



LEXINGTON

Census 2020 Complete Count Committee

Meeting Minutes

May 8, 2019

Committee Members in Attendance: Jeff Heron, Austin Simms, James Watts, Megan Moloney, Isabel Taylor, Lane Boldman, Melissa Tibbs, Sharon Murphy, Arthur Lucas, Megan Gulla, Kristy Stambaugh, Leslie Rodgers, David Cozart, Mason Bishop, Kenny Bishop, Susan Lamb, Brenetta Osumenya, Mark Brand, Rob Parmley, Bradley Stevenson, Miguel Lucero, Christy Nentwick, Carrie Salter, Richard Young

Core Team Members in Attendance: Theresa Maynard, Craig Cammack, Mackenzie Holt, Roger Daman, Dustin Baker, Jenifer Wuorenmaa

I. Welcome and Updates

Maynard welcomed meeting attendees and asked that committee members introduce themselves.

Maynard mentioned the April 23rd Blue Grass Community Foundation (BGCF) hosted event, a conversation with Danah Boyd.

Maynard offered to send the PowerPoint presentation to any committee member who was not able to attend.

Maynard told committee members that there will be jobs available for Census 2020 workers. The jobs are full-time or part-time with flexible hours. The pay starts at \$15 per hour.

Maynard updated the committee on the Supreme Court's upcoming decision on whether or not to include the citizenship question on the 2020 Census. She said that the Supreme Court has not ruled on the citizenship question at this time.

Maynard said that one of the challenges for Census 2020 may be that some sections of the public may not trust the results, no matter how good the data is.

Finally, Maynard reminded committee members to be sure they are liking and promoting positive Census 2020 content on social media.

II. Next Steps/Upcoming Dates

Maynard reminded the committee of the meeting dates for the remainder of 2019:

- July 10, 2019 – 8:30am
- September 11, 2019 – 8:30am
- November 13, 2019 – 8:30am

Maynard also reminded the committee about Constitution Day on Monday, September 17th.

Maynard told the committee that the name LexCount is already being used in our community by the Office of Homelessness Prevention and Intervention so another name will be needed.

Maynard asked the committee to think about names.

III. Census 2020 and 2020 On the Table

Young introduced himself and informed the committee that CivicLex would be taking over On the Table (OTT) from the BGCF for 2020.

Young said that CivicLex will be looking to target the theme around representation, with one of the main intended outcomes being increased discussion and participation around Census 2020.

IV. Our Local Version of the Census – Response Outreach Area Mapper (ROAM)

Baker began his presentation and told the committee that for the 2010 Census, there were some geographic areas that responded well and some areas that did not respond well.

Baker showed the committee a graph and said that there are 50 variables that contribute to low response scores but the three top variables are:

- Renter
- Ages 18-24
- Female Head of Household, no husband

Baker then previewed the ROAM.

Baker reminded the committee that there are surveys done in between the general census every 10 years. He said that these surveys provide running data for census boundaries.

Baker said that the tracts in Fayette County are huge. He wanted to develop a map with much more detail.

Baker told the committee that he will assist the sub-committees with how to use the data and highlight areas to target by block group.

Baker said that he wants to help with Low Response Score (LRS) areas.

V. Sub-Committee Breakout Sessions

The sub-committees broke out into individual sessions to discuss their missions, challenges and next steps.

VI. Questions – Discussion – Announcement

The Complete Count Committee reconvened and ideas for partnerships, collaboration and promotion were shared.

Some of the ideas included:

- Targeted ads in LRS areas
- Billboards on North New Circle and Nicholasville Road
- Partnering with local schools, arts organizations and community organizations

- Engaging all LFUCG Councilmembers
- Census 2020 Quarterly Committee of the Whole
- Street kick-off party (local Census 2020 office will open in July)
- Parade participation
- Kick-off/press conference on Constitution Day
- Summer Farmers' Markets
- Picnic with the Police
- Pride Festival in June
- Student leadership groups at local universities
- Partnership with private schools
- Hospitals
- Daycares
- Preschools
- Family Care Center
- Landlord Association
- US Postal Service
- Nursing Homes

Holt inquired about how the sub-committees will communicate with each other.

Maynard responded that she will look at various options including a private Facebook page.

Herron told the committee that the Homeless count in Lexington reaches those in the shelter system and many low income and marginally homeless citizens.

There was another discussion about the official name of the committee.

Cammack suggested using WeCount as the official name.

Maynard suggested adding Lex to the end: WeCountLex.

Young said that CivicLex could purchase the domain names using both .com and .org

Cozart suggested that it is important to engage young people in the process.

There are resources for children on Census.gov. The Census 2020 activity and coloring book has not yet been printed.

Maynard thanked everyone for attending.

The meeting adjourned at 10:05am.