

**Attendance:** Carol King, *US Census*; Charima Young, *PSU (by phone)*; Liz Lose, *CCPCDO*; Ray Stolinas, *CCPCDO*; Kevin Kassab, *State College Borough*; Tom Wilson, *Bellefonte Borough*; Joanne Tosti-Vasey, *Bellefonte Borough*; Matt Brooks, *PSU Student*.

- The meeting was called to order by Ray Stolinas at 6:06 PM.
- Attendees made introductions and welcomed guest PSU student Matt Brooks. All complete count committees were represented.
- U.S. Census Bureau Partnership Specialist Carol King reported on the opening of the State College Area Census Office (01/14/2020). Members of complete count committees were present and attendance was good. Television media were present. She reported that the U.S. Census Bureau is launching a \$5 million dollar outreach campaign with a predicted level of nearly 99% of households being reached. Carol reviewed the Statistics in Schools (SIS) program and will make that her next focus in Centre County. She will be reaching out to the school districts to promote planned Census events in March. She provided the committee with sample brochures and flyers regarding the SIS program. An introduction between Carol and the school district administrators would be helpful. Responses from the municipalities regarding Census support and resolution adoption remains low. Carol suggested that the Planning Office and/ or Centre County's endorsement through a follow-up letter to the townships and boroughs might increase municipal support of the Census.
- Charima Young reported that the PSU Complete Count Committee has 2 meetings in January. PSU's subcommittees are fielding internal questions among the groups. PSU is coordinating with the Commonwealth to host a Q & A session regarding the 2020 Census with 2<sup>nd</sup> Lady Gisele Fetterman on February 19<sup>th</sup>, 2020, from 6-8 PM in the Freeman Auditorium of the HUB at the University Park Campus. The 2<sup>nd</sup> Lady herself is an immigrant and will be touring a multi-county area to promote the Census. The event will be promoted as a countywide Census effort and will be free to the public. Charima encouraged participation from complete count committee members to be panelists. PSU will be recruiting volunteers for the 2<sup>nd</sup> Lady's event and will be reaching out to various media outlets (C-NET, PSU TV/radio, etc.) for marketing. The Commonwealth will handle general press releases. PSU's student committee found that off-student housing is not categorized as group quarters and will discuss further at next meeting how to capture those students. PSU will be reviewing the use of translated material prior to distribution. Some discussion in including the athletic department and/ or athletes is being considered.
- Kevin Kassab reported at the last State College Borough Count Committee meeting further identification of primary and secondary messengers was completed in order to distribute materials through various networks to clients of social services. The request to the State College Borough Water Authority to put Census marketing on utility bills was declined. The Borough's committee will be coordinating with PSU's committee in advance of the 2<sup>nd</sup> Lady's visit. Kevin reported he is still in communication with CATA regarding the signage (bus wraps and banners) and will be getting a final cost. He noted that the Census did have a set-up in the borough building during the First Night activities in downtown State College.
- Tom Wilson reported that Bellefonte's complete count committee met the previous week with improved attendance and 9 active members. Tom and Joann Tosti-Vasey reported that the committee is looking at the potential to set up Census Survey Help Centers at various locations (YMCA, Faith Centre, senior center, library, etc.) to help individuals complete the survey. The committee is working towards self-staffing but volunteers are needed. Tom discussed means to market the help centers through public service announcements through CNET and asking businesses to put up posters. Joann showed a sample of a borough utility bill in which a Census announcement was printed on in a postcard format. She adapted material from Carol King for the printing. Joann explained that with over 50% of households being rental in the borough she asked if children in those

households will be counted. Tom is looking at banners and the possibility of purchasing and hanging a banner on High Street. Discussion about sharing the banner cost and local printers took place.

- Ray Stolinas reported that Centre County has updated the Census 2020 website to include material in the most frequently non-English languages spoken by residents. IT Officer Chad Joyce added a countdown ticker to Census Day April 1, 2020. Ray reminded attendees that the County's website can include other committees' materials and/ or link to their websites. He reported his involvement with the PSU Complete Count Committee. Ray reported that Lesley Kistner from the Happy Valley Adventure Bureau and Denise Sticha from the Centre County Library have joined the committee and offered their support. Liz Lose reported that she reached out to Dave Lomison at the Centre County Transportation Office and will be meeting with him to determine ways to market the Census to the county's van riders.
- The committee members discussed the Group Quarters and Transitory Location template Carol provided. The members expressed that collecting the data at the county-level should happen first through Natalie Corman and be circulated next through the committees to decrease duplication. Carol explained that people in transition may be overlooked so it is important to make an effort to capture them. She explained that the template was provided to her so she did not modify it. Matt Brooks explained that the template format may be tied to a Census operation. Carol requested that the committees keep the template moving on to the next committee even though no deadline for data collection was set.
- Three (3) venues for Census marketing were discussed: Bellefonte's Downtown Business Inc. has an upcoming meeting and Joann is on the agenda; the Home Improvement Show at the Bryce Jordan Center (February); and the County's Superfair which includes various social service agencies (March 28, 2020).
- The committee moved to **shift the next meeting time** from **6 PM to 6:30 PM** on Wednesday, February 12, 2020 in Room # 116 of the Willowbank Building, 420 Holmes Street, Bellefonte.
- Tom Wilson moved to adjourn the meeting at 7:05 PM.