

# Duluth CCC Subcommittees

The goal for today's meeting is to choose which subcommittee(s) your personal and professional expertise is best suited for and have subcommittees start developing their outreach strategies. Please add your name to the sign-up sheet for each subcommittee you are interested in so that we can direct subcommittee-specific communications to the right people.

Based on data from the Census Bureau and the State Demographer's Office, we think that these are the most important areas/groups of people for the CCC to focus its outreach efforts towards.

- **Government & Media Subcommittee**
  - City Administration & Communications team working with local media to raise general awareness about the Census, why it's important, and how to take it.
- **Multi-unit Housing & Homelessness Subcommittee**
  - Group homes, college dorms, people experiencing homelessness, nursing homes, etc.
    - The Census count process is similar for group homes, dorms, and people experiencing homelessness in that the Census Bureau will typically make contact with building directors or shelter/service providers rather than reaching out to each individual household.
  - Apartment buildings
    - Secured apartment buildings present an obstacle for Census enumerators to follow-up with households who haven't responded to the Census.
- **Community-based Organizations & Businesses Subcommittee**
  - Nonprofits, private sector, local business groups/chamber of commerce, faith groups, service organizations, etc.
  - Using existing marketing channels (i.e. social media, newsletters) to raise awareness about the Census and why it's important
  - Act as a trusted voice to help clients and networks understand the importance of a complete count
- **Youth Subcommittee**
  - Focus on raising awareness with parents and caregivers to make sure kids are counted:
    - Children 0-4
    - K-12 school-aged kids/teens
    - Headstart programs, day cares, etc.
    - Kids who live part-time in different households
- **Predicted Low Response Area Subcommittees**
  - Extends from 40<sup>th</sup> Ave W to 20<sup>th</sup> Ave E and from the waterline up to about 9<sup>th</sup> St (see maps): Denfeld, Lincoln Park, Observation Hill, Central Hillside, East Hillside, and Endion
  - Includes areas of Duluth that in general have higher populations of demographic groups who are likely to be missed in the Census count, including:
    - Renters
    - Racial and ethnic minorities
    - Indigenous people
    - People with low incomes
    - People with disabilities

- College students/young adults
- Because there are a variety of groups who might be missed in the Census count, the messaging and outreach strategies might vary enough to break this out into two or three subcommittees that each focus on certain segments of the population or smaller, neighborhood level geographic areas
- **Recruiting Subcommittee**
  - Recruit now – the Census Bureau’s goal for applicants in St. Louis County in about 2,200 applicants, but as of October, only about 300 people had applied.
  - Recruiting applicants to work as Census enumerators is important to achieving a complete count.
  - The application is online so recruiting is two-fold
    - Application events at locations with computers and internet access
      - Branch libraries are interested in hosting, CareerForce has been hosting
      - Census recruiters available to staff these events
    - Messaging/advertising for people to apply online from home
  - These are temporary jobs likely starting in March/April and potentially through August
    - Flexible schedules: workers can set their own schedule including different times of day, days of the weeks, and number of hours per week
    - \$14/hour
    - Market as a volunteer opportunity, but with some pay – college students, caregivers of school-aged children, people who are retired, civic-minded people who are willing to work a few hours in addition to their other employment