



WeCountLex 2020 Committee
Lexington Senior Center, 195 Life Lane
November 13, 2019 8:30 – 10:00 AM

Meeting Summary

1. Welcome & Introductions
2. Approval of Committee Summary from September 11th, 2019 Meeting
 - Approved after a motions by Kenny Bishop and seconded by CM Susan Lamb
3. Committee Goals & Priorities
 - Establish a goal rate to improve on that of 2010, which was mail response only, 2020 will have new methods: mail, phone, and internet response.
 - Establish a knowledge in the community and clear in our messaging that each household needs to respond and that a household doesn't have to be a house—is also a shared apartment, dorm, etc.
 - Each household will receive a mailing with their unique passcode to complete the questionnaire online or over the phone.
 - Passcodes will be mailed March 12, 2020, and will have 4 follow up mailings, if not completed online or by mail:
 - March 12-20
 - March 16-24
 - March 26-April 3
 - April 8-16
 - April 20-27
 - The in-person follow ups will begin in Mid-May
 - Households can still call in, even if they have not received the mailing with their passcode (which will be mailed to each household & needed to complete the online questionnaire)
 - Dustin Baker talked about the return rate versus the response rate, noting the return rate removed the vacant, deleted, and undeliverable addresses.
 - Lexington had a 79.6% return rate for the 2017 American Community Survey (ACS)
 - Will research how those return & response rated compare to other comparable communities.
 - WeCountLex will emphasize all three response options to complete the questionnaire.
 - Where possible in the community, clear up misconceptions that the 2019 American Community Survey (ACS) happening currently is **NOT** the 2020 Census.
 - At our January meeting, we will focus on language barriers & privacy (especially online), including the problem of not enough languages in the phone help.
4. Establish 2020 Meeting Schedule –
 - Begin meeting monthly in 2020, on the 2nd Wednesday of each month at 8:30 AM
 - All meetings will be held at the Lexington Senior Center, 195 Life Lane

- January 8, 2020
- February 12, 2020
- March 11, 2020
- April 8, 2020
- May 13, 2020
- June 10, 2020

5. Sub – Committee Reports

a. Civic Leadership

- Letter sent to all local elected officials & they will be contacted soon with tools
- WeCountLex will present at the February 4th Council Work Session and at the January CommerceLexington Board Meeting & will have information in their Business Lex Focus publication

b. Campus & Learning Centers

- Coach Cal PSA is up and running on local television & our website.
- Long Version of the PSA: https://youtu.be/-lToYqal_KE
- Short Version of the PSA: <https://youtu.be/rNmYrj0ggIw>
- Will have meetings with campus groups & student organizations after the holiday break, and will focus on those, along with residence halls and parent associations

c. Community Connectors

- Demonstrated www.wecountlex.org – Please use & distribute!

d. Residential Services

- The Office of Homelessness Prevention will be conducting their Point in Time Count in January, preparation is underway and they will lay the groundwork for the importance of the Census
- Community Action Council is focusing on the undercount of children under 5 in their Head Starts and stressing the importance and producing a document and PSAs to help families understand the importance of the Census

e. Key Constituencies

- At our January meeting, we will focus on language barriers & privacy (especially online), including the problem of not enough languages in the phone help.

6. Census Bureau Updates

- The Census Bureau is hiring, and needs applicants! www.2020census.gov/jobs

Next Meetings:

Wednesday January 8th at 8:30 AM at the Lexington Senior Center

Wednesday February 12th at 8:30 AM at the Lexington Senior Center

Wednesday March 11th at 8:30 AM at the Lexington Senior Center

Wednesday April 8th at 8:30 AM at the Lexington Senior Center

Wednesday May 13th at 8:30 AM at the Lexington Senior Center

Wednesday June 10th at 8:30 AM at the Lexington Senior Center