



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

Meeting Summary

1. Welcome & Introductions
2. Approval of Committee Summary from November 13th, 2019 Meeting
3. Census Bureau Updates
 - The local Area Census Office (ACO) reported on the task of recruiting Census workers, and the issues they're having meeting their goals.
 - As of now, the ACO has only had a 48% response rate of where they need to be in recruiting workers.
 - The hourly rate has increased to \$19
 - Please share the website and the recruiting message at www.2020Census.gov/jobs for anyone to get more information about the positions and to apply; flyer is attached
 - Multilingual applicants are particularly needed.
 - The recruiting resource person at the ACO is Mike Wright, and he may be reached at 859-788-4000.

4. Resource Materials

WeCountLex has a limited number of printed materials & giveaways available

The resource documents were emailed to the Committee following the meeting in PDF format & with links to Census 101 information sheet in multiple other languages, along with links to other information sheets and resources

If you need a table & skirt for an event, or copies of the documents, or pens, cups or magnets, contact Theresa Maynard at theresam@lexingtonky.gov a few days in advance to arrange pickup

Resources include:

- 4-page FAQ document (1000)
- Census 101 & Census 101 in Spanish flyers (1000 each)
- Where You're Counted Matters flyer (1000)
- Three sets of tables & skirts for informational tabling for Committee members' use
- Ink pens (1000), cups (500), and magnets (1000)
- T-Shirts will be arriving soon, we will have 400 adult & 400 youth shirts

5. Sub – Committee Reports

- a. Civic Leadership –
 - Will meet January 23rd at 11 AM in the 3rd Floor Conference Room of the Phoenix Building
- b. Campus & Learning Centers
 - FCPS will feature Census information on their website and will work with their print shop on materials, depending on budget, will provide information for the LIFT Workshops
 - Transylvania University is working with the Student Government Association and Student Housing, and will feature some type of Census-based competition for students
- c. Community Connectors
 - See the information on resource materials above
- d. Residential Services
 - The Office of Homelessness' annual CountLex event is this month, and in addition to the January LexCount, they will be doing an additional count in March to will get the Census word out
 - Shelters will be included in their Census outreach
 - Community Action Council is targeting activities to involve children under 5 and their parents, including videos and flyers
 - The Post Office will be providing tips, ideas, and suggestions to the subcommittee
- e. Key Constituencies
 - Anticipating crossovers in languages in communities, not all languages are the same in countries of origin
 - Issues with large families in small lodgings not wanting to take the Census
 - Need more visual data to make people want to take the Census
 - Meetings at Global Lex January 15th and 25th with community leaders & on a constant basis
 - The outreach to the faith communities has begun

6. Dates to Remember

- January 27th – presentation by Commissioner Ford to the CommerceLex Board
- Feature in CommerceLex's *Business Focus* magazine. Link to the issue is at https://www.commercelexington.com/uploads/4/6/5/2/46529867/busfocus_jan2020_web.pdf, and the Census information is on page 5 of the document.
- February 4th at 3 PM - presentation at City Council Work Session. **All WeCountLex members are invited to attend**

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