



# 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  
Sue Webster

## Staff Liaison

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

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## AGENDA

**June 22, 2020 – 4:00 p.m.**

**Zoom Meeting, 1-888-788-0099 Meeting ID: 870 9188 6580**

- 1) **Roll Call**
- 2) **Approval of Agenda**
- 3) **Approval of Minutes**
  - A) January 27, 2020 (attachment)
- 4) **Financial Report**
  - A) Financial Report (attachment)
- 5) **Consideration of Limiting Public Comment to 2 Minutes Per Individual (attachment)**
- 6) **Public Comment**
- 7) **M.S.U. Update**
  - A) Completion of the Campus Administrative Count Process (attachment)
  - B) MSU Outreach to Students
- 8) **Ongoing Business**
  - A) Updated Federal Government Census 2020 Outreach Timeline (attachment)
  - B) East Lansing Census Response Rate (attachment)
  - C) Michigan Municipal League Census Grant Performance Update (attachment)
  - D) Discussion of Future Census 2020 Outreach
- 9) **Adjourn**



# CENSUS 2020 COMPLETE COUNT COMMITTEE



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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

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### 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**

<b>DATE</b>	<b>VENDOR</b>	<b>EXPLANATION</b>	<b>DEBIT</b>	<b>CREDIT</b>	<b>BALANCE</b>
					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	Sticker Mule	Census Stickers	308.00		8,584.06
11/18/19	Dataplex	Head Business Cards	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		7,049.09
02/18/20	Platinum Plus-Sticker Mule	I Counted Stickers	\$118.00		6,931.09
02/18/20	House of Imprints	Census Coasters	\$453.20		6,477.89
03/18/20	Michigan Municipal League	Grant for Operating		9,951.40	16,429.29
05/04/20	Platinum Plus	March-April Ads	184.82		16,244.47
06/01/20	Martin Waymire	June Census Ads	3,500.00		12,744.47
06/01/20	Platinum Plus	May Ads-Facebook	89.95		12,654.52
06/11/20	Platinum Plus	Stress Balls/Swag	867.15		11,787.37



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** 6/18/20

**SUBJECT:** Consideration of Limiting Public Comment to 2 Minutes Per Individual

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Due to the COVID-19 pandemic, the Census Complete Count Committee is holding its board meeting via the video conferencing platform Zoom.

In correspondence with MCL 15.263(1), it is the recommendation of the City Attorney's Office that all City affiliated boards and commissions holding virtual meetings adopt a rule limiting public comment to 2 minutes per individual. The recommended motion for consideration is "In order to maintain the order of an online public meeting, I move to adopt a rule pursuant to MCL 15.263(1) limiting public comment to two minutes per individual"





# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO: Census Complete Count Committee**

**FROM: Ragine Head, Census Coordinator**

**DATE: 6/18/20**

**SUBJECT: Completion of the MSU Campus Administrative Count Process**

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The East Lansing Complete Count Committee began working on the 2020 census in May of 2019 in conjunction with several partners.

Michigan State University has played an integral role in partnership to achieving an accurate Census count. As of April 20, 2020, MSU completed its administrative count process with the Census Bureau. An upload of 15,100 residents was completed. Residents included anyone residing in MSU managed housing.

Approximately 2.7% of residents with restricted directory information were excluded as required by the Federal Educational Rights and Privacy Act (FERPA).

However, MSU undertook several additional Census outreach methods including the following 1) Posting Census information on Facebook and social media platforms 2) Posting Informational signage in several languages at Spartan Village, 1855 Place, and other facilities 3) Sending emails with Census messaging to residents 4) Creating a webpage in response to COVID-19, sharing links and information about how students are to be counted in East Lansing

A special thanks goes to Janet and Sue for their hard work and assistance in helping with the MSU-focused Census campaign.



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO: Census Complete Count Committee**

**FROM: Ragine Head, Census Coordinator**

**DATE: 6/18/20**

**SUBJECT: Updated Federal Government Census 2020 Outreach Timeline**

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In response to the COVID-19 pandemic, the federal Census Bureau has updated the Census Operational Timeline to best protect the safety and health of its community and staff. The updated Operational Timeline can be found below. Please note that staff has provided information on both the initial operational timeline and the revised timeline presented in bold.

**1) Self-Response Phase-Online, phone, and mailed self-responses**

Planned Schedule: March 12 – July 31

**Revised Schedule: March 12 – October 31**

**2) Group Quarters (E-Response & Paper Enumeration)-Group Quarters owners and managers respond with tenant information on paper or via an administrative upload**

Planned Schedule: April 2 – June 5

**Revised Schedule: April 2 – September 3**

**3) Nonresponse Follow-Up (NRFU)-Census takers will interview households in person. New dates will cover areas previously scheduled for "Early NRFU."**

Planned Schedule: May 13 – July 31

**Revised Schedule: March 12 – October 31**

**4) In-Person Group Quarters Enumeration-Group Quarters that remain as part of the in-person group quarters enumeration process**

Planned Schedule: April 2 – June 5

**Revised Schedule: July 1 – September 3**

# **PLANNING, BUILDING & DEVELOPMENT**

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**5) Service Based Enumeration**-Service providers at soup kitchens, shelters, and regularly scheduled food vans will count the people they serve.

Planned Schedule: March 30 – April 1

**Revised Schedule: September 22 - September 24**

**6) Mobile Questionnaire Assistance**-Census Bureau staff will assist residents with responding online at places people gather (example: community events, grocery stores, etc.).

Planned Schedule: March 30 – July 31

**Revised Schedule: TBD-Currently Being modified to reflect the current environment.**

Staff looks forward to discussing this revised timeline in detail during the upcoming June 22 board meeting.



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO: Census Complete Count Committee**

**FROM: Ragine Head, Census Coordinator**

**DATE: 6/18/20**

**SUBJECT: East Lansing Census Response Rate**

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As of today, East Lansing has a 59.5% Census Response rate. This number does not yet reflect the data gathered from the M.S.U. administrative upload or Group Quarters Housing. Staff is confident that once data is accurately represented, the City of East Lansing is expected to have at least a 30% increase to its current 2020 Census counts.



# **PLANNING, BUILDING & DEVELOPMENT**

Quality Services for a Quality Community

## **MEMORANDUM**

**TO:** Census Complete Count Committee

**FROM:** Amy Schlusler-Schmitt, Community Development & Engagement Manager

**DATE:** 6/18/20

**SUBJECT:** Update on Michigan Municipal League Grant

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On March 16, 2020, the City of East Lansing received confirmation that the Michigan Municipal League (MML) was awarding the City a grant in the total amount of \$16,708.15. Approved allocations include support of staff salaries, implementation of a social media campaign, the purchase of Census swag that will be distributed in mid-July when all City facilities are scheduled to re-open, etc.

Enclosed please find the MML grant budget and the current status of expenditures. Staff looks forward to discussing the possible allocation of remaining funds during the June 22 Complete Count Committee board meeting.

**City of East Lansing Census 2020 Michigan Municipal League Grant Budget**

<b>Timeline for Implementation</b>	<b>Census Promotion/Event</b>	<b>Project Duration</b>	<b>Budget Amount</b>	<b>Status</b>
March 16-June 30	Staff Salary for East Lansing Census Coordinator Ragine Head	20 Hours a Week for 15 weeks	\$4,200.00	Ongoing
March 16-June 30	Staff Salary for East Lansing Census Administrator Amy Schlusler-Schmitt	5 Hours a Week for 15 weeks	\$2,556.75	Ongoing
March 16-30	MSU Capstone Class Postcard	To Use Through July	\$300.00	Paid
March 16-June 30	City Census Social Media Campaigns	March-June	\$537.85	Ongoing
May 1-July 30	Census 2020 Social Media Campaign with Martin-Waymire	11 Weeks	\$7,000.00	Ongoing
June	2,000 Census Reminder Postcards Mailed to Hard to Reach Tracts (Primarily Neighborhoods with High Numbers of MSU Student Rentals	Through July	\$1,006.40	Ongoing
May-July	Purchase of Swag to be distributed throughout the community	Through July	\$867.15	Paid
May-July	Purchase of 2,000 "I Count" Stickers placed at East Lansing Public Library, Hannah Community Center, Questionnaire Assistance Centers	Through July	\$240.00	Ongoing
	<b>TOTAL GRANT REQUEST</b>		<b>\$16,708.15</b>	