



WeCountLex 2020 Committee

Lexington Senior Center, 195 Life Lane

March 11, 2020 8:30 – 10:00 AM

Meeting Summary

1. Welcome & Introductions

2. Approval of Committee Summary from February 12th, 2020 Meeting

3. Census Bureau Updates

- John Myers gave an update on Census hiring; they now have 18,000 applicants, but still have concerns about needing to hire enumerators with other language skills besides Spanish
- Gave kudos to Global Lex for their help in attracting multi-lingual hires
- Mobile Questionnaire Assistance (MQA) by the Census—"popup" on-site help as needed to assist people in taking the Census. *Information about sending information to the Census for an event to request MQA is attached to this summary.*
- There will be an NPR story today at 4 PM regarding the Census.
- The national map for tracking response rates will go live in April; we will review our initial response rates in Fayette County through June to adapt and see where we need continued focus as a committee
- There will be a phone number that people without their unique passcode from their Census invitation can call in order to get it to complete the Census on line, although having the passcode to complete the Census online is strongly encouraged, and the process will go much more smoothly. *A sample of the Census invitation letter & links to those numbers are attached to this summary.*
- **Census mailing schedule**—*flier with mailing dates is attached.*
 - March 12 - 20 Initial Invitation Letter with passcode, once received Census can be completed immediately -- **The Census is going live online tomorrow!**
 - March 16 - 24 Reminder letter
 - If not yet responded:
 - March 26 - April 3 Reminder postcard
 - April 8 – 16 Reminder letter & the paper questionnaire
 - April 20 - 27 Final reminder postcard before Census follows up in person

4. Sub – Committee Reports

a. Civic Leadership

- Community rotating tables now through Dunbar Center & Carver Center/Artworks; currently at Family Care Center, will be at Black & Williams Center the next two weeks.
- Materials at the Northside YMCA
- Will be emailing elected officials with mailing schedule & other information
- Police Neighborhood Resource Officers will be getting the Census word out

b. Campus & Learning Centers

- o FCPS has Superintendent Caulk's PSA on their Facebook, Channel 13 station & website
- o LIFT Conference will have information distributed
- o UK has graphics created to be posted in spaces around camps, including UK dining
- o UK PR is working with President Capiluto on another PSA
- o Will have short film before all movies shown at the Student Center
- o Including Census information in newsletter to parents & students

c. Community Connectors

- o Posting languages and other updated information on [WeCountLex.org](https://www.wecountlex.org)
- o On the Table will delay in-person conversations until the COVID-19 virus no longer poses a threat in the community. Instead, register to take the community survey in March at ottlex.org.

d. Residential Services

- o Materials were given to and distributed by the Nursing Home Ombudsman Association for all nursing homes & care facilities.
- o Will be working with Bluegrass ADD to get materials to all assisted living facilities-- they will email out to the people who represent the assisted living groups that meet together once a month (& will help cover about 4k people). They can then print their desired materials. Will also talk to Kristy Stambaugh about the possibility of handing out information through the meal delivery program if this wasn't already discussed or happening.
- o Will work directly with Ashland Terrace, perhaps they will want an MQA.
- o Community Action Council "will begin regularly sending home notices with children in all of our Head Start programs reminding families about the census, and have set up public computers in the lobbies of their neighborhood centers and participants will be invited to use them to fill out the census online.
- o Regarding those experiencing homelessness in Fayette County, OHPI has met with Census staff and provided a list of locations where individuals have been known to sleep or reside outdoors. Census staff will independently conduct counts in encampments, in emergency shelters, and other relevant locations. Their count of persons in encampments will take place between midnight and 7 am on April 1st.

5. St. Patrick's Day Parade

The Parade & Festival have been cancelled for this year

6. Census Day Kickoff Event April 1st at Central Library

April 1st, 10:30 AM Central Library, Mayor & others will have a ceremonial media event kicking off the Census; all are invited to attend.

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

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

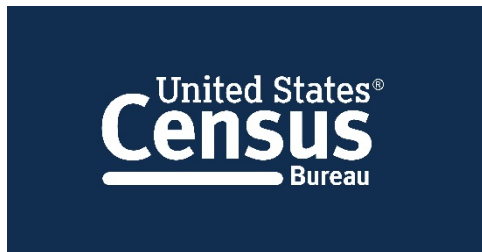
Below are links to the questionnaire assistance phone numbers in various languages for those needing to do the Census by phone in various languages.

There are also samples of the invitations people will be receiving by mail.

We are strongly encouraging respondents to use their UNIQUE IDENTIFIERS as much as possible to respond and they will only have these once they receive their invitations. Please continue to refer to www.2020census.gov for additional 2020 Census information being put up daily while you wait to receive your invitation with UNIQUE IDENTIFIER.

Here's some of those links I mentioned earlier:

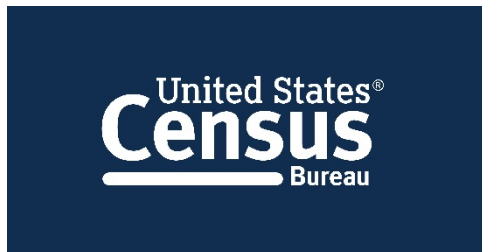
There's the Census Questionnaire Assistance Numbers: https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series/2020-memo-2019_18.html



Memorandum 2019.18: Census Questionnaire Assistance Phone Numbers

Prior to March 1, 2020, the CQA toll-free numbers are not available for public use. Attempts to call CQA prior to March 1, 2020 are not recommended, as they will interfere with testing efforts.; Beginning March 1, 2020, the English and Spanish language lines will be available to provide general information about the 2020 Census, including answers to frequently asked questions (FAQs), via an ...
www.census.gov

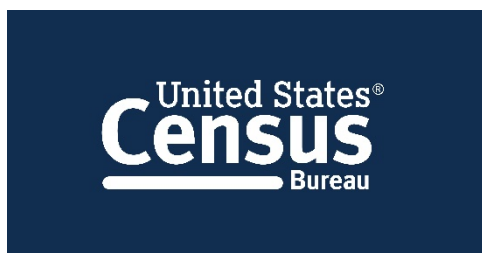
Census Invitations Press Release: <https://www.census.gov/newsroom/press-releases/2020/2020-invitations-arrive.html>



2020 Census Invitations Arrive March 12-20

MARCH 6, 2020 — Ninety-five percent or about 143 million households in the country will receive an initial invitation to respond to the 2020 Census in their mailboxes between March 12 and 20. The U.S. Census Bureau released informational copies today of the invitations, the enclosed materials, and ...
www.census.gov

And there's in depth photos of what each of the mailers will look like <https://www.census.gov/newsroom/press-kits/2020/2020-census-mailings.html>



2020 Census Mailings

Surveys/ Programs Information for... Find a Code
www.census.gov

Good morning!

I would first like to thank you for all of the hard work you've put in to each phase of us ensuring an accurate count for Kentucky! We've created committees, strategized, educated, and recruited, thus far!

Our next phase is **Mobile Questionnaire Assistance** which will take place at the end of March.

We know that the invitation to respond online (also by phone and mail) will be issued on March 12th. Census headquarters will then watch as the responses come in and look to identify which areas (nationwide) have the lowest response rates every week. Once the areas/communities are identified by census tract, we are tasked with finding spaces to set up Mobile Questionnaire Assistance (MQA) to help the community respond on-site!

This is where I need your help.

Would you please share this link

[https://2020census.gov/content/dam/2020census/materials/partners/2020-02/Mobile Questionnaire Assistance Fact Sheet.pdf](https://2020census.gov/content/dam/2020census/materials/partners/2020-02/Mobile%20Questionnaire%20Assistance%20Fact%20Sheet.pdf)) with your Complete Count Committees and other partners to help us identify who would be willing to **POTENTIALLY** be an MQA location for us?

What I need for a potential site so I can document it:

- 1.Name of site
- 2.Contact Person
- 3.Phone Number/Address
- 4.Wi-Fi (this is definitely needed)
- 5.Moderate-High people traffic
- 6.Hours Available (please denote)
- 7.Days of the Week available (please denote)

We will have Census Response Representatives who will be contacting these sites (**as needed...again, we just need sites just in case that area's numbers are low for that week**) to set up a virtual kiosk and help passers-by respond to the census in that low-response area.

Any libraries, sandwich shops, grocery stores, community centers, YMCAs, and countless other locations that qualify will be KEY to being proactive in counting our residents.

Please share and send me some of your sites and consider making this a topic for your next CCC meetings.

Thank you in advance,

Leslie (Dani) Rodgers, Partnership Specialist
Philadelphia Region
U.S. Census Bureau
o: 859-699-3191 | m: 859-699-3191

2020 Census Mobile Questionnaire Assistance Overview

WHAT IS THE MOBILE QUESTIONNAIRE ASSISTANCE PROGRAM?

During the 2020 Census, more than 4,000 U.S. Census Bureau staff, called Census Response Representatives, will be in communities around the country that have low response rates to help people respond to the census. (These staff are separate from the census takers who will visit households that do not respond.)

Census Response Representatives will visit events and key locations such as grocery stores and markets, houses of worship, community festivals, public transit hubs, libraries, community centers, and other locations where people naturally gather. There, the representatives will help people submit their census response either on a Census Bureau tablet or on the person's own device.



WHAT LANGUAGE ASSISTANCE IS AVAILABLE?

- People can respond online in English or in 12 select languages.
- The representatives can also provide the direct phone lines for English and the 12 other languages.
- The representatives will have instructions available in 59 non-English languages on how to complete the English questionnaire.

HOW IS THE CENSUS BUREAU IDENTIFYING LOW RESPONSE AREAS FOR MOBILE QUESTIONNAIRE ASSISTANCE?

- We will select initial locations based on 2020 projected response rates.
- After the 2020 Census begins, we will use actual response rates to identify ongoing locations on a weekly basis.

HOW CAN PEOPLE IDENTIFY OFFICIAL CENSUS RESPONSE REPRESENTATIVES?

- All 2020 Census staff will have an ID badge that includes: their name, their photograph, a U.S. Department of Commerce watermark, and an expiration date.
- Census Response Representatives will also wear teal shirts and have an official bag and a Census Bureau-issued tablet—all bearing the Census Bureau logo.
- Locations will be identified with banners bearing the 2020 Census logo.

WHEN WILL MOBILE QUESTIONNAIRE ASSISTANCE BE AVAILABLE?

Census Response Representatives will visit locations from March 30 through the end of census response operations in July 2020.