

Census 2020 Complete Count Committee (CCC)

Notes from November 7th, 2019 10:00 am – 12:00 pm.

- Welcome & Introductions – James Rhodes, Pitt County Planning Director
 - Alex R. Dennis, MS, Assistant Director – ECU Center for Leadership & Civic Engagement
 - Alice F. Keene, Recreation Coordinator – Pitt County Planning Department
 - Amy Hattem, Interim Director – Pitt County Public Health
 - Anna Willis, Intern – Pitt County Planning Department
 - Annette Eubanks – Mid-East Commission Area Agency on Aging
 - Ben Johnson – West Greenville Representative
 - Bernadette Richards, Partnership Specialist – US Census
 - Bryan Jones, Planning Director – Town of Winterville
 - 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
 - Gwen Greene – Delta Sigma Theta Sorority Greenville Chapter
 - Jaime Moles, Deputy Clerk – Town of Grimesland
 - James Rhodes, Planning Director – Pitt County Planning Department
 - Justin Oakes, Planning Director – Town of Farmville
 - Juvencio Rocha Peralta, President – Association of Mexicans in North Carolina
 - Kisha Green, East Branch Manager – Sheppard Memorial Library
 - Kyle Kettler – Pitt County Public Information Office
 - Leigh Guth, County Extension Director – NC Cooperative Extension
 - Lynne James, Housing Coordinator – Pitt County Planning Department
 - Margo Jordan – City of Greenville
 - Maru Quintero, Partnership Specialist – US Census
 - Melvin C. McLawhorn, Vice Chairman – Pitt County Board of Commissioners
 - Meredith Hawke – Uptown Greenville
 - Rachele Mondovich, Librarian – Ayden Public Library
 - Richard Zeck, Executive Director/Mayor – Pitt County Council on Aging/ Village of Simpson
 - Ron Butler, Director – Community Schools & Recreation
 - Stephen Penn, Economic Development Planner – Town of Winterville
 - Stephen Smith, Planning Director – Town of Ayden
 - Teresa Ball, Director – Pitt County Veteran's Services
 - Tony Parker – City of Greenville
 - Tracy Cash, Planner III, GIS – Pitt County Planning Department

- Pitt County Census Activity Updates – James Rhodes
 - Presented a slideshow of Census 2020 activities completed so far by the Pitt County Planning Department.
 - Encouraged other members to become as creative as possible with the limited funding provided through the Census campaign this time around.
 - Emphasized the importance of making sure certain municipalities, such as Bethel and Fountain, get their response rates up.

- Census 2020 Complete Updates – Tanya D. Pierce & Bernadette Richards, Partnership Specialist, United States Census Bureau
 - Welcomed Pitt County’s new Partnership Specialist, Tanya D. Pierce.
 - Stressed the importance of the Census 2020 Goal: To count everyone once, only once, and in the right place.
 - Bernadette noted that the current push with the Census is to create partnerships with schools.
 - Utilize the Census website to obtain worksheets by age range of students, and other child friendly Census activities to educate on the importance of the Census.
 - Tanya spoke on hard to reach populations and the importance of targeting outreach efforts to ensure higher response rates.
 - How do we achieve this?
 - Through the promotion of Census Jobs in the County.
 - Make sure individuals know that they will not lose their WIC benefits despite making more money, and individuals may be able to get an exemption to work, even if they are not a U.S. citizen.
 - Creating trust within minority communities by finding people to work for the Census that “look the same as the minority groups”.
 - Urged the Complete Count Committee to begin promoting job opportunities through the Census within the different communities around the County.
 - According to Tanya, Pitt County is in need of 2,009 applicants to work for the Census.
 - Promotion of lawn signs.
 - Job signs and banners are available to post around the county for free through the partnership specialists.

- State CCC/ LatinX Updates – Juvencio Rocha Peralta, Amexcan & NC CCC, & Maru Quintero, Partnership Specialist, United States Census Bureau
 - Maru stressed the importance of teaching the children throughout communities about the Census.
 - Starting by building a foundation with the children through education, rather than having them being a messenger to their parents.
 - Juvencio spoke on the establishment of the LatinX Complete Count Committee.

- Stressed the importance of finding individuals of the LatinX community to work for the Census to create a comfortable atmosphere for the Hispanic population regarding the Census process.
 - Wants to create ways to engage the college aged LatinX population.
 - The next Hispanic Engagement Meeting will be in Raleigh at the NC Rural Center from 9:00am-2:00pm on December 10th.
- State/Federal Census Updates – Bob Coats, Governor’s Census Liaison and State Data Center Coordinator
 - Presented a slideshow containing important information and updates from the State and Federal sides of the Census.
 - Emphasized how important it is to localize what the Census truly means.
 - Noting how The Census is required by the U.S. Constitution to apportion seats in the House of Representatives.
 - Over \$16 billion in federal funds were obligated in NC in FY2015 based on Census Numbers
 - That is \$1,623 per person per year in federal funds and about \$200 per person in state funds.
 - Stressed the importance of citizens being aware of potential Census Fraud or Scams, especially considering Census 2020 will be able to be filled out online.
 - Wants citizens to be aware that the Census will never ask for Social Security numbers, bank or credit card account numbers, money or donations, or anything on behalf of a political party.
 - Any data input online for the Census will be protected.
 - Presented statistics of broadband access in homes throughout the State, which did not include cellphone usage.
 - How do we help the people who do not have broadband internet access fill out their Census?
 - Create partnerships with trusted facilities for free internet access such as local libraries, schools, and community centers to allow citizens to use their resources.
 - Have these facilities promote the Census within communities.
 - There are Census workers who can come out and hold events at these facilities during the filling out of the Census to assist in any questions individuals may have during the process.
 - Showed an update of the activities completed through the NC CCC which consisted of:
 - A booth at the NC State Fair to spread awareness of the 2020 Census with help from local Census partners and volunteers.
 - A meeting in Greenville and Asheville regarding its part within the Hispanic/Latinx community – focused Census partnership series.

- Emphasized the importance of utilizing social media for the promotion of Census 2020 as there are no funds to help host promotional events as the State had in the past.
 - Follow the Census on social media using the username @NCCensus, and the hashtags #MakeNCCount.
 - Urge CCC members to become as creative as possible with social media promotions.
 - Educated the CCC on the importance of being familiar with the “Type of Enumeration Area (TEA)”, as well as utilizing ROAM, which provides actual statistics for specific areas.
- Recruitment, Next Steps & Phases of Census – Tanya D. Pierce & Bernadette L. Richards, Participation Specialists, US Census Bureau
 - Bernadette noted how the Census has a competition aimed towards college students, and wants to see it done in Pitt County.
- I HAVE.../I WILL... Activity – Anna Willis, ECU Census Liaison
 - The activity consisted of every member in attendance receiving a piece of paper labeled “I WILL” on one side, and “I HAVE” on the other. This was completed to get a sense of how involved the CCC members have and will be individually, as well as a whole group, in regard to promotion of Census 2020.
 - Each member was given the opportunity to share with the group what they have done to promote the Census and what they plan to do to promote the Census.
 - To hold each member accountable, they took pictures of what they wrote, signed and dated their papers, and turned them in. The CCC members will be returned their paper at the next meeting to see if they actually completed what they said they would do.
- General Discussion & Upcoming Events – James Rhodes, Planning Director
 - The next CCC meeting dates were established and will be held on January 9th, and March 5th, 2020.
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