

Minutes from the Dutchess County Complete Count Committee Meeting on Sept. 2, 2020

The Dutchess County Complete Count Committee held a virtual meeting on Sept. 2, 2020. Attending were committee members John Penney and Maffy Malaver. Also in attendance were Eoin Wrafter, Commissioner of Dutchess County Planning and Development; Isis Benitez, Community Health Promoter at Planned Parenthood of Greater New York; Linda Eddy of the Community Action Partnership for Dutchess County; and Matt Hartzog, a representative of State Assembly member Didi Barrett's office.

Penney said he has dispersed new fliers and web links to a number of groups, including the Dutchess County Mayors and Supervisors, community leaders and the Poughkeepsie Common Council.

He said he specifically reached out to town leaders in places that are underperforming to see what more can be done to increase the count.

Penney said the county is working on spending a portion of the state money on Facebook-sponsored advertisements in hard-to-count areas.

Wrafter said he is working through some issues regarding the reimbursement of money from the state that will go to local nonprofits working on census outreach efforts. The state recently made about \$165,000 available for these efforts but has imposed a tight deadline for when they can be used. Those receiving funds include the Community Action Partnership, ABC Latino, the United Way of the Dutchess-Orange Region, the Art Effect and the Child Care Council of Dutchess and Putnam, Inc.

Wrafter said the county also is placing census billboards on the interior of buses in addition to the outside of them. He said he will also update the Dutchess County Legislature on the count.

Penney informed Hartzog that Eddy has done a lot of work in Didi Barrett's Assembly district. Eddy has continued her focus on disseminating census information at food drives and at smaller community events place during the COVID-19 crisis. Places she will be going include a North East Community Center food pantry distribution, Pine Plains clean-up day and

the Freshtown Amenia event. She has also been trying to reach Hudson River Health Care regarding the farmers market that runs on Tuesdays.

Hartzog said he appreciated the update and that the committee has covered a lot of ground.

Malaver said ABC Latino is reaching people through a variety of methods — including videos, email blasts and radio broadcasts — and will continue this effort throughout September. She said she will make herself available to help people fill out the form from 9 a.m. to 4 p.m. Mondays and Wednesdays at ABC Latino's offices. She also said she has been sharing video produced by Community Matters 2.

Barnes said the effort needs to focus on getting people to fill out the form, and community members can partner with bureau enumerators to reach more people. She emphasized that people don't need to complete the entire form and can even give nicknames instead of their full name and still be counted.

Benitez said the Poughkeepsie Complete Count Committee is doing outreach at various events, including in the City of Poughkeepsie. She said Committee member Gabriela Vega Matthews also coordinated an event with the Mexican Consulate to increase the Latino population participation in the census.

Penney said the committee will meet again in mid-September before the census count is complete.