



CENSUS 2020 COMPLETE COUNT COMMITTEE



MEMBERS

Kelly Arndt
Gabe Biber
Amy Bigman
Kai Christiansen
Colin Cronin
Curt Dwyer
Konrad Hittner
Dori Leyko
Janet Lillie
Laurence Rosen
Thasin Sardar
Joy Shantz
Maysa Sitar
Sue Webster

Staff Liaison

Amy Schlusler-Schmitt
(517) 319-6931
Ragine Head
(517)319-6859

City of East Lansing
DEPARTMENT OF
PLANNING, BUILDING
AND DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

AGENDA

February 24, 2020 – 4:00 p.m.
Conference Room A, Second Floor
410 Abbot Rd.

- 1) Call To Order**
- 2) Public Comment**
- 3) Approval of Agenda**
- 4) Approval of Minutes**
 - A) January 27, 2020 (attachment)
- 5) Financial Report**
 - A) February Financial Report (attachment)
- 6) MSU Outreach Updates/Group Quarters Update**
- 7) New Business**
 - A) Census 2020 Count Day Event (attachment)
 - B) ELPL Census 2020 Outreach/Education GOTC Partnership (attachment)
 - C) Questionnaire Assistance Centers and Libraries
- 8) Ongoing Business**
 - A) CATA
 - B) College-Student Focused Flyer
 - C) Social Media Ads
 - D) Census Coasters
 - E) I Count Stickers
- 9) Subcommittee Reports**
 - A) Marketing/HTR
 - i. Synopsis of February 10, 2020 meeting (attachment)
- 10) Subcommittee Reports Continued**
 - B) Community Outreach/Events
 - i. Synopsis of February 3, 2020 meeting (attachment)
 - ii. February-March Outreach Efforts (attachment)

11) Staff Reports

- A) February Dialog to East Lansing Residents
- B) Census February Presentations
 - i. Census 2020 City Council Presentation
 - ii. MSU Class Census 2020 Presentation/Outreach
 - iii. State of the District Town Hall Meeting
 - iv. PRSSA
 - v. Landlord/Property Manager Breakfast
- C) Hannah Community Center Digital Sign

12) Committee Member Updates

13) Adjourn



CENSUS 2020 COMPLETE COUNT COMMITTEE



MEMBERS

Janet Lillie
Dori Leyko
Konrad Hittner
Kelly Arndt
Kai Christiansen
Gabe Biber
Colin Cronin
Laurence Rosen
Joy Shantz
Thasin Sardar
Sue Webster
Amy Bigman
Curt Dwyer
Maysa Sitar

MEETING MINUTES

January 27, 2020 – 4:00 p.m.

Conference Room A

410 Abbot Road

Present: Konrad Hittner, Thasin Sardar, Kai Christiansen, Sue Webster, Larry Rosen, Amy Bigman, Joy Shantz, Maysa Sitar, Curt Dwyer

Staff Present: Amy Schlusler- Schmitt, Ragine Head, Quinn Alexander

Absent: Dori Leyko, Gabe Biber, Colin Cronin, Janet Lillie, Kelly Arndt

Guest: Mario Kakos, Maysa Sitar – ASMSU, Dao Chi Lam – Spartan Ambassador, Ines Anoman – Hubert Humphrey Fellow MSU, Anne Hill -- Self

Staff Liaison

Amy Schlusler
(517) 319-6931
Eilis Seide
(517) 319-6920
Ragine Head
(517) 319.6859

City of East Lansing
DEPARTMENT OF
PLANNING, BUILDING
AND DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

1) Call To Order

The meeting was called to order at 4:05p.m by Rosen.

2) Public Comment

Rosen stated that he attended the Lansing Complete Count Committee meeting that took place on January 21, 2020. He mentioned that an update was given regarding the CATA buses and Census awareness promotion -- buses will be wrapped in Census messaging and the verbiage will appeal to the greater Lansing area.

Christiansen reported that Census designs for the CATA have been approved and will go up on buses the final two weeks in March and for the first week in April. There will be two buses wrapped in Census messaging and their routes will primarily be within the greater Lansing area.

3) Approval of Agenda

Hittner moved to approve the Agenda as written; Christiansen seconded the motion. Vote: All yeas, motion carried unanimously.

4) December 9, 2019 Meeting Synopsis

Bigman moved to approve the minutes of the December 9, 2019 meeting as written; Hittner seconded the motion. Vote: All yeas, motion carried unanimously.

5) Financial Report

Schlusler – Schmitt updated the committee on the FY 2020 financial report spreadsheet for the Complete Count Committee. Reflecting most recent expenditures, there is currently \$6,749.09 available in the account.

CENSUS 2020 COMPLETE COUNT COMMITTEE

6). MSU Outreach Updates

Webster reported that she and Lillie received a letter correspondence from the Census Bureau that was intended to answer questions/concerns that the CCC had regarding the enumeration process and group quarters. However, the letter did not identify the upload process or Group Quarters (GQ) enumeration. Webster and Lillie conducted a follow-up response to gather more information and will report their findings back to the board.

7) New Business

A. East Lansing Human Relations Commission/Census 2020 Coffee & Conversation Event

Schlusler – Schmitt stated that staff and members of the Human Relations Commission have discussed an event partnership, by which the Human Relations Commission and Census 2020 committee would co-host a Coffee & Conversation event focused on Census 2020 initiatives. Topics for discussion would include the outreach methods the committee has undertaken to reach persons of various political, social, and socio-economic backgrounds.

The proposed event would occur on February 26, 2020 from 4-6 p.m. at Foster Coffee in downtown East Lansing. The Census 2020 committee is being asked to consider paying for light refreshments, which include coffee and pastries. The Human Relations Commission would develop an event flyer, share information on social media platforms, as well as develop and distribute a press release regarding the event.

Staff requested that the Complete Count Committee consider a motion as follows “Approval of an expenditure up to \$150 for the purchase of coffee and pastries as part of the February Coffee and Conversation event”.

Bigman moved to approve the purchase of coffee and pastries priced at no more than \$150; Shatz seconded the motion. Vote: All yeas, motion carried unanimously.

B. Purchase of Parking Vouchers

The Community Outreach/Events subcommittee recommended the following to be approved for purchase;

100 Parking Vouchers for community outreach and events, priced at \$60.

The parking vouchers will be disseminated at upcoming community events, such as the Coffee & Conversation event being planned at the end of February

Bigman moved to approve the purchase of 100 Parking Vouchers priced at \$60; Shantz seconded the motion. Vote: All yeas, motion carried unanimously.

C. Purchase of Census Coasters

CENSUS 2020 COMPLETE COUNT COMMITTEE

The Marketing/HTR subcommittee recommended the following to be approved for purchase;

3,000 custom Census 2020 4” round coasters priced at \$453.20.

Staff noted that a commitment from the downtown restaurants has been garnered to distribute the Census coasters to customers the last few weeks of March. At least 15 businesses have agreed to hand out the coasters.

Bigman moved to approve the purchase of 3,000 Census coasters priced at \$453.20; Christiansen seconded the motion. Vote: All yeas, motion carried unanimously.

D. Purchase of Marketing Ads

The Marketing/HTR subcommittee recommended the following to be approved for purchase;

Social Media Ads priced no more than \$200. By purchasing these ads, approximately \$50 would be spent on social media advertisements each week through the first week of April.

Hittner moved to increase the purchase amount of up to \$400 more on Social Media Ads and allow for the Marketing/HTR subcommittee to decide if an expenditure should be made; Bigman seconded the motion. Vote: All yeas, motion carried unanimously.

E. Purchase of I-Counted Stickers

The Marketing/HTR subcommittee recommended the following to be approved for purchase;

240 circular “I-Counted” stickers, in the dimensions of 1.5”X1.5”, priced at \$61.19. If purchased, the stickers will be disseminated at the East Lansing Public Library, Hannah Community Center, and City Hall to persons who self-report they have completed the Census form.

The committee requested that staff research purchasing a larger quantity and moved to discuss this item during the upcoming Marketing/HTR subcommittee meeting.

F. Purchase of Coffee Sleeves

Schlusler – Schmitt stated this past Fall the East Lansing Census Complete Count Committee was taken on as a ‘client’ of a Senior, practicum course at Michigan State University. Five student groups made recommendations on creative marketing efforts to be implemented throughout the East Lansing community pertaining to education about the importance of the 2020 Census.

One idea researched by staff is the purchase of coffee sleeves, that would be

CENSUS 2020 COMPLETE COUNT COMMITTEE

distributed at all Sparty's Café locations across campus. M.S.U. Hospitality Services approved for the Complete Count Committee to design and purchase the coffee sleeves if they wish to. 7,000 sleeves could be purchased and disseminated from approximately March 23, 2020-April 3, 2020. The total cost to purchase the sleeves is \$1,960.

7,000 Census coffee sleeves priced at \$1, 960.

There was a discussion regarding high costs for the Complete Count Committee budget and members were concerned about effectiveness of purchasing coffee sleeve warmers for on-campus Sparty's locations.

Hittner moved to approve the purchase of 7,000 Census coffee sleeve warmers priced at \$1,960; Christiansen seconded the motion. Vote: 0 yeas, 9 nays; motion failed.

G. Postcard Design and Purchase of Postage

Schlussler – Schmitt reported the Community Outreach and Events Committee discussed undertaking a targeted postcard mailing throughout East Lansing. This mailing would be sent to areas that presented as lower response rates during the 2010 Census, specifically rental facilities within the Delta Triangle.

Committee Members reviewed and discussed the proposed postcard that Communications Staff developed. With recommendations from members on content and layout, the board decided to table this item and discuss during the upcoming Marketing/HTR subcommittee meeting.

Dwyer motioned to table this discussion and allow for the Marketing/HTR subcommittee to approve of expenditure; Hittner seconded the motion. Vote: All yeas, motion carried unanimously.

H. Sponsorship of Census 2020 Enumerator Training in East Lansing

Schlussler – Schmitt stated the Census 2020 Regional Office, located in Lansing, MI, is planning a four-day training seminar for enumerators located throughout the Greater Lansing region. The training is scheduled to be held March 24-March 27, from 8 a.m.-5 p.m. 100 trainees and four instructors will take part in the seminar. Trainings are being led at the East Lansing Hannah Community Center, City Hall, and the MSU Technologies site.

As there is a cost associated to rent rooms at the East Lansing Hannah Community Center, the City Manager's Office requested that the Complete Count Committee consider an allocation of funds to cover all fees. The estimated cost to rent two rooms for 9 hours each day is \$2,400.

The committee ruled that this matter requires further discussion and was moved to be discussed during the February board meeting.

8) Ongoing Business

A. CATA

CENSUS 2020 COMPLETE COUNT COMMITTEE

B. College-Student Focused Flyer

C. Social Media Ads

Staff provided updates regarding partnerships throughout the greater Lansing area with CATA Census promotion, MSU outreach efforts, and Marketing/HTR Census social media ads.

9) Subcommittee Reports

A) Marketing/Hard To Reach

- i. Synopsis of December 2, 2019 Meeting**
- ii. Synopsis of January 13, 2020 Meeting**

Chair recognized that all items had been previously discussed.

B. Community Events/ Outreach

- i. Synopsis of December 16, 2019 Meeting**
- ii. Synopsis of January 13, 2020**
- iii. December Outreach Events**

Chair recognized that all items had been previously discussed.

9) Staff Report

- A) February Dialog to East Lansing Residents**
- B) Landlord Email Correspondences**
- C) Partnership with St. Vincent Catholic Charities-Multilingual Materials**
- D) East Lansing Public School District Weekly E-Blast**
- E) Census January Presentations**
 - i. Spartan Ambassadors**
 - ii. ASMSU**
- F) Capital Area United Way Census Day Event**
- G) Census Brochures in Rental Housing Packets**
- H) Census Materials Distribution Location Update**
 - i. Wharton Center for Performing Arts**
 - ii. MSU Engagement Centers**

Staff provided updates regarding marketing and partnerships throughout the greater Lansing area.

10) Committee Member Updates

None.

11) Adjourn

There being no further business, Bigman moved to adjourn the meeting at 5:11p.m.; Sardar seconded the motion. Vote: All yeas. Motion carried unanimously.

**Census 2020
FY20**

Account No.

101.50.5025.8435

EXPENDITURES

DATE	VENDOR	EXPLANATION	DEBIT	CREDIT	BALANCE
					\$10,000.00
09/16/19	Home Depot	10X10 Tent	\$99.98		\$9,900.02
09/18/19	Home Depot	Woodel Dowels	\$17.20		\$9,882.82
09/30/19	Foresight Group	Census Banners	\$442.60		\$9,440.22
10/10/19	ASAP	Brochure Printing	\$548.16		\$8,892.06
11/06/19	Platinum Plus-Sticker Mule	Census Stickers	\$308.00		\$8,584.06
11/18/19	Datapex	Business Cards R. Head	\$45.00		\$8,539.06
11/19/19	Platinum Plus-DRI Printing Services	Census Magnets	\$162.71		\$8,376.35
11/19/19	Platinum Plus-National Pen Co.	Census Pens	\$230.00		\$8,146.35
12/09/19	ASAP	Brochure Printing 2	\$524.83		\$7,621.52
12/23/19	Platinum Plus-StickersBanners.com	Vertical Banner for Events	\$71.52		\$7,550.00
12/23/19	Platinum Plus-SpeedyButtons	Board Member Pins	\$128.68		\$7,421.32
12/30/19	Platinum Plus-Artalks Display	Tablecloth	\$129.00		\$7,292.32
01/08/20	Platinum Plus-Vistaprint	Table Banner	\$143.23		\$7,149.09
02/03/20	Platinum Plus-CM	Social Media Campaign	\$100.00		\$7,005.86
01/1/20-3/31/20	PENDING SOCIAL MEDIA CAMPAIGN	Social Media Campaign	\$700.00		\$6,449.09
02/03/20	East Lansing Parking Division	Parking Voucher Give-Away	\$60.00		\$6,389.09
02/18/20	Platinum Plus-Sticker Mule	I Counted Stickers	\$118.00		\$6,271.09
HOLD	Foster Coffee	Coffee & Conversation	\$150.00		\$6,121.09
02/18/20	House of Imprints	Census Coasters	\$453.20		\$5,667.89
HOLD	Foresight Group	Census Postcards	938.10		\$4,729.79



PLANNING, BUILDING & DEVELOPMENT

Quality Services for a Quality Community

MEMORANDUM

TO: Census Complete Count Committee

FROM: Ragine Head, Census Complete Count Committee Coordinator

DATE: February 20, 2020

SUBJECT: Census 2020 Count Day Event

City of East Lansing
PLANNING, BUILDING &
DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823
(517) 319-6930
www.cityofeastlansing.com

The Community Outreach/Events subcommittee expressed interest in the East Lansing Complete Count Committee hosting a Census Day event to promote Census education and spread awareness to the importance of the East Lansing community participating in the Census. The committee desired for the event to be held at a ‘popular’ hotspot within the area to appeal to as most residents as possible.

Staff worked to secure space within the East Lansing Public Library where the committee has been approved to host a Census Day Party event on April 1, 2020 from 3pm – 5pm. The event will feature games, pizza, Census swag (brochures, stickers, magnets, pens, etc.), and a ton of fun.

Staff recommends that the committee consider approving the purchase of 16 XL boxes of pizza (192 slices) priced at \$217 to provide food for patrons. The library guaranteed that 60 teens at minimum will be of attendance during the Census Day Party.

In addition, to increase student participation and community attendance, staff recommends that the committee consider approving an expenditure of \$277.32 to compensate for the Michigan State University Mascot – Sparty, to attend the event for one hour.

There is currently \$4,729.79 available in the Complete Count Committee account for spending.

The recommended motions for approval are;

“Approval for the purchase of 16 boxes of pizza priced at \$217”.

“Approval for the purchase of Sparty’s guest appearance priced at \$277.32”.



PLANNING, BUILDING & DEVELOPMENT

Quality Services for a Quality Community

MEMORANDUM

TO: Census Complete Count Committee

FROM: Ragine Head, Census Complete Count Committee Coordinator

DATE: February 20, 2020

SUBJECT: ELPL Census 2020 Outreach/Education GOTC Partnership

City of East Lansing
PLANNING, BUILDING &
DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

To further promote the Census Day Party event and educate the East Lansing Community on the importance of completing the Census questionnaire, staff partnered with the East Lansing Public Library to host weekly Census 2020 tabling events.

The weekly tabling will consist of the distribution of brochures, pens, and stickers to ELPL patrons as they enter and exit the library. Staff will table weekly to provide Census education and reminders of important dates for Census 2020 outreach. The first tabling event will begin Thursday March 12 from 3 p.m.-5 p.m. and reoccur every Thursday until the Census Day Party (Wednesday) April 1, 2020. A list of tabling dates can be found below.

As part of the recruitment of patrons to share Census information, staff recommends that the East Lansing Census Bureau purchase a ‘spinning wheel’, candy, and swag in an amount not to exceed \$250. On the spinning wheel, staff can highlight items to give-away such as parking vouchers, candy, coupon books, pens.

Staff looks forward to discussing this during the next board meeting. A link to the spinning wheel that would be purchased can be found below.

https://www.amazon.com/Voilamart-Tabletop-Spinning-Durable-Carnival/dp/B07PKPDRXM/ref=sr_1_5?dchild=1&keywords=spinning+wheel&qid=1582312699&sr=8-5

Date	Time
March 12	3pm – 5pm
March 19	3pm – 5pm
March 26	3pm – 5pm
April 1 (Census Day Party)	3pm – 5pm



CENSUS 2020 COMPLETE COUNT COMMITTEE

Marketing/ Hard To Reach Subcommittee



MEMBERS

Konrad Hittner
Kelly Arndt
Laurence Rosen
Thasin Sardar
Sue Webster
Curt Dwyer
Colin Cronin
Dori Leyko
Joy Shantz
Gabe Biber

SYNOPSIS

February 10, 2020 – 4:00 p.m.

Room 136b, Main Floor
819 Abbot Rd.

Present: Konrad Hittner, Joy Shantz, Thasin Sardar

Staff Present: Amy Schlusler-Schmitt, Ragine Head, Quinn Alexander

Absent: Colin Cronin, Dori Leyko, Gabe Biber, Curt Dwyer, Kelly Arndt, Suchitra Webster, Larry Rosen

Guest: Alexis Lehman – Spartan Ambassador

Staff Liaison

Amy Schlusler
(517) 319-6931
Ragine Head
(517) 319.6859

City of East Lansing
DEPARTMENT OF
PLANNING, BUILDING
AND DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

1) Call to Order

The meeting was called to order at 4:04p.m. by Schlusler-Schmitt.

2) Public Comment

None.

3) Marketing/HTR Group Photo

Schlusler-Schmitt invited the committee to convene for a group photograph proceeding the meeting. The photograph may be used for the Census 2020 social media campaign.

4) February Events

Schlusler-Schmitt gave a report on scheduled events for the month of February. A few key events that were mentioned are as follows; the MSU Vote AbsenTea Party, City Council Census 2020 Presentation, the Sweetheart Ball, Children's Concert Series, PRSSA Toddler Time Census 2020 Collaboration, and the State of the District Town Hall meeting with Representative Slotkin.

5) Budget

Schlusler-Schmitt presented the 2020 fiscal year budget and updated the subcommittee on the current balance including most recent expenditures. There is currently \$6, 189.09 available in the Complete Count Committee account for spending.

6) New Business

A) Purchase of Social Media Marketing Ads

Schlusler-Schmitt reported that during the January board meeting the board approved that the Marketing/HTR subcommittee could allocate up to an additional \$400 for the expenditure of Social Media Ads.

CENSUS 2020 COMPLETE COUNT COMMITTEE

Marketing/ Hard To Reach Subcommittee

Staff recommended that the Marketing/HTR committee consider approving an expenditure of up to \$400 to be spent on Marketing Ads. By purchasing these ads, approximately \$50 would be spent on social media advertisements each week through the first week of April.

Hittner moved to approve the purchase of Marketing Ads priced no more than \$400; Shantz seconded the motion. Vote: All yeas, motion carried unanimously.

B) Purchase of I-Counted Stickers

Schlusler-Schmitt stated that the board also requested that staff conduct additional research on the sticker quantity and approved for the Marketing/HTR subcommittee to discuss and approve the expenditure of I Counted Stickers. If purchased, these stickers will be disseminated at the East Lansing Public Library, Hannah Community Center, and City Hall to persons who self-report they have completed the Census form.

Staff recommended that the Marketing/HTR subcommittee consider approving an expenditure of 1,000 I-Counted stickers priced at \$118.

Shantz moved to approve the purchase of 1,000 I-Counted stickers priced at \$118; Hittner seconded the motion. Vote: All yeas, motion carried unanimously.

C) Postcard Design and Purchase of Postage

Staff reported that the Complete Count Committee board requested that staff gather additional quotes on the purchase of postage and approved for the Marketing/HTR subcommittee to discuss and approve the expenditure of postcard printing and purchase of postage.

Staff provided the committee with quotes and opened the floor for discussion.

After deliberation, Hittner moved to approve the purchase of Postcard Design and Postage in the amount of 2,000 mailings priced at \$938.10; Sardar seconded the motion. Vote: All yeas, motion carried unanimously.

7) Ongoing Business

A) Census Coasters

Staff updated the committee on the recent purchase of Census Coasters and mentioned that coasters will be made available for bars and downtown businesses during the month of March.

8) Community Outreach/Events Efforts

A) Census Day Event

Schlusler-Schmitt stated the Community Outreach/Events team is planning a Census Day Event for April 1, 2020. The purpose of the event will be to provide Census awareness and promote participation for completing the Census questionnaire.

CENSUS 2020 COMPLETE COUNT COMMITTEE

Marketing/ Hard To Reach Subcommittee

The committee discussed event logistics and contributed to the planning process.

Staff will take recommendations into consideration as event details are finalized.

B) Landlord Email Correspondence

Schlusler-Schmitt reported that the Communications team revised the landlord email correspondence and staff hopes to get it sent out during the month of March.

9) Future Presentations

A) Census 2020 City Council Event

B) MSU Class Census 2020 Presentation

Staff acknowledged that these items were previously discussed (item 4).

C) OISS Coffee Hour Census 2020 Awareness

Schlusler-Schmitt stated that Ragine and Chi will serve as Census Liaisons during the next OISS Coffee Hour that is scheduled to be held at the International Student Center on March 27, 2020. There will be a short presentation given on Census awareness and education. Students will have the opportunity to ask questions afterwards.

D) Kiwanis

Schlusler-Schmitt reported that Kiwanis is a professional development organization in the region and staff have been confirmed to briefly present on the importance of the Census and give a reminder for April 1, 2020 as being count day.

E) PRSSA

Staff acknowledged that this item was previously discussed (item 4)

10) Committee Member Updates

None.

11) Next Steps

A) Complete Count Committee Report

The next board meeting is scheduled for February 24, 2020. Hittner will serve as chair during that meeting.

12) Adjourn

There being no further business, Schlusler-Schmitt moved to adjourn the meeting at 4:58p.m.; Vote: All yeas. Motion carried unanimously.



CENSUS 2020 COMPLETE COUNT COMMITTEE

Community Outreach/Events



MEMBERS

Amy Bigman
Kai Christiansen
Janet Lillie
Maysa Sitar
Ben Zimmitti
Dao Chi Lam
Tanner Mathy

SYNOPSIS

February 3, 2020 – 4:00 p.m.

410 Abbot Rd., Conference Room A

Present: Bigman, Zimmitti, Chi Lam, Christiansen, Sitar

Staff Present: Ragine Head

Absent: Lillie, Mathy

Guest: None.

Staff Liaison

Amy Schlusler-Schmitt
(517) 319-6931
Ragine Head
(517) 319.6859

City of East Lansing
DEPARTMENT OF
PLANNING, BUILDING
AND DEVELOPMENT
410 Abbot Road
East Lansing, MI 48823

(517) 319-6930
www.cityofeastlansing.com

1) Call to Order

The meeting was called to order at 4:01 p.m. by Head.

2) Public Comment

None.

3) Prior Event Activities

A. Census Materials Distributed at Community Events

Head gave a brief recap of the most recent events attended by staff and committee representatives. Family Activity day was held at the East Lansing Public Library on January 26, 2020 from 12:30pm-2:30pm. The event catered to children and families within the East Lansing area. Census brochures and pens were made available during this event.

She also stated that staff recently gave a presentation to the Spartan Ambassadors and Associated Students of Michigan State University (ASMSU) who both are now in partnership with the East Lansing Complete Count Committee. The groups were encouraged to assist in the promotion of Census awareness, especially within their respective student-cohorts – as off campus students were expressed to be one of the target populations for Census outreach.

4) February – March Outreach Efforts

Head directed the committee's attention to the Community Outreach/Events/Marketing Spreadsheet for review. Head encouraged the committee to attend and show support for the Human Relations Commission Coffee & Conversation Event with the Census that will be held on February 26, 2020 at Foster Coffee. The event will be an opportunity for community members to attend and learn more about how the Census is being implemented, why the Census is important and what types of outreach methods the City has undertaken to count people in 'hard to reach' areas.

5) New Business

A. Discussion of Census Day Event

CENSUS 2020 COMPLETE COUNT COMMITTEE

Community Outreach/Events

Head recommended that the committee consider hosting a Census Day event to promote Census awareness and encourage collective participation. She mentioned that other Complete Count Committees – such as Lansing, are having a “Census Day Breakfast” on count day – April 1, 2020. The event can take place in many forms and appeal to the residents of East Lansing. The committee deliberated and offered recommendations for the planning of the event.

Staff committed to taking the recommendations into consideration and will report back to the committee on ideas that are feasible for the planning of a Census Day event.

6) Ongoing Business

A. Continued Partnerships

- i. ASMSU**
- ii. Spartan Ambassadors**

Head reported that ASMSU and the Spartan Ambassadors will assist in the planning and promotion of Census 2020 community outreach and events. Representatives from each group will attend the monthly subcommittee meetings and serve with the committee as active Census liaisons.

7) Future Presentations

A) Census 2020 City Council Presentation

Head stated that staff will present before East Lansing City Council on February 11, 2020 at City Hall. Staff will update council on all Census related outreach and events, as well as marketing efforts, partnerships, and planned initiatives.

8) Committee Member Updates

Sitar informed staff of an upcoming Census event hosted by PRSSA and inquired if the CCC would be interested in collaborating on a Census event. Stated that she would coordinate and connect both parties via email.

Chi Lam suggested that the CCC host a Coffee & Conversations event with the Office of International Studies. The gathering takes places on Fridays from 4pm-6pm. He stated that he would reach out to the coordinator and inquire if the Census could host a Coffee & Conversations event.

Zimmitti invited staff to the Landlord and Property Manager Breakfast that is scheduled to take place on February 27th at 9:00am. The Census will be featured, and staff will have the opportunity to connect with landlords and property managers.

9) Adjourn

There being no further business Head motioned to adjourn the meeting; Bigman seconded. Vote: All yeas. The meeting adjourned at 5:00p.m.

Census 2020 Complete Count Community Outreach/Events/Marketing Spreadsheet

Event	Date	Times	Location	Required Materials	Amount Needed	Notes/Items Needed in Different Languages	Amount Dist.	CCC Census Liason
Practice Your English	(Biweekly)	7-8pm	East Lansing Public Library	Brochures, Pens, Stickers	100		100	Ragine
Spanish Conversation Group	(Biweekly)	7-8pm	East Lansing Public Library	Brochures, Pens, Stickers	100		100	Ragine
WHARTON: Drop off Census Brochure Racks		Spring Months	Wharton Center, MSU	Brochure Racks	2500	*Wharton is allowing Census Brochures to be placed in lobby for all Spring performances		
MSU Engagement Centers/5 Neighborhoods On Campus	Engagement Centers	January-April		Brochures, Digital		*Place Brochures at Engagement Centers and have messaging on Digital Signs		
Monday Movie Matinee	(Biweekly)	12-2:30pm	East Lansing Public Library	Brochures, Pens, Stickers	200			Ragine
Census Brochures Placed at Wharton	Spring Months	3:30 PM	Wharton Center for Performing Arts	Brochures				
East Lansing Census Flyer/MSU Student Focus	Spring Months	N/A	Throughout MSU Campus	Flyer	1000	*Pics of MSU Students		
East Lansing Census Social Media Campaign Launches	Late January-April (Weekly)	N/A	N/A; Online	Ads-Facebook, Twitter, Instagram		*Will run weekly ads/Hope to get thousands of views		
Email Correspondences Sent to East Lansing Landlords	Late January-April (Monthly)					*Lansing Census Committee drafted verbiage to be emailed out to tenants by landlords about Census		
Letter Correspondence to Parents from MSU President	February					*Letter from MSU President explaining importance of Census, the students' healthcare, car insurance info. will not be effected by being counted here		
Dialog Newsletter-FEBRUARY	Mid-Late February	N/A	N/A, Printed Communication	Written Correspondence	50,000	*Census article will be promoted in printed version of Dialog		Amy/Ragine
Place Census Brochures at Mid-Term Polling Locations (Call to see if we can place them in lobby--Cannot be affiliated with the campaign)	Mid-Late February		EL Polling Locations	Brochure	200			
Census 2020 East Lansing City Council Presentation	2/11/2020	7:00 PM	City Hall	Brochures, Pens, Stickers				Amy/Ragine
Sweetheart Ball	2/11/2020	7:00-8:30 p.m.	Hannah Community Center	Brochures/Pens/Stickers	200			Ragine
MSU Vote AbsenTea Party	2/11/2020	6:30pm-8:30pm	Erickson Kiva	Brochures, Pens, Stickers	100			Spartan Ambassadors
MSU Class Census 2020 Presentation/Outreach	2/12/2020	2:30pm-4:00pm	Kresge Art Center	Brochures/Pens/Stickers	50			Amy/Ragine
Sweetheart Ball	2/12/2020	7:00-8:30 p.m.	East Lansing Hannah Community Center	Brochures, Pens, Stickers	200			Ragine
Children's Concert Series	2/15/2020	11:00 AM	East Lansing Hannah Community Center	Brochures, Pens, Stickers	300			Justin Drwencke
State of the District Town Hall Meeting	2/21/2020	5:30pm-7:00pm	East Lansing High School	Brochures, Pens, Stickers				
Public Relations Student Society of America (PRSSA) Toddler Time Census Presentation	2/25/2020	10:30 AM	East Lansing Public Library	Brochures, Pens, Stickers	100			Amy
East Lansing Human Relations Commission/Census 2020 Coffee & Conversation	2/26/2020	4pm-6pm	Foster Coffee	Brochures, Pens, Stickers				Amy/Ragine
Landlords & Property Manager Breakfast Census 2020 Presentation	2/27/2020	8:30am-12:pm	East Lansing Hannah Community Center	Brochures, Pens, Stickers	100			Amy/Ragine
Children's Concert Series	2/29/2020	11:00 AM	East Lansing Hannah Community Center	Brochures, Pens, Stickers	300			Justin Drwencke
Parking Voucher Giveaway/Partner with Community Group on Campus or In Community	TBD					Give-Away Parking Vouchers		
Practice Your English	Dates TBD (Biweekly)	7-8pm	East Lansing Public Library	Brochures, Pens, Stickers	100			Ragine
Spanish Conversation Group	Dates TBD (Biweekly)	7-8pm	East Lansing Public Library	Brochures, Pens, Stickers	100			Ragine
Monday Movie Matinee		12-2:30pm	East Lansing Public Library	Brochures, Pens, Stickers	200			Ragine
Census coasters placed at downtown bars and businesses	Early March		Downtown East Lansing	Census Coasters	3,000			
Census messaging placed on EL Hannah Community Center Digital Sign	March 1 - April	N/A	East Lansing Hannah Community Center					
Census Postcards Mailed to Hard to Reach Tracts	March 9	N/A	Mailing					
Census invitations mailed to households (Census survey link will be active March 12)	March 12-20	N/A	N/A					
'I Count' Stickers placed at Questionnaire Assistance Centers	March 12	N/A	East Lansing Questionnaire Assistance Centers *TBD					
ELPL Census 2020 Weekly Tabling Event	March 12 - April 1 (Weekly)	3pm-5pm	East Lansing Public Library	Brochures, Pens, Stickers	TBD			
Kiwanis Presentation	March 16	12:00 PM	Coral Gables	Brochures, Pens, Stickers	30			Amy
Public Relations Student Society of America (PRSSA) Census Event	March 16	6pm-7pm	MSU UNION	Brochures, Pens, Stickers				Ragine/Amy
Census Tabling/Information staffed	March 27	4pm-6pm	East Lansing Public Library	Brochures, Pens, Stickers	200			Chi/Ragine
CENSUS 2020 COUNT DAY!!	April 1	All Day	N/A					
Census Day Party Event	April 1	3pm-5pm	East Lansing Public Library	Brochures, Pens, Stickers, Games, Pizza	TBD			



NEWS RELEASE

Communications Department

410 Abbot Road
East Lansing, MI 48823
(517) 337-1731 phone
(517) 337-1607 fax

www.cityofeastlansing.com

Media Contact:

Amy Schlusler-Schmitt
Staff Resource
Census Complete Count Committee
(517) 319-6931

Shelli Neumann
Staff Resource
Human Relations Commission
(517) 319-6893

Human Relations Commission's Coffee & Conversation Series Continues with Census Edition

20-028
February 13, 2020

EAST LANSING, Mich. — In partnership with the East Lansing Census 2020 Complete Count Committee, the East Lansing Human Relations Commission's (HRC) Coffee & Conversation series will continue with a Census Edition on Wednesday, Feb. 26 from 4-6 p.m. at Foster Coffee Co., 196 Albert Ave. The series provides a forum for community discussions on topics of diversity and inclusion.

Members of the East Lansing Census 2020 Complete Count Committee will join the HRC to share information and discuss the U.S. Census Bureau's decennial census – a constitutionally mandated headcount of everyone living in the United States. Community members are encouraged to attend to learn more about how the Census is being implemented, why the Census is important and what types of outreach methods the City has undertaken to count people in 'hard to reach' areas.

“The Census is a phenomenally important survey for all East Lansing residents to complete. The number of people counted relates directly to the amount of state and federal financial resources for schools, roads and emergency services our city will receive over the next decade. It also determines the number of congressional seats the State of Michigan holds in Congress. We ask that everyone take 10 minutes to complete the Census form,” said East Lansing Census 2020 Complete Count Committee Chair Laurence Rosen.

This event is free and open to all community members. Light refreshments and

-continued-

Coffee & Conversation - continued

one-hour parking validations will be provided to those in attendance. Community members can learn more about the Census at www.cityofeastlansing.com/Census2020.

###