

Norfolk Complete Count Committee
Meeting Minutes
June 20, 2019
Scope, Meeting Room #4
201 East Brambleton Avenue, Norfolk, VA 23510
6:00 p.m.- 8:00 p.m.

Attendees:

Councilman Thomas Smigiel, Robert Batcher, Gilbert Bland, Sandra Brandt, Kim Brown, Thomas Calhoun, Don Christian, Leonard Colvin, Father Jim Curran, Brian Donegan, Joy Eyrolles, Linwood Fisher, Tanya Kaish Keller, Randy Klear, Jamie Jackson, Ryan Jackson, Michelle Marable, Atara McGill, Dr. William Newell, Dr. Ruth Jones Nichols, Jackie Rochelle, Danica Royster, Andrew Stephenson, Kim Thomas, Ted Warren, Sandra Williams

City of Norfolk Staff Present:

Janice Hurley, City Planning; Adisa Muse, City Clerk's Office; Sarah Parker, Economic Development; Oneiceia Howard, Neighborhood Development; Kelly Staub, Marketing and Communications; Lori Crouch, Marketing and Communications; James Rogers, City Manager's Office; George Homewood, City Planning; Paula Shea, City Planning; Chiquita Gray, Human Services; Alicia "Lisa" Rodgers, Human Services; Peter Buryk, City Manager's Office; Andrea Petras, Norfolk Public Library; Nikki Southall, Neighborhood Development; Michelle Johnson, Neighborhood Development; Delk Koolman, Neighborhood Development; Kim Pierce, Neighborhood Development

Guests:

Kevin Krigsvold, Partnership Specialist, U.S. Census Bureau
Raquel Cepreva, Partnership Specialist, U.S. Census Bureau
Colin Louis, Partnership Specialist, U.S. Census Bureau
Isis McGill
Lois Kercher for Venessa August
Khalilah LeGrand, Norfolk Public Schools

Opening Remarks (Councilman Thomas S. Smigiel)

Councilman Smigiel welcomed the group and had members introduce themselves. He distributed an article about the Philadelphia Digital Literacy Alliance and their efforts to focus their 2019 funding distribution to persons and organizations who link digital literacy to the 2020 Census (Philadelphia Funds Digital Literacy to Prep for the Census, Gov Tech).

Presentation (Janice Hurley, Principal Planner, City Planning Department)

Presentation topics included:

1. Complete Count Committee's goals:
 - To partner with the Census Bureau,
 - Provide trusted voices and outreach activities to ensure the public that the census is safe and important, Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire, and

- To utilize local knowledge, expertise, and influence of Committee members to design and implement a census awareness campaign targeted to the entire city and to hard-to-count groups.
2. The importance of the census:
 - Data from the census is used to apportion seats in the U.S. House of Representatives and to conduct redistricting at the federal, state, and local levels.
 - It is also used to distribute over \$900 billion federal dollars across 325 programs to state and local governments, for an average of \$2,000 per person annually.
 3. Census timeline:
 - Census self-response will begin in March 2020 when most households will receive an invitation in the mail, with instructions on how to answer online, by mail, or by phone. A reminder letter will be sent out later in March, followed by a reminder postcard in April and a paper questionnaire in April for those who haven't responded by then. A final reminder postcard will be sent out in late April. After that Census enumerators will follow-up in person.
 4. Hard-to-count population:
 - The Census Bureau has identified groups who are difficult to count, or who in the past have been reluctant to participate in the Census. These include children under 5, racial and ethnic minorities, people who do not speak fluent English, the poor, homeless persons, and mobile individuals.
 - Based on response rates in Census 2010, Norfolk has identified several groups who are hard to count in Norfolk, including military families, college students, and public housing residents.
 5. Census recruitment:
 - The Census Bureau is seeking nearly 6,000 persons in Norfolk to fill Census jobs which include address canvassers and enumerators. The Census Bureau has hired recruiters to help people fill out their applications. The City's Norfolk Works office is providing work and interview space for a Census recruiter. Their staff has also been trained to assist.

Norfolk's Approach to Census 2020 - Gilbert Bland of the Urban League and a member of the State Complete Count Commission stated that Norfolk's issues planning for Census 2020 are related to trust, and that our messaging needs to include information about the loss of revenue for the undercount.

A workshop on Census subcommittees was led by Oneiceia Howard. Subcommittees met very briefly. The following subcommittees were setup:

- Children – Andrew Stephenson and Thomas Calhoun – spread Census message through Norfolk Public Libraries, Norfolk Public Schools (summer schools), medical facilities (CHKD, pediatric and OB doctors), church organizations (summer camps and schools), Norfolk recreation centers, private pre-schools, homeschools, NRHA, and Boys and Girls clubs.
- Young Adults – Lois Kercher, Ryan Jackson, Michelle Marable, Danica Royster – work with universities (class presidents and officers).
- Business – Sandra Brandt, Randy Klear, Ted Warren – Spread message through membership organizations, Chamber of Commerce, HRT, ubers and taxis, LGBTQ groups, grocery stores,

restaurants/bars, shipyards, vendors/food trucks, colleges, commercial real estate, bikes, DNC, Retail Alliance, business associations, arts district, shopping centers, health care groups, hospitals, and the voting registrar. One idea was to name a beer for the Census.

- Faith-based – Dr. Ruth Jones Nichols and Dr. William Newell – focus on education about the value of counting everyone, focus on racial reconciliation, have an all-inclusive message, use a directory of churches.
- Community Outreach – Kim Brown, Bob Batchter, Sandra Williams, Isis McGill, Jamie Jackson, Khalilah LeGrand, Dr. Bill Newell – spread message through businesses, civic leagues, schools, cookouts and Christmas and holiday parties, voter registration drives, sheriff expo, put the Census logo on HRT transit passes, summer feeding programs, pride party, students/senior paratransit pictures, the Port, Labor Council, seniors (Senior task force, SSEVA), urban renewal systems
- Military – Joy Eyrolles, Linwood Fisher, Brian Donegan, Jackie Rochelle – need to reach young persons, persons living off-base, persons living in military housing, veterans, retirees. Put message at NEX facilities.
- Housing – Atara McGill, Father Jim Curran, Kim Thomas – there is a trust problem, and a lack of understanding about the benefits of answering the Census. Ways to build trust include clarity of message (messages from the landlord would not be helpful), use churches to help build bridge, teens with a purpose, build trust through employment, set up computer centers. Face to face is the most effective way to reach people. Messaging should include funding for health care and schools through Census numbers. Renters may not have the investment in the community to motivate them. Use social media and tv ads to reach people – renters do not always check their mail.
- Communications – Don Christian, Leonard Colvin, Tanya Kaish Keller, Councilman Thomas Smigiel – building trust is the biggest hurdle. A possible slogan – 2020 - \$2020 per person. There are two types of communications – paid, and free. Paid communication includes HRT messaging, Adams Outdoor, yard signs, Facebook and Instagram, ads in print media, stickers on trash cans, and apps (pop up ads – Park Norfolk, Pace, Lime). Free communications – social media (hashtag and social media competition), flags, recreation centers and Norfolk Public Library (computers and display boards), nextdoor app, city vehicles, Teens with a Purpose, and Norfolk Public Schools (blackboard app).

Councilman Smigiel reconvened the large group and discussed next steps. The next meeting will be held September 19, 6 p.m. at Scope.