

Vermont Statewide Complete Count Commission

6-19-20 Meeting Agenda

Those off-site can experience the meeting online or by phone.

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Questions for advance consideration:

- What are the activities, actions you or your organization has undertaken in support of the 2020 Decennial Complete Count?
- What additional actions or activities do you have planned?
- What resources would be helpful to assist in your future outreach about the 2020 Decennial Census?

10:00am- Introductions.

10:15- Update from Census Bureau partners- new operational timelines and activities, response rates in VT and resources coming to bear, etc.

10:30- Chair's update on ongoing VT CCC activities/actions.

10:45- Partner-member updates of actions/activities in support of the 2020 Decennial Census.

11:15- Recap and plan collaborative strategies.

11:30- Adjourn.

Attendees: 26.

Census Updates: Updates on extension of timelines including apportionment data timelines and operational timelines.

Review of Response rates around VT and changes in context of outreach activities.

Discussion about second homes challenge and the need to report those as vacant.

Mobile Questionnaire Assistance from Census Bureau is an opportunity to do in-person work in communities.

Census needs assistance with finding hiring/training locations around VT.

Discussion of specific activities undertaken by VT CCC:

Recent radio interviews on VPR and media, and outreach via governor's office to get out the word out through press conferences.

Review of general activities of the 2020 VT SCCC.

Legislative outreach success. VT RNC & DNC co-written letter to editor. Legislators are posting to webpages, communication to constituents through networks.

Participants updates:

VT Agency of Commerce and Community Development (ACCD) ads out via Front Porch Forum (FPF). FPF was more impactful than the social media outreach. Surveys on FPF gain excellent returns/ response rates. Will do another round of FPF ads. Challenges of ads/messaging being lost amidst the COVID19 messaging. Modify messaging from ACCD to include info about "no mailing" and no need for mailing, code to complete.

VT Association of Broadcasters (VAB) radio ad results. Five different radio ad versions with different languages. 7-1 return on investment.

Q&A- Chief Stevens concerns about Vermont's AIAN responses. Messaging going out through networks and social media, but concern about those that are still not being reached through those methods. Hard to Count challenges in this population. Mobile Questionnaire Assistance MQA resource may be able to assist with counting VT AIAN. The challenge with this field option is that the VT AIAN community is spread throughout the state. What other ways can the VT CCC help ensure additional outreach within the AIAN community in VT. Is there an opportunity to hire VT AIAN through the Census?

Agency of Ag. is putting Census messaging out across channels and can work with the VT CCC to refine messaging to personalize.

Rutland has some towns with no/low response rates. Hearing that people don't believe/trust the census.

The Census response rate map provides near real time rates for VT, counties, towns.

Eloise reed- Community Action Agencies (CAA)- in lieu of COVID19, conducting more digital outreach via Instagram, twitter, fb, encourage taking census. Collab with agencies and foodbank and others to outreach messaging. Notes in the food boxes.

VT Dept. labor- collaboration with dept. human resources at state of VT to message out to VT government employees. Due to COVID19- the labor dept. locations are closed and cannot deliver messaging in person.

Sarah Teel VVC- continuous messaging in social media, national kids count organization is pushing for awareness of young children undercount. Children in foster care, experiencing homelessness. Sectors are swamped and unable to absorb/push messaging activities right now.

Census pulse survey causing confusion.

Pete Hathaway- Census working with Census Response Representatives in areas to develop hard to count MQA outreach. Farmers markets, transfer stations, etc.

Discuss opportunity for more MQA in Essex county, Grand Isle. Gloria Bruce is doing work in Essex County.

Congressional updates: they have been pushing messaging via social media, listservs, etc.

LGBTQia Alliance of VT - continuing to push participation with the Census via VT's LGBTQIA networks, making requests for participation on a cable access program and co-host every 2 weeks, The cable access program, although initially broadcast locally, has also been picked up by the other networks statewide in VT.

- I also want to share a scenario that is repeating during my conversations promoting census participation. There have been people who currently receive their mail via a post office box versus a street address who have shared that they have received no census requests. I have shared the on-line census link with those for whom I had an email address.

Is anyone else reporting similar problems?

Part of my concern focuses specifically on possible under reporting of VT's LGBT+ communities. Following the passage of Civil Unions (2000), I was asked by couples if they could use a post office address on their applications versus their actual physical residence. Many were from VT's LGBTQ Jewish communities. They recounted how prior to the rise of the Nazi party in Germany that people could cross dress in public but only if they registered with City Hall. Once the Nazi regimen gained political control, they had a ready-made list of who, and where, so they could easily arrest and incarcerate. I don't know that under the current Federal regime that people are less inclined to use a post office box than listing a physical address due to concerns for safety.

The VT State Data Center encourages the VT CCC network to share content forward from the [VT State Data Center](#) and [VT Department of Libraries](#) Facebook feeds. The VT SDC is continuously posting new content designed to address specific communities, activities and updates related to the 2020 Decennial Census.