



**WeCountLex 2020 Committee**  
Lexington Senior Center, 195 Life Lane  
January 12, 2020 8:30 – 10:00 AM

## Meeting Summary

1. Welcome & Introductions  
Presentation at Council Work Session on February 4<sup>th</sup> went well; thanks to all that attended
2. Approval of Committee Summary from January 8<sup>th</sup>, 2020 Meeting
3. GIS Mapping & Data Review  
Dustin Baker shared the Top 5 Areas in Fayette County Low Response Score Map, which can be found at <https://arcg.is/iff00>.

Each section in the side panel to the left displays each area with the highest low response score. The last three sections highlight the top five areas for each of the three top contributors as identified by the Census, which are Rental Properties, Ages 18-24, and Female Head of Household.

The top 5 low response areas are:

1. Versailles Road-Cardinal Valley at 39.8%
2. South Limestone Corridor at 39%
3. Winburn at 38%
4. Red Mile Corridor at 38%
5. South Broadway/Manchester Street Corridor 36.4%

The regular Fayette County Low Response Score map can still be found at <https://arcg.is/0u0SyQ>.

Questions & possible strategies and focus mentioned by the committee were

- Global Lex's has 25 multilingual volunteers who are leaders in their particular communities; contact Isabel Taylor if you need a particular language
- Lexington Public Library's efforts to date & continuing
- Winburn Middle
- Send materials to parent to distribute to parents
- "Neighborhood Leaders" connect in Council Districts
- Kentucky Refugee Ministries
- Community Action Council in Cardinal Valley & Winburn are focusing on Head Start families & leadership; will be walking neighborhoods with messaging & will have booth to take the Census at all their Community Centers & is an On the Table superhost
- On the Table, CivicLex is focusing on neighborhoods & through a geographical lens; will be canvassing in these low response score neighborhoods & will

coordinate in all 17 Census tracts; are hiring to do this and distribute door hangers

- Faith-based communities will be engaged; not necessarily by neighborhoods, people commute to worship; BUILD; engage while the faith-based groups are already gathered
- Connect with food banks—God's Pantry & the faith-based pantries
- Partners for Youth Focus Night in Valley Park
- Public convening in neighborhoods through the end of April to encourage self-response
- Schools spring assemblies
- Marketing strategies for fliers

#### 4. T-Shirt Distribution Strategy

- CKEEP/VITA Super Saturday, February 29<sup>th</sup> (Tax preparation event with United Way of the Bluegrass at the Senior Center)
- Distributed to Community Action Council, UK, Civic Lex, soon to Health Dept, & Parks for ESP program staff
- Majority of youth shirts to the schools
- Remainder for parade

#### 5. St. Patrick's Day Parade

- Will march & have a vehicle
- Will have an informational table which we will share with the Census Bureau
- Need signs for the truck

#### 6. Census Bureau Updates

#### 7. Announcements

United Way will have announcements regarding Census in their 211 system

*Next Meeting: Wednesday March 11<sup>th</sup> at 8:30 AM at the Lexington Senior Center*