1. February 25, 2020 Complete Count Committee Meeting Agenda

   Documents:

   FEbrUARY 25, 2020 COMPLETE COUNT COMMITTEE MEETING AGENDA.PDF

2. February 25, 2020 Complete Count Committee Meeting Amended Agenda

   Documents:

   FEbrUARY 25, 2020 COMPLETE COUNT COMMITTEE MEETING AMENDED AGENDA.PDF

3. February 25, 2020 Census Complete Count Committee Meeting Packet

   Documents:

   FEbrUARY 25, 2020 COMPLETE COUNT COMMITTEE MEETING PACKET.PDF
Walworth County
2020 U.S. Census Complete Count Committee (CCC)

MEETING NOTICE
Tuesday, February 25, 2020
1:00 PM

County Board Room 114
Walworth County Government Center
100 W. Walworth Street, Elkhorn, Wisconsin

(Posted in compliance with § 19.84, Wis. Stats.)

It is possible that a quorum of the County Board or any of its committees or a quorum of one of the town or village boards or city councils could be in attendance.

AGENDA

Note: All agenda items are subject to discussion and/or action.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
   a. December 10, 2019 CCC Meeting Minutes (encl. pg. 1)
5. Unfinished Business
   a. Update on promotional materials
6. New Business
   a. Walworth County SmartShop Proposal (encl. pgs. 2-8)
7. Reports
   a. Wisconsin Counties Association (WCA) article, “Make It Count” (encl. pgs. 9-11)
8. Set and confirm next meeting date and time
9. Adjournment

Submitted by: County Administrator Mark Luberda
Nicole Hill, Office Supervisor/Mobility Manager

 Posted: February 19, 2020
Walworth County
2020 U.S. Census Complete Count Committee (CCC)

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Amended
AGENDA

Amended on February 21, 2020
Additions are shown in underlined text; deletions are shown as strike-through text.

Note: All agenda items are subject to discussion and/or action.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
   a. December 10, 2019 CCC Meeting Minutes (encl. pg. 1)
5. Unfinished Business
   a. Update on promotional materials
6. New Business
   a. Discussion on goals and funding (County Administrator Mark Luberda)
   b. Use of volunteers
   c. Walworth County SmartShop Proposal (encl. pgs. 2-8)
7. Reports
   a. Wisconsin Counties Association (WCA) article, “Make It Count” (encl. pgs. 9-11)
8. Set and confirm next meeting date and time
9. Adjournment

Submitted by: County Administrator Mark Luberda
Nicole Hill, Office Supervisor/Mobility Manager

Posted: February 19, 2020
Re-posted as Amended: February 21, 2020
Walworth County
2020 U.S. Census Complete Count Committee (CCC)
Tuesday, December 10, 2019
Walworth County Government Center, County Board Room 114
100 W. Walworth Street, Elkhorn, Wisconsin

Walworth County Census Liaison Nicole Hill called the meeting to order at 1:00 p.m.

Roll call was conducted and the following members were present: Nicole Hill, Linda Gourdoux, Ken Hopkinson, Marilyn Larson, Dave Nord, Deb Shinkus, and Linda Stier. Jon Anzalone and Eric Loepp were absent.

Others in Attendance: Cairie Virrueta, City of Elkhorn; Ellen Lamping, Town of Geneva; Kate Dennis, Village of Genoa City; and Greg Trush, Village of Williams Bay.

Marilyn Larson made a motion, seconded by Linda Gourdoux, to approve the agenda as presented. Motion carried by voice vote.

**Introduction of Complete Count Committee Members.** Committee members introduced themselves.

**Discussion and possible action concerning how to maximize participation by Walworth County residents in the 2020 U.S. Census**
- Formation of sub-committees.
- Distribution of Census promotional materials

Nicole Hill asked committee members if they had ideas for forming sub-committees. Consensus was not to form sub-committees unless the need arises.

Hill referenced the meeting packet, which included sample promotional materials. The committee discussed locations for posting promotional materials including libraries, chambers of commerce, local banks, churches, and grocery stores. The committee also discussed posting information on annual newsletters, municipal websites, and community calendars. Larson indicated that Village of Darien has an electronic sign and she will contact Rebecca Lemire at the Village about posting census information on the sign. Hill will email electronic versions of promotional materials to the municipal clerks. Members of the committee stressed the importance of distributing materials in both English and Spanish.

The committee discussed promoting the Census at upcoming elections, which would include hanging posters and distributing flyers/post cards. Hill will reach out to Patti Gillette, the County’s Census Partnership Specialist, to obtain posters and printed promotional materials to distribute to the municipalities.

**Future Meeting Dates of Complete Count Committee:** The next meeting of the Complete Count Committee was scheduled for Tuesday, February 25, 2020 at 1:00 p.m.

On motion by Larson, seconded by Shinkus, Nicole Hill adjourned the meeting at 1:45 p.m.

Submitted by Nicole Hill, Office Supervisor/Mobility Manager. Meeting minutes are not considered final until approved by the committee at the next committee meeting.
2020 Census Marketing Proposal

WALWORTH COUNTY
Est. 1839
WISCONSIN

Tim Ryan
Media Consultant
Walworth County SmartShop
262 427 2155
tryan@smartshopwalworthcounty.com

APG The Gazette Gazette Xtra.com Local Matters Digital LocalMattersDigital.com
Media Overview

- Walworth County SmartShop; is a weekly “shopper” publication that is delivered by the U.S. Post Office to 41,200 households in Walworth County every Wednesday, (please see paper edition and circulation info).

- Print display advertising; ¼ page color display ads on the cover of the WCSS.

- Insert / flyer; 8.5” x 11”, 60 # stock, glossy coated, 2 sided single sheet inserted into the WCSS, (please see samples). English on one side and Spanish on the other side?

- Digital display advertisements; geo - targeted display ads delivered to residents of Walworth County when they are on their home or office computer, laptop, IPad or cell phone. The ads could have a “click” button (more info, learn more, etc.) that would take the user to a landing page or website (to the online census form?).
Good Proposal: 3 month campaign

- March; A quarter page awareness / education display ad on the cover of the WCSS. 50,000 geo-targeted digital display ads.
- April; A quarter page awareness / education display ad on the cover of the WCSS. 50,000 geo-targeted digital display ads.
- May; A quarter page reminder / non response follow up display ad on the cover of the WCSS.

Total cost of campaign; $4603.30
Better proposal: 3 month campaign

- March; 2 quarter page motivation / participation ads on the cover of the WCSS. Full circulation (41,200) insert into the WCSS. 50,000 geo-targeted digital display ads.

- April; 2 quarter page motivation / participation display ads on the cover of the WCSS. 50,000 geo-targeted digital display ads.

- May; 2 quarter page non response / follow up display ads on the cover of the WCSS.

Total cost of campaign; $6603.30
Best proposal: 5 Month Campaign

- February; 2 quarter page awareness / education display ads on the cover of the WCSS. 50,000 geo-targeted digital display ads.

- March; 2 quarter page motivation / participation display ads on the cover of the WCSS. Full circulation (41,200) insert into the WCSS. 50,000 geo-targeted digital display ads.

- April; 2 quarter page motivation / participation display ads on the cover of the WCSS. Full circulation (41,200) insert into the WCSS. 50,000 geo-targeted digital display ads.

- May; 1 quarter page reminder / non response follow up display ad on the cover of the WCSS. 50,000 geo-targeted digital display ads.

- June; 1 quarter page reminder / non response follow up display ad on the cover of the WCSS. 50,000 geo-targeted digital display ads.

Total cost of campaign; $10,456.60
Notes;
Distribution Area Map

53105 - Burlington .................. 2320
53114 - Darien ...................... 860
53115 - Delavan .................... 7080
53120 - East Troy .................. 4260
53121 - Elkhorn .................... 8000
53125 - Fontana .................... 1380
53128 - Geona ..................... 1480
53147 - Lake Geneva ............... 8900
53184 - Sharon .................... 800
53185 - Walworth .................. 1500
53191 - Williams Bay .............. 1370
53190 - Whitewater ............... 3250

Total Distribution ................. 41200

*Excludes postal routes outside of Walworth County.
Whitewater excludes student housing immediately adjacent UW-Whitewater.

Your SmartShop Contact:
Tim Ryan
262.427.2155

We'll find the right advertising program for your business in Walworth County.
The U.S. Census Bureau has released a downloadable toolkit geared toward helping local elected officials and community leaders plan a Response Rate Challenge for the 2020 Census. The new toolkit encourages leaders in every town, city, and state to challenge their communities to improve upon their 2010 Census response rates in the upcoming national census.

Highlights of the toolkit include:

- Ideas and resources for creating a challenge, a 2020 Census timeline, example challenges, promotional materials and templates, and general information about the 2020 Census.
- Information on how communities can use an interactive Self-Response Rate Map on 2020census.gov to look up their 2010 Census response rates, set a goal for their challenge, and monitor their progress as people begin responding in mid- to late March.
- Inspiration for communities to challenge each other in a friendly competition (i.e., city vs. city or state vs. state) and how to work with local businesses, partners and media to promote the challenge and motivate people to respond on their own as soon as they can.

The 2020 Census Response Rate Challenge will be a key element to connecting the importance of the 2020 Census to individual communities. The challenge will give local leaders an opportunity to educate people about how they can shape their future.

The U.S. Constitution mandates a census of the population every 10 years. The 2020 Census will count everyone who lives in the U.S. as of April 1, 2020 (Census Day). Census statistics help determine the number of seats each state holds in the U.S. House of Representatives and how billions of dollars in federal funds will be allocated by state, local, and federal lawmakers every year for the next 10 years. Beginning in mid-March, households can respond to the census online or by phone. Additionally, about one-quarter of households will receive a follow-up paper questionnaire at that time. Beginning in mid-April, households that have not responded will receive a paper questionnaire.

For more information, visit 2020census.gov.
NEW STUDY
Barriers, Attitudes & Motivators Toward Participating in the Upcoming 2020 Census
—Virginia Hyre, Public Information Office, U.S. Census Bureau

The U.S. Census Bureau has recently released results from the 2020 Census Barriers, Attitudes and Motivators Study (CBAMS). The national survey and series of focus groups were designed to better understand the nation's attitudes toward the 2020 Census, potential barriers that may inhibit participation, and possible motivators of responding. The CBAMS research is the foundation for building an Integrated Partnership and Communications campaign for the 2020 Census.

"Every part of the 2020 Census is grounded in research," Census Bureau Director Steven Dillingham said. "An accurate and complete census relies on U.S. households responding to the 2020 Census online, by phone, or by mail, and the communications campaign is key to achieving that."

This extensive research expands similar work done ahead of the last census and shows how to reach all populations, including segments of the population that are historically hard to count, and which types of messages may be most effective. That work is then reinforced by the testing of the advertising creative to be used throughout the campaign.

The release includes two reports: "2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Final Survey Report" and "2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Final Focus Group Report."

Download the report at census.gov

Final Survey Report
The 2020 CBAMS survey reached a nationally representative sample of 50,000 households in early 2018, with nearly 17,500 responses (about a 35.0% response rate) to determine who intends to respond to the census and what attitudes, barriers, and motivators exist about the 2020 Census. This is considered a well above average sample size and response rate than the industry standard for communications campaign research.
The analysis revealed five barriers that might prevent people from participating in the census: concerns about data privacy and confidentiality; fear of repercussions; distrust in all levels of government; feeling that it doesn't matter if you are counted; and belief that completing the census might not benefit you personally.

Highlights:
- Two-thirds of respondents are “extremely likely” or “very likely” to fill out a census form.
- Many people were unfamiliar with the census, with only 33 percent being “extremely” or “very” familiar. Knowledge about the purpose and process of the census was uneven across groups.
- The analysis revealed five barriers that might prevent people from participating in the census: concerns about data privacy and confidentiality; fear of repercussions; distrust in all levels of government; feeling that it does not matter if you are counted; and a belief that completing the census might not benefit you personally.
- Funding for public services was a top motivator across groups, yet less than half of respondents knew that the census is used to determine community funding.

Final Focus Group Report
Forty-two focus groups, held across 14 cities, explored potential motivators and barriers to response as well as attitudes toward the census. The focus groups were conducted among all characteristics of hard-to-count populations, including racial and ethnic minorities, people who speak languages other than English, those with low internet proficiency, young people who move frequently or have plans to move soon, rural residents, and populations at risk of low response. In addition, the Census Bureau was able to make some observations about the inclusion of a citizenship question on the census form to 34 of the 42 focus groups because the question announcement happened while the research was being fielded.

Highlights:
- Tying participation in the census to community funding and, by extension, the hope for a better future for younger generations was a key motivator.
- Helping people understand the purpose, content, and process of the census may increase their participation in the 2020 Census.
- Messaging is needed for how the census directly benefits local communities, now and in the future.
- Providing information about the Census Bureau’s data protection policies will not alone mitigate concerns around privacy and confidentiality.
- Encouraging response from trusted voices within the community may increase participation among people with the greatest distrust in government.

In the coming months, the Census Bureau will announce various communications activities for the 2020 Census using the CBAMS research as a key component across the campaign.