

## Complete Count Committee Agenda (Thursday, June 20, 2019)

Generated by Shelia Smith on Wednesday, June 26, 2019

### Members present

Dr. Rebecca Bridgett, Bill Hunt, Alisa Casas, Adrienne Dillahunt, Alonzo, Gaskin, Cynthia Brown, Tracy Kubinec, William Hall, Mark Stancliff, Rich Fleming, Litisha Travers, Kelsey Bush, Michael Blackwell, Brit Akas, Ferd Reetz, Jennifer Van Cory, Anita Jones, Jenna Guzman, Deborah Mitchell, Scott Travers, Audra Harrison, Emem Udo Inyang

### Meeting called to order at 11: 00 AM

1. 11:00 AM- Call to Order

2. 11:00 AM - Opening Remarks Dr. Rebecca Bridgett County Administrator

Discussion: A. Agenda

Discussion: B. Task Force

On May 14, 2019, the Commissioners of St. Mary's County approved a task force for the Census Complete County Committee with the following objectives:

- 1) Develop and implement a community outreach strategy to encourage full participation in the Census.
- 2) Develop subcommittees and solicit input from relevant experts and practitioners involved in the Census.
- 3) Review projected response rates of hard to count groups.
- 4) Meet quarterly.
- 5) Submit interim report to Commissioners of St. Mary's County by December 31, 2019, and final report by September 30, 2020.

Information: C. Media List

3. 11:10 AM - Overview of 2020 Census

The Census has been in existence since 1790. It is used in the allocation of the seats in the House of Representatives and the annual distribution of \$675 billion in federal funds to states and counties. Funding for food stamps, free school lunches, and Section 8 housing is determined by the Census population.

The Goal of the Complete Count Committee (CCC) is to encourage county residents to complete the Census form on line, the paper questionnaire, or by phone. The 2020 Census is the first one that can be completed on-line.

The Census form has only ten (10) questions and can be completed in ten (10) minutes.

Census Day is April 1, 2020. The first mailing is scheduled for March 12, 2020. Up to five (5) mailings will be sent in attempts to get households to participate by answering the questionnaire. If the mailings are not successful, starting May 12, 2020, Census personnel will begin going door-to-door to help residents complete the questionnaire.

4. 11:25 AM - Governor Hogan's Initiative/Executive Order

The Census is supported by the Hogan Administration, the General Assembly, and the Maryland Complete Count Committee.

The state loses \$18,250 in funding over a 10 year budget cycle for every uncounted resident. In Maryland funds are used for, among other programs and purposes, Medicare, funds for the Supplemental Nutrition Assistance Program (SNAP), the Children's Health Insurance Program (CHIP), the Special Supplemental Nutrition Program for Women, Infants, and children (WIC), Head Start, emergency preparedness and school construction.

The self return rate for St. Mary's County in the 2000 Census was 71%; it was 75% in 2010.

The state average is 76%.

The 2020 Census Job Hub offers part-time employment positions. The Outreach Tool Kits Section has communication and translation materials, to explain the Census. The ROAM Map on-line identifies hard to reach areas within the County to help direct efforts at obtaining completed Census forms.

5. 11:40 AM - Hard to Count Report

Groups that are hard to count include racial and ethnic minorities, children under 4 years of age, individuals between of 30 and 39, rental households, residents who are not fluent in English, lower income households, mobile households, people who don't trust the government and the LGBTQ community. Concerns over the security of the Internet may discourage some residents from completing the questionnaire on-line.

It is estimated that only three in five households will voluntarily respond and complete the questionnaire; eventually a Census enumerator will go to each address that does not respond to the Census. Census personnel will follow-up when a question is skipped on a returned form. Low response areas in St. Mary's County in previous Censuses include Lexington Park and Great Mills. For the 2020 Census, areas in the County without Internet access or cell phone reception may have a low response. The recently proposed citizenship question is being challenged and is to be resolved by the Supreme Court, On June 20, 2019, the Supreme Court ruled that the Commerce Department's decision to add a citizenship question to the 2020 census violated federal law.

6. 11:55 AM - Next Steps

The County CCC will develop and implement a community outreach strategy to encourage full participation in the 2020 Census. This strategy includes appointing subcommittees:

Business: Chamber of Commerce, Economic Development, Land Use and Growth Management

Community Services : Faith Based Organizations, Non-Profit Entities, Housing Authority, Recreation and Parks, A New Start, NAACP, League of Women Voters

Education : Higher Education, College of Southern Maryland, Library, St. Mary's Public Schools

Human Services : Aging and Human Services, Health Department, Social Services

Media : Public Information Office, Information Technology, Local Media, Metrocast, Verizon

The subcommittees will develop communication strategies utilizing the expertise of the members. There will be a focus on reaching the historical hard to count populations.

Quarterly meetings will be held on the third Thursday at 11:00 a.m. Meetings will be held in the Commissioners Meeting Room, Chesapeake Building, 41770 Baldrige Street, Leonardtown, Maryland 20650.

Suggestions for the next agenda :

Links to on-line outreach publications and tutorials and training information.

Subcommittee reports

7. 12:00 PM - ADJOURN