1. Welcoming Remarks & Introductions

2. Census Bureau Update
   a. Sergio Martinez, Partnership Specialist, U.S. Census Bureau, Dallas Regional Census Office/Field Division/Denver Region
      i.  Sergio.martinez@2020census.gov
      ii. 385-484-1992
   b. Census 2020: What You Need to Know video
   c. Utah Complete Count Committee
   d. The Census Bureau has hired four more partnership specialists that can assist cities in Utah
      i. Two area census offices (ACO), one in SLC and Orem
      ii. Currently, the Census Bureau is hiring for positions to run the SLC office. The office will open this summer.
   e. Government shutdown
      i. Operations for Census 2020 are funded – operating under a different budget
   f. Sergio stated that the Mayor Briefing presentation is a great resource for mayors to receive so they can learn everything they need to know and are able to answer any questions. Contact Sergio to schedule.

3. Census 2020 Communications Plan
   a. Brian Wilkinson, Wilkinson Ferrari & Co
   b. See attachment for more details
   c. Communications phases:
      i. Prepare-now
      ii. Educate-spring launch to end of 2019
      iii. Activate-this is the actual count phase, first half of 2020
iv. Follow up-Enumerators

v. Next Steps
   1. What is going to be most helpful and useful to you?
   2. Determine what we are going to develop and do it

vi. Questions
   1. Ways to reach hard to count (HTC) populations?
      a. Libraries are a good place for a census station.
   2. Branding—what will it look like?
      a. Not sure yet, but it won’t overwhelm city brands.
   3. Subcommittees are working on reaching out to HTC. There are four subcommittees: outreach, enumerator, resources, participation. Use this link to join a subcommittee.
   4. Salt Lake County is coordinating a meeting with the libraries to coordinate census efforts
   5. Can someone from the county attend city events to staff a census booth?
      a. Yes, we want to be helpful. Area census offices (ACO) are a resource as well.
      b. Send list of city events to Marti that will be a good place to do census outreach.

4. Group Discussion
   a. Feedback on Communications Plan
      i. Translators available to assist?
         1. Working on this.
      ii. What materials is the census printing out besides English?
         1. Sergio stated that the marketing campaign has not been revealed yet. Questionnaire will be available in multiple languages.
      iii. The postcard that the census sends out will only be available in English.
   iv. Resources:
      1. https://www.census.gov/partners.html lots of resources, all in English
   v. Are we partnering with school districts?
      1. We have met with superintendent and will meet again. Sergio has been meeting with school district superintendents and encouraging them to look into census school curriculum. Strategy in place but we need to make sure superintendents are approving the strategy.
vi. Will communication materials be for community leaders or will there be one overall form?
   1. There will be different forms. Articles for planners for example. Different messages to plug into for different audiences. Census has materials for planners and GIS.

vii. If the county has a complete count committee what is the point of a city having one?

viii. What is the budget for exactly?
   1. Communications? Could be. Could also be to hire a FTE.

ix. When does the public start caring?

x. Does everyone in your municipality know the value of the census?
   1. Econ dev. Council members. Why it is important to business.

xi. There are outreach strategies cities can do that do not cost money. Utility bills. Social media. Newsletters.

xii. How can the county help? We can sit down with you and see how we can help. Identify resources.

b. Census Planning Updates from Cities and Towns
   i. West Jordan:
      1. Has a two person committee
      2. Do not have a budget

   ii. Millcreek:
      1. Mallory Bateman, State Data Center coordinator at the Kem C. Gardner Policy Institute, will be doing a training with staff.
         a. mallory.bateman@utah.edu
      2. Have formed a committee. Sergio came and gave training
      3. Do not have a budget
      4. Have many events during the summer that will be a good place to do outreach.
      5. Training staff and getting them excited.

   iii. Murray City:
      1. Has a two person committee
      2. Do not have a budget
      3. Have the ability to prepare marketing materials internally
      4. Send out utility bills
      5. Posters and flyers for apartment complexes and mall.
6. Reaching out to leaders in minority communities. Citizenship question?
7. Providing computer at city hall and library and rec centers.

iv. Midvale:
   1. Will have budget in June.
   2. Committee not yet formed but coming along.
   3. Mayor writes a monthly article in Midvale Journal and can start including census messaging.
   4. Want to catch the vision to our community.
   5. Homeless shelter in our community.

v. Taylorsville:
   1. No budget but will discuss.
   2. Have committee.
   3. Focus on senior and Latino communities.

vi. West Valley City:
   1. Launching a robust committee.
   2. Have a FTE allocation and an intern will be provided.
   3. Looking at 2010 participation data to determine where to focus efforts.
      a. [https://www.census.gov/roam](https://www.census.gov/roam)
   4. Will be discussing budget and committee at council retreat this weekend.

vii. Herriman:
   1. Do not have a formal complete count committee yet.
   2. Resources allocated to communications.
   3. Leadership is motivated to aggressively pursue.
   4. Not foreseeing that additional funds will be available.

viii. South Jordan:
   1. Have committee of two.
   2. Will be speaking with city officials.
   3. Will include info in water bill.
   4. No official budget.

ix. Draper:
   1. No committee at this time.
2. Do not have a budget.
3. Have public information officer that will be brought into effort.
4. Have newsletter where they can share information about census.
5. Plan to have Sergio meet with mayor.

x. Alta:
   1. Have committee.
   2. Have support from mayor and council.
   3. Will share census information in newsletter and bills.
   4. Challenge is getting realistic population count.

xi. South Salt Lake:
   1. Don’t have full committee yet but they are represented on county subcommittees.
   2. They don’t think there will be a budget.
   3. Promise South Salt Lake does a lot of communicating with public, they will be a good resource for outreach.
   4. Will need help with translation, 10% of Utah refugee population in their city.

xii. Bluffdale
   1. The PIO (Natalie) will head up the committee
   2. There is not separate budget for the Census
   3. Communication and outreach will happen through our LED signs, social media, website, newsletter and City events.
   4. The Neighborhood Emergency Plan leaders will help with the Census.

xiii. County surveyors office:
   1. Able to help with any mapping needs.

5. Next steps:
   a. Determine marketing strategy and budget
   b. Want to hear from cities and towns how the county can help with individual efforts. The county wants to be able to fill gaps.
   c. There needs to be a concise message that goes out to all residents.
   d. Salt Lake County will work on webpage.
   e. There was a suggestion to create a spreadsheet with all of city and township efforts. Email Marti if you have information to include. mwoolford@slco.org
   f. Once the county has a communication plan outline we will send it out and schedule meeting.
g. There was a request to share the work the county is doing with school districts and faith communities to avoid duplicating efforts.

6. Adjourn