
Douglas County Complete Count Committee Meeting

Thursday, May 14th 2020 | 11:00 - 12:00 PM

Virtual Meeting on Zoom

[Join Zoom Meeting Here](#)

Meeting ID: 834 3984 2737

Password: 452404

Phone Number to Dial In: +16699009128

Attendance: Rosemarie Russel, Melissa Johnson, Heather Engdahl, Linda Marchello, Heather Bloom, Bill Maudlin, David Drozd.

Agenda

What's Happening in your Community

- Member updates and responses to the census in your community and the response to COVID-19.
 - Melissa (Waterloo) - calling residents weekly, handling the best they can, no one really knows the effect it has on the census in that area.
 - Rosie (Ralson) - self isolation, census response people are not responding until college students are home. Economic impact for Ralston expecting issues - furloughs, library closings and the Ralson arena closed.
 - Linda Marchello - The eastern part of Omaha has low response rates, mentioned [article on the census from The Reader](#).
 - David Drozd - update on numbers and locations.
 - Heather E. (Civic Nebraska) - Partnering with food banks and OPS food banks to spread awareness.
 - Heather B. (Census Bureau) - Sent out flyers for Millard Public schools, saw a 3% increase. The Union for Contemporary Art gave a live stream and the CB helped as well as Johnny Rodgers for outreach.
 - Operational Adjustments Due to COVID-19: new schedule March 12th - Oct 31st for self response, how social distancing is effecting offices and their openings for enumeration.

Framing Census Efforts

- Framing the importance of participating in the 2020 Census during the coronavirus pandemic.
 - Most self-response has been online and is exceeding expectations.

- Lack of phone response due to wait time, convenience, language issues, lack of trust over phone.

Outreach Materials & Feedback

- Discussion of current outreach materials, what members may need, and feedback of distribution.
 - Social Calendar for May and June
 - Helpful materials that we have been sending out via MAPA, Census Bureau and other census partners.
 - Using target audiences and community profiles to target outreach & materials to inform them of census materials.
 - Civic Nebraska is working on their media timeline with their budget to see what their options are. No specific ads for targeted groups at this time, but can be planned.
 - Congressman Bacon has done a [Census 2020 PSA](#) focusing on diversity and the importance of participating in the 2020 Census.

Upcoming Zoom Panel

- Census Zoom Panel to come in June, date to be determined.
 - Expected Date: Week of June 1st

Strategies Moving Forward

- Monthly Zoom meeting is good, selected dates and poll for specifics will follow.
- Ways to connect COVID-19 & the 2020 Census to keep it relevant and the importance of place to help share the message.
- Promote for census jobs.

General Updates

- **CPAR has created an events calendar**, this calendar will hold important dates and events that are going on in the state that can correlate with census activities. The calendar can be found on the CPAR website: cpar.unomaha.edu/2020census
- **Douglas County website for Census 2020**, general information on the 2020 Census, information by CPAR, and a hub for the Douglas County Complete Count Committee meeting notes. Can be found on the Douglas County Website: douglascounty-ne.gov/census-2020