

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

Meeting Notes

**Meeting of December 20, 2019
10:30 a.m.**

Members Present: Ryan Banaszak, Quincy Chapman, Vicki Gutsch, Robin Miller, Lynn Buske, Anna Zook, Jennifer Meyer, Jennifer Anderegg, Siacha Lor, Pa Thao, Gina Schemenauer, Matt Michels, LaRue Pierce, Pat Ivory, Rachael Manning

1. **Introductions.** Committee members introduced themselves.

2. **2020 Census Operational Updates.** Rachael Manning, the Census Partnership Specialist for the Census Bureau reviewed some the background information that was discussed at the November meeting and also noted that the Census Bureau is in the process of recruiting people to work for the Bureau. Rachael noted that openings were available for a number of different types of jobs.

Other organizations to work with in addition to those represented on the Committee:

- El Centro
- Landlords, apartment association, rental registration program, realtors
- County Housing Authority
- Western Dairyland
- Churches

3. **Discussion of Low Response Areas and Populations.** The Committee continued their discussion relating to areas within the Eau Claire area that had low response rates in 2010. The areas that traditionally have low response rates are in the older areas of the City, near the University, and in areas of multiple family/rental housing. Hard to count population groups include: young children, college students, young adults, homeless, immigrants, those having English as their second language, people living in poverty, people with disabilities, renters, snowbirds, elderly, veterans, and those with a mistrust of government. The Committee discussed other potentially hard to count populations including: LGBTQ community and the Amish community.

The Committee also discussed what makes some people hard to count:

- Don't want to be counted for some reason
- Those hard to contact (highly mobile, experiencing homelessness)
- Mistrust (lack of trust in government or how the data will be used)

- Language barriers

4. **Barriers, Solutions and Ideas.** The Commission discussed other barriers to being counted, potential solutions, and examples of some of the resources we have available.

- Barriers
 - Students do not regularly check mail and may discard Census invitation if addressed to “resident” rather than to a specific person. (Particular concern for rural students who live off campus and not as likely to hear/see messages regarding guidance about 2020 census participation).
 - First time census participants (students and young adults) lack knowledge and information about the census, why it matters, and how to participate.
 - Census timeline concerns for college students leaving for and returning from spring break in mid-march when initial census letters are mailed out.
 - The words and language used on the census questionnaire itself – as well in messaging – may present a barrier for immigrants, those with limited English language skills and LGBTQ community
 - Transportation for those who wish to self-respond via online option and do not have access to this option at home (no computer or smart device, no internet) and also lack access to public locations where computer and internet access is being made available to provide support and assistance for census participation.
- Solutions/2020 Potential Outreach Ideas.
 - Work through and with landlords, property managers, Eau Claire County Housing Authority (Georgia Crownhart), Wisconsin Dairyland
 - Health Department Rental Registration program
 - Public Health nurses and Eau Claire Planning Dept. to reach Amish community
 - Engage Neighborhood Associations – especially those with high student and young adult population
 - Menards Expo digital billboard
 - Census ambassador to help provide support and assistance – especially within the hard-to-count demographic groups (ex. Students trained to assist seniors with self-response at a public locations – help navigate computer and online portal, read questions, etc.)
 - Census questions, information, messages explained to immigrants and those with limited English language proficiency through groups/agencies/initiatives that work with and serve this demographic
 - The question was raised as to whether there is a text platform that could be used to do messaging to students?

5. 2010 Census Outreach and 2020 Budget. Pat Ivory provided an overview of the outreach activities undertaken for the 2010 Census. Pat noted that the City budget for 2010 was approximately \$9,000 and funds were used for radio, television, and newspaper ads. Advertising on buses and billboards was also used. Organizations such as the Hmong Association, Senior Center, Chamber of Commerce, UWEC, CVTC, neighborhood associations, City/County Health Department all provided assistance in promoting the 2010 Census. Pat then discussed a sampling of the individual activities undertaken in 2010. A copy of the listing was distributed to the Committee members.

Pat noted that the City budget for 2020 was approximately \$7,000.

6. Message Considerations. Rachael discussed message considerations that traditionally have motivated people to respond:

- Census is important to community funding and safety
- Census is important for funding for services to individuals
- Provide tangible examples of community impacts
- Provide a connection to improved services in the future

7. Resources through the Census Bureau. Rachael discussed a number of resources that are available through the Census Bureau to assist in complete count efforts. Examples included”

- Wisconsin Complete Count <https://wicount.wi.gov/Pages/home.aspx>
- [WI DPI 2020 Census](#)
- [American Library Association 2020 Census Guide](#)

Rachael and Pat indicated that they would work on preparing a tool kit that would be customized for the Eau Claire area. It would include several sample narratives that could be used by each organization for newsletters, Facebook postings, websites, displays, etc. Also, useful links to other resources could be provided.

8. Next Meeting

- Each Committee member should come to the next meeting with ideas of how their organization could provide outreach for the 2020 Census. They should also identify resources they have available to assist in their efforts.
- List upcoming events/opportunities for census promotion
- Discuss potential outreach ideas
- Review sample narratives prepared by Rachael and Pat that can be used by each organization
- Discuss additional resources available from the Census Bureau
- Discuss timing of educational/promotional activities

Adjourned at noon.