

# 2020 CENSUS COMPLETE COUNT COMMITTEE FOR THE TOWN & COUNTY OF NANTUCKET

**MEMBERS:** Andrew Vorce (Chair), Peter Morrison, Nancy Holmes, Thomas Dixon, Kelly Cooney, Kristie Ferrantella, Rachel Day, Margaretta Andrews, *Vatsady Sivongxay – MIRA representative to be confirmed*

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## MINUTES

**Tuesday, July 23, 2019**

Wannacomet Water Company, 1 Milestone Road, Conference Room – 2:30 p.m.

**Purpose: First Regular Meeting:**

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**STAFF IN ATTENDANCE:** Eleanor W. Antonietti, Zoning Administrator

**ATTENDING MEMBERS:** Andrew Vorce (Chair), Peter Morrison, Nancy Holmes, Thomas Dixon, Kelly Cooney, Rachel Day, Margaretta Andrews

**ABSENT:** *Vatsady Sivongxay – MIRA representative to be confirmed & sworn in by Town Clerk*

**LATE ARRIVALS:** Nancy Holmes

**REMOTE PARTICIPATION:** Kristie Ferrantella

**PUBLIC PRESENT:** Caroline Frey (Nantucket Data Platform)

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**I. Call to Order:**

**II. Establishment of Quorum:**

2:40pm

**III. Approval of Agenda:**

Agenda adopted by **UNANIMOUS** consent.

**IV. Public Comments:**

NONE

**V. Action / Discussion Items:**

**A. Overview of “2020 Census Integrated Partnership and Communications Plan”**

VORCE welcomes and thanks members for their participation. Reminds members to complete the compliance requirements for membership on a Town Committee, which will be sent out by Staff.

Asks Peter Morrison, Co-President of the Nantucket Civic League, to explain 2020 Census Integrated Partnership and Communications Plan which he prepared (found on Page 20 of Packet).

MORRISON Has been thinking about this for a while and collecting a lot of information. Authored this document as a starting point. Nantucket is unique because we are a welcoming

immigrant entry port, and there is a lot of cohesion. We want our immigrant communities to be counted. We have numerous socially distinct immigrant communities and there is a lot of fear tied to citizenship question. Damage is already done whether there is one or not. How do we go about seeing that we count every individual we can who is a ‘Census resident’ of Nantucket. Census Bureau would classify them as a person who lives on Nantucket. Every body that gets counted represents about \$1,000 or more flowing from different federal programs. If we do not have an accurate count, we will be losing money starting in 2021, and that gets carried forward. Big incentive to get everyone counted whatever the fear factor and barriers are. DISCUSSION moves on to initiatives.

## **B. Discussion of Initiatives to promote Complete Count**

MORRISON Therefore, we logically want to frame this as coming from the schools in order to dissolve fear barrier. Checked with Superintendent Cozort to capitalize on Census Bureau’s plan to enumerate electronically. We need to drop off enough forms to get an accurate count for multifamily homes. One idea is to form a team of laptop-equipped high school juniors and seniors to go door to door.

COONEY asks if people can go anywhere to complete? Students going door to door would need WiFi and a lot of immigrants don’t have WiFi. Proposes setting up clinics.

MORRISON We could have a local WiFi hotspot and there are several alternative venues where this can be done.

Caroline FREY Establishing a phone-based hot spot is simple. Suggests also working through religious communities. Could have people stationed at religious venues so that trusted faith leader can pave way for immigrants to dissolve fear factor. This could be cost effective way of avoiding undercounting a lot of people.

VORCE Census Bureau will also provide an opportunity to call in as well.

MORRISON Census Bureau is doing a lot to make it easier but we still have to overcome fear factor.

COONEY has talked to Tracy Roberts, Director of the Nantucket Community School (“NCS”) – we might be able to have an event where we offer food, face painting, *etc* ... ICE (Immigration and Customs Enforcement) is just showing up unannounced. We would have to do a lot of messaging through various media platforms, for example. Not totally comfortable with kids going house to house. Wonders about time frame.

MORRISON this goes beyond April 1<sup>st</sup>, perhaps into May and June

VORCE there is follow up if they are not getting responses from certain addresses.

COONEY We need a multi-tiered approach. Offer child care. Work with the ELL (English Language Learners) Parent Advisory Council. Meet mothers at the Drop-In Play Center and Welcome Baby at NCS. Have to check on funding with Cozort for food *etc*... Need to have events where we bring in all the stakeholders. Churches, salons, people in school system all need to be incorporated.

MORRISON The question is where did a person live as of April 1<sup>st</sup>. Questionnaires could end up there prior to April 1<sup>st</sup>. They will be starting the effort in late March. Non-response follow-up might be 2<sup>nd</sup> mailing or door knocking. Need to build on social connectivity.

COONEY what if an address has 4 families living in it?

MORRISON we need to find out. Perhaps have an ongoing registry – probably confidential – that would allow us to say we have a certain number counted.

ANDREWS there must be a unique identifier.

FREY in the past they have counted multiple residents of one DU.

DISCUSSION about how individuals may or may not be counted in single family homes, where multiple families may be living.

MORRISON when the form comes – it is directed to reporter (head of household). That person can report for all the people in the household.

HOLMES suggests we reach out to someone from the Interfaith Council. We would pick one day – if pastors would agree – as “Census Sunday” when the Census takers are there with laptops.

MORRISON still going to have no shows due to both fear factor and those who miss services due to 2<sup>nd</sup> jobs. We need a series of events over a period of time to capture maximum number. Agrees that we need to enlist support and endorsement of faith leaders.

HOLMES if we can spread the word that they are not asking for names, just numbers of people living in a house, that could allay some of the fear.

MORRISON feels that the one guaranteed safe zone is school. Messaging is key.

COONEY Ultimately the school system benefits. Title I moneys are used for students who need support. Title III has a number attached per head. All the Title grants are connected to Census.

HOLMES distributing a “Did you know” kind of pamphlet could help.

DAY It cannot be all about the schools.

ANDREWS points out that the Greater Good concept is not going to reach everyone.

MORRISON He has been collecting names of ambassadors to immigrant communities (bottom of Page 21 of Packet). We need to work with them as members of a team. They could play a critical role. We have Bulgarian, Nepalese, Jamaican communities, to name a few. Establish ties with these ambassadors who can vouch for the Census being a benefit in terms of funneling money to our children and schools. Speaking as Co-President of Civic League – we have 2,000 dues-paying members. Most have at least 1 or more whom they employ who is an immigrant. We could ask each member to make sure that that one employee fills out the Census.

HOLMES it is really about word of mouth. An Ad Campaign showing photo of someone who says “I completed it.” could help.

ANDREWS The Mass Equity Fund is a resource for funding. Cape & Islands region is typically under-represented due to our seasonality.

COONEY there is a multi-pronged tool kit for outreach. Wonders if we could offer prizes at an event where we have Census forms.

MA strategies are national. There can be no tangible benefit.

FREY could make it a competition for the Census takers – whoever signs up the most people wins something. Also do some outreach in the schools so students go home and talk about it.

DAY suggests having a table at the hospital’s Health Fair in October.

COONEY and at the Back to School nights.

DIXON We should lean on MIRA. He will look into State funding available if we want to host events. Took a call from Mike Jackman (Congressman Keating’s District Director) who wants to know what we are hearing. He could be a good resource.

HOLMES even non-voting residents may care about representation.

VORCE have met the Census Coordinator for Nantucket, Laura Medrano. Thinks it would be helpful to invite her and John Barr (Program Manager, Census Division; Office of the Secretary of the Commonwealth) to our next meeting.

DISCUSSION about hiring of enumerator.

VORCE now they only have the short form – used to be a long form. Wants to get schedule from Medrano.

MORRISON we need to find out from Census Bureau which unconventional ideas might be viable. Anyone knocking on a door is suspect now.

ANDREWS could enumerator position that is paid qualify for Community Service?

COONEY not sure but we could encourage some recent bilingual graduates.

MORRISON we are starting early. Best course of action is to create a team of ambassadors and empower them as the link to the immigrant community. And perhaps have a part-time administrator.

VORCE Regarding hiring of a part time administrator, that proposal would not go to the Town Manager right now. This whole committee was set up by the NP&EDC. We have a small budget – but no specific ability to create a position. If you have a contract at some point, the funding source would probably be from NP&EDC.

DAY are we allowed to give them an additional incentive – can we reach out through the Senior Tax Work Off program? That is not asking for a new paid position but using an existing program. Applications are in October and they are placed by November. We could look at possibility of assigning someone in that program a job as an enumerator or contracted Admin person through Human Services support.

HOLMES suggests asking ReMain to fund a temporary admin. position.

ANDREWS if funded by town, would such a position have to be posted?

VORCE if it were a contract for services, then no.

ANDREWS has someone in mind.

VORCE We would need to consider some gross numbers as to hours and salary.

## VI. Other Business

COONEY Wonders if ReMain could fund costs of printing and having things translated. Suggest we establish a time line next meeting. School District opening is 8/26. Need to plan info. training for community partners – if we offer pizza, people are more likely to come.

MORRISON thinks we should meet every 3 weeks. We should all make list of every conceivable fair or community event at which we could spread the word.

DAY will reach out to the NCH committee now to ask if they will let us have a table at the Health Fair. They will get funding too.

HOLMES we want to be careful not to overdo it or we run risk of burning people out.

DIXON as to prospective admin hire – would it be similar to a part time Exec. Director who motivates their board?

ANDREWS No. The job is to pay attention and keep us on course and help implement our initiatives. She is meeting with ReMain tomorrow and can scope out opportunities.

CONSENSUS is to invite additional stakeholders to next meeting such as Sarah Erichsen (NPS Registrar), Jocelyn Ramirez (Bilingual support specialist in school), Debby Dubois (Immigration Resource Center), & Reverend Ruth Smalt (Interfaith Council President)

NEXT MEETING: Monday, Aug. 19<sup>th</sup> at 2pm in Wannacomet Water Co. Conference Room

## VII. Adjournment

M/S/A to end MEETING at 3:45 p.m.

Submitted by:

Eleanor W. Antonietti