

# MAINE STATE LEGISLATURE

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## Maine Complete Count Committee



### **Interim Report of the Census 2020 Maine Complete Count Committee**

December 30, 2019

#### **Committee Membership**

Secretary of State Matthew Dunlap, Chair

Commissioner Kirsten Figueroa, Dept. of Administrative and Financial Services

Commissioner Amanda Beal, Dept. of Agriculture, Conservation and Forestry

Commissioner Heather Johnson, Dept. of Economic and Community Development

Designee: Deborah Johnson, Director of the Office of Community Development

Commissioner Pender Makin, Dept. of Education

Designee: Daniel Chuhta, Deputy Commissioner

Commissioner Jeanne Lambrew, Dept. of Health and Human Services

Designee: Dan Cohen, Chief Operations Officer, Office of Family Independence

Commissioner Laura Fortman, Dept. of Labor

Designee: Evelyn deFrees, Director of External Affairs

Commissioner Michael Sauschuck, Dept. of Public Safety

Commissioner Bruce Van Note, Dept. of Transportation

Designee: Nina Fisher, Deputy Commissioner

Director Hannah Pingree, Governor's Office of Policy Innovation and the Future

Designee: Ana Hicks, Children's Cabinet Coordinator

#### **Creation of the Committee**

The Maine Complete Count Committee (Maine CCC) was established by Governor Janet T. Mills via Executive Order 12 on October 24, 2019. The E.O. identifies the membership of the Maine CCC and tasks the committee with identifying strategies to help ensure a complete count for Maine in the 2020 decennial census.

A kickoff meeting was held on November 21, 2019, with representatives from all Maine CCC agencies participating. Jeff Behler, director of the New York Regional Office for the U.S. Census Bureau, provided participants with an overview of Census 2020. At the meeting it was agreed that a series of Census Solutions Workshops would be held to generate ideas for accomplishing the Maine CCC's mission. Additionally, communications staff from the agencies would collaborate on a unified communications strategy for the Maine CCC.

Staff support for the Maine CCC is provided by the Department of Administrative and Financial Services. Strategies being developed are generally those that can be accomplished within existing resources and processes.



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### Preliminary Strategies

During the workshops, led by U.S. Census Bureau Partnership Specialist Becky Hayes Boober, participants brainstormed, prioritized, and detailed possible strategies to support a complete count in Census 2020. Strategies were identified that would reach the broadest possible audience, as well as increase participation by traditionally hard-to-count populations and address the demographic and geographic challenges posed by the new online response option. Key messaging is that the census is safe, easy, and important. Some preliminary strategies identified in the workshops are outlined below. At the time of this report, some agencies had yet to hold a workshop and so are not included below.

#### *Department of Administrative and Financial Services*

- Add a Census 2020 reminder to the postage meter used for State of Maine mailings.
- Include Census 2020 information and link in online services provided by InforME, such as car registrations, hunting/fishing licenses, etc.
- Create a humorous yet informative video to accompany "Did you know?" newsletter encouraging self-response ("Don't get caught in your PJs – fill out your census form!"); post to social media as well.
- Add a reminder to complete the census on the Property Tax Relief Fund mailings (check stub, insert, envelope).
- Include Census 2020 messaging in outreach, both online and in-person, such as email signatures, presentations, newsletters, etc.
- Collaborate with Maine.gov administrators to create a web address for CCC/census information.

#### *Department of Economic and Community Development*

- When speaking with customers/constituents (including local officials, businesses, regional planners, etc.), highlight importance of census data for funding (e.g. CDBGs) and statistics (e.g. demographics of workforce/customer base).

#### *Department of Health and Human Services*

- Include a brief handout on the importance of the census with home-delivered meals.
- Incoming calls to the Office of Family Independence would hear a pre-recorded message highlighting that the census is safe, easy, and important.
- Insert a flyer into mailings (hard copy or digital) of notices of decisions to clients receiving various benefits.



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### *Department of Labor*

- Support Census 2020 recruiting efforts by posting job openings to the Maine Job Link (utilized in the Maine CareerCenters) and welcoming recruiters to Maine CareerCenter facilities *\*already occurring*
- Host 2020 Job Fairs and 2020 Census Recruiting Days at Career Centers across the state. *\*in progress since March 2019*
- Link to Census 2020 websites on Maine Department of Labor websites and incorporate messaging into social media outreach where appropriate.

### *Governor's Office of Policy Innovation and the Future*

- As the Children's Cabinet Coordinator, ensure that connections are made between Maine CCC activities and Children's Cabinet activities where applicable.
- Maintain open lines of communications between the Maine CCC and the Governor's Office, serving as a liaison between the Governor and the Maine CCC.

### *Secretary of State*

- Produce an animated short promoting Census 2020 for use online, in social media, and at live events.
- Include Census 2020 messaging at Bureau of Motor Vehicles offices utilizing scrolling video in waiting areas.
- Include Census 2020 content on Kids' Page website, including content and activities from Statistics in Schools.
- Where applicable, coordinate Maine bicentennial and Census 2020 messaging and events.

### *Maine State Library*

While not formally a member of the Maine CCC, the Maine State Library has extensive connections with the public and with libraries around the state and so has agreed to participate in outreach efforts.

- Look into the possibility of attaching Census 2020 banners to the sides of the Freedom Xpress (interlibrary loan van delivery) vans.
- Encourage local libraries to support communications about the importance of the census.
- Work with libraries across the state that are hosting Census events and offering computer access to assist people wanting to complete the Census online. Some libraries have specific plans to help people experiencing homelessness participate in the Census.



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### Next Steps

Agencies will continue to hold workshops in early January. Those agencies that have already identified preliminary strategies will develop implementation plans for these strategies. A follow-up meeting for the Maine CCC has been scheduled for Friday, January 10, 2020. The final report of the Maine CCC is due by March 1, 2020.



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### Appendix A:

During the brainstorming process, many ideas were generated that would either require additional resources to execute or are outside the immediate purview of state government. These ideas are listed below according to the categories they were grouped into at each of the workshops. These are a transcription from all workshops, so categories or ideas may be included multiple times from different workshops.

#### *Online methods*

- Office of the State Economist's monthly Economic Indicators report – include Census 2020 info.
- Include Census 2020 info in data release updates and emails.
- Include Census 2020 info in email signature.
- Create a page on website dedicated to Census 2020 info that also contains blog posts that could present information about hard-to-count areas across the state, statistics about how funds are distributed using census data, etc.
- Kids' Page on Secretary of State website.
- Utilize existing or new social media pages to share info about Census 2020.
- Take advantage of connection with Maine State Data Center network to reach local communities and data centers across the state.

#### *Media*

- Radio advertisements
- Share enumerator stories
- Write op-ed, participate in interviews in local newspapers
- Movie trailers – to be played before movies
- Get a high-profile figure like a New England athlete to spread the word

#### *Outreach*

- Info in schools
- Grocery stores
- Transfer stations, redemption centers
- Restaurant drive-throughs
- BMV offices and other state offices

#### *Libraries*

- Mention importance of census in story time programs
- Libraries impacted by immigrant influx can target these groups
- When libraries have partnerships with local businesses ask them to be sure to reach out about the Census
- Emphasize importance of local library for completing Census form



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- Encourage all types of libraries to set aside specific time for people to complete the Census (remote learners too?)
- Maine State Library – Alison, Maine State Museum – Joanna. Share archives, resources showing impacts of census over the years in ME (collaborate other history entities?) Exhibit/social media?
- Message on Turnpike Authority signs
- Banners for Freedom Express trucks (cost?)
- Ask MANP to put word out to its membership
- Add to TV, host info booth @ BMV branches
- BMV flyers/brochure handout
- Social media (posts/images/animation/links), website links
- For municipal officials, importance of census for grants with town-wide benefits
- Info/signage at polling places (? If allowed by law)
- Host press event – stress safe/secure aspects with visual elements
- Remind RPCs/EDOs doing CDBG workshops/application prep to discuss Census
- Remind micro-enterprise businesses of census importance in planning for their business and marketing strategy
- Joint program with archives and museum on the Census

### *Referral/Outreach*

- DAFS’ “Did You Know” email series
- Tag line on printed material and email
- Email blasts when data collection begins
- Making it a part of CEFC and RFC meetings for the revenue forecast due March
- At the end of every meeting, “Don’t forget 2020 Census...” Easy, safe, important
- Physical signs in the office building
- Facebook and twitter
- HR – interviews/interactions, reminder
- Post links to more information on our websites
- PTA meetings, group meetings

### *Education*

- Affixing link to [Maine.gov/CCC](http://Maine.gov/CCC)
- Various department newsletters
- [Maine.gov/CCC](http://Maine.gov/CCC)
- Reviewing the census message with my staff and asking them to spread word
- Mentioning/discussing it during interactions with legislative committees – on mike
- Testifying before legislature on budget matters





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### *Governor executive communication*

- Governor pic completing her form
- State of the State
- Referencing it in Governor's communications on any possible supplemental
- Get people to self-respond so you don't have someone coming to your door (DAFS will ask Governor Mills to participate in a video illustrating this).
- Referencing it/describing it written budget communications to agencies
- Including reference to it in CEFC/RFC reports

### *Online Content*

- Website Content
- Social media accounts
- HR Social media sites
- Purchase targeted ads with social media companies
- Advertising BABLO/AUMJ
- Websites all have links
- InforME transition page in services
- Job postings/applications
- Step to get license
- Property tax notices to UT

### *Other Media*

- Geo-defined texts
- Kyle creates TV & Radio spots
- Consolidate email addresses from multiple agency databases
- Bumper magnets "Did you census...?"
- Consolidate citizen phone numbers and perform the dreaded robo-call

### *Outreach*

- Employees share info with community groups (church, Kiwanis, etc.)
- Job/career fairs
- HR & other newsletters
- Industry newsletters
- BHR notices to State employees
- Public speaking engagements
- Recruiters share @ high school visits
- Recruiters share @ college events





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### *HR*

- New employee onboarding
- HR Briefing
- Staff meeting updates
- HR staff training
- Upcoming HR newsletter going to all state employees
- HR meetings with population groups – Examples: ME Black caucus, new Mainers, etc.
- @ an employee termination meeting (job possibility?)

### *Deliberate communication*

- Public kiosk for online access in common areas
- Remote lottery machines
- Consumer messaging
- Lottery draws
- Complete the census decals on state vehicles
- Social media
- Post information on website
- Informational page on state website

### *Outreach*

- Trade associations
- Media interviews

### *Existing process*

- Language on recruitments
- Email/communication to all state EEs
- Add a “tag line” to email signature, information
- Add a note to letterhead
- Include with benefit communication
- Applicant response letters/emails
- License applications
- Bureau updates to licensees
- Include with W-2
- Check state CCC graphic
- Census reminders on mail using postage banner



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### *Websites*

- Add messages to employee self-service portal
- USS home screen
- Advantage home screen
- Post reminders and informational references on website
- Include procurement webpage
- Include info on Maine Revenue website

### *State employee communication*

- Email to all staff
- Send notice to all state employees
- Bulletin boards

### *Incoming phone*

- Include reminder in call script when dealing with customers/constituents via telephone

### *Mailings/notices*

- Line on DAFS letterhead
- Envelopes – bills
- Send posters to liquor and lottery retailers
- Include message on \$100 refund check stub
- Surplus – public sales, include in marketing materials
- Additional note in state mailings
- Add message to check stubs/remittance advices for checks issued
- Solicitation documents

### *Taxes*

- Tax Alert
- Message on tax refunds
- Include informational inserts/reminder with tax reporting forms, if allowable
- Tax forms electronics

### *Difficult*

- Commercials on local news or radio stations
- Confirmation of completion gets you... free ticket to local event? Red claws game?
- Laser beam message against skyline (batman type), Time & temp
- Census night at the Seadog game. Fill out forms there?

### *Easy (inexpensive)*

- Facebook, twitter, Instagram et al.
- Phone queue message



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- Include message on “hold” time on phones
- Outreach at college, university job fairs – Gain employees, increase awareness
- Put flyers in our notice of decision – no extra mailing costs, automated
- Put flyers in our EBT card mailings – no extra mailing costs, automated

### *Easy (expensive)*

- Incentivize/encourage facilities to complete count and we offer \_\_\_\_\_ in return

### *Partners*

- Attend community dinner events
- Back of plow trucks or school buses, DOT/DOE
- Homeless shelter advocates
- Meals on Wheels drivers – hire them

### *Office visitors*

- Stickers – give one to each client that goes into the office
- Computers in the office lobbies for those who do not have reliable broadband
- Census materials in OFI interview rooms
- Put Census info on each application form. “Did you know?” (on phones as well)
- Informational flyers for clients with info about funding

### *Mailings*

- List serv email to all OADS-interested parties
- Mailings - info at bottom of regular mailings
- Mailings to residential providers (nursing homes/group homes)
- Mailings to private guardians

### *Online*

- My Maine Connection – question/reminder when people change their information

### *Outreach/partners*

- Outreach to case managers inside/outside of DHHS
- Include information on Census within long-term care assessors visits
- Connect with committees who work with immigrant communities to educate on what the census is/how it is safe

### *Elderly population*

- Include information on the census within home delivered meals visits
- Agencies for elderly - provide assistance to/spread info to that population
- Outreach via area agencies on aging



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### *Other*

- Grocery stores, doctor's offices, gas stations, etc.
- Develop an app for fun to link to Census site (practice run)
- Put census reminder on all outgoing email signatures
- Vehicle clings on all state cars
- Signs in regional and federal offices
- Regional intake posters
- Signs in lobbies
- Automated phone queue message
- Looping message on call Q
- Message on our phone queue
- Mention on each phone call in/out
- Media – tv, radio, paper, social
- Distribute materials at SNAP Ed. sessions
- QA during home visits. Leave flyer
- Insert with certain notices (e.g. new card issuances)
- Target populations for notices (e.g. state funded)
- Include info with manual mailings
- State government email blast
- Include with other government mailers – IRS/social security, etc.
- Town hall registrations/ notices

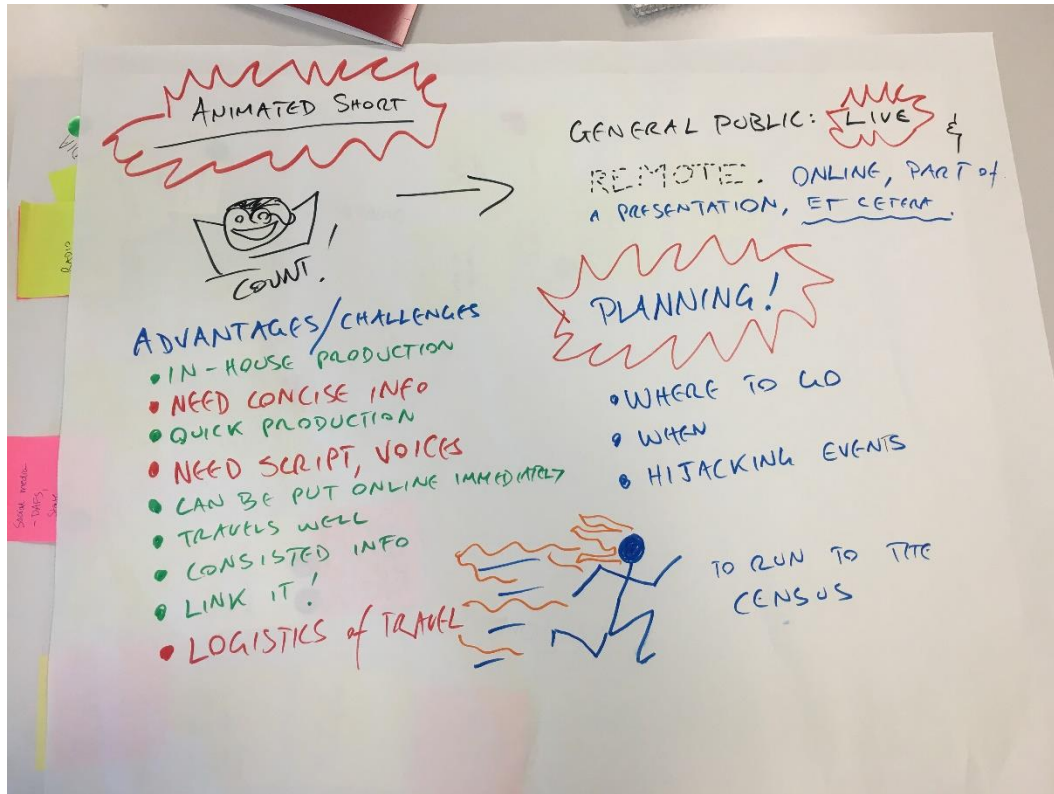


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### Appendix B:

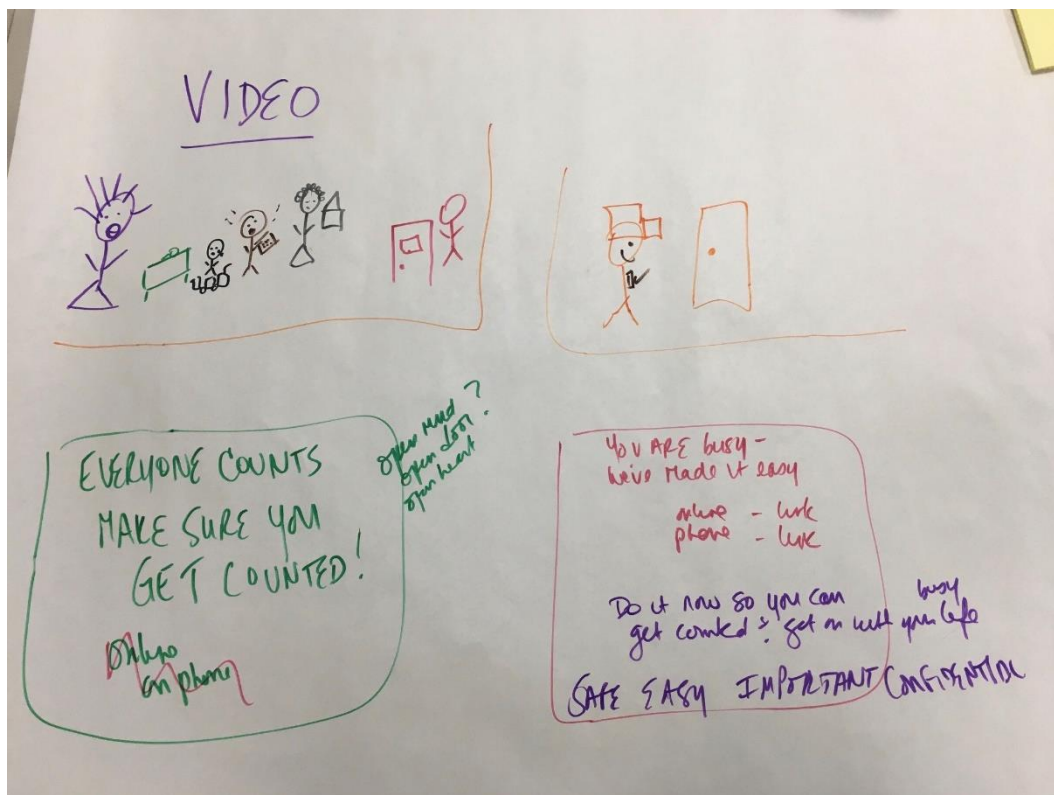
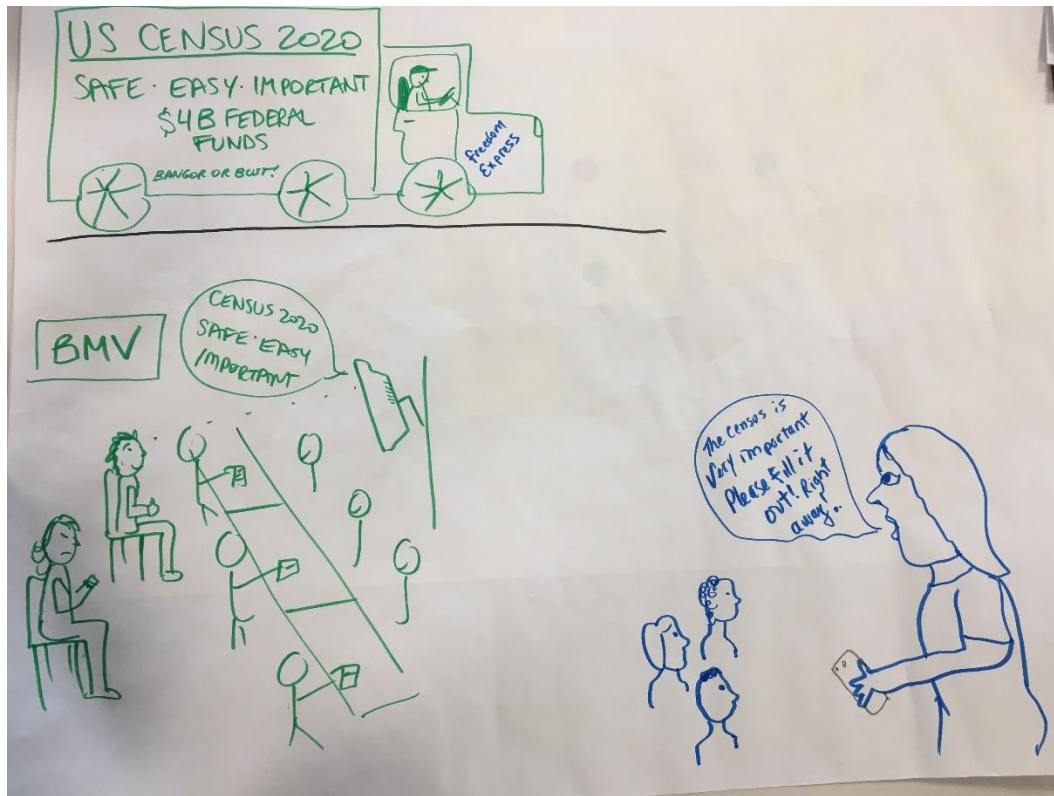
The following images were created by workshop participants to illustrate some of the strategies being developed.





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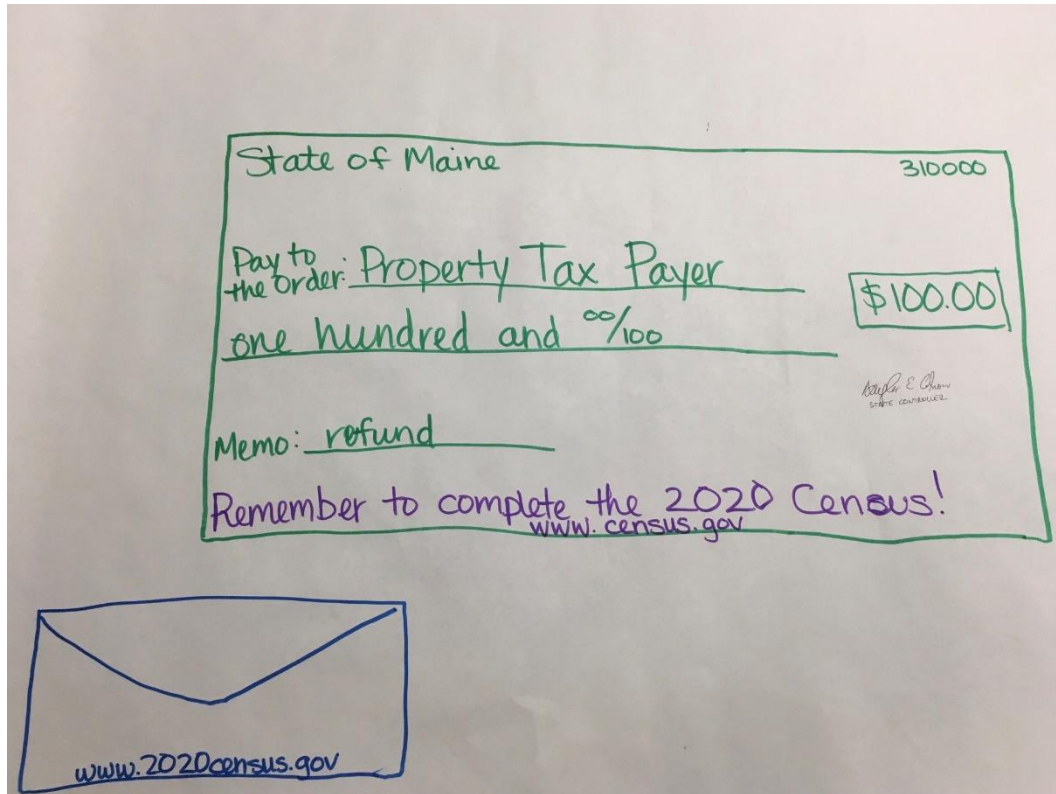






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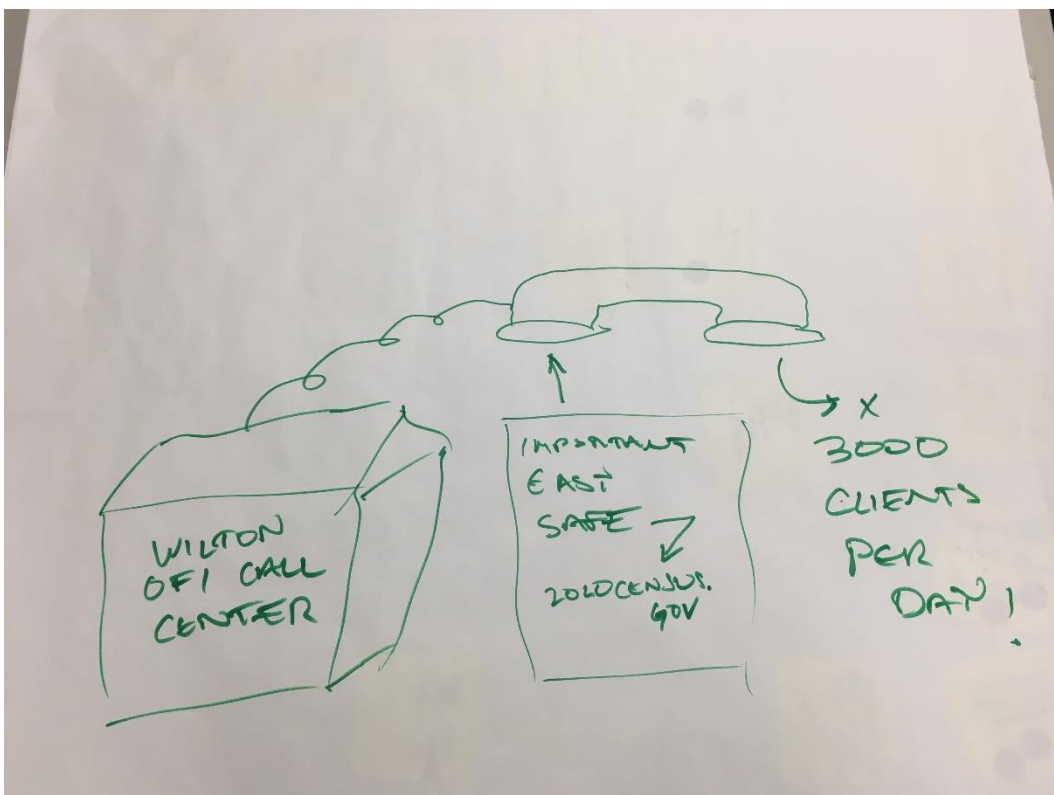
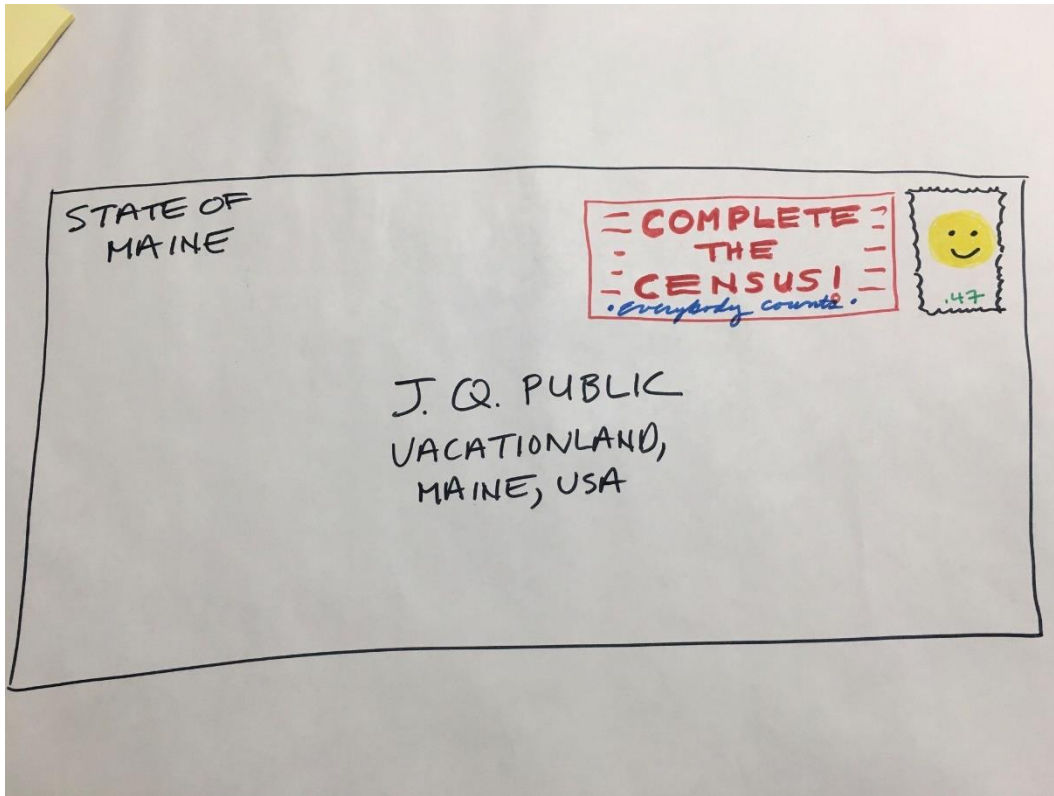






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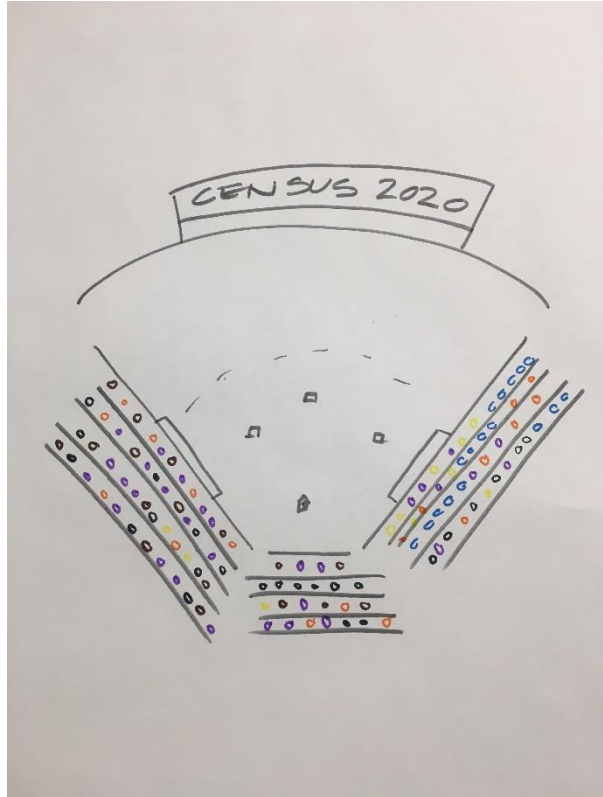
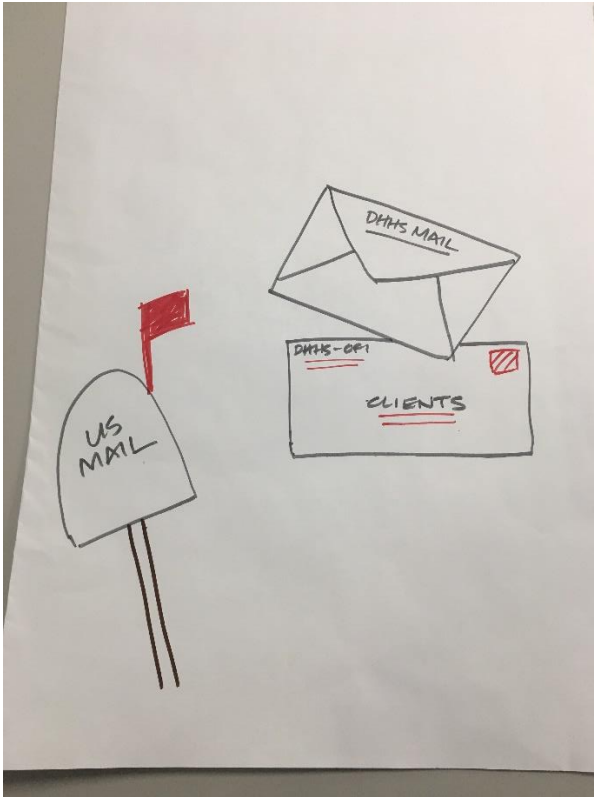
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### Appendix C:

Below is a list of Complete Count Committees across Maine as of December 19, 2019.

#### **Commitment Name**

Alliance for Addiction and Mental Health Services Maine CCC	Houlton, Maine CCC
Atkins Memorial Library CCC	Kennebec Valley Council of Governments CCC
Auburn Housing Authority CCC	League of Women Voters of Maine CCC
Bangor Public Library CCC	Lewiston Housing Authority CCC
Bar Harbor Chamber of Commerce CCC	Madison Public Library CCC
Belfast Area Chamber of Commerce CCC	Maine AARP CCC
Bethel Chamber of Commerce CCC	Maine Adult Education Association CCC
Blue Hill Public Library CCC	Maine Association of Nonprofits (MANP) CCC
Bucksport Bay Area Chamber of Commerce CCC	Maine Association of Retirees CCC
Bucksport Regional Health Center CCC	Maine Children's Alliance CCC
Canaan Public Library CCC	Maine Council on Aging CCC
Capital Area New Mainers Project CCC	Maine Development Foundation CCC
Heart of Biddeford CCC	Maine Immigrant Rights Coalition CCC
City of Auburn Complete Count Committee	Maine State CCC
City of Bangor CCC	Monson Public Library CCC
City of Bath CCC	NAMI Maine CCC
City of Brewer CCC	Newport Cultural Center CCC
City of Old Town CCC	Penquis CCC
City of Portland CCC	Pine Tree Hospice CCC
City of Sanford CCC	Pittsfield Public Library CCC
City of South Portland CCC	Prosperity Maine CCC
Community Concepts CCC	SeniorsPlus CCC
Consumers for Affordable Health Care CCC	Shaw Public Library CCC
Disability Rights Maine CCC	Skowhegan Free Public Library CCC
Downeast Community Partners CCC	South Portland Housing Authority CCC
Eastern Area Agency on Aging CCC	Stetson Public Library CCC
Eastern Maine Development Corporation CCC	The Bingham Program CCC
First Baptist Church of Dexter CCC	The Commons at Central Hall CCC
Friends in Action CCC	The Greater Portland Immigrant Welcome Center CCC
Good Shepherd Food Bank CCC	Thompson Free Library CCC
Greater Portland Council of Governments CCC	Town of Abbot CCC
Guilford Memorial Library CCC	Town of Alton CCC
Hartland Public Library CCC	Town of Anson CCC
Healthy Peninsula CCC	Town of Bingham CCC
	Town of Bradford CCC



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Town of Bridgewater CCC  
Town of Brownville, Maine CCC  
Town of Bucksport CCC  
Town of Burlington CCC  
Town of Canaan CCC  
Town of Caribou CCC  
Town of Chester CCC  
Town of Corinna CCC  
Town of Corinth CCC  
Town of Dexter CCC  
Town of Dover-Foxcroft CCC  
Town of Eddington CCC  
Town of Elliot CCC  
Town of Etna CCC  
Town of Fairfield CCC  
Town of Greenville CCC  
Town of Guilford CCC  
Town of Hermon CCC  
Town of Holden CCC  
Town of Howland CCC  
Town of Hudson CCC  
Town of Island Falls CCC  
Town of Jackman CCC  
Town of Kenduskeag CCC  
Town of Lagrange CCC  
Town of Lee CCC

Town of Levant CCC  
Town of Lincoln, ME Form CCC  
Town of Lowell CCC  
Town of Machias CCC  
Town of Madison CCC  
Town of Milford CCC  
Town of Milo, Maine CCC  
Town of Monson CCC  
Town of Monticello CCC  
Town of Newport CCC  
Town of Parkman CCC  
Town of Pittsfield CCC  
Town of Richmond CCC  
Town of Sangerville CCC  
Town of Shirley CCC  
Town of Skowhegan CCC  
Town of South Berwick, Maine CCC  
Town of Springfield CCC  
Town of St. Albans CCC  
Town of Van Buren CCC  
Town of Veazie CCC  
Town of Winn CCC  
Tri-County Mental Health Services CCC  
United Way of Androscoggin and Oxford  
Counties CCC  
United Way of Greater Portland CCC