

To: Board of Selectmen

From: Board of Selectmen Member Karen Adelman-Foster and Town Clerk Diane Packer

Date: October 28, 2019

Re: Proposed formation of a Complete Count Committee

To the Board:

The results of the Federal Census affect federal funding that comes to the Town of Natick and the Commonwealth, representation in local and state government, and many planning decisions. As such, a complete count is critical. For various reasons, response rates can be lower among certain populations, such as lower-income groups, those who rent, people with disabilities, recent immigrants, and people with limited English proficiency. As the 2020 Census, for the first time, will deemphasize responses on paper, it may be that the response rate among senior citizens will be lower than in the past. A campaign based on local knowledge and implemented by people with local connections can increase participation among these groups, to the benefit of all.

It is therefore in the best interests of the Town of Natick that we establish a Complete Count Committee. Background is below as is a proposed motion, committee composition, and charge.

Background (From attached publication of the office of Secretary of the Commonwealth William F. Galvin)

“Complete Count Committees are partnerships between state and local governments, community based organizations, faith-based groups, schools, business, the media, and others that will work together to promote the 2020 Federal Census. Complete Count Committees will be able to incorporate local knowledge, influence and resources to educate residents on the importance of getting a complete count in the 2020 Census.

“Local Complete Count Committees are usually formed by the highest elected official in that municipality. They should be representative of a cross section of the community and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, and community groups.”

Motion

Move that the Board of Selectmen establish a Complete Count Committee with a composition and charge as below. Move further that Town Administration support the efforts of the Complete Count Committee by providing timely advice, expertise, and assistance, and by funding implementation costs up to a cumulative \$500.00, or by providing in-kind services. Move further that any funding requests exceeding a cumulative \$500.00 are to be voted by the Board of Selectmen.

#### Complete Count Committee Composition

Board of Selectmen member or representative

Director of Morse Institute Library or representative

Director of Council on Aging or representative

Natick Public Schools Superintendent or representative

Five at-large Board of Selectmen appointees who collectively have knowledge of, access to, and credibility in the business community and relevant vulnerable populations.

Town clerk (ex officio)

#### Complete Count Committee Charge

Create and help implement an outreach campaign to promote widespread participation in the 2020 Federal Census. Committee may return to the Board of Selectmen for modifications in the committee composition or for additional funding as needs become apparent or change