

**EAU CLAIRE COUNTY
2020 CENSUS COMPLETE COUNT COMMITTEE**

Meeting Notes

**Meeting of November 26, 2019
1:00 p.m.**

Members Present: Ryan Banaszak, Quincy Chapman, Vicki Gutsch, Robin Miller, Lynn Buske, Anna Zook, Jennifer Meyer, Jennifer Anderegg, Siacha Lor, Pa Thao, Keith Jonathan, Mary Pica Anderson, Cortney Draxler, Matt Michels, Roy Atkinson, Pat Ivory, Rachael Manning

1. Introductions. Committee members introduced themselves.

2. Background of 2020 Census. Rachael Manning, the Census Partnership Specialist for the Census Bureau handed out a packet of information for each of the Committee members and then provided some background regarding the 2020 Census noting:

- The Census is conducted every 10 years as required by the U.S. Constitution.
- Census information is confidential and cannot be shared with other organizations.
- Actual Census Day is designated as April 1st.
- Information is used to reapportion U.S. of Representatives, redraw voting wards, County supervisory districts, aldermanic districts, and State Assembly Districts.
- Also used to help distribute billions of dollars of Federal and State funds to States and local units of government.
- Used by government, business, and organizations for planning of facilities and programs.
- Three basic census operations are used to contact individuals: households, group quarters, and persons experiencing homelessness.
- Household operations will start in early March with a letter going out to all households. Households will have an opportunity to complete their questionnaires by: email, phone, or mail. A reminder letter will be sent out in mid-March. Additional reminder postcards go out between April 1st and late-April. After that, a Census enumerator will contact non-response households to obtain information.
- For group quarters (dormitories, nursing homes, etc.), the Census Bureau will contact each organization or facility to arrange a process to have all residents counted.
- For those experiencing homelessness, the Census Bureau will operate a special program to count individuals where they are on Census Day.

3. Role of the Committee. The role of the Committee was discussed. The goal is to educate-engage-encourage the community about the 2020 Census.

- Increase awareness
- Educate about importance and confidentiality
- Increase self-response
- Strategize community-wide outreach
- Keep the public informed

4. Discussion of Low Response Areas. Rachael discussed data provided by the Census Bureau of areas within the Eau Claire area that low response rates. Traditionally low response rates among households within these areas and predicted to have low response in 2020. Census data maps and tools provide a demographic profile and characteristics of the population within these low response census tracts and will help the committee identify the hard-to-count demographic groups in these areas. This will inform our targeted outreach strategy.

5. Undercounted Populations. Traditionally undercounted populations are the groups that the Complete Count Committees typically try to focus their efforts. This groups include:

- Those experiencing low income
- Children under 5
- Those where English is their second language/ language constrained
- Those experiencing homelessness
- Senior citizens
- Immigrants
- Millennials/ Young adults 18-24
- Veterans
- Renters

6. Next Meeting.

- Finish background discussion/information about low response and undercounted populations and identify other organizations that should be part of the Committee
- Discuss educational and promotional efforts from 2010 Census
- Discuss resources available from the Census Bureau
- Start a discussion of how each organization can reach out to contact and educate those groups that traditionally have been undercounted.

Adjourned at 2:30 p.m.