



**Royal Oak
2020 Census
Complete Count Committee**

Minutes April 2, 2019

5:30pm

**Salter Community Center
1545 E Lincoln Ave, Royal Oak, MI 48067**

Members Present: Royetta Ealba, Tom Allen, Kevin Huffman, Bernadette Beach, Larysa Blyzniuk, Marilyn Daily, , Kim Martin, Lynne Muth, Ruth Stanton, Wanda Warsinski, and Bruce Weaver

Members Absent: Emily Fitzgerald, James McMahon, Jack Petroskey, and Frank Tyndell, Luke DeVantier, Theresa Tejada,

Ex-Officio: James Krizan

1. Call to Order: at 5:40pm

New member Lynne Muth attending this evening. Lynne will send Larysa her contact information to be added the contact list.

2. Public Comment: None

3. Agenda: Motion to approve the agenda by Martin, second by Stanton. All in favor, motion carries.

4. New Business

- **Approval of minutes from 3/21/2019** – Motion by Allen to approve the minutes from March 21, 2019, second by Daily. All in favor, motion carries.
- **Subcommittees report** –The following subcommittee reports:
- **Data Presentation:**
 - Weaver presented handouts of the data that has been analyzed at a high level.
 - Handouts included geography map of city which includes 18 census tracts, which can be further broken down into as many as 65 block groups. 2000 Census reported 86% participation rate, 2010 dropped to 82% for Royal Oak.
 - Another handout included population data analysis for city based on the 18 tracts. The data looks at the low response score overall compared to the participation rate. This data may be helpful to the subcommittee groups to refine where they may focus their attention when reaching out.
 - The second page of that handout includes a breakdown of the key population groups based on the U.S census “hard to reach groups”. The data was further refined to include which tracts included more of the hard to count groups. As each sub committee continues their work, they may find this helpful.
 - A few interesting points not included in the written data is that compared to Oakland County, the majority of the population is between ages of 5 and 65, 93% of households have computers, and R.O has a higher share of Bachelor’s degree (56%)compared to OC share is 46%.
 - Allen commented Condo Associations should be approached now since many of them are having their association meetings at this time. Allen volunteered to explore this and enlist some other volunteers to help. Motion by Allen to reach out to condo

associations and seconded by Stanton. Motion carried by committee.

- Blyzniuk talked about reaching renters as well and suggestions included water bills, mailing to renters and landlords which Krizan stated could be done through the city since all have to be licensed through the city.
- Muth suggested a greater diversity of the group perhaps on the subcommittees to ensure there are “trusted brokers” to reach some of the hard to reach folks. Even though we will not be going door to door, partnerships or alliances will be helpful.
- Civic Groups: Warsinski reported she will be attending a large group event where many of the representatives will be available and will talk about the Census and it’s importance.
- Communications – Stanton: Report on communications done by Stanton. Handouts (draft) given to committee on talking points and communications plan. Stanton reviewed both and will be meeting with a rep from the city to further refine this plan. Guideline have been sent out regarding the marketing standards which will be used on creating any communications for the committee. James mentioned there will be some financial support from the city and asked the committee to think about what the needs might be. Blyzniuk suggested everyone like the Michigan Non profit Facebook page which has lots of resources available for Census 2020. Idea of name badges came up and James states Human Resources controls this and will not be able to provide name badges. Beach mentioned Voters Not Politicians who did do door to door campaign did not use name badges, but many purchased shirts available on their website. Blyzniuk mentioned she could come up with a simple Census 2020 badge identifying us as volunteers and Martin mentioned looking into “shirts” to identify us as well.
- Education – Blyzniuk reported she and DeVantier have the schools subcommittee covered.
- Special Events – Martin and Tejada: Martin mentioned the subcommittee is in the process of pulling together a list of all events, festivals, farmer markets, to develop a comprehensive list. The next step will be to strategize the outreach for them.
- Oakland County Liaison – Ealba has contacted David Woodward who is on the Oakland County Commissioners who is very supportive of this work. David had a meeting today and will get back to Ealba on how Oakland County is proceeding. Also discussed possibility of some possible funding and identification.
- Faith-Based – Beach reported Daily and Muth are working with her on the Faith Based subcommittee. Initial list has been compiled and further gathering of data will continue. Outreach will begin to see how the different churches want the information shared with them.
- Oakland Community College – DeVantier: See above as reported by Blyzniuk.
- **Discussion on outreach strategies**
 1. Each member discussed the different community groups with which they are involved and can try to engage.

5. Other Topics

- **Follow up tasks** – Members identified tasks for themselves to work on before the next meeting:
 - Blyzniuk – Will delete three folks who have not attended and she has not heard from contact list, develop simple 2020 Census name tags/
 - Stanton – Continue to refine communications plan after meeting with city representative
 - Allen and Weaver – Available for further refinement of data from the subcommittees requests.
 - DeVantier – reach out to OCC and churches
 - Ealba – Connect with David Woodward after OCC meeting.
 - Warsinski –outreach with veterans events committee and interlub council www.romi.gov
 - Martin and Tejada – Refine list of events and strategy for outreach at the events.
 - Beach –Refine faith-based plan, identify other sources to collaborate with.

- Huffman: Will be attending a webinar about availability of grants. It looks like a 501 C3 is needed to apply. He will reach out to Tejada since she has one available and may be able to apply using it.

6. Future Meetings –

– April 16, 2019 @ 5:30pm Location to TBD, Krizan will let us know.

7. Adjournment: Motion to adjourn at 6:53pm by Beach, second by Tejada. All in favor.