

**Minutes from the Dutchess County Complete Count Committee  
Meeting  
Jan. 16, 2020**

The Dutchess County Complete Count Committee held a meeting on Jan. 16 at the Dutchess County Mental Health Center, 230 North Road, Poughkeepsie.

Committee members attending were Jonathan Bix, Jennifer Drake, Mario Johnson, Maffy Malaver, Gabriela Owen, John Penney, Eva Woods Peiró and Brian Riddell. Also in attendance were Isis Benitez, Community Health Promoter, and Annette Marzan, Senior Director of Community Engagement, both of the Planned Parenthood of Greater New York.

Penney updated the committee on outreach efforts since the last meeting, which included presentations to various municipalities. He said presentations have been either made or scheduled for 18 of the 30 municipalities in Dutchess County, in addition to the Dutchess County Mayors and Supervisors Association, and that he is expected to be joined by a census official at a presentation to the City of Poughkeepsie Common Council on Feb. 3. He also said that later in the week he would be attending Digital Census Preparation Training, sponsored by the Empire State Library Network Hudson Valley.

Penney said the county is still awaiting word on state funding. The county is expected to receive about \$310,000, but there is a growing concern that the state has been slow to release the money and to explain how it can be spent. Penney said the county has purchased 25,000 census magnets to distribute and is creating a trifold that will contain important information about the census. That trifold will also be translated into Spanish.

Drake updated the committee on the Hudson Valley Census 2020 Fund, which is supporting efforts to reach hard-to-count communities. She said the organizers are meeting soon to award grants of up to \$10,000. She reiterated that another round of micro-grants – for organizations to hold smaller events – will come after that.

Bix said his organization, Nobody Leaves Mid-Hudson, has started to go door-to-door in hard-to-count areas, including the City of Poughkeepsie. He said these efforts will ramp up in the weeks and months ahead and that the

organization is focusing on the City of Poughkeepsie, in addition to the cities of Kingston and Middletown. Canvassers are working to get people to take a pledge to fill out the census, and they are collecting contact information to stay in touch as the census unfolds.

Malaver said ABC Latino continues to talk about the census on its programming but says far more could be done if state funding is secured to do mass mailers and other outreach.

Owen is focusing her outreach efforts on the Latino community and is being assisted by Catholic Charities Services of Dutchess County and Vassar and Marist colleges. She said she also is helping to set up a census Information session for Latino leaders. That will be held Saturday afternoon on Feb. 1 at Marist College, and Karen Barnes, U.S. Partnership Specialist at the Census Bureau, is expected to attend the meeting.

Riddell said Dutchess Outreach is including messaging about the census as part of its regular outreach efforts.

As the Poughkeepsie City School District's liaison to the Complete Count Committee, Johnson has asked the district's English Language Teachers and related program staff to review the materials and information regarding the 2020 Census. Johnson wants the teachers to use census material in after-school programs to increase awareness and help encourage full community participation in the census. Johnson pointed out this effort will greatly aid in the spreading the word in the city's hard-to-count areas.

Committee members also agreed that Black History Month in February should provide some good events to do outreach about the census.