

Complete Count Committee  
 Thursday, March 28, 2019  
 Davis Hall

Name	Present	Absent
Marta Alvarez		X
Heidi Biffl		X
Gloria Aparicio-Blackwell	X	
Robert Day		X
James Nealis	X	
Michael Glowaski	X	
Andy Miller	X	
Denise Mitchell		X
John Payne	X	
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Kacy Rohn, Community Development Planner and Staff Liaison; Terry Schum, Director of Planning, Community and Economic Development

The meeting was called to order at 7:35pm by Staff Liaison, Kacy Rohn. This is the initial meeting for the Complete Count Committee. The objective of this committee is to ready the City of College Park for the April 1, 2020 census. Ms. Rohn summarized the resolution of the committee as put forth by Mayor and Council: The Complete Count Committee is charged with developing and executing an outreach strategy and action plan to raise awareness of the 2020 Census and increase participation by City residents. The Committee will identify hard-to-count populations, neighborhoods with low census participation rates, and potential barriers to resident participation, and develop and implement strategies to address these obstacles. The Committee's recommendations shall also address grassroots outreach, marketing campaigns, promotional events and materials, and the use of City resources for outreach activities. The Committee will develop a report at the end to share with Mayor and Council. The Committee is comprised of 10 members. All meetings are open to the public.

1. The Census is important for the following reasons:
  - a. It helps Mayor and Council make informed decisions for the future of the City.
  - b. It helps to understand the population make-up of College Park.
  - c. It serves as the information needed for federal funding allocation for the next 10 years based on population.
  - d. The impact of the census decides on potential congressional redistricting and redrawing of legislative boundaries.
  
2. Election of a chair person. This decision was tabled until the committee has received training and has a clear vision of how it needs to be accomplished.

3. The following questions and concerns were raised:
- a. If are in College Park on April 1, 2020, you should be counted in the College Park census. That includes the students attending the University of Maryland. This is the day that the form should be returned by. Forms should be received in advance of the date.
  - b. What about international students? That question should be raised at the training which the Census Bureau will do for the committee, but the assumption is that if you are in College Park on April 1, 2020, you should be counted.
  - c. Is every census form the same? Everyone should receive the same form, but they do come in different languages.
  - d. Can people complete their forms online via the internet? Yes, the form will be available online. That information will be on the forms. This will be an easier way for students to respond.
  - e. How are the homeless people counted and/or receive a form? There are volunteers from the Census Bureau who go out and count them.
  - f. Was there a 2010 committee? Yes, but it was very informal and did not start until a few months prior to the Census.
  - g. Is there a reason why the University of Maryland cannot make a blanket statement on the number of students who live on campus and report it? In 2010, since it was so difficult to have the students respond (many presumed they were counted in their hometowns by their families), the University was able to give a number of students. But the goal is to have each person complete a form, either paper or online.
  - h. Student representative on the committee? One student was approached and declined due to overcommitment. The SGA president is too new. An RA could be approached and asked. Ms. Rohn stated that the resolution called for only 10 committee members and City Council would have to change the resolution. It may be possible to have a student liaison on the committee; Ms. Rohn will inquire.
  - i. Will there be posters and pictures showing what the form will look like? Yes
  - j. Will probably need to aid senior citizens, especially those who do not have access to the internet.
  - k. Awareness will be an important key to obtaining as accurate a count as possible.
  - l. Ms. Blackwell is having periodic meetings with the Census Bureau representatives with regards to the University of Maryland.
  - m. Do we have any idea how the response rate is with other college towns and maybe they can share best practices? Ms. Rohn does not but will try and find out some information.
  - n. There will be opportunities for local jobs to help with the 2020 Census and this could be a great way to get students involved.
  - o. What does a numerator mean? It's a counter. You go to an address that did not respond with a blank form and have them complete the form.
  - p. Guides have a glossary of census terms.

4. Discussed 2010 information.
  - a. Ms. Rohn reported that College Park had a very low response rate in 2010 – 72.5%. It was lower than the county response; Prince Georges County historically has a low response rate. College Park was even lower than the national rate which was 79.4%. Part of Old Towne College Park and the University of Maryland had the lowest response rate at 49%.
  - b. Reviewed the maps provided the Census Bureau. The boundaries do not correspond accurately with the City boundaries.
  - c. Data shows that College Park has much room for improvement in the response rate for 2020.
  - d. Group housing is a separate issue on the Census forms – need age, how do you commute, education level to date, -- need detailed information on the forms. This will be a change on the 2020 form as it will not be included.
  - e. The City challenged the 2010 census count on total population count. There were errors regarding miscounting of units in apartment buildings and counted buildings under construction as being finished, but completely vacant. Occupancy reports received from property management companies showed higher occupancy than the Census reported. Unfortunately, none of this information is showing in the official 2010 Census report.
  - f. The 2010 demographic report also shows in the northern neighborhoods of College Park that 12% of the population is in a household where no one over the age of 14 speaks English very well and 30.1% of the population is foreign-born.
  - g. Students, linguistically-challenged households, seniors, homelessness, children under 5 – these are populations that the committee will need to consider as strategies are developed for complete counting.
  - h. Census Bureau seemed to have a revolving staff and could account for some of the errors.
  - i. How did they do the census forms for the students in 2010? Did they go to each dorm? Mr. Glowaski stated that the students received blank forms and then he generated a letter along with the letter from the Census Bureau to complete the form. The Census Bureau were supposed to have collection stations all over campus to collect the forms, but the temp employees rarely showed up.
  - j. Help Center was set up at the Senior Center. Could do again in 2020, maybe in a few locations.
  
5. Discussed 2020 Census environment.
  - a. Can complete online, by mail or by phone.
  - b. 95% of households will receive census information that will show the online link.
  - c. Initial forms will be mailed March 12-20, 2020. There will be a reminder sent out prior to the April 1 deadline.
  - d. Online forms may be fearful for people based on hacking and thinking that their personal information may be stolen.

- e. Ronald Brown, from the Census Bureau, has offered to do a training for the committee and will introduce the local and regional staff who will be working in the College Park area.
- f. Awareness must be repeated to the students is key.
- g. Immigration status question and is proposed to be reintroduced. Several states have sued the federal government on this question. The Supreme Court has decided to take up this question. They will start reviewing this question the week of April 23, 2019.
- h. If some questions are not completed, is it incomplete? Yes, you are required to complete the form in its entirety.
- i. Census Bureau has taken an oath that they cannot release any personal information, including to the executive branch and the President, for 72 years.
- j. Need to think of messages to reassure people to overcome fear of participation.
- k. May have to have some sub-committees to speak to the various communities.
- l. Do we know how many languages are spoken in College Park? No, but Ms. Rohn will obtain the information. Spanish, French, Chinese, Vietnamese come immediately to mind.
- m. Can we verify data ahead of time for dorms, apartment buildings, etc. to ensure that the information may be more accurate? College Park reports new apartment buildings, homes, etc. on a regular basis and will have an opportunity to review prior to the forms being mailed. When the update comes out, it will be reviewed to ensure that the new residences on campus have been included such as the Landmark, Terrapin Row, etc.
- n. Could we post sample Census forms?

#### 6. Resources

- a. There is \$13,000 in the next FY proposed budget for the committee's work. The budget should be approved in mid-June. There were no objections at any of the budget work sessions.
- b. The money can be used broadly for the committee work: outreach, translation services, mailings.
- c. Applied to Maryland Department of Planning for \$38,000 for funding. Grant will be announced on April 1, 2019.
- d. Maryland will be announcing on April 1, 2019 the members of the State Complete Count Committee.
- e. Metropolitan Washington Council of Governments is coordinating all the area Complete Count Committees and will share information.
- f. Will do a training with Ronald Brown in lieu of the April meeting. Ms. Rohn will send out a doodle poll on potential training dates.

#### 7. Ideas for outreach on upcoming Census:

- a. Maryland Day coming up at the end of April.
- b. College Park Day in the fall
- c. Posters, flyers
- d. Pencils at Maryland Day or College Park? "Be counted on April 1, 2020"
- e. Ms. Rohn will ask the Census Bureau for any resources.

8. Next steps:
  - a. Schedule training
  - b. Review guides distributed
  - c. CPCS to reach out to citizens
  - d. Look at nonprofit organizations to help
    - i. Boys and Girls Club
    - ii. College Park Rotary
    - iii. Shuttle buses showing census information.

The meeting concluded at 9:00 pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.