

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; Joel Rivera / Vatsady
Sivongxay (*alternating MIRA representatives*)

MINUTES

Monday, January 13, 2020

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

Purpose: Regular Meeting

ATTENDING MEMBERS: Andrew Vorce (Chair), Nancy Holmes, Margaretta Andrews, Peter Morrison, Thomas Dixon, Kristie Ferrantella *by phone/ in person*, Vatsady Sivongxay *by phone*

ABSENT: Rachel Day, Kelly Cooney

Early Departures: Margaretta Andrews 3:55pm

Late Arrivals: Kristie Ferrantella arrives 4:15pm

REMOTE PARTICIPATION *by phone*: Kristie Ferrantella, Vatsady Sivongxay, Bill Palmer from Secretary Galvin's office

STAFF IN ATTENDANCE: Eleanor W. Antoniotti, Zoning Administrator; Martha Tirk, CCC Administrator

PUBLIC PRESENT: Laura Medrano & Jose Da Cunha (Partnership Specialists; NY RCC; Field Division)

I. Call to Order:

II. Establishment of Quorum:

2:55pm

III. Approval of Agenda:

ROLL CALL VOTE:

Andrew Vorce Aye

Margaretta Andrews Aye

Thomas Dixon Aye

Nancy Holmes Aye

Peter Morrison Aye

Kristie Ferrantella *by phone* Aye

Vatsady Sivongxay *by phone* Aye

Agenda adopted by **UNANIMOUS** consent.

IV. Approval of Minutes

- **November 7, 2019**

MOTION was made by Margaretta Andrews and seconded that the 2020 Census CCC does hereby approve the Minutes for the meeting on November 7, 2019.

ROLL CALL VOTE:

Andrew Vorce Aye
Margaretta Andrews Aye
Thomas Dixon Aye
Nancy Holmes Aye
Peter Morrison Aye
Kristie Ferrantella *by phone* Aye
Vatsady Sivongxay *by phone* Aye

Minutes adopted by **UNANIMOUS** consent.

V. Public Comments:

Chair will take comments at any time during the meeting.

VI. Introduction of Guests

Martha Tirk, Census Committee Administrator

Laura Medrano is still the liaison along with Jose Da Cunha (coordinator for Bristol County) for New York Region Field Division of the U.S. Census Bureau

VII. Action / Discussion Items: *(Votes may be taken)*

A. CONTINUED Discussion - Implementation “2020 Census Integrated Partnership and Communications Plan”

MORRISON putting together rigorous schedule. Starting by reframing how the census is perceived. A lot of money hinges on accurate census that will benefit the public school children. The schools are trusted by immigrants and are the anchor for the reluctant to respond communities. Health care offices and religious gatherings are critical. Working to connect with schools, trusted individuals, and other organizations such as the Civic League which has 2,000+ dues paying members.

HOLMES Town census is being mailed this week with Martha’s insert.

TIRK Recaps meeting between Maria Partida, Regina Zinser, Laura (Medrano) and Jose (Da Cunha). Using grant funding to do island-wide postal patron mailing to everyone who gets mail on the island. English, Spanish, and Portuguese are most common languages spoken here. Maria asked if any human rights organization involved and we reassured them that MIRA is involved.

HOLMES suggests giving the pastors relevant documents and ask them to consider – after April 1st – talking about this at the end of the service.

MEDRANO Maria (Partida) is going to talk to Father Carlos to see if he can address the congregation.

DA CUNHA Maria and Regina (Zinser) are critical trusted voices with direct links to the community.

SIVONGXAY *by phone* MIRA has a lot of major civil rights organizations on board.

CONSENSUS Need to get accurate information out there. There is a misinformation campaign.

CLARIFICATION Enumerator will reach back out to respondents who don’t complete the census. There are internal systems in place to fill in the blanks, although it depends on which question is left blank. Missing one question does not disqualify. There are 10 items on the census.

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TIRK The mailer will include information about safety, confidentiality, why it matters, instructions for completing over the phone or on line. The specific phone number and website are forthcoming. There are 5 mailings coming from Census Bureau.

MEDRANO 2 will be invitations to complete, then the post card, and then the 3rd is to non-respondents. The first mailing is from March 1-20.

CONSENSUS still concerned about people who get mail via PO Box. This includes all of Sconset and most of Tom Nevers and a lot of Town people.

DA CUNHA explains how mail will reach those locations. Census workers have been on the ground so they have a visual. The Enumerators will hand deliver census questionnaires.

MORRISON the other problem is you have dwellings which might look like a 2-family home but are probably functioning as a dormitory for many families/households. If you leave 2 census forms, who gets them? How do we know where that type of residential occupancy exists?

MEDRANO unique identifier is just your address.

TIRK Respondents can call, say where they live, and once verified, can complete over the phone. Jose speaks Portuguese and Laura speaks Spanish.

MORRISON thinks some people who are leery of computers could work with an assigned student who could help make the phone call.

DA CUNHA For the first time ever, we have digital response capabilities. But there are limitations and fears. Can also respond by phone. There 12 languages available for call in and digital response.

MEDRANO we will have the mobile questionnaire program. She will be available at end of religious service in Spanish and ask if anyone wants to complete it right then with support.

DA CUNHA would be helpful in terms of comfort level to have the pastor make an announcement that we have folks on the ground.

HOLMES (referring to IDEAS THAT COUNT from the N. Y. Regional Office) points out that in some Towns, students have made videos in their own languages. Could use the video program at the NHS or work with NCTV. Elementary School level could create posters. Could have it be a prize-winning poster put up around Town. Also Selfies. Sign a Census Pledge might be too much.

ANDREWS we have many homeless people on island who are living in their cars, in the woods, or couch surfing. Linda Simmons, Unitarian Church pastor, started Soul Suppers for homeless. Generational islanders will also be tough to count.

DISCUSSION about other opportunities and venues for outreach events. Examples include the café at the Stop ‘n Shop (WiFi enabled). Martha will contact Wes (The Bean) to see if this could work.

Ferry companies could be good partners if they are willing. NHS kids could be asked to help and earn community service hours. Part of recent grant was to provide some incentive for people in the form of gift cards. Need to check on Facebook for Community Dinners schedule and go. Next one is 2/11. Could also partner with Meals on Wheels, post flyers in NCH waiting rooms and at Stop ‘n Shop check-out counters.

B. **CONTINUED** Discussion – Implementation of Initiatives to promote Complete Count
Andrew and Martha will be interviewed by Melissa Murphy for Talk of the Town to air on radio.
Florencia Rullo will interview 2 members of CCC to post on Town website.

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Meeting temporarily adjourned at 3:55pm due to lack of physical quorum brought about by departure of Margaretta Andrews.

During interim Florencia Rullo interviews Nancy Holmes and Peter Morrison about the annual Nantucket Town Census and the Federal Census.

Meeting reconvened at 4:21pm with arrival of Kristie Ferrantella

C. Train the Trainers Program

DISCUSSION of logistics and scheduling.

SIVONGXAY *by phone* This is for organizational leaders, key person at agencies where employees interact with the public, people who make strategy or department decisions on how they manage their staff. Main purpose is to talk about developing strategies for reaching out to undercounted communities. Helps people think about what strategies are effective in a collaborative way. Not sure how much partnership there is on island. Future partnerships have come out of this. Has been inspiring for those involved. People have done training within their own organizations (churches, school-to-family liaisons, senior centers, NPOs, key person at Town Clerk's office, Planning Dept., elected officials) based on this model.

DISCUSSION about strategies to reach significant number of people who do not get home mail delivery. Outreach at churches relying upon Pastors who are excellent messengers. Could generate a list of PO Box recipients from our Assessor

TIRK brings up Immigration Resource Center Nantucket, affiliated with the Unitarian Church.

MORRISON points out that we have numerous faith communities that trace to different origins. There is an ambiguity for seasonal residents or our more transient population. Need to map out where and when different groups meet so we can try to connect with them. We have trusted ambassadors.

D. Massachusetts Complete Count Grant Program – Application update

VORCE thanks Peter and Margaretta for getting that submitted. We should hear some time this month.

E. Census Bureau Updates

SIVONGXAY *by phone* regarding upcoming State CCC meeting. Key messaging will be Questionnaire – setting up QAC. More information in next couple of weeks.

F. Field Operations for 2020 Census

1. Promoting Census Taker position within community and who is eligible

TIRK will be posting some flyers.

HOLMES has some posters from Census worker who came over from the Cape.

MORRISON suggested sending a copy to Josh Balling. Maybe they would put in on behalf of Civic League – split the cost with Civic League and grant funding. He could pass on to Marianne (Stanton).

TIRK will work with Josh (Balling) on that.

2. Local Update of Census Addresses Operation (LUCA)

VORCE 100% successful. Also submitted list of new addresses with list of new construction.

G. Schedule MEETING DATES for 2020

CONSENSUS – all meetings to be held at 2:45pm

- February 10, 2020

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- March 9, 2020
- April 13, 2020 – (Nancy Holmes unavailable – Town election day)
- May 11, 2020

MOTION was made by Nancy Holmes and seconded that the 2020 Census CCC does hereby approve the meeting schedule for February, March, April, and May 2020.

ROLL CALL VOTE:

Andrew Vorce	Aye
Kristie Ferrantella	Aye
Thomas Dixon	Aye
Nancy Holmes	Aye
Peter Morrison	Aye
Vatsady Sivongxay <i>by phone</i>	Aye

Motion adopted by **UNANIMOUS** consent.

VIII. OTHER BUSINESS

NEXT MEETING: on February 10th at 2:45 pm in Wannacomet Water Co. Conference Room

IX. Adjournment

M/S/A to end MEETING at 4:50 p.m.

Submitted by:

Eleanor W. Antonietti