

MEETING MINUTES

St. Charles County Complete Count Commission Tuesday, July 23, 2019, 8:30 am

Attending Commission Members:

Molly Dempsey (Chairperson), Lesia Anstead, Edward Bryant, Ingrid Casillo, Shana Eubanks, Kyle Gaines, Kathy Henderson, Jessica Heslin, Michelle McElfresh, Lori Myers, Hahn Nguyen, Jorge Perez, Gabriela Ramirez-Arellano, Jim Rhodes, Scott Tate, Kathy Thompson, Terra Treece, Amy VanDeVelde, David Zucker

Absent Commission Members:

Laura Wagner

Others Attending:

Jennifer George - St. Charles County, Emmett Morris - United States Census Bureau, Partnership Coordinator, Greg Neunuebel - SSM Health, Public Relations Consultant, Sheila Weiss - St. Charles County

Meeting Call to Order

The meeting was called to order by Molly Dempsey at 8:35 am with members in attendance noted above.

Approval of July 23, 2019 Meeting Agenda

Motion was made by Jim Rhodes to approve meeting agenda for July 23, 2019. Motion was seconded by Kyle Gaines. The motion passed unanimously by acclamation.

Notice of the meeting was placed on the County's website and posted in the lobby of the County Building.

Welcome and Introduction of Commission Members

Chairperson Molly Dempsey welcomed the Commission members, and each member present introduced themselves.

Presentation by Emmett Morris, Partnership Coordinator, United States Census Bureau

Emmett Morris stated that 2020 will be his third time working with the U.S. Census. Some highlights of Mr. Morris' presentation are as follows:

- The Constitution mandates that the census be taken every 10 years. The Federal Government appropriates \$675 billion dollars per year to states and townships, and their appropriations are based on census counts.
- Questionnaires for the 2020 census will be mailed out in March and for the first time, those questionnaires can be completed either by mail or online.
- Field personnel will be required to go door-to-door and attempt contact with non-responders. They will be using all available resources such as satellite technology and land records to cut

down on the necessary number of field personnel, but are asking for help from Complete Count Committees with employee recruiting.

- Their “*New Construction Program*” is dependent upon obtaining accurate address lists from Municipalities.
- His goal as a Partnership Coordinator is to build partnerships with state & local governments, schools, and businesses so they can help educate and engage the public.
- Hard to count demographics include children under five, college students, Millennials, farm workers, and homeless people. Complete Count Committees may wish to form Sub-Committees to help reach out to hard to count demographics, such as a “*Millennial Outreach Committee*”.
- In 2010, an estimated 20% of Missouri residents did not respond to census mailings. St. Charles County had a 22.7 non-response rate in 2010. They are predicting that 2020 response may be even lower due to government distrust and other factors.

Packets were distributed to the Commission Members that contain an activity timeline for the 2020 Census. Mr. Morris stated that a tool kit for Commission Members can be found on their website at census.gov@uscensusbureau.

Commission Discussion and Questions

- David Zucker asked what the pay scale is for census employees. Molly Dempsey replied that positions start at \$19.50 per hour.
- Lesia Anstead asked that if the census questionnaires will be mailed out on March 1, 2020, but the actual count is supposed to be as of April 1, 2020, should the questionnaire be filled out as of April 1st, or filled out upon receipt? She stated that certain conditions could change between March 1st and April 1st such as families receiving additional foster children within that time frame. Emmett Morris replied that it is best to fill it out as soon as possible, unless you knew for sure that the counts could change between March 1st and April 1st.
- Kyle Gaines asked Emmett Morris if he could go into more detail about how the “*New Construction Program*” works. Emmett Morris replied that this is an ongoing process, and they already started working with Municipalities by requesting updated lists of new construction in their areas be sent to them on a regular basis. Jennifer George stated that the cities regularly send updated address files to the County GIS Department, so the County’s GIS mapping system is kept fairly up to date.
- Shana Eubanks asked if there are processes in place to reduce duplicate counting. Emmett Morris stated that all of the counts are vetted so that no one gets counted twice.
- Lori Myers asked for clarification on what the duration of the job opportunities will be. Emmett Morris responded that these will be part-time as-needed jobs with flexible hours. There won’t be any set hours, and the employees will be able to work from home. There is limited training for these positions, in the form of both online, and in-person training.
- Molly Dempsey asked if there were any full-time positions available. Emmett Morris stated that there will be some full-time management jobs available for their St. Louis Area Office.
- Jennifer George stated that in past censuses she has been involved with, there was no Social Media. This census will likely rely heavily upon Social Media to help with outreach efforts. The County Communications Department will be able to assist with outreach in ways such as including census information in County Newsletters, and by adding information flyers to utility bills. She added that the County does not have any participation with Lindenwood University as they have in the past, and she would like to see them be engaged in this process to better help with student counts. Emmett Morris stated that he has a presentation set up at Lindenwood University this evening for that purpose.

- Lesia Anstead asked if St. Charles County would have a Facebook page for 2020 Census information. Jennifer George responded that St. Charles County won't have a separate Facebook page, but they will use their existing Facebook page, and all of their available media channels to push information out so that Cities and partners can help spread the information.
- Edward Bryant stated that he worked with the 2010 Census Bureau and they identified non-traditional media and used local newspapers to push information out. Mr. Bryant stated that the United Way is looking at ways to send out direct client contact messages to get census information out. They are also working on funding a pool to help non-profit agencies and provide them with informational materials.

In closing, Emmett Morris urged the Commission members to use all of the tools available to them. He suggested they may wish to consider forming a "*Speakers Bureau*" and visiting local clubs to deliver census information in-person, which helps to build trust within the community.

Meeting Adjournment

Chairperson Molly Dempsey stated that the next meeting of the Complete Count Commission will be on Tuesday, August 6, 2019, at 8:30 am.

Motion to adjourn was made by Kyle Gains and motion seconded by Jim Rhodes. The motion passed and the meeting was adjourned at 9:55 am.