

Attendance: Brian Griffith, *PSASD*; Charima Young, *PSU*; Liz Lose, *CCPCDO*; Margaret Gray, *CCG*; Ray Stolinas, *CCPCDO*; Nicole Smith, *CBICC*; Autumn Busbee, *State College Borough*; Kevin Kassab, *State College Borough*; Carol King, *US Census*; Matt Siekman, *US Census*; Richard Buck, *US Census*; Jennifer Grove, *CCPCDO*

- Margaret and Ray did an introduction and spoke of the census and its importance. Margaret explained that the Commissioners established the Centre County CCC through resolutions #6 & #7 adopted back on July 2, 2019. Carol congratulated Centre County for forming the Complete Count Committee on behalf of the U.S. Census Bureau.
- Census is required by law.
- Important upcoming dates:
Mid-March 2020- Households will be sent invitations to participate. Response may be by: mail, phone, computer.
Prediction: 60% of population will use the new response way which is phone and/or computer.
10 days later- Non responders will be sent a reminder w/ a questionnaire
April 1, 2020- Census Day
April 15, 2020- People deployed into neighborhoods looking for responses
- A map was shown of Centre County's 28 tracts. The area of concern in Centre County is: State College Borough- University Park, Patton Township and Ferguson Township. Average low response score 21.6% for the county. Centre County has about 67,000 housing units which means about 14,000 will not respond to the census.
- Members filled out a paper as to their opinions of why people won't respond to the census. Individuals then shared their opinions among small groups and came up with their top four reasons to the question. The top reasons included: residence elsewhere, unaware of importance, apathy, someone else will do it for me, government mistrust, invades privacy, mistrust in government, privacy, students/non-residents, religious/sect beliefs, non U.S. citizen, and not motivated. When looking at the top answers, there were many in common. This list shows ways that folks may not respond to the census.
- Outreach is important!
- What is the motivation... why would I want to fill this out... "What's in it for me" is what people could see.
- Adding a census badge/logo can help get the word out.
- A packet was distributed that included a wide variety of information about the census
- It is suggested to start getting word out now rather than later... the mention from some was that it is so far away that people really aren't going to pay attention to it at this time.
- Centre County is at the beginning of this process and there has not been any loop set up yet between municipalities saying they are here for assistance.
- A future meeting date will be established!!!