

Monday, June  
24, 2019

Metropolitan Area Planning Agency  
(MAPA)

2222 Cuming Street,

Omaha, NE  
68102

### **Douglas County Complete Count Committee Meeting Notes:**

The first meeting of the Douglas County Complete Count Committee.

Committee Members: Janet Bonet, Cheryl Eckerman Travis Harlow, Mindi Laakor,

Linda Marchello, Walt Pepper, Rosemarie Russell, Theresa Ryan, Stacy Spinar, Joan Suhr .

### **Agenda:**

- *Welcome* – Brief timeline of agenda by Jeff Spiehs
- Patrick Bloomingdale gives short introduction on the upcoming census and the  
civic and economic importance to Douglas County
- Introductions of people present at the meeting
- Complete Counts Training
- Break
- Census 2020: Challenges and Opportunities Workshop
- Resources Available and Next Steps

- Conclusion and end

## **Complete Counts Training Notes**

- Joel Cota distributes folders to Douglas County Complete Count members with the 2020 Census Training Manual and other information for forming effective complete Counts Committees in their communities.
- Cota begins his PowerPoint of the overview of the Training Manual and what is and the benefits of the census as a whole.
- Cota then previews the work plan for the committee: committee structure, name of the Complete Count Committee (CCC), developing state for objectives, identifying hard to reach communities, etc.
- Census 2020 motto: *“Shape Your Future. Start Here”*
- Discuss effective committee activities such as ad campaigns, banners, posters, billboards, etc.
- \*10 minute break\*
- Committee reconvenes, Jeff Spiehs leads a challenges and opportunities workshop where the committee found points within *Success, Outcomes, and Challenges & Strategies* for forming and bringing forth action within these committees within the member’s communities.

### **o Notes from workshop on outcomes of the 2020 Census Committee**

▪ **Success:**

- High percentage reached and responding towards the census
- Increasing of census numbers and establishing a goal.
- Organization and clear focus towards the end goal.
- Maintaining sustained participation throughout.
- Civil engagement attitude towards urging citizens to fill out the census.

▪

**Outcomes**

- Having 100% participation.
- Allowing, having a clear understanding of the benefits that filling out the census will have.
- Gaining participation through the easiest means to get the message across (such as coordination with business or utilities )

▪ **Challenges**

- Getting the positive word out – as some citizens live in fear of the government cracking down on them and are non-trusting.

- Getting an appropriate amount of response.
- Making the census accessible for the public as some communities may have little access to technology.
- System & Technology assistance – having someone help those who are disabled or non-technological to access the census
- Ability to include and reach out to specific populations (assisted living, group homes, etc.) and make sure that they are counted.
- Money/funding
- Filling out only one census per household and making sure households are counting every child no matter how young.
- Identifying addresses with accurate count of people living there by means of using USPS listings.
- Challenges with those who have P.O. Boxes.

▪ **Strategies**

- How to breakdown/pinpoint geographic location.
- Establishing chamber/ school district prompted participation by having employer or students and/or parents take initiative to fill out census at a set time or event.
- Identify/prioritize top 10 strategies/tactics that will allow for

census completion.

- Marketing the census to get the word out through: direct mail, bulletins, town halls, advertisements, social media, newsletters, Public Service Announcements (PSAs),

speaker's bureau, etc. **Conclusion & End  
of Meeting**

- Conclusion of workshop and discussion of points that were established.  
Joel

Cota reviewed his points on the training and answered additional questions from the committee.

- Committee members brought up a way to stay in touch with each other and the supplemental documents needed to share and distribute to their committees – method used to share will be determined (Google Drive or LiveLog were mentioned)

- The Douglas County Complete Count Committee decided that they will meet on

the last Monday of the month, once a month at 10:00 am.

- The next meeting is in the works to be July 29<sup>th</sup> 2019, place to be determined.

## **Attendance**

Janet Bonet	Douglas County Commissioner Appointee
Cheryl Eckerman Nebraska	City of Valley,
Travis Harlow	City of Waterloo,

Nebraska

Mindi Laaker	City of Bennington, Nebraska
Linda Marchello	Douglas County Commissioner Appointee
Walt Peffer	Douglas County Commissioner Appointee
Rosemarie Russell	City of Ralston, Nebraska
Theresa Ryan Nebraska	Boys Town,
Jeff Spiehs (MAPA)	Metropolitan Area Planning Agency
Stacy Spinar Nebraska	City of Valley,
Ariana Wesley-Powell (MAPA)	Metropolitan Area Planning Agency