

Census 2020 Complete Count Committee (CCC)

Notes from July 16th, 2019 10:00 am – 12:00 pm.

- Welcome – Beth Ward, Chairman, Board of County Commissioners
- Opening Comments & Introductions – James Rhodes, Pitt County Planning Director
 - Cam Coburn, Director – Pitt Area Transit System
 - Chantae Gooby, Chief Planner – City of Greenville
 - David R. Miller, Director – Farmville Public Library
 - Emily Garner, Public Information Specialist – Greenville Utilities
 - Gloristine Brown, Mayor – Town of Bethel
 - Jaime Moles, Deputy Clerk – Town of Grimesland
 - Alice F. Keene, Recreation Coordinator – Pitt County Planning Department
 - Amy Hattem, Interim Director – Pitt County Public Health
 - Anna Willis, Intern – Pitt County Planning Department
 - Ben Johnson – West Greenville Representative
 - Bernadette Richards, Partnership Specialist – US Census
 - Bianca Shoneman, President & CEO – Uptown Greenville
 - Brandy Alexander- Daniels, Assistant Director of Housing Operations – College Student Representative, ECU
 - Bryan Jones, Planning Director – Town of Winterville
 - Calvin Henderson, President – NAACP
 - Kisha Green, East Branch Manager – Sheppard Memorial Library
 - Lynne James, HMIS Coordinator – Pitt County Planning Department
 - Mike Emory, Director – Pitt County Public Information Office
 - Rachele Mondovich, Librarian – Ayden Public Library
 - Richard Zeck, Executive Director/Mayor – Pitt County Council on Aging/ Village of Simpson
 - Rodney Coles, Sr. – Churches Outreach Network
 - James Rhodes, Planning Director – Pitt County Planning Department
 - Jan Elliot, Director – Pitt County Department of Social Services
 - Jennifer L. Johnson, Public Information Officer – Pitt County Schools
 - Jim Cieslar, Executive Director – Pitt County United Way
 - Justin Oakes, Planning Director – Town of Farmville
 - Juvencio Rocha Peralta, President – Association of Mexicans in North Carolina
 - Kahla Hall, Director, Community Benefit – Vidant Health
 - Kathy Castillo – Citizen
 - Ron Butler, Director – Community Schools & Recreation
 - Stephen Smith, Planning Director – Town of Ayden
 - Teresa Ball, Director – Pitt County Veteran’s Services

- Tracy Cash, Planner III, GIS – Pitt County Planning Department
- History of Census Activities & Demographics for Pitt County- James Rhodes
 - Presented a slideshow of Census 2010 activities and County wide demographics.
 - Emphasized the importance of making sure certain municipalities, such as Bethel and Fountain, get their response rates up.
 - A County wide response rate of 82% has been set for the 2020 Census
- Census 2020 Complete Count Committee Presentation – Bernadette Richards, Participation Specialist, United States Bureau of the Census
 - Welcomed Pitt County’s new Partnership Specialist, Allisa Shepard
 - Stressed the importance of the Census 2020 Goal: To count everyone once, only once, and in the right place.
 - Promotional items will not be provided this Census. It was recommended that if the County wants these kinds of items, staff should make room in their budget for purchases.
 - Members participated in a group activity where questions were read and if it applied to you, you would move into that group. This showed the importance of realizing that diversity is among us in more ways than we sometimes think.
 - Introduced the process of filling out the Census online:
 - Around March 24th, citizens will receive a card in the mail with a barcode which they will use as their own personal way of filling out the 2020 Census online.
 - Each citizen will continue to receive the cards until the paper form is sent as a final resort.
 - The Census Bureau is trying to stay away from the old, paper and pencil way of filling out the Census.
 - Spoke on hard to reach populations and the importance of targeting outreach efforts to ensure higher response rates.
- Census 2020 Complete Count Committee Training Activity- How to reach the “Hard to Reach Populations”
 - Each table picked a different undercounted population and developed action plans for getting the Census message out to them.
 - These populations included rural populations, under-five populations, people with language barriers, people with disabilities, Veterans, the homeless, seniors, and renters.
 - The groups then presented their ideas to the entire group; comments from each group are listed below.
 - Rural Populations
 - Social media advertisements- Instagram/ Facebook
 - Traveling services equipped with internet, targeting rural areas
 - i.e. bookmobile
 - farmers markets
 - Partnering with religious organizations

- Mom and Pop shops
- Flea markets
- School handouts
- Signage at Post Offices
- Under-five Population
 - Daycare centers
 - Parks, kid-centered areas
 - Maternity fairs
 - Festivals (kids-fest)
 - Churches
 - Social media (mom groups, etc.)
 - Pre-K or kindergarten registration
 - Pediatrician offices
 - Head start programs
 - Urgent care facilities
 - Kids movies, Plays (ECU, Playhouses)
 - Fast food indoor play areas
 - Mall/shopping areas
 - Health Department (WIC/DSS)
 - Schools (public, private, Home School Communities)
 - Sporting Events
 - Retail
- Language Barriers
 - Identify the spoken languages in the community
 - Non-profits
 - Churches
 - Target people of other languages
 - Local businesses targeted toward the minority populations
 - Identify professionals within the different language groups
 - Find different media platforms for the different languages (print, TV, radio)
- People with Disabilities
 - Transit/Transportation systems
 - Community organizations
 - STAR (support team for active recreation)
 - Organizations that support recreation
 - Public library
 - Leadership from Pitt County's Special Olympics
 - Senior councils
 - Schools
 - Filter information to students to reach parents with disabilities
 - Veteran groups

- Veterans
 - Local organizations
 - American Legions
 - VFW
 - VMW
 - DAV
 - Local VA Clinics
 - Educate staff
 - Have a booth
 - Leave info on community board
 - VET Center
 - Educate staff
 - Display information
 - Mimic marketing efforts to reach general population
 - Stand down or Veteran's Day events to connect
 - Go for homeless veterans
 - Encourage money for awareness/promotions
 - Target popular Veteran enterprises
 - Golden Corral on Saturday morning
 - Plasma center
 - Harley Davidson ride
- Homeless
 - Have enumerators at Shelters
 - Have information about benefits of participation
 - Have enumerators and information at feeding sites (soup kitchens/food pantry, other places the homeless consumers frequent)
 - Have trusted faces in the homeless community go with enumerators
 - Count at night in 24-hour businesses (laundromats, Walmart, etc.)
 - Visit encampments
 - Target libraries
- Seniors
 - Churches
 - Senior centers
 - Library
 - Where seniors gather- food places
 - Recreation centers and parks
 - Provide information in newspapers, bulletins, newsletters
 - Festivals
 - Reunions- school/ family
 - Food pantry
 - Post information at central locations – post office, grocery stores, etc.

- Movie theatres
 - Doctors' offices
 - Renters
 - Utility Bills
 - Newsletters
 - Bill messaging
 - Management companies
 - ECU/ PCC for student renters
 - Public Schools
 - Kids folders
 - Marquee signs
 - Churches
 - Social media
- Important things to note-
 - Many believed a message from the Census Bureau about safety of personal data was needed.
 - A lot of concerns were raised regarding the internet safety with the new online Census form.
 - The Public Information Office will make sure to let people know the difference between fake links and real links regarding the online Census form.
 - The barcode citizens receive in the mail is unique to them, and will only be able to be used on the official website.
 - Though Census day is April 1, 2020, the form may be filled out until early August.
 - There should be an added emphasis on the student population with disabilities, and a contact name was found and further information will be requested.
 - The Migrant farm workers who are in the County for a few months out of the year should be reached out to as well through Cathy Castillo.
- Establish next meeting date for CCC
 - The next meeting will be held sometime in November, but there was not a specific date given at this time. In addition, at least one other CCC meeting will be scheduled prior to Census Day.
- Adjourn