



## Oklahoma Complete Count Committee

### Meeting Minutes

April 17, 2020 at 1:00 p.m.

Zoom teleconference meeting ID #: 882 502 671

[Link](#) to an audio recording of the meeting

#### 1. Call to Order / Roll Call / Welcome

Statement of Compliance with 56 O.S. §162.1b affirming the date, time, and place of this public meeting of the Oklahoma Complete Count Committee was timely provided to be posted on the website of the Oklahoma Secretary of State.

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 1:03 p.m. and recognized a quorum.
- Members joining: Marnie Taylor, Kara Berst, Russell Boyd, Ty Burns, Hannah Davis, Lisa Greenlee, Chuck Hall, Kyle Ofori, Francellies Otero, Lisa Powell, Becky Reynolds, Carolyn Thompson, Valerie Thompson
- Members not joining: Jason Dunnington, Shannon Fleck, Kevin Matthews, Brian McClain, Adam Soltani, Matt White
- Others joining: U.S. Census – Jeronimo Gallegos, Mary Gossett, Emily Kelley, Chris Landis, Tracy Mohler, Timothy Trimble, Corie Wells, Tricia Woodward; Congresswoman Kendra Horn’s Office – Rachel Morse; Oklahoma Dept. of Commerce – Leslie Blair, Kristin Goodale, Kirk Martin, & Holly Miller; Oklahoma Institute for Child Advocacy – Joe Dorman.

#### 2. \* Approval of Minutes from previous meeting

- Marnie Taylor moved to approve the meeting minutes from Feb. 21, 2020. Seconded by Kara Berst. Motion passed.

#### 3. Remarks from Chairman Kisling

- Thank you for joining the first virtual meeting of this committee. I hope most of our time will be spent hearing from each of you. I’ll begin by reminding you that the Commerce is involved in a number of efforts that can provide a foundation for all our efforts on Census.
- The ODOC website lists many resources for business & industries affected by COVID-19. In addition, Commerce has been busy with defining “essential businesses,” launching our Supply Chain portal initiative, providing SBA technical assistance, introducing the Oklahoma Manufacturing Reboot program, and in the working on a re-open plan for our state. The Governor’s plan is to be phased in, much like the White House’s plan.
- All of that leads us to the Census and how to plan increasing response rates once the state re-open.
- Oklahoma is doing a little better than we were at this point in 2010, but we’re still not top ten (we’re 42nd). One reason is probably because we added so many new addresses to the Census database, which we hope will pay off on the back end by increasing our population count.

- Kristin will talk about our Marketing efforts. In the months ahead, we may need to redirect resources to areas with lower response rates.
- We've made Kirk Martin our project manager for Census and he's been in weekly communication with county coordinators, providing info on response rates, and identifying who needs assistance. We hope to create some competition to boost response rates.
- Commerce reached out to all legislators, state elected officials, & our congressional delegation this week encouraging them to continue to promote Census self-responses. Many replied positively.
- We mention the Census in every one of our weekly industry conference calls.

#### 4. Remarks from Vice-Chair Taylor

- Many nonprofits are working with skeletal staffs & not seeing as many clients & customers, but are still engaged in keeping Census top of mind via conference calls, speaking engagements (Dan Billingsley has given 12-14 talks to 1000+ people), my op/ed in The Journal Record, and social media.
- Will reschedule our Nonprofit Sector complete count committee meeting to avoid conflicting with Commerce conference calls, but will be soon.
- With the economic impact of COVID on so many businesses and private foundations, nonprofits may be relying increasingly on Census-based support for the next several years as a *lifeline*, not just a supplementary source of funding.

#### 5. Presentation by Kristin Goodale, Oklahoma Dept. of Commerce, on marketing strategies for the 2020 Census (5-10 minutes)

- All our ads are live (Billboards, bus stops, bus benches, gas pump signage, Google ads, social media ads, CTV, radio, newspaper ads & homepage takeovers). Most are in English and some are in Spanish.
- Digital report – Facebook performing very well. More than 3.3 million impressions. Engagement rate of nearly 20%. Google ads produced more than 1.9 million impressions. The monthly Digital Report is available upon request.
- Shift to new messaging: Take the census. The OKLetsCount web site now links directly to [www.my2020Census.gov](http://www.my2020Census.gov)
- Here's the link to the animated video showing "how to" respond to the Census: [https://www.youtube.com/watch?v=kD-kherLSyw&list=PLusaOBBy\\_O6rdS4M\\_Jl2I8eo1qXiTPuyz&index=4](https://www.youtube.com/watch?v=kD-kherLSyw&list=PLusaOBBy_O6rdS4M_Jl2I8eo1qXiTPuyz&index=4)
- Social media frames available for Facebook, etc.
- The Census partner packets/toolkits (printed materials) are at our warehouse and distribution will occur as soon as it can be done safely. Some additional supplies may be available
- On the [www.OKLetsCount.org](http://www.OKLetsCount.org) site, you can easily share the "I Counted" pop-up box. Also, translated pages can be accessed by clicking on the flags in the lower right-hand corner of the homepage.
- The Resources section of OKLetsCount site has grown, including different languages.

#### 6. Presentation by Emily Kelley, U.S. Census Bureau, on ongoing Census operations (10-15 minutes)

- Here's a video to share with college students: [https://www.youtube.com/watch?v=B4Ee8ol\\_LxY&feature=youtu.be](https://www.youtube.com/watch?v=B4Ee8ol_LxY&feature=youtu.be)
- The Operational Timeline for the Census has changed. The revised timeline is here: <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>.

- “Update Leave” (UL) operations are for areas where the majority of housing units *either* do not have mail delivered to the physical location of the housing unit *or* the mail delivery information for the housing unit cannot be verified.
- UL areas have not been sent mailers (explaining very low response rates there so far). Census workers will personally drop off invitations to respond and paper questionnaires. This operation will begin June 1 and continue until July 9.
- Here’s the map of UL areas [including most of the Panhandle and all of Osage County]: <https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340> (Additionally, the map is included at the end of these minutes.)
- What to tell people:
  - People with city-style addresses: You can **respond now** to the Census, even *without* their Census ID number.
  - People without city-style addresses (e.g., rural route addresses): **Wait to respond** until an enumerator drops off the paper form at their door.
- In-person group quarters enumeration (e.g., colleges, military bases) – now July 1-Sept 3.
- Service-based enumeration (e.g., soup kitchens, shelters) – revised schedule not set yet.
- Mobile Questionnaire Assistance (MQA) sites – will coordinate with stakeholders to revise schedule.
- Count for people experiencing homelessness outdoors – will coordinate with stakeholders to revise schedule.
- Enumeration of Transitory locations (e.g. campgrounds, RV parks, marinas, hotels) – Sept. 3-28, but may be revised further.
- All these delays in collecting the data will also push back the compilation & processing the data and, eventually, the delivery of apportionment counts to the President, then the Congress, then the States.
- Still searching for new partners for outreach & engagement, including virtual engagement, like the Bingo Game scheduled for this evening.
- Local Census offices are operating with only a skeleton staff. Hiring of Census workers is paused temporarily. Recruiting will resume June 1. Encourage people to “stick with us” if they have applied.
- (in reply to Marnie Taylor): Census ID #s serve as geo-codes, tying responses to a particular geographic location, so the census Bureau prefers people to wait until they have their Census ID # before responding.
- (in reply to Kyle Ofori): OK to reach out to transitory locations (without a Census ID #).
- (in reply to Kristin Goodale): Alter video instructions for people without city-style addresses to wait to respond.
- Here are two links with information about the impact of the Census in our communities: <https://2020census.gov/en/community-impact.html> and <https://2020census.gov/en/census-data.html>
- Here are some talking points:
  - Responses to the 2020 Census shape decisions about how billions of dollars in federal funds flow into communities each year for the next 10 years for critical services.
  - Health care, emergency response, schools and education programs, and roads and bridges are all impacted by the 2020 Census. The COVID-19 pandemic underscores the importance of census data and census participation.
  - Counting everyone living in a community helps community leaders plan for the future. Where there are more people, there are often greater needs.
  - The COVID-19 pandemic underscores the importance of census data.

- 7. Presentation by Jon Chiappe, Oklahoma Dept. of Commerce, on research team’s Census efforts**
- None
- 8. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on Census Ambassadors initiative and local Complete Count Committees**
- None
- 9. Discussion by Committee Members on individual member efforts made toward promoting Census since last meeting within their communities and individual member efforts to undertake prior to next meeting**
- Carolyn Thompson (State Dept. of Education): Pushing/reposting info via social media. May consider additional efforts in the fall, depending on response rates.
  - Chuck Hall (State Senate): Bi-partisan effort in Senate; articles mention Census about every 2 weeks; Facebook posts; public meetings (before shutdown); working with local county coordinators; PSA for SuddenLink Cable; Pro-Tem & Minority Leader made PSAs, too.
  - Kara Berst (Chickasaw Nation): Continue promotion via Facebook & social media sites; childcare centers sent text message to parents; “I Count” stickers put in food baskets at food distribution sites in Ada and Tishomingo; Governor Anoatubby emailed Cabinet heads to remind employees to respond to the Census; sharing county response rate data; placing articles in *Chickasaw Times* newspaper; helped with PSA with City of Norman; KCNP radio interview last week; digital billboard in Marietta to go up next week; messages will appear on gaming stations once casinos reopen; reminder ribbons at C-stores; rescheduling live/in-person events.
  - Kyle Ofori (Tulsa Regional CCC): small bilingual flyer placed in food baskets distributed by churches and nonprofits; online & social media; digital banners for schools, churches, etc.; asking pastors to mention Census to congregations; outreach to smaller towns in area; coordinating with local Census Partnership Specialists.
  - Lisa Powell (Enid Regional Development Authority): In-person events on hold; putting postcards in food baskets distributed by schools & food pantry; social media; digital billboard; PSAs; newspaper; local CCC; helping several NW counties with their response rates.
  - Russell Boyd (OK Dept. of Human Services): Ensured we’re counting people in our care; department intranet; sent info to county offices (shut down, so boxes may be unopened).
  - Valerie Thompson (Urban League): Closed offices and switched to virtual services since March 13, so postponed 2 major events (college expo and Census Block Party) to Fall; Perry Publishing/Broadcasting assisted with doing live radio interviews and stories; providing grab-n-go meals that include Census info; now placing robo-calls weekly to 3,000-4,000 people, mostly our clients who are hard-to-count, reminding them to respond to the Census by mail, by phone, or online.
  - Ty Burns (State House): Spoke at Legislative forum in Stillwater today; Speaker’s media staff are pinpointing low-response areas to encourage competition.
  - Hannah Davis (Farm Bureau): Placed a Census story featuring Brent in our magazine (distribution of 70,000); ad on back cover; encouraging our county board members to do letters to the editor; social media; website; weekly emails to county leaders.

- Lisa Greenlee (Southwest Oklahoma): Local CCC has been monitoring response rates and brainstormed on new approaches; Altus public schools sending out info in lunches; asking area County Superintendents to do likewise; our city & county Emergency Management departments will help distribute information; reached out to the mayors & councils in low-response rate areas to ask them to identify local champions and emphasize importance of responding to the Census; promoting the “4 Easy Steps” to respond without the Census ID number; developing outreach plan to help area employers with high Hispanic populations promote the Census, especially after we return to work.
- Francellies Otero (Greater OKC Hispanic Chamber): Promoting actively; post on social media almost daily; emails to our members; 2 events at our office just as COVID-19 hit; assisting by phone.
- Joe Dorman (Oklahoma Institute for Child Advocacy): Sending a spreadsheet to state legislators of response rates for each county (and their national rank) to underscore that we need their engagement with Census; on Wednesday, 4/22/2020, will do a telephone town hall for 30,000 registered voters in low-performing areas about Census; a Zoom call will be in conjunction with town hall; call will include Sean Kouplen (Oklahoma Secretary of Commerce and Workforce Development) and Carter Kimble (Oklahoma Deputy Secretary of Health and Mental Health) with Medicaid tie-in. Also on the call – Deb Stein with Partnership for America’s Children re: Census. Lamar Advertising donated \$25,000 for digital billboard ads.
- Rachel Morse (Congresswoman Kendra Horn’s office): PSA by Congresswoman Horn; staff pushing Census info; working with partners in our district (Oklahoma, Pottawatomie, & Seminole counties).

## 10. Announcements

- Because of operational timeline changes, the SCCC will probably continue to meet and function longer than we originally thought.
- Next regularly scheduled meeting: May 15, 2020.
- If you have Census questions, send them to Commerce and we will respond.

## 11. Discussion of possible agenda items for next meeting

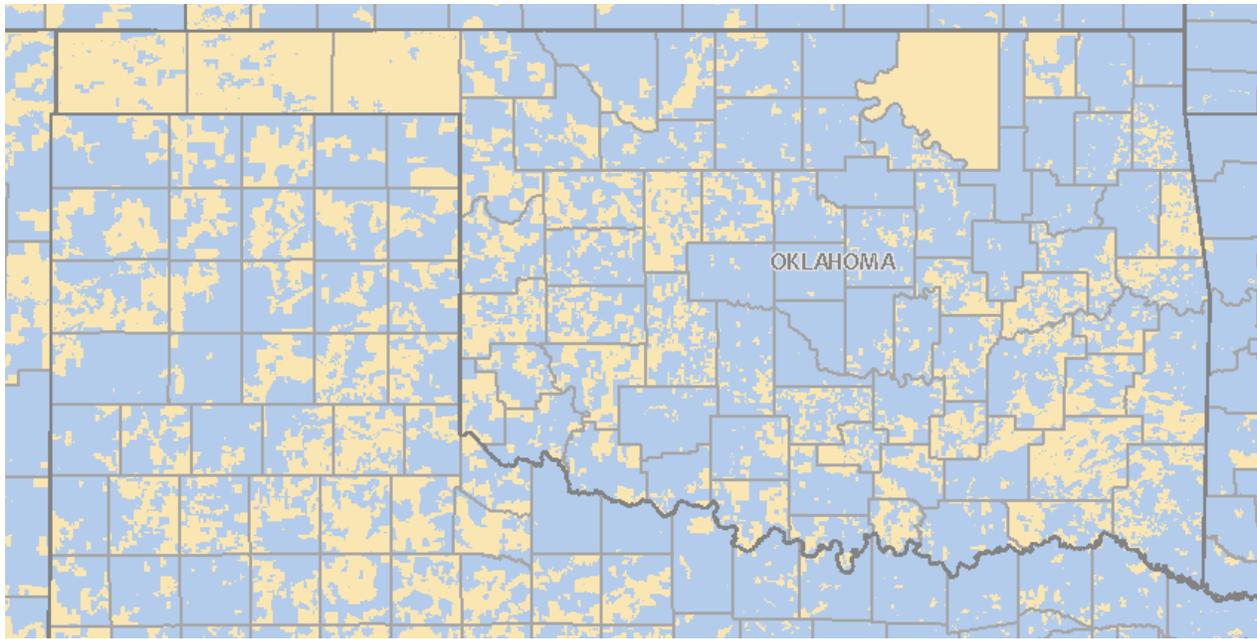
- No discussion.

## 12. Adjournment

- Chairman Kisling adjourned the meeting at 2:25 p.m.

\* Indicates anticipated action.

Submitted by: Kirk Martin



**Type of Enumeration Area (TEA). 2020 Census.**

The U.S. Census Bureau uses TEA as the approach to conducting the 2020 Census for housing units in a given geographic area. The TEA assignment is based on area characteristics to maximize respondent participation. The percentages below are an estimate of the number of housing units in each TEA. The TEA delineation was conducted in 2018.

**Self-Response** is designed to occur in areas where the majority of housing units have mail delivered to the physical location of the housing unit. Self-Response is the primary enumeration methodology for the 2020 Census. **Update Leave (UL)** is designed to occur in areas where the majority of housing units either do not have mail delivered to the physical location of the housing unit, or the mail delivery information for the housing unit cannot be verified. **Update Enumerate (UE)** is designed to occur in areas where the initial visit requires enumerating

Housing Unit Percent Total	Type of Enumeration Area
95.45%	Self-Response
4.52%	Update Leave
0.01%	Update Enumerate
0.02%	Remote Alaska