



**Census 2020
Complete Count Committee
Steering Committee
Meeting #2**

City Hall
June 10, 2019

Agenda

1. Welcome
2. Regional Coordination Update
3. Budget Update
4. Messaging Review
5. Subcommittee Logistics
6. Summary and Next Steps

Meeting objectives

1. Agree upon budget strategy
2. Finalize upon subcommittee management strategy, to include staffing



Regional Coordination



Regional Coordination

- Virginia Complete Count Commission
- MWCOCG Complete Count Committee
- Northern Virginia Regional Complete Count Committee
(Community Foundation of Northern Virginia)

Budget



Budget update

- \$30,000 from FY2018 budget in the process of being rolled over
 - \$29,132.41 remaining
 - Funds will not be accessible from July - November
- Additional \$50,000 appropriated in FY2020 contingency budget



Census 2020 Messaging

Summary of results from May 22 Complete Count Committee
Small Group Activity



Census 2020 Messaging

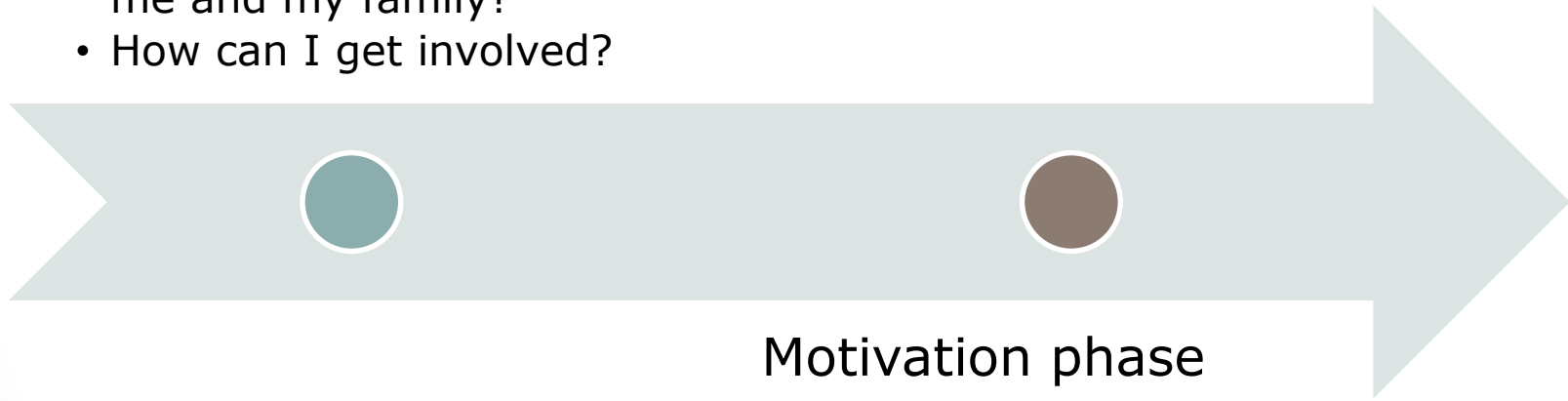
1. The Census brings **resources** into my community
2. Census responses are **secure/confidential**
3. Census data protects **voting rights**
4. Census data helps build a better **future**

Messaging Phasing

Educational Phase

September – November 2019

- What is the Census?
- How will the Census affect me and my family?
- How can I get involved?



Motivation phase

December 2019 – June 2020

- NOVA Studio Resources Available
- “Now it’s time to respond”



Subcommittee Logistics



Subcommittee Work Plan Shell

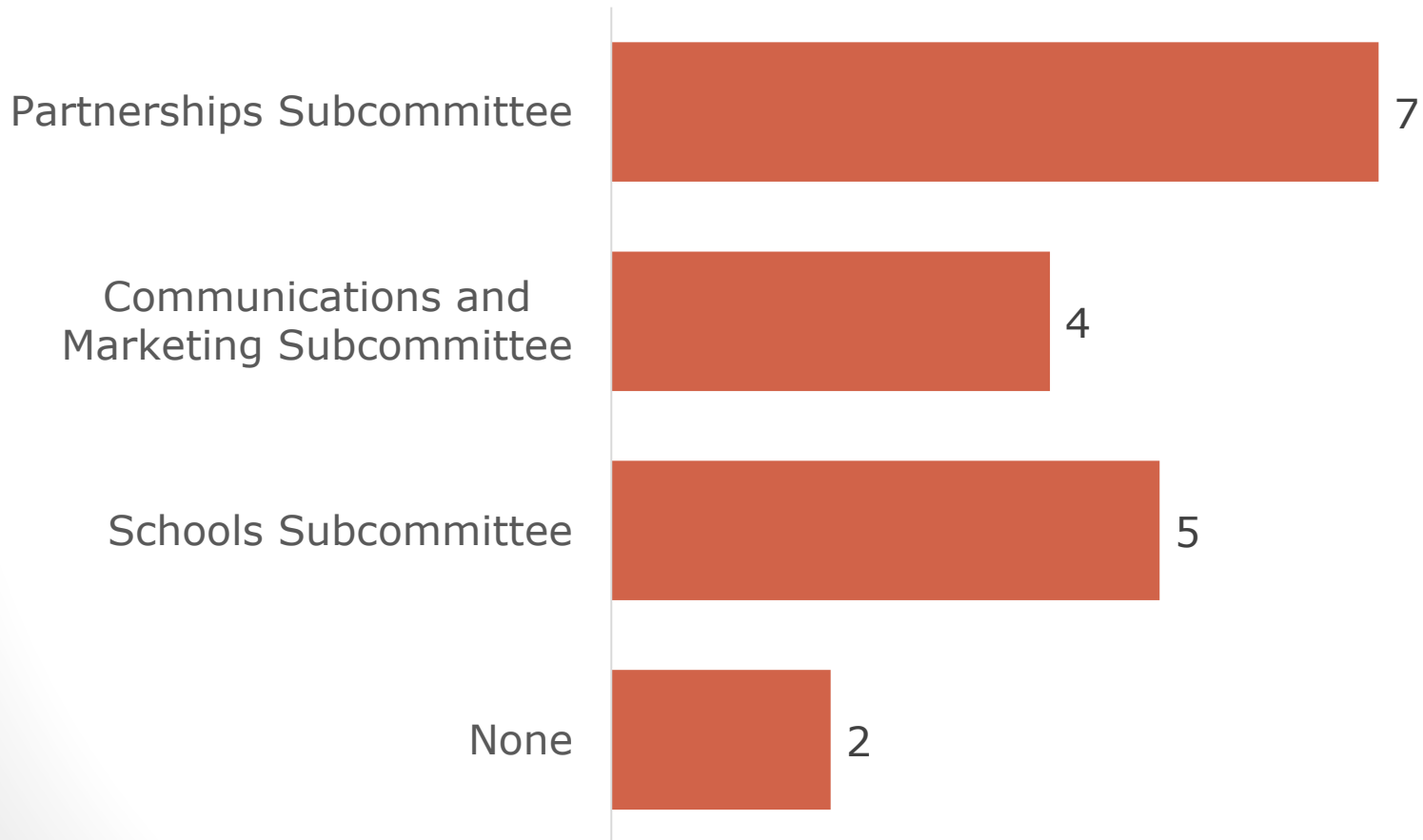
On June 27, Committee members will develop **draft subcommittee work plans** in small groups.

- Purpose
- Timeline
 - Major milestones
 - Work program schedule
- Responsibilities
- Communication and documentation strategy
- Subcommittee members
 - Subcommittee chair
 - Steering Committee representative
 - City staff representative
 - Record keeper



Subcommittee Participation Survey

Subcommittee Participation Survey Results



Results as of 6/7/2019

Next Steps

- Revise workplan shell
- Attend June Full Committee meeting (June 27)
- Facilitate subcommittee formation