1. Welcoming Remarks & Introductions-Karen Hale
   a. Karen Hale welcomed everyone to the meeting.
   b. Karen discussed the Urban Institute report that was released on June 4th predicting Census 2020 will be the worse census undercount in 30 years.

   a. Marti reviewed various marketing materials that are available to cities and towns for census outreach.
   b. Meeting attendees were able to take magnets, temporary tattoos, t-shirts, window clings (10x10 and 6x6), and posters with them.
   c. If you are in need of any of these materials contact Marti at mwoolford@slco.org.
   d. Marti discussed a few outreach strategies that cities can consider. For example, having staff wear a You Matter Be Counted t-shirt all on the same day.
   e. Salt Lake County will have a census booth at the WestFest, Fort Herriman Town Days, and Taylorsville Dayzz.
   f. Salt Lake County is waiting for SCOTUS to rule on the citizenship question (ruling should be anytime between now and the end of June). Once the ruling is announced SLCO will hold a Census 101 training the second week of July that will cover what the census is, the process for Census 2020, the importance of the census count for cities, businesses, and communities, how the data the census gathers is used and how this impacts communities, and how to talk to clients, customers, residents about the importance of the census.
Once SCOTUS rules on the citizenship question the Census Bureau will release the final version of the census questionnaire. We will send an image to all of you so that you are able to share this information with your residents.

3. Group Discussion

a. West Valley City: They’re having low attendance at their complete count committee meetings but they have been meeting for several months now and they currently have 20 members. Right now they are working on making their own materials with faces of trusted community members (pastors, etc.) and blurb from the community member. They are planning to tailor to ethnic communities with translations. They also want to have community groups organize events (potlucks, etc.) and bring up the census to their members. They’re thinking about creating a webpage with brief video interviews (shareable content). They’re also talking about reaching out to religious leaders with a statement they can share with their congregation.

b. Utah State Library Division: They’re on the state complete count committee. They’ve appropriated funds for materials such as bookmarks, posters, and an online campaign to answer census questions and alleviate worries (libraries are trusted). Each library can apply for a grant to get a Chromebook and hotspot to help spread the word about the census.
   i. Great resource: [http://www.ala.org/advocacy/govinfo/census](http://www.ala.org/advocacy/govinfo/census)

c. Herriman: Jackie Nostrum is the staff person who is working on Census 2020. They will have a booth at Fort Herriman Town Days (6/20-6/22) dedicated to educating people about the census. They are in the process of creating a webpage for Census 2020. They have put window clings up in city hall and Jackie has shared the social media toolkit with the communications team at Herriman City to begin posting about the census.

d. Taylorsville: They got the go-ahead to add a memo about the census on water bills. Their GIS guy left, so now there’s just one person working on the census there. They’re working on getting more staff aware. They’re also planning to have booth at Taylorsville Dayzz and they’re adding census flyers and swag to goodie bags people will get at the end of their 5K. They are working on adding census info to their web page.

e. Millcreek: They’re waiting on the citizenship question to be resolved before moving forward with their complete count committee. They mentioned the possibility of a booth at their outdoor movie event things during the summer. On June 20th from 11-2 they have a job fair—need to work with census recruitment staff. They are planning to create a webpage, which they will share with the group when it gets up. One feature will be that people can sign up for the complete count committee online.

f. Brighton/Big Cottonwood Canyon: They are in the beginning stages of census planning. They have a transitional community that changes after the ski season ends. They are planning to do census outreach at their July 12 community picnic and at the community concerts they host every Sunday afternoon.

g. Municipal Services District: They are working through if municipalities will do outreach or if their office will do it.
h. **Midvale:** They are in transition with staff changes right now. They’re working on a budget allocation, and they’re hoping to put a memo about the census on utility bills. They’re also planning on a census booth at Harvest Days. They applied to the new construction program.

i. **Murray:** Mayor Camp wrote about the importance of the census in the Murray Journal (attached). They have begun putting census content on social media. They have a health and safety fair in August and are thinking about doing a census booth there. They have also been submitting new addresses to Census Bureau.

j. **Salt Lake County:** Presented at the Community of Governments meeting on May 23rd about the census work we are doing. Met with the Salt Lake Tribune editorial board in May. Salt Lake County will continue working with the legislature on an appropriation. Salt Lake County is working with the business and philanthropy community in an effort to generate funding for census efforts.

4. Next Steps
   a. Salt Lake County is working with a community based organization to hold a focus group with the Latinx community regarding the census and how likely they are to participate. This will take place in July. We will customize an outreach strategy and materials based on the focus group findings.
   b. Salt Lake County is looking at technology where people commit to participate in Census 2020 using their cell phones. It will then text them reminder messages to complete their questionnaire.

5. Next Meeting:
   - **Wednesday, August 7, 2019**
   - 1:00-2:30pm
   - Location TBD