1) Introductions
2) Census 2020 – challenges and opportunities:
   a) Census Overview - See email attachment
   b) Importance of Census:
      i) Funding
      ii) Political representation
      iii) Business and economy
      iv) Community based services
   c) Challenges Facing Census 2020
      i) Hard to Count (HTC) communities:
         1) Racial and ethnic communities
         2) Children aged 0-5
         3) Non English speakers
         4) Millennials
         5) Renters
         6) Rural areas and places with low internet connectivity
      ii) Smaller federal budget:
         1) Census will be doing less education/outreach
         2) Census will be hiring less staff to assist with count (enumerators)
      iii) New technologies and processes:
         1) Digital divide
         2) No access to computer and/or internet
         3) Computer illiterate
      iv) Enumerators:
         1) Hiring 1700 in Salt Lake County
         2) Want enumerators from HTC populations
         3) Must be a US citizen
         4) Low unemployment rate
   d) Process:
      i) Census will send out postcard inviting household to complete the online survey
      ii) If they don’t do so in a timely manner the Census Bureau will send an enumerator to their address
   e) Challenge Statements
      i) Salt Lake County has held several workshops to develop strategies to ensure a complete census count in 2020. At these workshops, attendees have been asked to work in groups to brainstorm solutions to the following four challenge statements:
3) Census 2020 Outreach and Education Plan

Salt Lake County has contracted with Wilkinson Ferrari & Co to create an outreach campaign for Census 2020. Brian Wilkinson presented the following overview of their plan:

i) WF&Co. engaged by SLCo to help develop a communications and outreach plan.
ii) Researching best practices and other communities’ experiences.
iii) Will be interviewing a handful of partners/stakeholders soon.
iv) Limited resources mean we need to concentrate on activities that are most effective.
v) Highlight the four areas of focus for communications and outreach:
   1. Encourage people to participate
      a) Salt Lake County focus is on HTC
   2. Educate about the value and counter misinformation
   3. Reduce barriers to computer-based approach
   4. Recruit enumerators
vi) Starting work to determine right mix of communications and outreach activities to support project goals.

vii) Need input from local governments and others, such as:
    1. What is your community’s primary communications goal for Census 2020. (General awareness, reaching specific audiences, countering misinformation, etc.)
    2. What resources is your community devoting to the Census count effort?
    3. What are the most effective ways to reach target audiences in your community? (City outreach tools, website, social media, community leaders, etc.)
    4. Which messages about the Census will and won’t resonate with people in your community?
    5. What sorts of communications help would be most useful to this effort in your community?

viii) Next step is to create draft plan for review by County, followed by decisions about implementation and budget.

4) Group Discussion

a) Will your city have a person working on census?
b) Will your city be forming a complete count committee?
c) Does your city have a budget? Are able to allocate money?
d) Challenges your city will face?
e) How can Salt Lake County support your efforts?
SLC is in the process of hiring a census coordinator, Erinn Summers is acting coordinator till someone is hired. They have a contract with a demographic team that will help reach HTC populations. They have a complete count committee or outreach committee that was stared last spring. Messaging will come from outreach committee. Will focus on residents feeling safe while participating. Concern with logistics-computer access for example.

**Millcreek**

Rita Lund is point of contact. They are working to form a complete count committee. They will be holding trainings at the end of this month. They have a diverse community-large senior population, refugee population and a lot of people who don’t use computers. Millcreek has established summer events and newsletter that can be used for outreach and education. They will need support from SLCo with getting materials translated. Resources not yet allocated.

**Alta**

They are in contact with Census Bureau. Trying to decide if they need a complete count committee or not. The person who has done this the last four census has retired. John Guldner and Chris Cawley and are the point of contact. Challenges: transient group quarters. They plan to do outreach and education through council meetings, newsletters, door to door.

**Herriman**

Challenges: demographic is extremely young-median age is 23. They will use Facebook to reach residents as this currently works well for them. Will look at different ways of social media for messaging. SLCo can support them by providing resources to share with residents, accurate resources, is key. Herriman is growing very fast, with 7 building permits being issued per day for houses. A challenge they foresee is the question about if someone is a resident of Herriman or of the city they just moved from. Know they are way under counted. Messaging will be around taxes and saving taxes by participating. Someone from the planning team will be the point of contact. They are not sure about resources or budget. Communications staff will be very active. Do have a small population that do not use the internet and will be hard to engage. Their strategy is to promote that an accurate count will help support economic development, amenities, civic infrastructure and transit.

**Salt Lake County**

Greater Salt Lake Services District (MSD) Metro service district. Pushing to get accurate counts. Needs to focus on this more and allocate resources. 12,000 or so of unincorporated people. Privacy of census info is protected for 72 years.

**Copperton**

They have a very old population. Some use Facebook but this may not be a great outreach strategy for them. There is a fear of providing information that will be a challenge. Copperton has generations of people who have grown up in town who are closed off to outsiders and they may be hard to county.

**South Jordan**
Greg Schindler and Matt Jarman are point of contacts. They are planning on hiring someone to work on Census. Did not have a complete count committee in 2010 or 2000. Thinking about forming one and who should be on it. Social media is established with city but haven’t used it with census before. Not a lot of HTC in South Jordan. They are still growing quite quickly. They are seeing more renters, high internet usage, a young population with an average age of about 27, and a lot of young children (0-5). They did not see much of an undercount in 2010. Challenge in 2010 was enumerators needing maps of neighborhoods. Suggestion to have a county wide map with new buildings and such for enumerators to use.

Draper

They are not sure who the designated individual is and they haven’t heard if Draper is forming a complete count committee. Doesn’t know if they have a budget. They do a good job with social media so that could be a good way to do Census outreach.

Midvale

Nicole Hudson be one of the point of contact. They have a diverse community-immigrant, young, old, lower income. Mayor Hale stated he was an enumerator in 2010. One of the barriers he sees is having the Road Home family shelter in Midvale that turns over hourly but it is counted differently-they take a snap shot at midnight to count. Census passes a lot of rules for counting group quarters. Will start counting in February. Homeless service providers will be a part of conversation. The U of U and colleges are included in this. Midvale has a large ESL population so they will need a large number of people who speak multiple languages to be enumerators. They have a lot of new construction that will be need to counted. A Hispanic chamber is currently forming. Midvale will work on making sure mapping resources are available to enumerators. They are starting a complete count committee, they will need a budget. Outreach will be heavily dependent on Facebook.

South Salt Lake

BJ Allen is point of contact. They are focusing on making sure addresses are correct-a lot of homes have been split into duplexes. They have a diverse population. They do not have a budget or complete count committee set up, but plan to look into it.

Murray

LUCA contact. Jennifer Heaps will be contact person he thinks. Hasn't heard about budget or committee. Have an increase in apartment complexes. Transient communities by parkway. Creating a collector map app for mapping transients.

Riverton

Don’t have budget currently. Have spoken with city manager about appointing people to complete count committee but as of now Anna Murphy is point of contact. They currently use E-news, social media, and website for messaging. They have a young population.

How can the county help each of your cities?
• Leverage county resources-libraries.
• Communication-30 second PSA, get celebrities engaged.
• Do people have to answer the citizenship question? SLCo is being cautious about what we are telling people. There are challenging answers out there. We are waiting to hear an answer from Census.
• Materials that can be customizable for each city. Able to use mayor’s pictures or logo. This would be helpful.
• Working with media outlets.
• Send out enumerator job position. Flyer not specific about pay or languages.
• Office for New Americans has requested funding for census.
• SLCo is engaging nonprofit sector, people who work with HTC. Have convened two meetings so far. Working with philanthropy and business as well.
• Will county do translations? We can look at this. The census will be available in 50 languages. Post card will be only in English.
• Waiting to see what marketing efforts the Census Bureau is doing.
• Need to get marketing info into communities by early 2019

5) Next Steps:
   a) Salt Lake County has formed a complete count committee that you or someone from your staff are welcome to join. We have formed four subcommittees:
      i) Resource Subcommittee
      ii) Enumerator Subcommittee
      iii) Participation Subcommittee
      iv) Outreach Subcommittee
   b) To join a subcommittee please sign up HERE
   c) SLCo would like to host a meeting with cities to discuss Census 2020 on a quarterly basis. They next meeting will be held in January or February.