CENSUS 2020
RESOURCE SUBCOMMITTEE MEETING

This committee will build the infrastructure needed to lower barriers to participation in the online phase of the Census.
November 5th, 2018

MEETING MINUTES

For basic information regarding the upcoming Census, as well as an outline of the Census Engagement Workshop, please see attached document, Census Engagement Workshop Summary.

For a timeline of the upcoming Census 2020, please see attached document, Timeline.

For a review of what Salt Lake County has done thus far for the Census, please see below:

- Local Update of Censes Address Operation (LUCA)
  - A canvassing project where workers traveled to locations where a low-count is expected to find additional households located at the same address (i.e. homes where multiple families were living, homes where RVs or additions were located on the premises)
  - Approximately 200 new addresses were added
- Workshops (notes attached)
  - Business and Philanthropy Workshop – local businesses and philanthropists participated in a workshop to discuss the Census and brainstorm ways to garner a greater participation
  - Engagement Workshop – many local organizations, including non-profits and government organizations, met to participate in the same workshop
  - City and County Workshop – representatives from cities and townships across Salt Lake County, as well as County representatives, met to participate in the workshop

Questions the subcommittee had regarding participation in the Census (and answers where available)

- Using the same IP address for multiple submissions
- Language Barriers
- How to provide education and comfort to those who are here illegally or hosting others who may be here undocumented
- How will the census work on mobile devices? Same problems as with IP addresses?
- Unique Code
  - Does each address have a unique code?
  - What happens if a family loses their unique code
  - Will there be backdoor access, such as administrator privileges or extra codes?
Can an administrator or enumerator with extra codes be stationed at local census sites, such as community centers or libraries? Can these individuals be invited to attend census gatherings to provide assistance and extra codes to households?

Do PO Boxes and other non-physical addresses get a unique code?

How much trust can be placed in the codes as it is such a vital part of the census?

How do you ensure only one census is filled out per household?

Will the code only be allowed to be entered once?

If there are administrator codes, or overrides, how can you ensure multiple people from the same household aren’t duplicating efforts?

What is the feedback process for Salt Lake County specifically as well as for the rest of the nation?

Do we have other cities/counties/states with the same questions and solutions? How do we coordinate efforts with others?

How often should the subcommittee meet?

Possibly monthly

Whenever new or pertinent information becomes available (project-oriented)

**Thoughts/Ideas**

- We must educate people that the census is apolitical, especially since it will take place during a presidential election year.
  - Begin this education now
  - Use both parties to spread awareness and information about the census

- Must have similar educational and informative materials
  - Have a central contact to approve materials to ensure the same message
  - Multiple sources (schools, churches, government, news, etc.) that share the same information regarding the census will help alleviate concerns and fears and increase trust from HTC groups
  - Could have visuals and campaigns with local people
  - Materials should be community-specific rather than large-scale
    - How the census is helping individual communities rather than how the census is helping the government

- Using the same people who will be enumerators as community outreach specialists or as a companion at census sites

- Work more closely with cities that have more HTC areas (i.e. WVC, SLC, South Salt Lake, etc.)

- Canned action plans to present to cities

- Bringing census to older populations (possibly through programs such as Meals on Wheels) rather than expecting them to go to a senior center or similar location

- If IP address issue is resolved, refugees and similar HTC groups can have gatherings to do census together
  - Could alleviate many fears
  - Will provide assistance for large groups of HTC individuals and families

- Meals on Wheels and Senior Centers
  - Additional barriers exist within this group such as cognitive processing issues and individuals who are home-bound
  - Connect with Meals on Wheels clients
  - Provide educational information, such as fliers and pamphlets, or conduct short questionnaire on whether the client needs help with their census
  - Drivers do not have a lot of time so dropping off materials or asking a few questions would be best
  - A potential problem is that many meals are delivered by community volunteers who work through a team leader
    - Could be difficult to reach every client
- Could result in some misinformation because the information has to pass through so many people before reaching the client
- Because seniors are so often targeted by scams, will clients have issues/fears about their information potentially being shared with so many people? Will they think someone showing up to help them with their census is a scam?
  - Would have to have an opt-in option to alleviate these concerns
  - Must educate people on how the process of attaining census help would work and help them understand that they may have a family member or other trusted individual help them
- Populations with mental illnesses or those living in a group-home type of situation
  - There will need to be advocates for long-term living places to assist with censuses there
  - As assisted-living is less regulated, will those individuals in this situation be counted in the same way? What steps are being taken to ensure they have the help they need to complete the census?
- Where do people interact with online HTC areas? Where can we go to ensure they are educated and well-informed regarding the census?
  - WIC, food pantries, schools, after-school programs, health centers, hospitals and emergency departments, libraries, community and recreation centers, etc.
- Refugees
  - Largest foreseeable concern is the IP address issue as well as the unique codes
  - Another possible roadblock to ensuring all refugees are properly counting are the many refugees who are currently ‘couch surfing’. How will we ensure they receive a unique code?
  - Refugees are also notoriously bad at snail-mail
  - It would be greatly beneficial to have an individual with administrator or back-door powers to assist at community locations and gathering events
  - Refugees also have a tendency to move a lot, how will families or households that move during the census be counted without being counted twice?
- Focus groups
  - Should have focus groups or representatives from HTC groups to ensure their needs are actually being addressed
  - When is the best time to involve these groups/individuals?
  - Should they be invited to participate in the subcommittees?
  - Should the outreach to these groups/individuals begin now?
- Language barriers
  - Online form of the census offers more language translations
  - How much do we need to think about languages and providing translators?
  - Many immigrants and refugees are illiterate even in their native language
    - Often the best way to reach these groups is by Facebook and social media
    - We should provide social media campaigns in many different languages to be able to reach these HTC groups
  - Is there a specific budget for translation and language resources?
- ADA organizations
  - Should be included in subcommittee and should be available during census to help individuals and groups
- Sample website
  - Is there a sample website? Or a central website to direct individuals to?
  - How long will the census take to complete? Is there a mock-up available to test?