

**Minutes from the Dutchess County Complete Count Committee
Meeting
Dec. 19, 2019**

The Dutchess County Complete Count Committee held a meeting on Dec 19, 2019, at the Dutchess County Mental Health Center, 230 North Road, Poughkeepsie.

Committee members attending were: Jonathan Bix, Karen Dipnarine-Saroop, Jennifer Drake, Mario Johnson, Maffy Malaver, Gabriela Owen, John Penney, and Brian Riddell. Also in attendance were Eoin Wrafter and community resident Laurie Sandow.

Penney updated the committee on outreach efforts since the last meeting, which included a presentation to the Dutchess County School Boards Association on Dec. 5. He has scheduled other presentations with various towns and villages as well. As he did earlier with the Dutchess County School Superintendents, Penney presented the Complete Count Committee's checklist to school boards to use to raise awareness about the importance of the census. That checklist includes having all students receiving some instruction about the census and its importance – and making sure information about the census gets shared with parents.

Drake updated the committee on the Hudson Valley Census 2020 Fund, which is supporting efforts to reach hard-to-count communities. Funds are being made available to organizations holding events and doing other activities to raise awareness. The application deadline for grants of up to \$10,000 was in early December, and Drake said decisions are expected to be announced in January. She also said another round of micro-grants – for organizations to hold smaller events – will come after that.

Penney and Eoin Wrafter, commissioner of the Dutchess County Planning and Development Department, updated the committee on possible state funding to the counties. Dutchess County is in line to receive about \$310,000, but the state has not released information about how the money can precisely be spent and what the reporting requirements will be. The state has said the focus will be on hard-to-count areas, which in Dutchess County include parts of the cities of Poughkeepsie and Beacon and the towns of Wappinger and Dover.

The committee talked about a wide range of outreach and awareness efforts, ranging from targeted social media to placing billboards and posters in key areas. Ads would also be placed in Spanish-language radio stations and publications.

Jonathan Bix of Nobody Leaves Mid-Hudson said his organization plans to go door-to-door in hard-to-count areas throughout the county and region. Wrafter has given Bix a list, sorted by street name, address number and then of residential units in census tracts that were hard to count in 2010.

Owen said she is continuing her outreach efforts focused on the Latino community throughout Dutchess County and is getting help from area colleges. That includes working with Catholic Charities Services of Dutchess County to reach Hispanic immigrants in rural parts of the county.

Wrafter said the county also is purchasing 25,000 census magnets to distribute, in addition to creating a trifold that will contain important information about the census. That trifold will also be translated into Spanish.

Malaver of ABC Latino said committee members are welcome to join her in Spanish language broadcasts in the first few months of the year to draw attention to the census.

Riddell said he would take some Census 101 fliers in English and Spanish to distribute through Dutchess Outreach.

Dipnarine-Saroop said the Interfaith Council will distribute information about the census digitally to its members as well as through regular mail.

Johnson said Nubian Directions is applying for a \$10,000 grant from Community Foundations of the Hudson Valley to implement an educational and outreach program for the U.S. Census. The focus will be on hard-to-count areas in Poughkeepsie.

Sadow questioned the Complete Count Committee's work to date. She said the committee should have its own Facebook page and not rely on the broader county page to notify the public about meetings and other information pertaining to the census.