

Agenda
Complete Census Count Committee

Monday, August 5, 2019 9:00 AM

Legislature Chambers

1. **Call to Order**
2. **Changes to Agenda**
3. **Minutes Approval**
 - a. July 11, 2019
4. **Planning for the Community meeting**
5. **Schedule Next Meeting**
6. **Adjournment**

Complete Census Count Committee
 Regular Meeting Minutes – Draft 7-19-19
 Thursday, July 11, 2019 9:00 AM
 Legislature Chambers

Attendance

Attendee Name	Title	Status
Michael Lane	Chair	Present
Leslyn McBean-Clairborne	Vice Chair	Excused
David McKenna	Member	Present
Amanda Champion	Member	Present
Shawna Black	Member	Present
Catherine Covert	Clerk of the Legislature	Present
Marcia Lynch	Public Info. Officer, County Administration	Present
Greg Potter	Director of ITS	Present
Jonathan Wood	Tompkins County Attorney	Present
Amie Hendrix	Deputy County Administrator	Present

Guests: Kate Dillon, Census Bureau Liaison; Pat Pryor, Public Information Advisory Board Chair; Annette Birdsall, Public Library Director; Teresa Vadakin, Head of Information and Learning Services; Nancy Zahler, Tompkins County Council of Governments member

Call to Order

Mr. Lane, Chair, called the meeting to order at 9:03 a.m.

Changes to Agenda

There were no changes to the agenda.

Minutes Approval

June 13, 2019

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Amanda Champion, Member
SECONDER:	Shawna Black, Member
AYES:	Lane, McKenna, Champion, Black
EXCUSED:	McBean-Clairborne

Supreme Court Ruling on Citizenship

There is no new information on this topic. The Supreme Court has ruled the question pertaining to the citizenship question is not to be included on the survey and the U.S. President supports having the question included.

Ms. Birdsall asked if the citizenship question is included, will people be allowed to skip the question or any other question on the Census survey. Ms. Dillon said officially all residents are required to answer all questions. Although, mechanically questions on the form can be skipped and the person will still be counted; however, it may trigger a quality assurance check and a follow-up from someone from

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the Census.

Ms. Birdsall commented that the question above has come up many times.

Circulation of Census Information

Mr. Lane said he wanted the Committee to discuss how information is going to be distributed about the Census Survey. Ms. Dillon has provided a number of brochures at the last meeting that was very helpful.

Ms. Lynch said during the last Census count, the Public Information Advisory Board (PIAB) developed an outreach plan and said she could provide a summary of that. She suggested something similar could be done again. Information is going to have to be provided through a number of resources including social media being a big element. She believes PIAB could bring together that information and share it with this Committee.

Ms. Pryor said the Board is beginning to discuss how it can contribute to the Census effort and spoke of her own experience during the last Census of doing outreach to communities. She has spoken to a couple members of PIAB who have expressed an interest of doing something similar to that. She suggested having a PowerPoint presentation that focuses on the Census to present at various government meetings. In addition, she suggested offering a mechanism where questions that cannot be answered are collected and a response provided at a later time.

Ms. Lynch suggested targeting some key organizations like the Rotary. Mr. Lane also said underrepresented groups and organizations will need to be included.

Ms. Pryor said this could be one of the main topics to be discussed at the next PIAB meeting.

Ms. Black asked if the Census Bureau could provide literature, note cards, or flyers to pass around. Ms. Dillon shared a folder with a number of different pamphlets and said all that information could be provided as requested. Ms. Lynch said information could be produced locally and posted around areas and made available as handouts.

Ms. Champion said her concern is getting information out and making sure misinformation is not being put out on social media and asked how to combat that.

Ms. Dillon spoke of the Census Bureau's social media campaign and said the County as a partner has access to some of that. The information available right now is generic and the effort is focusing on recruitment and general participation in the Census. The Committee is welcome to develop something specific to help address any misinformation that may be identified. She also said there are Census logos available if the County is interested in using them and provided a license agreement for signature. Mr. Potter was given permission to sign said agreement.

Discussion followed concerning budgeting funds for the 2020 Budget for marketing materials and supporting documents needed for the Census. Mr. Lane suggested this be discussed further and to consider asking that a certain amount be earmarked in the Contingency Fund.

Ms. Pryor said she would like to discuss at a future meeting how to do an outreach to the students at Cornell, TC3, and Ithaca College. Mr. Lane commented the Cornell Vice President, Jason Cole, has been in contact and expressing an interest in working with the County.

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Ms. Zahler suggested contacting the Ithaca College's Roy H. Park School of Communication to find ideas and engaging ways that could compliment traditional outreach methods.

Ms. Dillon commented that another County is applying a sticker to identify the County on some of the flyers.

Mr. Potter asked if there was a template for a PowerPoint presentation that could be used for presentations locally. Ms. Dillon said she has a couple PowerPoint presentations but can only share them as a pdf file not as a PowerPoint format.

Mr. Potter spoke of having a dedicated website for the Census project; the Committee agreed and to having it named Census2020. Mr. Potter said he will set up the structure for it.

Ms. Black suggested having a Facebook page for the Census 2020 and that Ms. Lynch and the PIAB act as the Administrators of it.

Ms. Zahler suggested that United Way could be a resource as they will be kicking off their campaign around the same time and maybe they could be an endorser of the Census. She also spoke of the food pantries being a good idea and to also consider church communities as that is a powerful way to reach a lot of people. Building trust in underrepresented communities will be important as well and she hopes that some of the outreach for recruitment will take that into consideration.

Ms. Lynch suggested the Interim Human Rights Director, Dr. Ken Clarke, would be a good resource for this effort.

Public Library's Plan for the Census

Ms. Vadakin provided a detailed presentation entitled Tompkins County Public Library and the 2020 Census and distributed the following information:

Libraries will be at the frontline for this year's census.

- This is first time in history that the census will promote online response as the preferred method.
 - Millions of Americans do not have broadband internet service at home.
 - This will lead to an increase in the need for library services, including the computers and internet.
 - Four focus areas for public libraries: technology/digital literacy, equity of access, civic engagement and privacy.
- I. Technology and Digital Literacy
 - a. Assisting patrons in filling out the census digitally. This will be available at the patron internet stations, as well as the digital lab.
 - b. Patron Internets for Census Taking.
 - c. Access to Internet for Census Takers without library cards.
 - d. Help patrons avoid spam and phishing attempts.
 - II. Equity of Access
 - a. Provide accurate information about the census.
 - b. Census and questionnaire assistance will be available in thirteen languages.

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- c. Language guides will be available in American Sign Language, Braille and Large Print.
- d. Libraries serve everyone and everyone counts.

III. Civic Engagement

- a. Ensure that communities are accurately counted.
- b. Partner with organizations that are hosting census events.
- c. Host census related events at the library.
- d. Educate the community on why the census is so important.

IV. Privacy

- a. Network Security.
- b. The library has software that clears any changes after every patron session.
- c. Reassuring patrons about their safety concerns.

Ms. Pryor asked in reference to what was outlined in the presentation if there was going to be any communication with the rural libraries. Ms. Birdsall responded that the Public Library is the central library for the Finger Lakes Library System and there are five rural libraries in the County. The Public Library will be sharing its information and there are networks and regular meetings held. However, all of the libraries are independent and will be making their own plan as there are different needs and abilities in each of the communities. The Public Library will make sure there is consistent help and access to the forms. The reading rooms in Danby and Caroline will be receiving the same information, but they probably will not have the capability for a designated computer.

Mr. Lane said there have been discussions about having a mobile unit that could be used around various locations within the County. Mr. Potter spoke of the travel mobile unit that is being considered. Ms. Birdsall said that would be very helpful in areas such as Enfield, Jacksonville, Groton, and Dryden that are not served well by rural libraries.

In response to Mr. Potter's question about workstations at the Public Library, Ms. Vadakin believes the number of computers they have available will be sufficient for the Census project.

Ms. Dillon said she would be available to train staff and provide guide information if interested.

Ms. Zahler spoke of the importance of making people aware that the information collected through the computer terminals is secure. She also suggested a dedicated terminal could be located at the Department of Motor Vehicles for people to complete the Census form.

Ms. Champion asked about the funding for the Library for this effort. Ms. Birdsall said the New York State Library Association made a request for Libraries to receive extra funding for laptops or other mobile devices that could be staffed for outreach, however, that request was not successful. She said that because the Public Library already has a digital lab, internet stations, and staff trained to help in those areas, does not need the extra resources to serve what it currently is providing. To go beyond and have someone trained specifically for this effort would be useful such as outreach to underrepresented areas. The rural libraries do not have the same level of staff or resources and having additional funds and support to purchase laptops or other devices or extending open hours would be very helpful and is needed.

Ms. Birdsall said the Library is committed to having a complete count and said she could provide library representation at these meetings if the Committee was interested. Mr. Lane appreciates the offer and said staff is welcome to attend.

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Planning for August Large Public Meeting

The Committee discussed the large public meeting and agreed the Borg Warner room would be an appropriate location if available and if not it was suggested The Space would be a good location. This meeting will be aimed at those stakeholders who are interested in helping; many organizations have already expressed an interest.

Mr. Lane believes that letters of invitation should be sent out. Some of the organizations and community groups that were discussed to be invited include:

- Universities
- Colleges
- Rotary
- Chamber of Commerce
- Human Rights Office
- Cooperative Extension
- BOCES
- Finger Lakes Library System
- Rural Libraries
- Tammy Baker
- St. Johns
- Catholic Charities
- Municipal Elected officials

Ms. Lynch suggested having a smaller work group to develop the list of invitees. Mr. Lane agreed.

The Committee agreed to schedule the large meeting between August 12-23 at 5:30 p.m. Mrs. Covert and Ms. Birdsall agreed to work together on availability of the Borg Warner room.

The following is a list of those interested in participating in the small work group:

- Mike Lane
- Marcia Lynch
- Shawna Black
- Leslyn McBean-Clairborne (Someone will reach out to her to see if she would be willing)

Schedule Next Meeting

The Committee agreed to next meet on August 5 at 9:00 a.m.

Adjournment

The meeting adjourned at 10:03 a.m.

Minutes Acceptance: Minutes of Jul 11, 2019 9:00 AM (Minutes Approval)