

Royal Oak
2020 Census Complete Count Committee
Meeting Minutes
May 30, 2019
5:30 – 6:30
Salter Community Center

Members Present – Thomas Allen, Larysa Blyzniuk, Royetta Elba, Theresa Tejeda, Bruce Weaver, Wanda Warsinski, Bernadette Beach

Staff liaison: James Krizan,

Members Excused/Absent –Marilyn Dailey, Lynn Muth, Ruth Stanton

1. **Call to Order:** at 5:36 pm by Weaver who was asked by Beach to chair committee.
2. **Public Comment:** None
3. **Agenda:** Motion to approve the Agenda made by Allen, seconded by Blyzniuk. All in favor, motion carries
4. **Approval of minutes from 05/7/2019** – Motion by Tejeda to approve the minutes, seconded by Warsinski. All in favor, motion carries.
5. **Marketing Sub Committee:**
 - Weaver noted there are resources on the government census website about the study that was done.

Important to have tangible information of why they need to participate. I.e. regarding roads, healthcare etc.

Possible Communication Strategy for Royal Oak Complete Count Census

Some Background...

- The Census Bureau conducted a large 2018 evidence-based study to measure potential key barriers to participation in the 2020 Census. This survey identified the following key barriers:
 - Apathy
 - Concerns about confidentiality and privacy
 - Fear of repercussions from participation
 - Distrust in government
 - Few perceived personal benefits
- Survey respondents chose as the top reasons to participate in the 2020 Census:
 - Increased funding for public community services resulting from a complete count
 - Civic duty
 - Participation contributes to a better future for their community
- Other conclusions from this study:
 - It will be important to stress to some people tangible evidence of the positive impact of a complete census count to persuade them to participate
 - Hospitals, fire departments, and schools were key entities that persons value in their community. If a complete census count will increase funding to these organizations, many persons will participate in the census.

What should be our communication strategy?

Point #1 – Emphasize the positive aspects of participation

Point #2 – Most Royal Oak residents are inclined to respond to the census. Response rates in the last two decennial counts were 86 percent and 82 percent, respectively. We will have a larger impact if we spend our limited time and resources maximizing turnout among persons likely to respond, rather than concentrating resources on those distrustful of government.

Point #3 – Our efforts should be data-driven. We should focus attention on Royal Oak residents who may be unaware of the census, or may have barriers to participation, or who may comprise a higher than average share of the hard-to-count in Royal Oak.

Point #4 – Although we may focus on the positive aspects of participation in our communication material, all members of the Complete Count Committee who will be interacting with the public will likely receive many detailed questions on the many legitimate concerns residents may have. We will all need accurate information to answer these questions of Royal Oak residents. We will need to develop a fact sheet that all members can use to answer these common questions. It will be important that we provide a consistent message and a set of accurate responses.

- 80% is already a good participation, so approaching this from the positive sounds like a good approach. Tajeda suggested a strategy like “all of your neighbors are participating in the census...”. Group agreed to use the positive approach when reaching out. Also need to have accurate information to respond to questions in an accurate way.

6. Allen met with Judy David regarding the city website for the Complete Count Page and will continue to work with her. Royal Oak will make copies for the campaign. Renters are hard to count. Suggestion to have lawn signs for apartments. Motion by Allen for a committee to handle renters. Motion approved by all.

7. Messaging document reviewed by Weaver. Krizan mentioned Royal Oak does have some data on funding that comes from federal funding to be woven into messaging.

- Tajeda will develop get language regarding inviting people to complete census. Blysniuk will create a frequently asked questions.

Weaver mentioned a video could be created for the Census for young people. Blysniuk will check with volunteer who could do videographer. Krizan mentioned WROK may also be able to do this. Tajeda suggested a flyer with what the questions will be on the census form.

Weaver shared a link to a video the committee may want to review.

https://www.rockthevote.org/?utm_campaign=20190509mspios1ccdta&utm_medium=email&utm_source=govdelivery

- General brochure may be better for events. Also discussed possibility of getting a small giveaway. Arts, Beats and Eats is another event to consider.

8. Next steps: Current information seems good for several groups. Action items: Need to decide when brochures need to be ready. Blysniuk will see if she can get t-shirts printed from a donation and will work on the powerpoint presentations. Allen present final logo, working draft of FAQ's. Tajeda will have an event calendar for next meeting.

9. Next meeting will be Monday June 17, 2019, 5:30pm.

10. Grant Application – Huffman and Tejada are waiting to hear back from Community Foundation to be announced in June.

11. Meeting Adjourned – The meeting was adjourned at approximately 6:39pm. Next meeting 06/17/2019