



WeCountLex

Census 2020

Meeting Minutes

July 10, 2019

Committee Members in Attendance: Jeff Heron, Sheila Simpson, Raymond Sextion, Parry Barrows, Megan Moloney, Jim Wims, Mark Brand, Lindsay Wright, Kristy Stambaugh, Isabel Gereda Taylor, Amy Crowe, Bridgett Rice, Melissa Tibbs, Richard Young, Monica Conrad, Josh Mers, David Lowe, Rob Parmley, Katrina Howard, Sharon Murphy, Jennifer Reynolds, David Cozart, Bradley Stevenson, Matt Winkler, Arthur Lucas, Brenetta Osumenya, Susan Lamb, Kenny Bishop

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

1. Welcome & Introductions

Chris Ford welcomed meeting attendees and asked that committee members introduce themselves.

2. Supreme Court Ruling — Citizenship Question

- Discussion of last week's Supreme Court ruling to not allow the Citizenship Question on the Census
- Question of would incomplete questionnaires be accepted by the Census Bureau was raised; Dani Rodgers from the Census Bureau said all submitted questionnaires are accepted, regardless of number of questions completed
- The continued national discussion of inclusion of the Citizenship question will have impact on our community, even if it's not on the final form of the questionnaire, the response rate will be affected
- We need to build confidence in the privacy of responses, especially as Isabel Taylor notes, in the many subgroups in our International community. Those groups have many members whose concerns aren't documentation necessarily, but more of a concern of being in the spotlight. We'll need to focus on block to block, engaging neighbors to inspire trust.
- Question was raised of whether there can be a block to the Supreme Court ruling constitutionally; Dani Rogers response was that printing of the final questions has already begun, and without the Citizenship question.

3. Sub-Committee Reports / Discussions

The City Core Team meets monthly

- a. Civic Leadership — Susan Lamb
 - The Civic Leadership Sub-Committee has created a Mission Statement and definition for their Sub-Committee
 - Working on creating a consistent message for distribution for all their members
 - They will work to engage the business community, Commerce Lexington, Public Safety, and other local & state level public officials
- b. Campus & Learning Centers — Roger Daman
 - The Sub-Committee will meet immediately following this meeting
 - Focusing on early childhood, K-12, & higher education
 - Events in the schools & universities for Constitution Day, Sept. 17th – BCTC & UK have plans already
 - Regarding translation services—Global Lex has an intern through the beginning of September, specializing in French who may assist where needed
- c. Community Connectors — Richard Young
 - WeCountLex2020 logo—2 options were presented, with discussion of each, and some ideas for their potential uses
 - The logo will stay the same, even in translated materials
 - Both options were checked for those with visual impairment; colorblindness & readable fonts, and in digital versions, we need to make certain the image tags are appropriate for program that have screen readers for logos
 - We will have a small budget of \$7500, but are committed to tracking costs for all in-kind services and donation provided to the WeCountLex Committee
 - By a show of hands vote, the WeCountLex Committee selected logo Option #1, with some possibilities of changing up the icon (people, house, globe, etc) when appropriate
- d. Residential Services — Kenzie Holt

Have added Brenda Wells from the Greater Lexington Apartment Association as member
- e. Key Constituencies — Craig Cammack
 - Isabel Gereda Taylor will chair
 - Will need contacts with communities where languages are a barrier to combine & standardize the message
 - The Faith Based Community will be included as a subset or connected to the Key Constituencies Sub-Committee

4. General Discussion Topics

a. Home Internet Access Map

- This is the first year for possible online completion of the Census
- Dustin Baker demonstrated the map that shows local home internet access across Fayette County, showing by block groups where concentration will be needed in internet deserts to assist in completing the Census online. It included Library locations & Community Action Council locations will be added also.
- Is only for home internet; does not include mobile devices/wireless plans
- Website for the Home Internet Access Map: <https://bit.ly/2QHIVMi>
- By consensus, the WeCountLex Committee agrees that digital online response option is a priority for Fayette County
- Mapping will be related to the Residential Services Sub-Committee

Other maps:

National Census [Response Outreach Area Mapper](#)

Our local version of the ROAM map: <https://maps.lexingtonky.gov/roam>

b. Outreach Opportunities — Fall 2019

- | | |
|---|----------------------------------|
| a. <i>Roots & Heritage Festival</i> | <i>Sat Sept 7th</i> |
| b. <i>Latino Festival</i> | <i>Sat Sept 14th</i> |
| c. <i>Constitution Day</i> | <i>Tues Sept 17th</i> |

Additions:

<i>Back to School Rallies</i>	<i>August</i>
<i>Little Goblins</i>	<i>Oct 19th (J Wuorenmaa)</i>
<i>Thriller Parade</i>	<i>Oct 27th</i>
<i>St Patrick's Festival</i>	<i>March 14th</i>
<i>Veteran's Events</i>	

5. Announcements

- All Sub-Committees notes: there will be some overlap between Sub-Committees on ideas and work; we will make all efforts to inform & update all Sub-Committees of work being done
- WeCountLex Committee will meet bi-monthly on September 11th, and November 13th, then every 2nd Wednesday of the month starting in January 2020. We hope to have the majority of the Sub-Committee preparation work completed by then and roll everything back into the WeCountLex meetings.
- Rob Parmley announced that Lexington Public Library locations are having trainings from the Census, and that they will also be assisting those seeking Census employment on <https://www.usajobs.gov>.

- What is our goal? To increase our response in Fayette County to a greater response percentage than in the 2010 Census. Dustin Baker will generate a map for us to look back at the 2010 response rate by block group. Roger Daman reminded everyone that our community looks dramatically different than in 2010, and we will need to take that into consideration while strategizing how to increase response rates
- Response rates determine funding and representation—Council will redistrict in 2021 after the Census is complete, as well as the state's Legislative Districts; there is a possibility that Kentucky may lose a Congressional seat if response rates are low
- Ways to symbolize results of response rates and the costs to Fayette County of an undercount versus gains of an accurate count; will determine federal funds that we are “ENTITLED” to by formula across the community, unlike federal grant and other dollars that are awarded by application processes.
- Dani Rogers is happy to speak to any group regarding the Census & the process
Leslie D. Rodgers, Partnership Specialist
U.S. Census Bureau - Philadelphia Region
Office 859.699.3191
Email leslie.d.rodgers@census.gov
- **There will be 3 options for completing the Census—on paper by mail, online, and by phone**

Next Meeting: Wed, Sept 11th at 8:30 am. Location tbd