

**Virginia Complete Count Commission**  
**Meeting Minutes**  
**August 21, 2019**  
**Patrick Henry Building**  
**West Reading Room**  
**1111 East Broad Street, Richmond Virginia 23219**  
**10:00 a.m. – 2:45 p.m.**

**Virginia Complete Count Commissioners: (Present)** Rita Surratt, Dr. Bill O'Hare, Margaret Nimmo Holland, Aida Pacheco, Jonathan C. Zur, Sreedhar Nagireedi, Gilbert Bland, Julian Walker, Suja Amir, Dr. Leo Whitaker, Dr. Carah Ong Whaley, Beth O' Connor, Gaylene Kanoyton, Ashley Reynolds Marshall, Rev. Dr. Jonathan Barton, Hyun Lee

**Virginia Complete Count Commissions: (Absent)**

Jonathan Alger, Jennifer Bowles, Rev. Kevin Chandler, Jim Dau, Dr. James Fedderman, Caryn Foster Durham, Sarah Gross, Razi Hashmi, Martina James Nalley, Dr. Tiffany Jana, Steve Kast (Charvalla West attended in place), Erin Lin, Giao "Genie" Nguyen Thi Giao, James Parrish, Nancy Rodrigues (Michael Able attended in place), Monica Sarmiento, Terron Sims, Dr. Elda Stanco Downey, Reggie Tupponce,

**Governor's Office Staff Present:**

Kelly Thomasson, Secretary of the Commonwealth  
Traci Deshazor, Deputy Secretary of the Commonwealth  
Salinna Lor, Special Assistant, Office of Constituent Services and Community Engagement

**Guests:**

Kevin Krigsvold, Partnership Specialist, U.S. Census Bureau  
Michael Able for Nancy Rodrigues  
Charvalla West for Steve Kast  
Jessica Ackerman, Virginia Municipal League  
Chris Gentilviso, Richmond Times-Dispatch  
Lauren Snellings, Voices for Virginia's Kids  
Lora Spiller, Dominion Energy  
My Lan Tran, Virginia Asian Chamber of Commerce

**Local Complete Count Representatives:**

Jenée Padmore, Community Foundation for Northern Virginia  
Adisa Muse, Executive Assistant to the Chief Executive Officer, City of Norfolk; Norfolk Local Complete Count Committee  
Gina Harris, Portsmouth Local Complete Count Committee  
Cara Neidigh, Powhatan Local Complete Count Committee

**Call to Order: (Secretary Kelly Thomasson)**

The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia, called the meeting to order at 10:12 a.m.

With a motion from Commissioner Rev. Dr. Jonathan Barton, and a second by Commissioner Margaret Nimmo Holland, the meeting agenda was agreed to.

### **Opening Remarks and General Updates (Secretary Kelly Thomasson)**

#### **General Updates:**

- Announcement: Fernando Mercado-Violand has left the Governor's Office to work on a presidential campaign.
- Governor Northam dedicated 1.5 million in funding to the Virginia Complete Count Commission's 2020 Census efforts at an event in Newport News, Virginia on July 23<sup>rd</sup>. The event, which was facilitated in collaboration with Delegate Marcia "Cia" Price, included a press conference, resource fair and townhall discussion. Commissioners Erin Lin, Monica Sarmiento, and Margaret Ninmo Holland, attended the event and want to do similar events (i.e. the townhall discussions) in other regions.
- The VCCC Staff have been engaging and making progress with state agencies, specifically with Health and Human resources agencies, because these agencies have direct constituent involvement. The VCCC staff has been focused on the education component, and making state agencies aware of 2020 Census and VCCC efforts, then will move on to focus on how state agencies can support outreach efforts, one example being providing a venue and opportunity for constituents to fill out Census questionnaire.
- Secretary Thomasson joined the Virginia Association of Counties (VACO)'s Board of Directors meeting. During the meeting, they discussed enhanced collaboration with Local Complete Count Committees, empowering the ones that have been established, encouraging ones that haven't been, and identifying other resources, motivation, and direction needed for LCCCs to succeed. During the meeting, someone asked about how P.O. Boxes work within Census questionnaire distribution. Also, another point that was brought up was the lack of access to broadband in rural areas. An idea that was proposed was encouraging high school government students in those areas that have laptops to do service or volunteer type projects revolving around helping people with the 2020 Census.
- Secretary Thomasson mentioned the Virginia Council on Women's Maternal Mortality Summit, where they were able to speak about the 2020 Census.

#### **Funding:**

##### **Question: Commissioner Aida Pacheco**

What is happening with the funding?

##### **Response: Secretary Thomasson**

We know that funding won't be used for grants. Funding will be used for our outreach efforts, communications efforts, and literature production. We want to hear from Commissioners about where you think funding could best be utilized. One thing we were thinking about doing was a

target social media campaign. We had discussed this in the first two meetings of the Commission, but because of a lack of funding, we decided not to, but now we do have funding. We're also going to work on translating materials because we know localities and organizations need translated materials.

**Question: Commissioner Rev. Dr. Jonathan Barton**

What languages are you going to translate?

**Response: Deputy Secretary DeShazor**

We'll be using the most commonly used languages spoken.

**Question: Commissioner Aida Pacheco**

Can we translate the palm cards on the website? They have really good information.

**Response: Deputy Secretary DeShazor**

Yes, we certainly can.

**Comment: Secretary Thomasson**

Commissioner Eric Lin has been doing a great job in reaching out to the Asian community in Virginia. He's been attending festivals, connecting with community partners, and has suggested video testimonials.

### **Funding (+Messaging Materials, Events, Outreach)**

**Question: Commissioner Dr. Bill O'Hare**

Thank you for your role in getting funding for the 2020 Census. The Census Bureau and Commonwealth Kids have also produced materials. Can you talk about the mechanics of how the decisions will be made for funding?

**Comment: Deputy Secretary DeShazor**

And don't hesitate to send any materials to the VCCC email address

**Question: Michael Able (for Commissioner Nancy Rodrigues):** So, how, where, and when can we get funding?

**Response: Secretary Thomasson:** We're going to be talking directly with counties and hosting regular conference calls to see where the need is.

**Comment: Commissioner Aida Pacheco**

[Referencing some ideas]: Media Toolkit, cross-factor to radio outlets because in the Latinx community, radio is really effective. Could we have talking points for the radio? And a video message, a generic one that the Governor, Kelly, and other Commission members could be in.

**Response: Deputy Secretary DeShazor**

[In regards to the toolkit]: if there are specific ones or other ideas you have, email us.

**Question: Commissioner Margaret Nimmo Holland:**

In regards to messaging to young children, the normal audience is advocates. Do we tailor our messaging to actual families? So in regards to messaging for hard-to-count populations, is the audience the trusted messenger or the actual family?

**Response: Secretary Thomasson**

For right now, the specific messaging should be for the trusted messenger.

**Comment: Commissioner Ashley Reynolds Marshall**

Generic example, but say an organization wanted to submit to a historically black newspaper. You could have a print ready ad that you can hand to them. With a social media toolkit, have enough content so that an organization could copy and paste and post. The more you can give and design the more people can utilize.

**Response: Secretary Thomasson**

If you guys look at our social media, you'll see our #SOCCensusSunday posts. Please take the posts and use them.

**Comment: Dr. Leo Whitaker**

[Here are some major issues]: underserved and undercounted communities. In communications efforts, there are a lot of impediments and barriers that are present in underserved communities. There are rippling effects, causing a disservice to these communities. How much money can be given to hard-to-count communities?

**Response: Secretary Thomasson**

Our goal is to reach everyone, but especially hard-to-count communities. We hope to reach out to faith groups, schools, and other trusted messengers.

**Comment: Commissioner Carah Ong Whaley**

[Ideas]: Schedule a monthly chat that goes with social media posts, have different commissioners in on it. For example having a FAQ and planning it out so Commissioners can respond and engage, making it trend. Everything would be predetermined. For Facebook and Twitter, could you tag Commissioners so we know to repost? Also, could we get door hangers? Question: Could we have guidance in terms of Get Out the Count?

**Response: Secretary Kelly Thomasson**

Traci and I talked with the Deputy Director for Get Out the Count (GOTC). They don't want canvassing. The Census has to be careful about who you talk to because of people who are hesitant for scams. The guidance they gave us is they don't believe it's a helpful strategy. I asked Tram from New Virginia Majority and asked how to reconcile with communities. [Tram] said that it's about the relationships they have with their communities and people know who they are in their orange shirts, so maybe in their advocacy they could incorporate census work.

**Question: Commissioner Carah Ong Whaley**

Can we tack it on voting outreach efforts?

**Question: Commissioner Margaret Nimmo Holland**

[To Kevin]: So, can we host a pizza party for the Census?

**Response: Secretary Kelly Thomasson**

It's different than voting, so I believe you can do events to help fill out the Census.

**Comment: Commissioner Carah Ong Whaley**

There's new guidance that you can't hold those events.

**Comment: Commissioner Dr. Bill O'Hare**

That's not true. I talked to the Bureau and they said that you can.

**Comment: Secretary Thomasson**

When we talked to the Deputy Director he said you can to help people fill the Census in.

**Question: Commissioner Carah Ong Whaley**

So for example, if Voices for Virginia's Children wants to do a pizza party, they can't help fill out the Census?

**Response: Deputy Secretary DeShazor:**

Sounds like we need some clarification from Ron.

**Comment: Commissioner Gaylene Kanoyton**

A lot of national organizations have been putting funding into local organizations, so I think we need some clarity. Same to political organizations. Localities need to have something so they won't have to reinvent the wheel.

**Comment: Commissioner Suja Amir**

[For example]: The Henrico LCCC has their planning department and communications in the lead and they've aligned well with what we're doing. Here's a concern they brought up: In March, when we get the information for the Census in the mail, it'll include a code to do it online.

**Response: Secretary Thomasson**

Not true. After speaking to the Deputy Director, they said you can use a code, but you don't need to. For example, if you're at a fair, you can just fill it out.

**Comment: Commissioner Suja Amir**

This created confusion. I think we need a unified message about this.

**Response: Secretary Thomasson**

No one can give me a unified message. He explained the non-id thing. It doesn't matter either way if you use the code.

**Question: Commissioner Dr. William O. O'Hare**

So, what if multiple people are living in the same home but don't know each other? What about the code? Would it be canceled?

**Question: Commissioner Dr. Leo Whitaker**

If they have the same name? Would they cancel the results?

**Response: Deputy Secretary DeShazor**

We'll ask the U.S. Census Bureau representatives during our September meeting.

**Question: Commissioner Dr. Leo Whitaker**

Can we add the knocking on doors/canvassing question to that conversation? That may be the only way for the Census to be accomplished.

**Response: Secretary Thomasson**

And the Census will be doing it.

**Comment: Commissioner Dr. Leo Whitaker**

But we don't want the message going out that no one is canvassing.

**Question: Commissioner Aida Pacheco**

Can we have volunteers trained to do door to door canvassing? Any guidance?

**Response: Secretary Thomasson**

No, that's what they don't want to have. The U.S. Census Bureau doesn't want people that are not Census to go door to door.

**Question: Commissioner Aida Pacheco**

No, I'm talking about outreach, not actual Census taking.

**Comment: Dr. Carah Ong Whaley**

I have the official document from census.gov.

**Response: Deputy Secretary DeShazor**

Can you send it directly to us?

**Comment: Commissioner Ashley Reynolds Marshall**

[When it comes to funding]: communities pay a lot of attention to press releases. However, other communities have no idea. When we make these tools available, is there a way to make that connection and reach out? For example, saying “this person lives in your general vicinity and is happy to help in any way. Lynchburg is forming a LCCC, so I’ve been forwarding them information.

**Response: Deputy Secretary DeShazor**

Right, you presented that idea at our June meeting.

**Question: Commissioner Dr. Bill O’Hare**

Who’s going to make the decision about the funding? Here’s an idea: how about a subcommittee within the Commission to help with that decision making. I could see good or bad with it. Right now, how is the decision being made?

**Response: Secretary Thomasson**

Final decisions will be going through my office with your collaboration to identify the gaps with strategy. We want your ideas about what needs to be produced and your assistance with the development of messaging, as well as continuing to identify partnerships.

**Question: Dr. Leo Whitaker**

Could we have some meetings electronically or face to face with those that represent the different localities in the state?

**Response: Deputy Secretary DeShazor**

We’ll discuss that later.

**Comment: Commissioner Dr. Leo Whitaker**

I say that to make sure we aren’t duplicating these efforts. So that we are all walking together into those underserved communities.

**Response: Secretary Thomasson**

A note on duplication: duplication is not necessarily a bad thing. You can’t tell people enough about the Census, because they’re going to need to continue to hear those messages to remember to fill it out. That’s why we are collaborating with Census Partnership Specialists, with LCCCs, and with other organizations, so that we can make sure these areas are covered.

**Comment: Commissioner Aida Pacheco**

I like the Voices for Virginia’s Children page that [Commissioner Nimmo Holland] has given out. The timeline is great, could we pull that? I have a question: when is the absolute census deadline?

**Response: Commissioner Dr. William O. O’Hare**

The last half of July, historically, that’s when they cut them off.

**Comment: Commissioner Aida Pacheco**

I think putting a final deadline would be helpful.

**Comment: Commissioner Margaret Nimmo Holland**

We would love to collaborate with VCCC on these.

**Comment: Deputy Secretary DeShazor**

And why not make one with “Count Your Seniors” and other variations? We can put it on our website, and if any of your organizations have anything we can put in a new section for “Commissioner Representative Organizations”.

**Comment: Commissioner Ashley Reynolds Marshall**

Can we do co-branding? In my organization, we love colored paper, or black and white on a colored piece of paper. That way, we save ink. And when it’s black and white, you can kind of customize it. Maybe we could have a Brand Toolkit.

**Question: Commissioner Aida Pacheco**

Could we have specific messaging? Especially with ESL, it’s critical to say that information is confidential.

**Response: Deputy Secretary DeShazor**

We’ll definitely take that into consideration. And we have created materials and would love your edits.

**Comment: Cara Neidigh, Powhatan Local Complete Count Committee Representative**

And with your materials, could you make them so that we could edit them and put our own brand colors on them?

**Response: Deputy Secretary DeShazor**

Could you email us directly and let us know which materials you’d like to edit?

**Response: Commissioner Ashley Reynolds Marshall**

If you make the materials into a PDF and leave a space as a co-branding logo, and have everything else in black and white other than your logo it’ll be accessible. Especially in a PDF format, because between Canva, Photoshop, and Illustrator, PDF is the most accessible.

**Comment: Secretary Thomasson**

[In response to Commissioner Dr. William O. O’Hare’s earlier question]: Going back to funding, rather than relying on the existing committee structure when it makes sense, going to those areas of expertise.

### **Virginia Congressional Members**

**Comment: Secretary Thomasson**

I met with the Virginia Congressional Delegation in June and talked about the importance of the census. We’ll also continue to work with our LCCCs and tweak our toolkits to make sure they have materials.

**Comment: Commissioner Sreedhar Nagireddi**

In their newsletters and such, they can put a link to the Census.

**Response: Secretary Thomasson**

Yes, [Commissioner] Carah had mentioned something about that. When we’re working with our state agencies, newsletters go to either their providers or their constituents.

**Comment: Commissioner Sreedhar Nagireddi**

Also with counties sending registrations, letters, and other things, they can include those links.

**Response: Secretary Thomasson**

Yes, and later on we’ll go into more detail about engagement with localities.

**Comment: Michael Able (for Commissioner Nancy Rodrigues)**

Would love color on [flyer from Voices for Virginia] these.

**Response: Deputy Secretary DeShazor**

We can certainly do both color and black and white.

**Comment: Michael Able (for Commissioner Nancy Rodrigues)**

We can put them in gyms, county boards, etc.

**Responses: Secretary Thomasson**

And again, that's what we'll be helping with.

### **Hard-To-Count Communities: Special Living Arrangements**

**Comment: Secretary Thomasson**

Next, we're going to jump into hard-to-count communities. We've had great panelists, but for this specific one (special living arrangements) we don't. There will be a lot of work to do. The U.S. Census Bureau is in early-ish stages on developing resources for those communities, but I still think it's worth starting these conversations. We've heard a lot from you, during conference calls, and want to make you aware of the issues to see if you have any comments or suggestions. Special living arrangements are populations like: incarcerated, homeless, assisted living. I know that it seems strange to lump all these people together.

**Comment: Deputy Secretary DeShazor**

One of those things have been engaging with our colleagues. We're trying to find out if there's someone that talks directly to those communities, and we're doing legwork to engage with these populations in every way.

**Comment: Secretary Thomasson:**

The U.S. Census Bureau did some testing in 2018 to determine how they will enumerate. The military population also falls into this community. When the Census thinks about it, they think about group quarters, transitory locations, federally affiliated populations overseas, incarcerated individuals, college and other groups of students, group homes for adults, residential treatments, soup kitchens, outdoor locations where people congregate, and more. We have a large military population, and we'll do a special breakout at some point. I know we've got United Way, Department of Corrections, and others to make sure we are collaborating. I also know Eddie Oliver, who's with the Federation of Food Banks. We're meeting next week as well to talk about how we can be helpful. The Bureau will do service based enumeration, i.e. they will be going to service based locations, shelters, soup kitchens, and regularly scheduled moving vans.

**Question: Commissioner Gilbert Bland:**

Is there a specific address for inmates?

**Response: Secretary Thomasson**

They will be counted at the actual facility.

**Question: Commissioner Dr. Leo Whitaker**

So where they are before April 1, or on the day of April 1?

**Response: Secretary Thomasson**

On the actual day.

**Comment: Commissioner Dr. William O. O'Hare**



Maryland wants to try to count inmates where they were, i.e. their original communities.

**Response: Deputy Secretary DeShazor**

Right, for their resources.

**Question: Commissioner Dr. William O. O'Hare**

Is Virginia thinking of using that program?

**Response: Secretary Thomasson**

That's a good question – we'll be sure to follow up on that.

**Comment: Commissioner Dr. Leo Whitaker**

There are some persons after parole that cannot return to their localities. Where those persons would be counted then? The only area I saw or heard that was not mentioned was those that have mental health issues or drug addiction treatment programs. We need to identify how to best approach it. Others may not have the capacity or competency at the time to fill those forms out. So there are places where guardians may help, but there are people that don't have anyone.

**Response: Secretary Thomasson**

That's something we'll rely on the U.S. Census Bureau for. It's not going to be up to each individual person, but rather the facilities that provide the data.

**Question: Commissioner Dr. Leo Whitaker**

What are the checks and balances for those in the facilities, mental health, etc. to guarantee there are no impediments, so they are not surrounding them to the wrong place?

**Response: Secretary Thomasson**

We'll also follow up on that.

**Question: Commissioner Rev. Dr. Jonathan Barton**

What about kids in the foster care program?

**Response: Secretary Thomasson**

Traci and I were actually just talking about this. We have a new position in our Health and Human Resources Secretariat that is focused on foster care and Traci just touched base with her.

**Question: Commissioner Rev. Dr. Jonathan Barton**

Will they be counted where they're actually staying?

**Response: Commissioner Dr. William O. O'Hare**

Foster kids are supposed to be counted where they are. But, a lot of them will not be counted as foster kids because they'll be counted as a niece or granddaughter because of kinship.

**Question: Commissioner Gilbert Bland**

How do you count populations that vary based on the seasons? For example, the populations who reside on the beach in the spring and summer.

**Response: Deputy Secretary DeShazor**

The person we mentioned in Health and Human Resources was the previous Assistant Secretary for Veterans and Defense Affairs, so we talked about homeless veterans. We'll keep you updated because we want to have concrete answers for you all.

**Comment: Secretary Thomasson**

The Census is aware of these issues, in addition to these special enumerations, they have enumerations at transitory locations, i.e. people that live in transitory locations like campgrounds, marinas, motels and hotels, long term-stay areas, race tracks, circus and carnivals, and more. This is something the Census has on their radar, but we'll also be needing to reach out.

**Comment: Commissioner Dr. Bill O'Hare**

Also, In the Eastern Shore of Virginia, there's a big population of migrant workers. They're often in situations where they don't want to respond to government officials.

**Question: Commissioner Dr. Leo Whittaker**

For persons who are traveling, what happens if they are hospitalized from March to July but want to fill out their census. Are they counted in the state they are temporarily living in?

**Response: Secretary Thomasson**

They're supposed to be counted where they are on April 1.

**Response: Kevin Krigsvold, U.S. Census Partnership Specialist**

Yes – it's where you usually sleep. I think it's a gray area.

**Question: Commissioner Dr. Leo Whittaker**

What about persons who have been in the hospital for 6 or 7 months? The Census only comes around every 10 years.

**Response: Kevin Krigsvold, U.S. Census Partnership Specialist**

My understanding is you're counted where you're laying your head.

**Response: Commissioner Dr. William O. O'Hare**

People in general, including newborn babies, are counted in the residence where they sleep most of the time.

**Comment: Commissioner Ashley Reynolds Marshall**

This is taking us way back and I'm sorry about that, but when you're discussing organizations, HUD requires care to exist. They're going to be your go-to point for the Homeless. They know the pit (point in time) you can reach out to them. So, about housing insecurity. How do we ensure that those families are adequately counted? For example, group and community living. My YWCA center has 30 women living in them, how do we ensure those type of areas are counted? If you're couch surfing, you don't fill out those forms. Hotels? Families will move from hotels to couches. Single adults are subject to rapid rehousing. If you're a single man, forget about getting assistance. Single woman, maybe. Single woman with kids? Maybe you could get assistance.

**Response: Secretary Thomasson**

We'll be getting a copy of the census form, and they have a question about couch surfing. It's about making sure those communities are being told about the census, then making connections with partnership specialists, and/or letting the partnership specialist know, "I just encountered this campground of remote people that you might not know about."

**Question: Commissioner Aida Pacheco**

If you have someone living in one of these quarters, do we tell the family not to count them if they're being counted in the group homes or in the facilities in which they're incarcerated? What do we tell the families?

**Response: Secretary Thomasson**

It does give some guidance. The Census Bureau does say "do not count anyone living aware from here, ex. college, jail, nursing. Leave these off your questionnaire even if they'll be living there."

**Response: Deputy Secretary DeShazor**

And what role does the Commission play? Taking that message back to your community, making them aware, telling them you've seen the sample form.

**Comment: Michael Able (for Commissioner Nancy Rodrigues)**

There's also a big problem with the Hispanic community. My daughter-in-law is from Columbia, and she's still afraid of the Census. She is a citizen. I know that hundreds of thousands of people feel the same.

**Response: Secretary Thomasson**

And that is a barrier that we'll continue to reiterate. I know our Latinx commissioners are hosting workshops across the state.

**Comment: Commissioner Dr. William O. O'Hare**

The population that is the most concentrated on with non-citizens is young children. 20% of young children from ages 0-4 live with someone that is undocumented, and 98% of those children are citizens.

### **Events/Messaging**

**Comment: Deputy Secretary DeShazor**

Let's move on to discuss events and materials. Our pop quiz is on the website and if anyone wants it in a different form just contact us. We're also working on a Faith Engagement Toolkit, State Agency Toolkit, and Letter to Local Complete Count Committees, along with a list of Commissioners for that locality. We're also creating a general poster with contact information that will have various iterations.

**Question: Commissioner Carah Ong Whaley**

Could we have a QR Code on the poster to go to the website or a bit.ly link?

**Response: Deputy Secretary DeShazor**

Yes. We're also making a poster with sizes 11x17 and U.S. Letter.

**Question: Commissioner Gaylene Kanoyton**

Could we have business cards with key dates, a timeline, and information closer to January or February?

**Comment: Cara Neidigh, Powhatan Local Complete Count Committee Representative**

Those are really useful, especially for festivals and other events.

**Question: Deputy Secretary DeShazor**

So for these cards, should we do two different ones? One for fall and one for general information?

**Question: Commissioner Gaylene Kanoyton**

General one for both. And make sure you put that in the toolkit so we can download and print multiple.

**Comment: Deputy Secretary DeShazor**

Thank you. And we've updated our website to fix the links that were broken, changed the website tabs to be more readable, and added more information about U.S. Census Jobs. Now I want to take this time to talk about our press event on July 23, 2019 in Newport News. Do we have any thoughts from Commissioners that attended?

**Comment: Commissioner Margaret Nimmo Holland**

I was pleasantly surprised at how many community members were there that weren't commissioners or for just the press event. I like the idea of combining census efforts with resource and job fairs. Thought it was great.

**Comment: Deputy Secretary DeShazor**

We had a lot of questions that we didn't think about and called on our Commissioners and U.S. Census Partnership Specialists. We started the press conference then town hall and facilitated our pop quiz. There was a lot of discrepancy in the responses which clearly demonstrated the value of the quiz. It ensures our messaging is consistent. People also really enjoyed the U.S. Census Bureau Representatives and learning about U.S. Census jobs. We really want to amplify engagement.

**Question: Commissioner Dr. William O. O'Hare**

How do we get invitations to these events? Or invite other people?

**Response: Secretary Thomasson**

We partnered with Delegate Cia Price, who distributed the event to her network. We're thinking about partnering with other local elected communities.

**Response: Deputy Secretary Thomasson**

For this event, we didn't have a large window of time. Now that we have dates set, we hope we can have more engagement, especially for these job fairs, which are held in windows (10:00 a.m. to 2:00 p.m.) for those that are unemployed.

## **After Regional Breakout Work Session:**

### **U.S. Census Jobs**

**Comment: Secretary Thomasson**

I asked Kevin to talk about Partnership Specialists and how to best coordinate with them.

**Comment: Kevin Krigsvold, U.S. Census Partnership Specialist**

I know there's been concern about the fact that jobs are being posted and some people are not seeing the results. There are a lot of jobs out there – I know in Norfolk, VA they're looking for 1600 people for hire. There's a separate organization that organizes the job process, not just the U.S. Census Bureau. In regards to Partnership Specialists positions, there are two tribal jobs and many others that are opening up now. We're looking to everyone to help us get the word out, so if you know someone that might be a good fit please encourage them to apply.

**Comment: Commissioner Gaylene Kanoyton**

I have a complaint that I've heard from many people: no one gets any information back. There's word going around that you can fill it out and you won't hear anything from them.

**Comment: Commissioner Aida Pacheco**

Agreed. I've been hearing that as well.

**Comment: Commissioner Gilbert Bland**

I've been having the same situation in my network. It's been over four weeks.

**Response: Kevin Krigsvold, U.S. Census Partnership Specialist**

My own sister applied for a job in Tennessee, there's not a one to one connection between being able to help her.

**Question: Commissioner Gaylene Kanoyton**

It's been taking so long that people are having to start at square one in applying for jobs?

**Response: Commissioner Ashley Reynolds Marshall**

This is common for federal level jobs. When I talk to individuals applying for federal jobs, I make sure to tell them that it is highly possible they will not hear anything back at all, or until they've reached the interview stage. They don't send you a notice saying they've received your application. This is a system wide issue.

**Response: Secretary Thomasson**

So, in summary there's a lot of personal frustrations with not having a clear timeline, because when you tell people to go ahead and apply, they don't hear back for four months or so. Perhaps something that will be helpful will be a conversation with Ron to understand the organizational chart. There's an operations side and partnership side. Ron and Kevin are on the partnership side, which is different from the recruiter/operations side, they don't report to each other. Partnership specialists have no direct relations with recruiters, they will collaborate at some points, but for the most part it's just telling the other about community events. However, the good news is that there are going to be six new area census offices across Virginia opening up over the next month or two that will be staffed by the operational side. I know that in September, the Richmond office will be open, so perhaps this will help with some of the issues.

**Comment: Commissioner Aida Pacheco**

It's just frustrating that we're being asked to recruit and [U.S. Census Bureau] they haven't gotten back. It's going to be a challenge to get the Census to the right people.

### **Upcoming Events and Closing Remarks**

Guests from the VCCC meeting announced upcoming events:

Powhatan Local Complete Count Committee (Cara Neidigh): 2020 Census Event on Labor Day, event details on Facebook page

Virginia Asian Chamber of Commerce (Milan Tran): Small Asian Business Conference on November 2<sup>nd</sup> in Fairfax, Virginia, will have over 150 Small Businesses, would like to have a 2020 Census table.

Local Complete Count Committees announced updates:

Portsmouth Local Complete Committee (Gena Harris): Portsmouth LCCC had their first meeting last Wednesday and have established a regular monthly meeting schedule.

Northern Virginia Complete Count Committee (Jenée Padmore): The NOVA Complete Count Committee has their second meeting next week.

They're working on a number of things:

- Creating PSAs, school-targeted PSAs, PSAs in different languages
- Convening superintendents from school districts
- Engaging local governments, senators, and delegates
- Creating content for social media engagement, emails, listservs
- Planning townhall events
- Working on translations, have one flyer translated into five different languages so far
- Formed partnerships with George Mason, VT, NOVA Community College to target millennials, especially those in apartment complexes
- Working with Prince William LCCC on extensive solutions, forming a media toolkit, attending business and community fairs, back to school fairs, and more

**Additional Comments:**

**Comment: Commissioner Aida Pacheco**

Can we add the work the LCCCs have done to our website?

**Comment: Commissioner Margaret Nimmo Holland**

Just wanted to add that Lauren has done a few presentations for Local Complete Count Committees of the undercount of missed children.

**Question: Secretary Thomasson**

Any additional questions, comments, or concerns?

**Question: Commissioner William O. O'Hare**

You said next meeting someone would be here from the U.S. Census Bureau answering all the questions, should we email you those questions?

**Response: Secretary Thomasson**

Yes, please. What I ask for an action item is to make sure that if any of those calls are particularly attracted to participate in we'd like your expertise, take those and share them in your network. If you have faith leaders, friends in the LGBTQ+ community, etc. please invite them to our calls so we can get good participation. We've had a lot of good feedback and we'll continue doing the calls. We'll also be in touch with all of the regional groups. Don't forget that we have the extra literature, please feel free to grab some. With that, we are good.

Meeting adjourned at 2:15 p.m.