

AD HOC CENSUS COMPLETE COUNT COMMITTEE
November 4, 2009

Call to Order. Chair Deupree called the meeting of the Ad Hoc Census Complete Count Committee to order at 10:03 A.M., on Wednesday, November 4, 2009, in Conference Room N-1 on the fifth floor of the Rock County Courthouse-East.

Committee Members Present: Chair Neil Deupree, Supervisors Betty Jo Bussie and Brian Knudson, Michelle Ebbert, Inga Jacobson, Steve Gregg, Rebecca Houseman, Terry Nolan, Sherri Waege, Linda Ward, Jose Hernandez, Steve Kinkade (10:17 A.M.).

Committee Members Absent: Jim Brandenburg, Linda Clark, Regina Dunkin, Melissa Badger, Nancy Nienhuis, John Kalkirtz, Kerri Parker, Marc Perry.

Staff Members Present: Josh Smith, Assistant to the County Administrator.

Others Present: Steven Vedro, Partnership Assistant, Chicago Regional Census Center, U.S. Census Bureau; Linda Renaud, Beloit League of Women Voters; Kay Deupree, Janesville League of Women Voters; Guillermo Quezada, Inglesia Pentecostes; County Board Chair J. Russell Podzilni (10:30 A.M.).

Approval of Agenda. Ms. Ebbert moved approval of the agenda as presented, second by Supervisor Bussie. ADOPTED.

Approval of Minutes. Ms. Ward moved approval of the minutes of October 14, 2009, as presented, second by Ms. Ebbert. ADOPTED.

Activities in Specific Areas of Outreach Since the Last Meeting

Government. Ms. Houseman said she has distributed materials at meetings. Ms. Nolan said she has written an article which will be in the Stateline News. Supervisor Bussie said she is putting an article in the Beloit Hospital newsletter encouraging all to be counted. Ms. Waege said she will be sending a message out next week to the clerks and treasurers in Rock County on the importance of the count.

Education. Ms. Ebbert said she has a message on the City of Milton website and the Milton Matters blog will have notices on it in the next month or so. Mr. Vedro said Ms. Badger has sent out information to the schools and is working on a census worksheet for the schools to do.

Faith-Based. Mr. Hernandez said we need to work on how we can meet with people to let them know what they are supposed to do.

Chair Deupree said people don't believe the government is not going to interfere.

Mr. Hernandez said maybe he would be able to let people know it is okay to fill out the census because he can sympathize.

Mr. Quezada said people are afraid because they don't understand. You can't push them too hard.

Media. No one present.

Community-Based. Mr. Kinkade said he has touched base with a number of health service providers who serve Rock County and they will put information out, and when we have more specific information they'll post it

Business. Chair Deupree said Mr. Vedro brought posters and window stickers to be put up at businesses.

Mr. Vedro said the businesses only need to self declare as a census partner to put the sticker in the window. He requested the Committee keep a list of where/who they dropped off information. He said he would either bring or Fed-Ex Spanish material in the next couple days. He also suggested leaving the *10 Questions 10 Minutes* for businesses to put in their lobbies.

Recruiting. Supervisor Knudson said he has talked to people in the rural areas and directed them to the website. He said he will get the posters out to people.

Strategies for Educating Hard-to-Reach Populations Chair Deupree said this should probably be Educate and Motivate People.

Latinos. Chair Deupree said there is a lot of fear in the community especially the undocumented people fearing they will be deported. He asked for ways to reach this group of people. Suggestions were: restaurants, stores, grocery stores, and churches.

Mrs. Deupree asked Mr. Vedro if he knew what the questions on the survey are so they would be able to let the people with concerns know what will be asked? Mr. Vedro replied the questions have not been released yet. He said he felt they would be released within the next few weeks.

Ms. Ward said she has pulled some of the information from the fliers together, tried to simplify it and translated it into Spanish. Mr. Vedro made a couple corrections in the last paragraph. It should read, "Every Census Bureau worker takes an oath for life to protect the confidentiality..." and "...including welfare, law enforcement and immigrations agencies.", and added that Rock County Census Complete Count Committee should be placed at the bottom.

County Board Chair, J. Russell Podzilni arrived at 10:30 A.M.

Supervisor Bussie said we need to find ways to get the information to the people so they won't think the government is trying to get information on them. Ms. Ward said we need to continue to let them know their information will not be reported.

Mr. Vedro asked if there were any Spanish radio stations? Ms. Ward said WGEZ is all Spanish on Saturday mornings. Mr. Vedro suggested contacting someone from the local office to put information over the radio. Ms. Ward also suggestion La Vos, the Spanish newspaper. Chair Deupree asked Ms. Ward to send copies of the newspaper to him and he would see how to contact them to get something in the paper.

Chair Deupree suggested the Committee go to grocery stores and restaurants to see if they would post the information on bulletin boards.

Mrs. Deupree also suggested getting information to nutrition and health agencies for them to hand out.

Asians. Chair Deupree said he knows there are a number of Asian families in Janesville but not many organizations.

Mr. Vedro said they have brochures in 54 languages.

Ms. Nolan suggested contacting Wilson Elementary School to see if they have any ideas who to send the information home with.

Mr. Vedro reported Ms. Badger said they will send packets of materials home with the kids.

Mrs. Deupree suggested Even Start at Wilson, the Catholic High School in Beloit and Head Start.

African Americans. Chair Deupree suggested churches as a good place to start getting information out. He said he would be meeting with the Beloit Fellowship that evening and would take some brochures to the meeting. He asked for suggestions to reach some of the younger population who don't go to church? Some of the suggestions were: through the school system, Merrill Center, Community Action, beauty/barber shops, and places that sell hip hop/rap merchandise.

Homeless. Mr. Vedro said they have a unit of people to work with this group, but it would be helpful to know where they gather for meals, where they sleep, etc. He asked if the Committee members would get this information to Mr. Smith or Chair Deupree.

Elderly. Chair Deupree said the feedback they got from the Beloit and Janesville senior fairs was there is much misgiving.

Mrs. Deupree said many of the comments were: they don't want a stranger coming to their door, and they don't want anyone to know how much they make. She said they felt better knowing they could fill out the forms, send them back and not have anyone show up at their door.

Ms. Waege suggested sending samples of the questions out with Meals on Wheels, but the workers would need to be educated.

Mr. Vedro said they need to stress this should be done by mail and sending someone to the door is a last resort. Also, to let them know this information is confidential.

Suggestions to reach this group were Senior Services, Council on Aging, Meals on Wheels and RSVP.

Mrs. Deupree asked about people who live half the year here and half in Arizona, Florida, etc., where should they be counted? Mr. Vedro replied wherever they live six months and one day.

Undocumented Immigrants. Mr. Vedro said this was previously discussed.

Other. Mrs. Deupree asked which district(s) was hard to reach during the last census? Mr. Vedro replied there were none under 50%, but usually the rental and transient areas are the hard to reach areas. He added he could get the areas with the lower numbers from the last census for the Committee.

Chair Deupree asked how they handle vacant houses, with Mr. Vedro replying the address will get a form mailed to it and when all other means to contact them fail, it is at this point, a person will be sent to knock on the door.

Mr. Vedro said for the homeless and transient, it would be where they slept the night of March 31, 2010.

Mr. Hernandez said there might be a problem for those who speak Spanish getting the form in the mail as they may need help reading it. Mr. Vedro said the form would come in both English and Spanish. They will have people at questionnaire assistance sites to help explain and answer questions and this is all done anonymously.

Ms. Ward asked if it would be possible to have someone available on a Sunday after church to answer questions on what the census is and to assist people to fill out their form if they request it?

Mr. Vedro said he will take the feedback from this meeting and see if he can get any commitments from workers.

Supervisor Bussie suggested the AARP as possible help for the elderly.

Chair Deupree asked if someone needs help can they go to a neighbor for help? Mr. Vedro replied it must be a sworn worker for confidentiality purposes.

Development of List of Programs Funded by Population/Census Counts. Mr. Vedro said Mr. Smith is compiling the list. Chair Deupree encouraged everyone to get these groups / programs to Mr. Smith.

Mr. Gregg said he spoke to Representative Tammy Baldwin's office and they said about \$4 billion goes out to about 3,100 counties.

Mr. Hernandez said he would like to have information on the different services, who uses them, and get this information out to the population to let them know about the programs. Chair Deupree said he would get with him after the meeting. He added it is important how to let the people know about these benefits and by filling out the census it helps to keep these programs running.

Discussion of Timeline Activities. Chair Deupree said there have been many presentations in October and this will continue into November. Each of the Committee members needs to make presentations each month to community groups. The personal contact is best because questions can be answered. He encouraged all to think about which community groups we would want to make presentations to.

Role of the Chair in Facilitating Progress. Chair Deupree said, because of the time, they would skip this item this time.

Report from Census Liaison.

Sites. Mr. Vedro thanked everyone for their suggestions and added they need more on the west side of the County.

Ms. Waege said she would check on the Orfordville Town Hall and send the information to Mr. Vedro.

Mr. Vedro said the test sites could be a church basement, library, etc.

Supervisor Bussie suggested Ruth Ann Montgomery, Arrowhead Library, may be of help and she would contact her.

Mr. Vedro said five people have been hired to do testing.

Recruiting. Mr. Vedro left brochures, posters and stickers for the Committee. He said he would try to get a release on the questions, get more of the *10 Questions 10 Minutes* handouts. He said they would like to get more bilingual people.

Ms. Ward said the Stateline Literacy Council does not have classes on Fridays and would have three classrooms available.

Materials. Mr. Vedro said to get the materials to local businesses as soon as possible

Chair Deupree indicated a large display board at the back of the room and said the League of Women Voters made this display and they are offering it to the Committee to use at events.

Chair Deupree passed along a warning from the Better Business Bureau regarding an e-mail going around saying it is in regards to the census and requesting personal information. This is a scam. Any e-mail requesting your Social Security number and financial information is a scam. Any census worker coming to the door will have proper identification. Mr. Vedro said the answer to this is to fill out the form and send it in.

Future Meeting Dates and Locations. The next meetings of this Committee will be: Wednesday, December 2, 2009, 10:00 A.M., at the Vision Center in Beloit; Wednesday, December 16, 2009, 10:00 A.M., in Conference Room N-1 on the fifth floor of the Rock County Courthouse; Wednesday, January 6, 2010, 10:00 A.M., at the Vision Center in Beloit; and Wednesday, January 27, 2010, 10:00 A.M., in Conference Room N-1/N-2 on the fifth floor of the Rock County Courthouse.

Citizen Participation and Announcements. Mrs. Deupree said the League of Women Voters has up to \$1,000 available to local Leagues to help promote the census. Mr. Vedro asked if this could be used to get some larger, three-inch, buttons made. Mrs. Deupree said the State had suggested a forum of some type.

Mr. Gregg said there are many events between now and January, the Committee should explore these at the next meeting and see if the funds might be used to have someone man a booth at the events. Mr. Vedro said it would help if the funds would take care of mileage and lunch for the worker.

Adjournment. Chair Deupree adjourned the meeting at 11:30 A.M.

Respectfully submitted,

Marilyn Bondehagen
Secretary II

NOT OFFICIAL UNTIL APPROVED BY COMMITTEE.