

**Walworth County  
2020 U.S. Census Complete Count Committee (CCC)  
Tuesday, March 3, 2020  
Walworth County Government Center, County Board Room 114  
100 W. Walworth Street, Elkhorn, Wisconsin**

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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 Jon Anzalone. Linda Stier and Eric Loepp were absent.

**Others in Attendance:** Nancy Russell, County Board Chair; Stephen Ohs, Lakeshores Library System; Greg Trush, Village of Williams Bay; Colleen Lesniak, Volunteer Coordinator; Patricia Gillette, Census Partnership Specialist

**Approval of Agenda**

On motion by Marilyn Larson, seconded by Deb Shinkus, the agenda was approved by voice vote.

**Approval of Minutes**

Dave Nord offered a motion, seconded by Larson, to approve the December 10, 2019 CCC meeting minutes. Motion carried.

Linda Gourdoux offered a motion, seconded by Shinkus, to approve the February 25, 2020 CCC meeting minutes. Motion carried.

**Public Comment**

Stephen Ohs from Lakeshores Library System addressed the committee regarding using libraries as a resource and offered information on what the libraries are doing to support the Census.

**Unfinished Business**

- Update on promotional materials
- Hill informed committee members and members of the audience that she received a shipment of promotional materials from the Census Bureau. She asked those present to stop in the Administration office after the meeting to pick up materials.

**New Business**

- Discussion on goals and funding (County Administrator Mark Luberda)
- Hill introduced County Administrator Mark Luberda to the committee. Luberda indicated there was no specific funding dedicated to the Census in the County budget. The purpose of this topic is to discuss the committee's goals and expectations.

Hill displayed a map provided by the Census that indicates the low response areas in the County. The map showed that the southern portion of the County is a low response area. Luberda discussed potential objectives of the committee, including the following:

- Obtain handouts and posters from the Census Bureau;
- Distribute materials where people go day-to-day;

- Distribute materials to cities, towns, and villages that have been designated to be low response areas by the Census Bureau;
- Post materials in polling places during the April election;
- Reach out to residents who may not respond to the Census.

Luberda said it is important to distribute materials effectively. Luberda had the idea of distributing Census water bottles with flyers inserted to the youth soccer clubs in the County as these clubs will start up in early April and he has several contacts with the soccer clubs. He indicated there are three to four youth soccer clubs in the southern portion of the County. Greg Trush, Williams Bay, indicated that he sees the value in putting out the materials but it is also important to have contacts in the community to spread the word.

Patricia Gillette, Census Partnership Specialist, addressed the committee and provided information on upcoming events and key dates for the upcoming Census. Group Quarters, which includes prisons, nursing homes, and college dormitories, will be counted around April 1. The Census Regional Office will be reaching out to group quarters in the County to determine how they want to do their count. The group quarters can complete their own count or have an enumerator come out and complete the count. Gillette said she will see if she can provide a list to the County of what the Census has for group quarters in Walworth County so it can be reviewed and updated. Gillette said another part of group quarters is counting the homeless and transient population. The Census will reach out to area shelters as well as food banks/pantries to assist with counting the homeless and transient populations.

Gillette informed the committee that March 2-6 was Statistics in Schools week. The Census reached out to school superintendents and provided a packet of information which included a letter to parents. The Census is encouraging schools to participate in the event. One of the Census' objective is to make sure that children under five years old are counted.

The first mailing will be March 12 where residents will be invited to participate in the Census online or by phone. The paper questionnaire will be mailed out to most residents after the fourth mailing. The Census is address-based and cannot mail to post office boxes. The Census will send out enumerators to those households that do not receive mail at their homes to hand-deliver the invitations to respond online or by phone. Gillette provided information on the Census' 2020 Response Rates Map that will go live on March 20 and provide real time updates on self-response rates in the country. Gillette indicated the Census is looking to its partners to host Partner Assistance Centers where computer access will be offered to the public to complete the 2020 Census form online. The partners at these centers may assist the public in accessing the website and form, but should not collect or input respondents' data. Gillette said the Census will open Mobile Questionnaire Assistance Centers (MQA) in areas with response rates in the lowest 20% starting on March 30. The Census will be looking to its partners to provide locations for MQAs. Sworn Census representatives will staff the MQAs with secure Census laptops to assist the public in answering the questionnaire online.

After the committee discussed ideas on ways to promote the Census, the following items were suggested in order to move forward:

- Schedule another Complete Count Committee meeting;
- Reach out to local governments, particularly in the southern portion of the County, to gauge their interest in assisting the committee with promotion;

- Reach out to municipal clerks to see if they will allow promotional materials at their designated polling place(s) for the upcoming April election;
- Once receive list of group quarters from Gillette, reach out to municipal clerks to have them review and provide any updates;
- Designate a school liaison.

- Use of volunteers

Colleen Lesniak, Walworth County Volunteer Coordinator, provided ideas on how volunteers could be used in assisting the committee in promoting the Census. Ideas included using volunteers to distribute promotional materials, having Meals on Wheels volunteers distribute materials to seniors, posting information in the ADRC newsletter, and having volunteers staff an informational table at the County's senior dining centers. Lesniak also provided ideas of where materials could be posted including laundromats, medical offices, and car repair shops. Lesniak indicated that the committee will need to give specific direction to the volunteers on what the committee wants volunteers to assist with. Lesniak suggested utilizing the UW-Extension office as its FoodWise program works with the area food pantries.

- *Walworth County SmartShop* proposal

Tim Ryan from the *Walworth County SmartShop* distributed sample inserts and an updated proposal to committee members. Ryan reviewed the sample inserts that could be used to help distribute Census promotional flyers in the newspaper. The *Walworth County SmartShop* is mailed to 41,200 households every Wednesday; it is not mailed to post office boxes. Ryan indicated they also provide geographic targeting on social media.

## Reports

- Wisconsin Counties Association (WCA) article, "Make It Count"

Hill referred to the article included in the meeting packet and indicated that Chair Russell received it and wanted to share it with committee members.

**Set and confirm next meeting date and time:** The next meeting of the Complete Count Committee was scheduled for Tuesday, March 17, 2020 at 1:00 p.m.

On motion by Larson, seconded by Shinkus, Nicole Hill adjourned the meeting at 3:07 p.m.

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

## Census Rapid Response Grant Proposal Application

Welcome! NLC's Census Rapid Response Grant Program extends urgent financial resources for cities, towns, villages, and their local partners to improve or increase Get Out The Count (GOTC) activities in order to reach historically undercounted communities and hard-to-count (HTC) communities.

### GRANT AMOUNTS:

- \$2,500
- \$5,000
- \$10,000
- \$20,000
- \$40,000

NOTE: Proposals will be accepted until Friday, March 13th, at 11:59 PM Pacific Time.

### WHO CAN APPLY:

- Cities, towns, and villages
- Local partners working with city leaders (including but not limited to: nonprofit organizations, community-based organizations, local social service providers, libraries, county offices, fraternities and sororities, faith-based groups, parent and volunteer groups with tax status)
- Tribal governments and organizations
- NLC members and non-members eligible!

TO APPLY for this grant, please be prepared to provide the following information in our simple application form:

- Specify which HTC population(s) your grant will target. You can target more than one group with a single grant. Also check out [CUNY's Hard-To-Count map](#) to see high risk census tracts in your area.
- Be able to explain how quickly your organization (city or otherwise) is able to receive and deploy funds received. We want money to go from our account to yours quickly so you can use the funds fast to reach your historically undercounted communities.
- Describe (in a few sentences) what kind of activity you will fund with this grant money (see below for some examples).
- Tell us how much this/these activity/activities will cost (estimates are fine) -- don't forget to add 10% for overhead/operating costs!
- Give us a basic timeline of when these activities will happen. Remember, this is CRUNCH time! Don't hesitate to spend this money fast!
- Provide your banking information so that upon grant approval, funding can begin processing immediately (ALL applicants: please [download the NLC Automated Clearing House \(ACH\) form here](#). and upload it in your application. NON-MUNICIPAL applicants: please also prepare your [W-9 form found here](#).)

DELIVERABLES for this grant include (but are not limited to):

- Spend all the funds before July 31, 2020.
- Pay-it-forward: Notify a minimum of three (3) other city census offices or local partner organizations that are NOT members of the Local Census Preparedness Network and that could use additional funding for their HTC Census outreach of this grant opportunity. We want to make sure that cities and organizations that may not be plugged in to the same networks that we're plugged in to find out about this money.
- [CensusRapidResponse@nlc.org](mailto:CensusRapidResponse@nlc.org) must be included on the Pay-It-Forward emails.
- Publish a minimum of three (3) social media posts (ideally with images) of activities funded with this grant.
- Use the hashtag #CensusRapidResponseNLC on all social media about events/activities funded with this grant.
- Be available for one to three (1-3) check-in calls over the life of the grant.
- Respond to a short survey report about what you did with your grant award.

ACTIVITY IDEAS for Census 2020 Rapid Response grants:

- Buy 5 tablets and create 5 census kiosks to set-up around your city
- Increase your printing budget by \$5,000! Print posters, fliers, door hangers or buttons for GOTC activities in your community
- Hire additional staff for the duration of the Census to execute on your GOTC activities to reach historically undercounted communities
- Host community census response parties (who doesn't love pizza while filling out their census??). Coordinate a census response party with your local library and order \$500 of pizza to the library every Saturday between April and June for these parties!
- Give us your best idea! You are the expert on your community, so please tell us how you think you can best reach HTCs in your area.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
You and your organization	Your area/jurisdiction	Your HTC community	Your proposed idea	Let's talk money	Final Thoughts & Submit

**Please fill in the information for the primary applicant and partner applicants below.**

Cities that are not able to rapidly accept and deploy grant funding are encouraged to identify local partners to accept and deploy funds rapidly as well as implement the activities you propose.

**Name - Primary Point of Contact \***

First	Last

**Title of Primary Point of Contact \***

**Email - Primary Point of Contact \***

**Phone - Primary Point of Contact \***

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**Name of Primary Applicant Organization, including department, if applicable. \***

**Organization Web Site**

**Organization Address \***

Street Address	
Address Line 2	
City	State / Province / Region
	United States ▼
Postal / Zip Code	Country / Region

**Type of Organization \***

- City government
- Non-profit organization
- Tribal government
- County office
- Religious organization
- Other

**If applicable, include Secondary Applicant Information below.**

**Name - Secondary Point of Contact**

<input type="text"/>	<input type="text"/>
First	Last

**Title of Secondary Point of Contact**

**Email - Secondary Point of Contact**

**Phone - Secondary Point of Contact**

<input type="text"/>	-	<input type="text"/>	-	<input type="text"/>
###		###		####

**Name of Secondary Applicant Organization**

**Organization Web Site**

**Organization Address**

Street Address

Address Line 2

City

Postal / Zip Code

State / Province / Region

Country / Region

**Type of Organization**

- City government
- Non-profit organization
- Tribal government
- County office
- Religious organization
- Other

**How did you hear about the Census Rapid Response Grant program? \***

- Local Census Preparedness Network Google Group
- Congressional City Conference (CCC) word-of-mouth
- NLCU session at CCC
- CCC handout/palm card
- NLC newsletter
- NLC Facebook
- NLC Twitter
- NLC LinkedIn
- Census Counts
- Funder's Census Initiative
- Web search result
- Referred by another grantee
- Other

**If referred by another grantee, include name of person, organization name, and city/jurisdiction.**