

Complete Count Committee
September 30, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffel		X
Branson Cameron	X	
Robert Day	X	
Michael Glowacki		X
Andy Miller		X
Denise Mitchell (a. 7:25pm)	X	
James Nealis	X	
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady (a. 7:25pm)	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:10pm by James Nealis, Chair.

1. The agenda was reviewed. With no additions or amendments to the agenda, Mr. Nealis accepted the agenda without objection.
2. The July 29, 2020 minutes and the August 7, 2020 were reviewed. Ms. Perez made a motion to accept both sets of minutes. Mr. Payne seconded. **Motion carries 7-0-0.**
3. Reviewed Overall Response Rates. College Park is showing a 47.1% self-response rate. This does not take into account the data dump directly to the Census Bureau from the University of Maryland for the student population. It was also noted that several of the student apartment buildings also did a data dump to the Census Bureau which also does not show in the self-response rate for College Park. The overall Maryland self-response rate is 70.7%. These numbers are slightly higher than the 2010 Census. The Census is showing a 98% completion of all households in the US.

One Tuesday, September 29, Mr. Nealis, Ms. Hart, and Ms. Griffis were out in College Park for one last push to complete the Census. They obtained 28 more people completing it. The final date for submitting the Census is October 5, 2020.

4. The Final Census 2020 Summary Report was reviewed by the committee and listed at the end of these minutes.
5. The committee thanked Rya for all the work she did. The committee thanks Jim for doing a good job as the chair.

Ms. Perez made a motion to adjourn the meeting. Ms. Quinteros-Grady seconded. The meeting adjourned at 8:20pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Final Census 2020 Summary Report

- **Activity Completed:** College Park Day
 - Passed out flyers
 - Engaged passers-by with games and activities
 - Handed out census swag
 - Had College Park residents fill out postcards, then mailed them back in March
 - Committee volunteers and city staff

Effectiveness and comments: Gave exposure to the Census. The water bottles were a hot item giveaway. It would have been nice to have Census coloring book and crayons for the children; suggestion to be made to the Census Bureau. Box of crayons could have Census information on it. Look into a simpler game.
- **Activity Completed:** Website launched
 - **Effectiveness and comments:** Katie has spoken to Ryna Quinones, Communications Coordinator, and asked about how many hits to the website. She has not yet received any feedback from Ryna, City's Communication Coordinator.
- **Activity Completed:** Attending Census solutions workshops for other municipalities and organizations
 - Staff attended and learned about other city's efforts

Effectiveness and comments: Rya Griffis attended two workshops (Greenbelt and College Park). It was helpful to understand what others were doing and get ideas. Greenbelt shared a great deal of information, but Rya felt that College Park was ahead of others.
- **Activity Completed:** Attending community events throughout the city and tabling/passing out census swag and flyers
 - MLK Event (on campus)
 - Santa fly in
 - Bowling Event
 - Monarch Event
 - Brunch with a Bunny – cancelled due to Covid

Effectiveness and comments: The committee thought the events were helpful in getting the word out about the Census.
- **Activity Completed:** Attending campus census meetings
 - Engaging with the OCE and other key members of the census effort on campus
 - Being aware of efforts on campus

Effectiveness and comments: Gloria Aparicio-Blackwell handled these meetings. Her staff and she did a tremendous amount of work with the University of Maryland getting the word out about the Census.
- **Activity Completed:** Partnering with and collaborating with other grant recipients
 - Talking with other grant recipients about their efforts

Effectiveness and comments: Rya Griffis stayed in contact with our municipalities and non-profit associations.
- **Activity Completed:** YFS January Hispanic parent support group meeting
 - Committee members and staff presented about the census to the support group

Effectiveness and comments: There were approximately 30-35 parents who attended and took away information on the Census.

- **Activity Completed:** Mailer sent to every household in College Park
Effectiveness and comments: The postcards were a very worthwhile effort and should be done again. Excellent reminders. Suggestion made that Mayor and Councilmembers should send an annual message to residents from 2021-2028 about the 2030 Census. In 2029 send quarterly messages to residents. Make sure that there is updated information in the Resident Guide about the census.
- **Activity Completed:** Flyers and posters put in businesses and churches
 - Spanish and English**Effectiveness and comments:** Good ideas and would do again for the next Census. Visuals are always easier to grasp than verbiage. It might be helpful to add the QR scan code in the future. Ms. Sites stated that the best flyer, in her opinion, indicated what the Census means in terms of money for the community. It should be the value of doing the Census. Faith-based community – need a stronger tie for the future. If Covid hadn't have happened, flyers would have been in church vestibules.
- **Activity Completed:** Engaging off campus housing apartments
 - Flyers in student off campus housing
 - Apartments posting on their social media/email lists**Effectiveness and comments:** Not as responsive as hoped. It is difficult to get into the apartment buildings. Not sure how the Census was sent – whether to individual tenants or just to the address. Most of the buildings rent by the bed and not the unit. Suggestion to start earlier making contacts with apartment managers/owners. It may be helpful to have a letter from the City to each apartment complex.
- **Activity Completed:** Backpack flyers distributed to Hollywood Elementary and Paint branch Elementary students, as well as preschool students
Effectiveness and comments: Each school did it differently: set flyers on tables, in mailboxes, in backpacks. Really had no good idea of how effective this was.
- **Activity Completed:** Weekly bulletin and resident guide announcements
Effectiveness and comments: Not a good idea of how effective the information was on the Municipal Scene or Resident Guide. There was a link to the website. Waiting to receive information from Ryna, City's Communication Coordinator.
- **Activity Completed:** Social media ads
Effectiveness and comments: Censuspalooza was canceled due to Covid. Facebook and Instagram may have been effective; need information from Ryna, City's Communication Coordinator.
- **Activity Completed:** Marketing materials
 - Lawn signs
 - Flyers
 - Bus shelter ads
 - Pop up banners**Effectiveness and comments:** Attention grabbing. Good idea. John Payne mentioned that people would say to him that they saw the Census signs. Should do again for future Census.
- **Activity Completed:** Virtual census Instagram live with OCE
Effectiveness and comments: There were four. Not many people viewed. The Mayor attended one and the UMD Football Coach attended one.

- **Activity Completed:** UMD accounts posting census items on their social media
 - UMD school of public health
 - UMD school of public policy
 - UMD graduate school**Effectiveness and comments: Need to get information from Gloria. Not sure if there was much engagement.**

- **Activity Completed:** Virtual round table for property managers
Effectiveness and comments: Not very effective.

- **Activity Completed:** Mass emails to landlords
Effectiveness and comments: Census Bureau had all addresses provided by City of College Park. Work with Census to treat more like on-campus students.

- **Activity Completed:** Canvassing and door knocking in high density rental property areas
Effectiveness and comments: Was not able to do due to Covid.

- **Activity Completed:** Census video
Effectiveness and comments: The video was excellent. There were 310 views as of September 30. It was shared with Prince George's County Census.