

Overview of Nevada's Complete Count Committee Decennial Census Outreach Efforts in Nevada and Update on the Use of the Legislative Appropriation Made in Senate Bill 504 (2019) for Nevada's Census Activities

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Interim Redistricting Committee Meeting - October 20, 2020 at 1:30pm

April 2019: A well known fact for the record, Governor Sisolak established the State Complete Count Committee in April 2019 naming the Lt. Governor Chair of this Committee.

June 2019: We held our first Complete Count Committee meeting - bringing together the 9 members appointed by the Governor.

1. Lt Governor Kate Marshall serving as Chair
2. Assemblywoman Sandra Jauregui serving as Vice Chair
3. Secretary of State Barbara Cegavske
4. Senator James Settelmeyer
5. City of Sparks Councilman Kris Dahir
6. Davis Gonzales
7. Nicole Lamboley
8. Dagny Stapleton
9. Emily Zamora

This was an introductory meeting. We went over the plan and expectations of the upcoming year and a half and the Census Bureau presented the Committee with their outreach, field, and enumeration plans.

August 2019: The Complete Count committee met to discuss programmatic items such as best practices when targeting hard to count communities and the possibility of creating Subcommittees which would be tasked with building an outreach program for certain areas of focus. For example, education, unions, faith communities, tribal outreach etc.

September 2019: The Committee officially voted to create six Subcommittees. Those subcommittees were:

1. Government Subcommittee: focused on engaging our federal delegation and other elected officials and their constituencies, government workers, military members, and veterans across the state.
2. Education Subcommittee: tasked with creating and executing a plan to have every student from pre-k-higher ed-counted in the 2020 Census.
3. Employer Subcommittee was among the six subcommittees created and We collaborated with our union partners, our chambers of commerce, our resorts and casinos, the list goes on. This Subcommittee worked hard to create a plan to ensure every employee and/or patron of our businesses would have the opportunity to be counted while on company grounds.
4. Tribal Subcommittee: Partners across the state from our tribal nations were creative and persistent in their task of ensuring their representation in this year's census. They were quite successful.
5. Organizational Subcommittee - which was our Non-profit & Faith-based focused subcommittee: We gathered non-profit and faith-based leaders from across the state to represent Nevada and to assist us in reaching their networks and congregations.
6. Hard to Count Subcommittee: This subcommittee was set on counting every individual from our hardest to reach neighborhoods.

Over 75 individuals made up the Committee and the six subcommittees. Each person representing a different community, industry, or trade across the state. We met once to twice a month while we were able. We discussed various topics but focused on the most effective ways to reach their particular community of focus. Many ideas were taking shape during these meetings: Multilingual events were discussed, our higher ed institutions were creating plans to reach their student base, our employer subcommittee was working on creative ways to engage both the small business community and the resort and casino industry. We were met with full cooperation from all involved.

October 2019: The Committee established two types of grants which were made available to the public to apply for. These grants made it possible for organizations and/or community partners to contribute to our success in this year's decennial census. The first type of grant was the Partner Grant which had a maximum award of \$2,000. The second type of grant was the Mini-Grant which awarded a maximum of \$10,000. During this October meeting, We also voted on the Grants Process. Grant applications would first be seen by the GFO where they would go through a quality check and a check for completion. They would then head to the Governor's office for review and for possible recommendations. Finally, grant applications would be presented to the State CCC for final review and possible approval.

November and December 2019:

- We met Kerry Durmick who served as the Statewide Coordinator for the Census.
- As the Subcommittees' plans continued to evolve, we engaged other community partners such as the Clark County Libraries who were incredibly helpful. We worked on drafting plans for weeks and weekends of action on school campuses, at food banks, and at children's storytimes in libraries across the state. The point of these plans and weekends of action was to prepare for the March 12th launch of the Census Survey.

March 10, 2020: The Committee met to approve a number of grant applications from community partners.

Of the 9 grants presented, 9 were approved. Some were approved as presented, some were approved with contingencies or adjustments. I would like to note, the 9 applications presented to the State CCC on this date were just some of the applications received. The applications not reviewed by the State CCC on March 10th were still making their way through the other two steps of our Grant Application and Approval Process.

1. **Humboldt Human Services** - approved as presented up to \$2000
 - a. They submitted a Partner Grant application : Requesting \$2000 to purchase swag such as hygiene kits, hand sanitizer, lip balms, note pads, pens, and cups which would be handed out at various "Census Party" events they planned to host.
2. **Humboldt County Library** - approved up to \$1,700
 - a. Partner Grant: Requested \$1700 to purchase two computers, two kiosk desks, and advertising posters which they would use at various community library Census events.
3. **Food Bank of Northern Nevada**- approved up to \$10,000
 - a. Mini Grant: Requested \$10,000 to purchase computers, swag, and other informational items which would be used at their various food distribution events across the region - specifically, the rural counties of Humboldt, Elko, Pershing, Lander, Eureka, White Pine, Churchill, Storey, Lyon, Douglas, and Carson.
4. **Heritage Senior Facility** - approved with the contingency that 1-year AppleCare is to be purchased if available. If 1-year AppleCare is available and the Heritage Family Senior Facility still chooses to purchase a 2-year AppleCare, the State of Nevada will only reimburse the City of Henderson for the 1-year. Grant funding should not exceed the original request of \$1,614.

- a. Partner Grant: Requested \$1,614 to purchase an Ipad w/applecare for their facility so that their residents and patrons could complete the Census on site.
- 5. **NV 2-1-1** -up to \$3,490 approved as presented
 - a. Mini Grant: Requested \$3,490 for a texting outreach program to promote the Census.
- 6. **City of North Las Vegas** - approved up to \$2000
 - a. Partner Grant: Requested \$2,000 to purchase hand cards. The City had already purchased t-shirts for Census promotions and needed this grant to supplement their budget so that they could produce and print informational hand cards to distribute.
- 7. **Southern Nevada Regional Planning Coalition (SNRPC)**- up to \$5000 approved with the notice to correct the language used in the application regarding undocumented communities
 - a. Mini Grant: Requested \$5,000 to purchase promotional materials – specifically, wrist bracelets, buttons, posters and rally signs that can be distributed to individuals at outreach events coordinated throughout the Central Las Vegas Valley both before and while the Census is taking place.
- 8. **City of Mesquite** - up to \$4,950 approved with the notice to correct the language used in the application regarding undocumented communities
 - a. Mini Grant: Requested \$4,950 for promotional materials, as well as event supplies – t-shirts that can be distributed to volunteer committee members, marketing items that can be purchased to attract participation in previously low result areas, and banners that can be hung throughout the community as well as at outreach events.
- 9. **Mineral County Library** - up to \$1,750 approved as presented
 - a. Partner Grant: Requested \$1750 to purchase two Dell computers that would be used solely for Census Outreach.

This meeting again was held on March 10th. Two days later on March 12th, 2020 Census surveys were sent out to residents and self-response began.

March 13: the Committee had scheduled a data deep dive. We planned to train our Committee and Subcommittee members to use the ROAM database tool (ROAM is an acronym which stands for Response Outreach Area Mapper - this tool provides a mapping of the various census tracts within our state) We wanted to provide this training to our committee members so that they could continue to tailor and finetune their outreach plans. However, due to the rapid increase in COVID-19 cases, we had to cancel that meeting.

The next week everything shut down.

The Committee and Subcommittee members did meet via teleconference line in April to connect and discuss ways in which we could adapt our plans of outreach. The best method and most viable tactic we had at the time was digital outreach. Members were asked to use their social media as often as possible to reach their networks.

Additionally the GFO provided a written Statement to us on the status of the Grants approved at the March 10th meeting which the Lt. Governor read aloud to the Committee. That statement was as follows:

“The Governor’s Finance Office (GFO) has suspended most of the grants approved by the Complete Count Committee due to social distancing protocol. The GFO will reconsider the grants should social distancing restrictions be lifted. The GFO will no longer be accepting or processing any further grants at this time. This statement and procedure can be reevaluated in the future, but the GFO believes it is more likely than not that the GFO will not issue any further grants including those that have already been received prior to COVID-19 circumstances.” End of statement.

As the members of this Committee know, the State had to make some hard adjustments to our budget due to the economic shutdown. In addition, many of the plans laid out in the already approved grant applications were not conducive to the socially distant environment required by the emergency directives at the time.

August 2020: The Committee met to receive a full update from the Census Bureau and to re-engage our Committee and Subcommittee members in these efforts as social distancing measures began to allow for more interaction - albeit with appropriate PPE.

September 2020: Ongoing litigation at the time began to cause confusion over the official end date of the Census, the Lt. Governor asked the Committee members to host weekends of action in the month of September to promote the census as much as possible during the known final days of the 2020 Census.

In September:

- **Clark County School District** sent out communications to each of their families encouraging them to complete their Census.
- **Three Square and the Food Bank of Northern Nevada** - both sitting members of our Committee and Subcommittee - collaborated with the Census Bureau in scheduling hundreds of events across the state for outreach and census completion purposes. Census Takers were present at food distribution events so that those present could complete their census on site.

- **September 18th:** the Lt. Governor recorded a video encouraging families to complete their Census, Clark County School District as well as Pershing County School District presented this video to every social studies, history, and government teacher so they could present it to their students - to inform them and motivate them to ensure their family was counted.
- **The Lt. Governor** called every mayor across the state of Nevada and asked them to reach out to their residents in some way in order to motivate them to complete their census.
- **The Lt. Governor** was in Las Vegas September 19th and 20th for a Weekend of Action. We scheduled Census Takers from the US Census Bureau to be present at a few Cardenas markets in East Las Vegas. Assemblywoman Sandra Jauregui along with other members of the Hispanic Caucus as well as Nevada State College, Mi Familia Vota, and Make it Work Nevada gathered volunteers to assist in convincing members of the public to complete their census with the on-site census takers if they hadn't done so already. This was a successful weekend as we saw a 0.2% jump in our response rate percentage for that weekend alone.
- **On 9/26-9/27**, we secured an emergency contract which allowed us to deploy a texting and robocall outreach effort. We targeted zip codes with the lowest response rates in Clark County and Washoe.
- These zip codes (11 in Clark, 2 in Washoe) covered areas such as East Las Vegas, Paradise, and Spring Valley as well as the few areas in northern Nevada with self response rates below the national average. During this weekend 9-26-9-27 we did two rounds of texting and robocall deployments.

October 2020: We sent out an additional round of text messages to 14 different zip codes in Clark on October 1st. We are awaiting the final report of these efforts from the data company as well as an analysis of response rate improvement in the targeted areas from our state demographer Jeff Hardcastle.

List of zip codes targeted during this effort:

9/26-9/27:

Clark: 89101, 89103, 89104, 89106, 89109, 89119, 89030, 89169, 89102, 89115, 89107

Washoe: 89501 & 89451

10/1(Clark only): 89018, 89019, 89021, 89025, 89027, 89029, 89032, 89040, 89041, 89046, 89102, 89115, 89118, 89119

We were in the process of planning our last weekends of action for the final weeks of October when the Supreme Court ruling was announced. This ruling allowed the administration to end the census count 16 days early. Census enumeration wrapped on October 16th 2020 at 2:59 am PST instead of October 31st.

Our efforts have also concluded.

Finally, I want to say on the record that our Committee and Subcommittee members - those 75 nevadans who gave their time to us these past 16 months - did so wholeheartedly. Corralling these members every week, asking them to push their plans further and to immerse the Census Bureau deeper into the community was no easy feat, but we did what we could with the time and resources we had. This was a collaborative effort across the state. The pandemic certainly made life difficult for us..more than we could have ever imagined. Yet, the Committee and Subcommittee members persisted. On behalf of the Lt. Governor and our Office I want to thank the Committee and Subcommittee members for their service to our State.