



WeCountLex 2020 Committee Meeting Summary

Phoenix Building, 3rd Floor Conference Room
September 11, 2019 8:30 – 10:00 am

1. Census Bureau Updates

- Leslie D. Rodgers (Dani **Email:** leslie.d.rodgers@2020census.gov) reported that September 17 is Constitution Day, and there are stats, information, and videos available on the Census website. A form with Census Day initiatives is attached.
- If PSAs are produced, there are guidelines, Dani can get those for you, or visit <https://www.census.gov/library.html>.
- Address Canvassing is happening now through mid-October. An Address Canvassing Operation informational flyer is attached.
- John Shotwell, the new Area Census Office Manager reported that the local ACO is gearing up and will be opening to the public soon, after the conclusion of Wave 1 (which is the end of address canvassing, conducted by this office).
- WeCountLex will participate in the official area office opening.

2. Local Update of Census Addresses (LUCA)

- Dustin Baker gave an update of how the City's E911 Addressing Office, along with the GIS Section, led this initiative and submitted our suggestions to Census, and that information is attached.
- There is one more phase of LUCA upcoming. This will be the time for localities to submit new addresses since the last submittal, so that will account for the new development since the first round of LUCA.
- It is not mandated that local governments participate in LUCA, but LFUCG does to bridge the gap between what is in the E911 system and the Census records
- The question was asked if any of 11, 000 addresses added since the 2010 Census have been included in the American Community Surveys (ACS) conducted since 2010?
- All addresses will receive mailer(s): 1st mailer with code to complete the questionnaire online; if no response, 2nd mailer will be the questionnaire sent to be filled in and mailed back; and then if still no response, the Census will go door-to-door for that address.
- Fayette County has approximately 145,000 county-wide residential addresses.

3. Sub – Committee Reports

a. Civic Leadership

- Request to share WeCountLex 2020 Committee LOGO with civic-leadership members. – **COMPLETE**
- Support the idea of creating a one-page brochure to distribute at community meetings/events, etc. Suggested that this also needs to be available electronically to share on all applicable social media platforms. – **Communicate to Chris and Theresa. - COMPLETE**
- Request list of projects / funding in Fayette County directly related to Census counts. – **Janifer/Arthur to meet with Ford and Lanter next week.**
- Need to add school board members to our community civic leadership listserv. – **Kenny Bishop to add names.**
- Support the idea of a press conference with local leaders when local office opens. Suggest that this happens at the beginning of phase I.

- Schedule Census 2020 presentation in January 2020. LexTV to record and have it available on the wecountlex website. – **Jenifer will work with Stacey Maynard (Council Administrator)**
- List of Lexington events **Attached**

b. Campus & Learning Centers

- What are the barriers/impediments for undercounted populations?
 - Immigration status;
 - Language barriers;
 - Single parents, specifically single women, head of household;
 - 18-25 age group; and
 - Renters (does my apartment, condo, etc. count as a “household”?).
- What resources can we use to mitigate those barriers?
 - Accessing parents and families directly through students, at school;
 - Telling college students that where they live for a majority of the year (Lexington) counts; and
 - Having WeCountLex 2020 materials translated for students and families who speak various languages.
- How do we raise community awareness and heighten support for the 2020 census?
 - With college students, promote the idea of independence;
 - Spread the message that people who are in rental residences count, too; and
 - Audio/video: Work with our students to create content and messages to share with other students and families.

c. Community Connectors

- Will have the WeCountLex.org website up soon
- Can currently see <https://www.lexingtonky.gov/2020Census> for information
- Website will list specific sites with computer access available for completing the Census
- Lexington Public Library will have link to Census information on the public facing page on computers & have assistance available
- Working on the PSAs & ads for buses and shelters; along with other PSAs
- Investigate working with local artists for temporary murals around town
- Will develop a FAQ booklet using information from the WeCountLex website when it is finalized

d. Residential Services

- *What barriers or impediments face traditionally undercounted populations?*
 - Among our targeted populations, some persons may not consider themselves to be residents of Fayette County or view themselves as a “household.” This poses a barrier for participation.
 - Additionally, many persons in our populations experience address instability. For example, individuals experiencing homelessness may be unsheltered, alternate between staying in different shelters, access hotels when they have funds, etc. Persons that are marginally housed or low-income may be couch surfing, staying place to place, be doubled up, etc.
 - Our populations also have challenges to receiving information about the Census. This could include factors such as not receiving mail communications, not having home internet access, etc.
- *Where can resources be located or redirected to mitigate barriers and impediments?*
 - We plan to largely rely upon key gatekeepers and community hubs to educate our populations and engage them in Census participation. This includes locations such as emergency shelters, day centers, free meal programs, libraries, and neighborhood centers (Community Action Council). These are key locations where to in-person education can be conducted (community meetings, life skills classes) or printed materials could be distributed.
 - Many of the folks falling within our population have a vested interest in participating in the Census. Participation could lead to increased funding for programs that directly impact these populations—such as grant funding for low-

income and homeless persons. For example, with our annual Point-in-Time Count of individuals experiencing homelessness, volunteers often use the fact that this count assists in bringing funds into the community for programs and services to engage participants.

- *How best can we raise community awareness and height support for Census 2020?*
 - As a whole, our city has formed a diverse committee with broad representation of key stakeholders and subcommittees dedicated to specifically target key undercounted groups.
 - Within the populations targeted by our subcommittee, we will leverage key relationships to disseminate information and assist persons with completing the Census.
 - Regarding homelessness, we can offer education within facilities serving those in need (shelters, day centers). We can also use our Point-in-Time Count in January to spread the word about the 2020 Census occurring in April, at which time the Office of Homelessness Prevention and Intervention will be completing a second count.

e. Key Constituencies

- Barriers are trust, fear, and anxiety; misinformation, lack of understanding and engagement.
- Resources are trusted people of influence in these low response communities, including organizations and agencies that engage with these groups the most.
- Engage the influences and use train the trainers type of models within the key influencers in these communities or individually
- Making certain people know what ISN'T asked on the questionnaire, and of its confidentiality.

4. Announcements

- Richard Young has created a Google Drive files for WeCountLex Committee Members at <http://bitly.com/wecountlexfiles>. It currently has the Committee's logos, and other items and files will be added not only by Richard, but Committee members may add files as well.
- Dani Rodgers is happy to come and speak to community leaders whenever necessary, just contact her with those requests. leslie.d.rodgers@2020census.gov

Dani has also provided links to new Census 101 language materials below:

[What is the 2020 Census](#)

[2020 Census Operations](#)

[2020 Census: Counting Everyone](#)

[2020 Census: Counting Young Children](#)

[How the Census Helps Communities](#)

[How to Respond to the 2020 Census](#)

Spanish available now: <https://www.census.gov/library/fact-sheets/2019/dec/census101-spanish.html>

French

<https://www.census.gov/library/fact-sheets/2019/dec/census101-french.html>

Haitian-Creole

<https://www.census.gov/library/fact-sheets/2019/dec/census101-haitian-creole.html>

Japanese

<https://www.census.gov/library/fact-sheets/2019/dec/census101-japanese.html>

Korean

<https://www.census.gov/library/fact-sheets/2019/dec/census101-korean.html>

Polish

<https://www.census.gov/library/fact-sheets/2019/dec/census101-polish.html>

Portuguese

<https://www.census.gov/library/fact-sheets/2019/dec/census101-portuguese.html>

Russian

<https://www.census.gov/library/fact-sheets/2019/dec/census101-russian.html>

Tagalog

Link to come. Not yet available

Still in production: Arabic, Chinese and Vietnamese

**Next Meeting: Wednesday, November 13th at 8:30 AM
Lexington Senior Center, 195 Life Lane**

Lexington EVENTS – This includes all events applications submitted to the Mayor’s Office Arts and Cultural Affairs (Heather Lyons) & Parks & Recreation

Oct. 10 Thursday Night Live (Pavilion)
Oct. 11 Freaky Friday Flicks at Moondance
Oct. 12 South Elkhorn Church Fall Festival (Church)
Oct. 18 / 19 Bourbon Chase – Triangle Park, etc.
Oct. 19 Little Goblins Galore at McConnell
Oct. 27 Halloween Thriller Parade (downtown)
Nov. 1 Day of the Dead Festival (Living Arts & Science Center)
Nov. 2 Mayor’s Neighborhood Summit – (Senior Center)
Nov. 10 Kentucky Book Festival Ribbon Cutting (LexArts)
Nov. 16 Veterans Day Parade (downtown)
Nov. 19 The Night Market (NOLI)
Nov. 24 Gobbler Half Marathon (Mereworth Farm, etc.)
Nov. 29 Christmas Tree Lighting (unconfirmed date)
Nov. 30 Christmas Parade (unconfirmed date)
Dec. 3 Philanthro-Party – BGCF (Pavilion)
Dec. 7 Gingerbread House Party at Artworks
Dec. 19 The Night Market (NOLI)

2020

March 14 Shamrock Shuffle (downtown)
March 14 St. Patricks Day Festival
April 9 Thursday Night Live
April 16 Thursday Night Live
April 18 Kitefest @ Jacobson Park
April 23 Thursday Night Live
April 26 Susan G. Komen Race for the Cure (Downtown – TBD)
April 30 Thursday Night Live
May 7 Thursday Night Live
May 14 Thursday Night Live
May 21 Thursday Night Live
May 28 Thursday Night Live
June 6 Swinging on Short