



Delaware CENSUS 2020 Hard to Count Population Sub-Committee Meeting

August 5, 2019
10:00 am to 12:00 pm

Haslet Armory, 122 Martin Luther King Jr. Blvd, Dover DE 19901

DE Complete Count Commission Chair: Lt. Governor Bethany Hall-Long

Co-Chairs of Sub Committee: Sheila Bravo, President & CEO of DANA, Delaware Alliance for Nonprofit Advancement

Lolita Lopez, President & CEO of Westside Family HealthCare

Committee Members:

Gwen Angalet – CEO of GBA Consulting

Stephen Bayer, Planner for the Office of Planning, State of Delaware

Dan Cruce, Chief Operating Officer, United Way of Delaware

The Reverend, Guy DanJoint, Haitian Evangelical Church

Bernice Edwards, Executive Director, First State Community Action Agency

Gary Fullman – US Census Bureau Delaware

Peggy Geisler, Executive Director, Sussex County Health Coalition & President, PMG Consulting

Heather Hook – Executive Director, Kenney Family Foundation

Charita Jackson-Durosinmi, Director of Rural Health Outreach for Westside Family Healthcare

Ty Jones, Representative Lisa Blunt Rochester's Office

Delaney Newman, Westside HealthCare

The Reverend Rita Mishoe Paige – Pastor of New Beginnings AME Church/ Delaware State Housing Authority

Annie Norman, Director of Libraries

Maria Paxson – Education Associate, English Learners Delaware Dept. of Education

Devon Reed – US CENSUS Partner Specialist

Laura Wisnewski, Lt. Governor's Office

Agenda

10:00 am Welcome & Introductions

Sheila Bravo & Lolita Lopez

Approve Minutes from Prior Meeting

Update Delaware Complete Count Commission July Meeting

Lolita Lopez & Laura Wisnewski

Review and revise/approve recommended strategy for engaging HTC populations

Sheila Bravo

Identify Task Group membership

All

Next Steps and Accountabilities

DE 2020 CENSUS Hard to Count Population Sub Committee

August 5 Agenda

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- Sheila Bravo, President & CEO of DANA, Delaware Alliance for Nonprofit Advancement
- Lolita Lopez, President & CEO of Westside Family HealthCare

Attendees:

- Gwen Angalet – CEO of GBA Consulting
- Stephen Bayer, Planner for the Office of Planning, State of Delaware
- Dan Cruce, Chief Operating Officer, United Way of Delaware
- Bernice Edwards, Executive Director, First State Community Action Agency
- Gary Fullman, U.S. Census Bureau
- Tyrone Jones, Congresswoman Lisa Blunt Rochester's Office
- Delaney Newman, Westside Family Healthcare
- Annie Norman, Director of Libraries
- The Reverend Rita Mishoe Paige – Pastor of Star Hill AME Church and Social Worker/Case
- Maria Paxson – Education Associate, English Learners Delaware Dept. of Education
- Devon Reed – US CENSUS Partner Specialist
- Laura Wisnewski, Lt. Governor's Office
- Cheryl Doucette, Sussex County Health Coalition & PMG Consulting

Meeting Minutes:

Welcome & Introductions – each member shared their organizational affiliation and interest for serving on this subcommittee.

Reviewed Subcommittee charge and timeline. Hard to Count Sub-committee one of multiple subcommittees created by the Complete Count Commission. While there may be overlap, this subcommittee will focus on Hard to Count Populations.

- This subcommittee will share meeting minutes with other subcommittees to keep them informed of our progress.
- Can leverage work done by other states for developing strategies for Hard to Count populations. DANA is part of a national cohort of nonprofit organizations working on CENSUS, the State Planning Department also has access to national resources, and the U.S. Census Bureau as a resource.
- Working on a platform to store agendas, minutes and information from all the subcommittees.

Update on State/Federal Happenings for CENSUS and Complete Count

- Laura Wisnewski provided an overview of key milestones of the Complete Count Commission. Allocation of \$650,000 in one-time funds to support CENSUS outreach which can be leveraged to raise other funds. There are job fairs underway to hire approximately 3,000 U.S. Census workers in Delaware. Five subcommittee underway, including geographic committees to address specific needs of populations in various parts of the state.

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- Devon Reed, U.S. Census update for Delaware. Area Census office for Delaware is officially open. Located at 1313 Market Street in Wilmington. Three managers in action: one from Kent County and one from New Castle County. Additional hiring underway. Job fairs underway mostly in our Delaware libraries. Will hold another hiring fair at the end of summer for September/October applications and hiring. Difficulty hiring in Sussex County, and seeking to hire a specific manager to run Sussex County operations.
- Timeline for Census:
 - National advertising campaign will gear up in January 2020, in cooperation with national corporations. Delaware specific advertising is up to local office.
 - Initial Census invitation will go out in early March. Late march is the reminder letter
 - If not completed, in late April there will be a paper copy of the Census.
 - June-July there will be non-response follow up in person, door-to-door outreach. One in 25 houses will get in person outreach for quality assurance.
 - Paper forms going out in English and participants must request forms in a different language.
 - Only a U.S. Census Bureau employee may work with participants to complete the form.
- Citizenship Question on the Census
 - Courts have said Citizenship question is not permitted.
 - Announcement expected from the White House today.

Who and Where are the Hard to Count Populations?

The subcommittee discussed what hard to count populations will be the focus. A handout showed the listing of hard to count populations and it is rather large.

Considerations the group laid out:

- Communication to disenfranchised communities needs to be delivered by trusted members of that community. Census Ambassador: Trusted member of community paid to support education and lead activities from inside the community
- Prison populations are difficult due to the influx of individuals coming into prisons or leaving prisons. There is a specific subcommittee seeking to address how we count this population.
- Need to consider a strategy to target specific participants who require additional assistance regarding language/literacy or computer use barriers?
 - Ambassador could use sample census survey to provide an explanation of the type of questions that will be asked.
 - Could we create posters with the sample questions?
 - Are there a critical number of questions or key questions at minimum a participant must answer to be included in the count? The more questions you leave blank, the more likely you are to have a Census worker come to the door for a quality assurance check
- Questions should mirror the 2010 questions, but final questions are to be determined.

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Who are we trying to help?

- Key hard-to-count populations to target:
 - Those who cannot read
 - Those who cannot use a computer or lack computer skills
 - Those who do not read English or speak English
 - Undocumented
 - Given that 0-4 populations were the most significant undercount we should focus on them.
 - Homeless and transient population - What organizations are serving these populations
 - Renters - Surrounding Universities and Beach areas; Could engage civic associations and real estate agents

Strategies:

The subcommittee's role is to advise on strategies so that other committees can implement. Ideally there would be census committees imbedded in the communities, working through their localized approaches to educate and motivate census participation.

- Build trust
 - Education of members of the community to encourage participation
 - Identify people in community who are trusted to help with education/assistance to gain access to participants.
 - Reference the methods used when promoting the Affordable Care Act.
- "When in doubt count!" then the system will address duplicates (Dan Cruce, United Way of Delaware) – questions around situations where a child may have separate parents or be away in college
- Populations may also need guidance on access
- Senior centers/ Libraries – have census workers there to assist
- Caseworkers and others who engage directly with these populations could provide access to CENSUS through laptops, computers. Just need the barcode for the address.
- Could we train existing case managers to support census participation?
- Only a U.S. Census Bureau employee can help a participant complete the survey, however participants may get assistance in reading, translating (or for those with disabilities) entering the information they give.
- In Kent and Sussex County, the goal is to hire Census takers that are embedded in communities.

Identify next steps and accountability

- Who are the groups that we should engage to help reach the various targeted populations?
- Identify locations where people frequently go to share information/educate/congregate such as: community centers, libraries, churches, barber shops, senior centers
- What kind of communication materials do we need?
- Timeline
 - Brief report to Complete Count Commission for July and August
 - Be prepared to form task groups by September.
 - Create a master calendar of events for Census Bureau to attend.

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Action items for committee members:

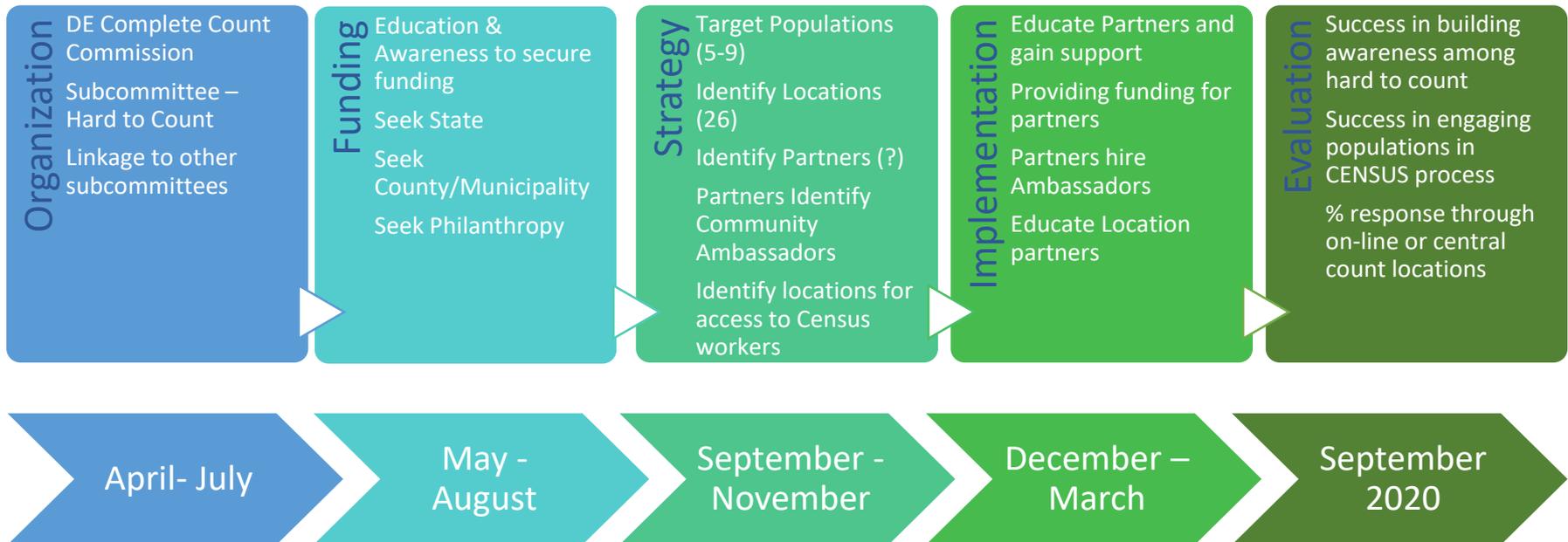
- Identify events that the US Census should have booths to help educate (such as upcoming AFRAM, August Quarterly, Hispanic Festival, etc.) – **send to Gary Fullman**
- Identify individuals who can advise in the task groups – think out of the box – not just nonprofits and government agencies – **send names and suggested task group to Sheila Bravo**
- Identify locations where 1) education/awareness material can be posted 2) where HTC populations could go to participate in CENSUS.
- Review types of materials being developed by other states to reach hard to count – **Sheila to send links**

Next meeting

- August 5, 2019, 10:00am – 12:00pm, Haslett Amory, Dover.

DE Hard to Count Population Recommended Approach and Timeline

DRAFT

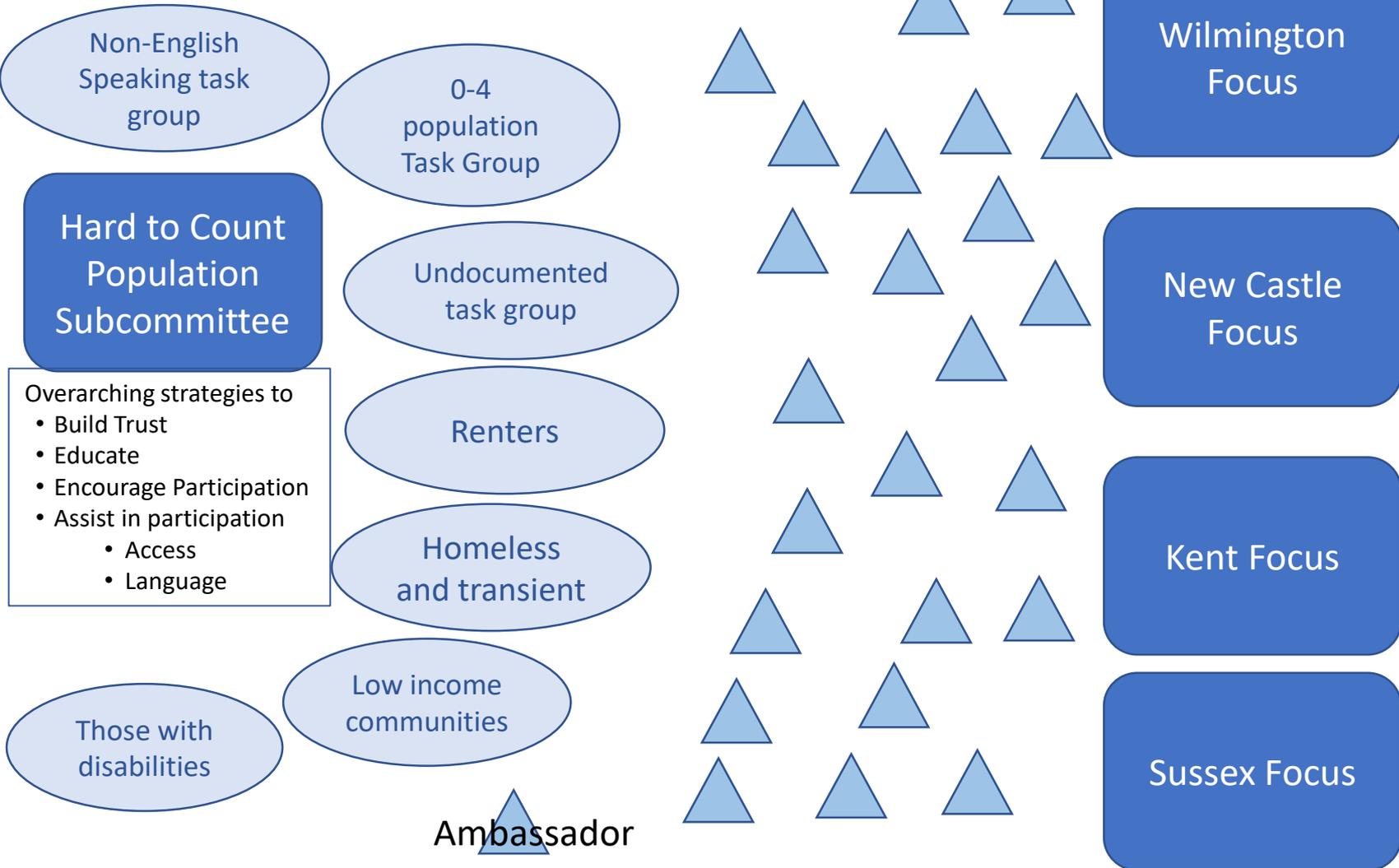


Strategy for Hard to Count (HTC) Populations

- HTC Committee – develops overarching strategies and identifies individuals to serve on population task groups who can create specific strategies for their population
- Population Task Group – creates custom strategy for education, participation persuasion, and access to complete Census – in partnership with geographic subcommittee identifies Census Ambassadors
- Census Ambassadors – works within their local community to build trust, educate, persuade participation (compensated positions)
- Census Access hubs – locations around the state where individuals can safely go to participate in the CENSUS (compensated)

Creating a Network of Organizations who identify people to serve as ambassadors in local communities

Task groups customize for their populations
Identify ambassadors in local communities



Geographic committees partner with task groups to identify ambassadors to implement customized strategy in their local communities

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Special Populations Subcommittee

Draft Strategic Plan: August – December 2019

Subcommittee Members:

- **Alanna Mozeik**, Dept. of Health and Social Services – co-chair
- **John Sebastian**, Dept. of Correction – co-chair
- **Terra Taylor**, Department of Correction – secretary
- **Rep. Sherry Dorsey Walker**, State Representative
- **Meredith Seitz**, Department of Services for Children, Youth, and their Families
- **Marlena Gibson**, Delaware State Housing Authority
- **Christina Stauffer**, University of Delaware
- **Cheryl Heiks**, Delaware Health Care Facilities Association
- **Christina Bryan**, Delaware Healthcare Association

From August to December 2019, the Special Populations Subcommittee will be focusing on public education. Each member of the subcommittee has identified ways by which their organization or agency will begin to educate the public and raise awareness about the 2020 Census through the end of 2019.

All State agencies represented will coordinate sending a blast email to their employees with resources and a request for public-facing staff who do direct client contact to discuss the Census with their clients. This information will include how each specific population will be counted.

Delaware State Housing Authority (DSHA):

- Presentation at Delaware Continuum of Care (homeless system) meeting - annual meeting is October, quarterly in January. Tables/materials at other related events
- Blast emails to homeless service providers, including shelter, transitional, permanent supportive housing and day centers
- Develop flyers targeted to people who may be homeless and distribute in both emergency housing facilities, homeless day centers and other locations (libraries, methadone clinics) and grassroots providers

Department of Correction (DOC):

- Posts on DOC Facebook and Twitter pages
- Providing flyers in Probation & Parole office waiting rooms
- Adding media content to TV in Probation and Parole waiting area

Department of Services for Children, Youth, and their Families (DSCYF):

- Outreach specific to foster parents so that they can begin thinking about how to count the children in their care (emails, letters, pamphlets)

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- Provide talking points/FAQ's to staff at staff meetings, mention the census at events held for families

Department of Health and Social Services (DHSS):

- Social media posts on the main Department pages and the individual Division pages
- Provide informational content in all State Service Centers (14 total)
- Coordinate with Federally Qualified Health Centers to disseminate information to their clients

Delaware Health Care Facilities Association:

- Blast emails to specific provider groups with requests to share on their organization's webpages, and in newsletters
- Posts on DHCFA website
- Sharing materials at upcoming annual trade show and ongoing educational events
- Sharing information on materials available for individuals with disabilities
- Conferring with Board of Directors about best ways to communicate with residents and families (in facility television, bulletin boards, newsletters, emails etc.)

Delaware Healthcare Association (DHA):

- Post information at hospital facilities, especially the Emergency Department, such as pamphlets/brochures and signs
- Ask hospital community outreach teams to provide educational materials at their community events
- Notify health system employees through internal communications about the Census so they are aware and able to answer questions