outreach. Kelly will attend that meeting and share materials.

**Arlington EATS:** Lauren has made a call for volunteers at their April market distribution. They anticipate a challenge getting a mandarin speaker to volunteer; the Council on Aging has work off volunteers who may be able to help.

**Arlington High School:** Inclusion Day is coming soon. Noah suggested that communication about the census could be a good fit for events. There is an art teacher who has integrated 2020 Census poster design into his curriculum; Kelly and Noah will attend their critique on Friday, 2/7. Noah is also working with the Student Council to get information about the census into advisory; the group will also help to implement specific tasks if we need assistance.

**League of Women Voters:** Pat reported that the League will help share information and posters during Presidential Primary voting and at Candidate's Night on March 25. Kelly will follow up with her to share print materials.

**Libraries:** Anna reported out on the Census panel discussion: the panelists were excellent, and an entire AHS history class attended amongst other attendees. The video of the event will be up on ACMi shortly. Separately, the libraries now have signs about the Census posted in Chinese, Russian, Spanish, and English.

On March 16, every desktop computer at the libraries will have a shortcut link to the 2020Census.gov site. The libraries will also have phones easily accessible for individuals who wish to respond that way. Anna is working with Carly Bari to set up a response event in a room in the library.

**Council on Aging:** Kristine reported that all Council on Aging programs will be moving off-site on March 9. All off-site locations will have wifi. Phones will be important for the senior population, and she's working to see what they can provide. All social workers have been briefed on the coming census. Kristine also confirmed that the Census Bureau has contacted group housing.

Kristine and Kelly will follow up on content for the door hangers. When the Council on Aging has done this before, they worked with volunteers from a church in town who helped hang the materials directly after church as an act of service. Family housing will be added to this list as well (i.e. Menotomy Manor).

**Department of Planning and Community Development:** Kelly has developed a February press release and received approval on the budget request for print materials.

#### 4. February and March messaging

##### a. The Census is Coming / Take the Census

The February press release is being reviewed by Town leadership and will be distributed around mid-february along with a census PSA for ACMi.

The primary message for mid-February through early March is "The Census is Coming." In mid-March through mid-April this message will shift to "Take the Census". Kelly will be developing a press release to be issued around the time when residents are receiving their invitations to take the census (March 12).

Kelly reviewed the print budget and requested updates on the quantities of materials individuals anticipate needing for their outreach. Upcoming print jobs include:

- Stickers – the group selected the "I Count" sticker design. This will be shared with AHS, libraries, Arlington EATS, and Middle Schools.
- Half-page flyers—the group reviewed draft material from Census. Kelly will revise to add information about the \$2400 figure and confidentiality.

- Posters—large posters will be printed for voting locations, small posters are available for distribution anywhere the working group feels is appropriate. Lauren and Brucie suggested putting up small posters in their lists of public display areas in town.
- Flyers – these will be available at voting locations. Noah offered to help find an AHS volunteer to distribute remaining flyers to businesses in town.

b. Town Hall display case design

- The group discussed what to share in the display case in the front of Town Hall in March, and decided that it would be an ideal location to showcase the work of the Arlington High School students working on census posters.

5. Meeting adjourned at 6:50pm.