1. Welcoming Remarks & Introductions
2. Census 2020 Marketing Toolkit
   a. Brian Wilkinson, Partner, Wilkinson Ferrari & Co. presented the marketing toolkit
   b. All outreach materials are downloadable, customizable, and available in English and Spanish.
   c. Materials can be found at www.slco.org/census under County Partner Toolkit
      i. Materials are divided into three buckets:
         1. Tabling a Community Event
         2. Educating Community & Business Leaders
         3. Reaching Hard to Count Communities
   d. Salt Lake County can provide you with two USB drives (one for English and one for Spanish) that contains the InDesign files of all of the materials.
      i. If you have not received the USB drives and would like one contact Marti Woolford at mwoolford@slco.org
3. Salt Lake County Census 2020 Webpage
   a. Samantha Sedivec, Communications Manager, Regional Development presented the County’s census webpage
      i. A few webpage highlights:
         1. Census 2020: In the News
            a. News articles from Utah and nationally are posted here
            b. Current news on the citizenship question are posted here
         2. County Partner Toolkit
            a. Here you can find:
               i. Census Taker Recruitment Flyer
               ii. Form to request poster and/or window cling
               iii. Flyers to take when tabling at a community event
iv. Flyers to use when engaging with community and business leaders
v. Social media post ideas
vi. PowerPoint template
vii. Information regarding reaching hard to count communities

3. Questions Planned for 2020 Census
4. Subcommittee Meetings & Calendar
   a. All Census Complete Count Committee meeting agendas, meeting minutes, and next meeting information is available here.

4. Group Discussion-Answers to Questions
   a. Below, you will find a link to the Census 2020 Hard to Count Map and three bullet points outlining what kind of data this map can provide you. This will be a valuable resource for your city or Metro Township moving forward. Below that you will find information on group quarters, and below that you will find information regarding how military personnel will be counted in Census 2020.
   b. Census 2020 Hard to Count Map:
      i. Searchable by census tract, state/county, congressional district, state legislative district
         1. Census Self-Response Rate
            a. Gives you the percentage of people in the census tract that mailed back their 2010 census questionnaire
         2. 2020 Type of Enumeration
            a. Indicates if everyone in the tract will receive a mailing from the census bureau or if a hand delivered invitation will be dropped off
         3. Internet Access at Home
            a. Indicates the percentage of households that either had no home internet subscription or dial up during 2013-2017
   c. Group Quarters:
      i. The Census Bureau classifies all people not living in housing units (house, apartment, mobile home, rented rooms) as living in group quarters. There are two types of group quarters:
         1. Institutional, such as
            a. correctional facilities
            b. nursing homes
            c. or mental hospitals
2. Non-Institutional, such as
   a. college dormitories
   b. military barracks
   c. group homes
   d. missions
   e. or shelters

   ii. The Decennial Census includes both institutional and non-institutional group quarters.

d. Individuals are counted at their "usual residence."

   i. "Usual residence" has been defined as the place where a person lives and sleeps most of the time. This place is not necessarily the same as the person's voting residence or legal residence.

   ii. Prisons are considered usual residence for prisoners.

e. Military:

   i. Deployed-
      1. short in duration, therefore count usual residence as home address
      2. Census will use administrative data from the Department of Defense to count deployed personnel at their usual residence in the US

   ii. Stationed/Assigned-
      1. Longer in duration
         a. Census will count military & civilian employees of the US government who are stationed or assigned outside the US and their dependents living with them

f. Missionaries:

   i. People living outside the United States on Census Day who are not military or civilian employees of the U.S. government and are not dependents living with military or civilian employees of the U.S. government are not counted in the census. This includes missionaries stationed outside of the U.S. and college students studying abroad.

5. Next Meeting:
   Wednesday, June 5, 2019
   2:00-3:30pm
   West Valley City Hall
   3600 Constitution Blvd
   West Valley City, UT 84119