



Census 2020
Maine Complete Count Committee
Final Report

March 1, 2020



Maine Complete Count Committee



Committee Membership

Secretary of State Matthew Dunlap, Chair
Commissioner Kirsten Figueroa, Dept. of Administrative and Financial Services
 Designee: Breena Bissell, State Director of Human Resources
Commissioner Amanda Beal, Dept. of Agriculture, Conservation and Forestry
 Designee: Jim Britt, Director of Communications
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 Operating Officer, Office for Family Independence
Commissioner Laura Fortman, Dept. of Labor
 Designee: Evelyn deFrees, Director of External Affairs
Commissioner Michael Sauschuck, Dept. of Public Safety
 Designee: Kendra Coates, Assistant to the Commissioner
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

Additional participants:

Janet McKenney, Maine State Library
Kristen Muszynski, Dept. of the Secretary of State
Paul Merrill, Dept. of Transportation
Meghan Russo, Dept. of Transportation
Josh Brown, Dept. of Labor
Kyle Hadyniak, Dept. of Administrative and Financial Services
Katy England, Maine State Police
Becky Hayes Boober, U.S. Census Bureau



Maine Complete Count Committee



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.

Staff support for the Maine CCC is provided by the Department of Administrative and Financial Services. Amanda Rector, Maine State Economist, is providing operational support while Kyle Hadyniak, Director of Communications, is organizing communications strategies and managing the website. The strategies that were developed by the Maine CCC can be accomplished within existing resources and processes and do not require any additional appropriated funding.

The Maine CCC has met several times at the writing of this report: an initial meeting was held November 21, 2019, followed by meetings on January 10 and February 12. Additionally, agencies participated in Census Solutions Workshops, led by U.S. Census Bureau Partnership Specialist Becky Hayes Boober. These workshops provided an opportunity for agencies to brainstorm, prioritize, and detail possible strategies to support a complete count in the 2020 Census. 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.



Maine Complete Count Committee



Strategies for a Complete Count

Maine Complete Count Committee website (<http://www.maine.gov/ccc>)

The Maine CCC website provides information to the general public about Census 2020 and the efforts being made by the Maine CCC to ensure a complete count for Maine. The site includes a listing of all complete count committees around Maine as well as links to resources from the Census Bureau and other sources. As additional relevant materials are produced by state agencies and the Census Bureau they will be added to the website. This site provides a main “landing page” for Census 2020 in Maine state government. Other agencies are linking to this website from their own webpages. Development and maintenance of the site is led by Kyle Hadyniak, Director of Communications for the Department of Administrative and Financial Services.

Additional website promotion

Many agencies are adding links to 2020 Census resources on their own websites. For example, the Secretary of State’s popular Kids’ Page now features a link to the Census Bureau’s Statistics in Schools website. The Department of Agriculture, Conservation, and Forestry is adding a Census logo, message, and links to its homepage and other departmental websites.

Social media outreach

Maine-specific images and messages are being created through the collaboration of several agencies for use by all Maine CCC members. On key dates (March 12, when the response page goes live and mailings begin; April 1, Census Day; and periodically through the end of the non-response follow-up period in July) agencies will post to social media accounts, tagging other agencies for the largest potential impact, and change profile pictures to Census-related images. Posts will include #2020census to tie in to national efforts. Those individuals involved with the Maine CCC with large social media followings (such as Secretary of State Dunlap and Director Pingree) will also help to expand the range of these social media efforts while outreach from the Maine State Police will emphasize the safety and importance of the 2020 Census.

Email signatures

A standard email signature encouraging participation in the 2020 Census will be developed for use by state employees in regular communications.

Messaging at in-person events

Agencies that host workshops, conferences, presentations, job fairs, or other in-person events plan to include messaging that the 2020 Census is safe, easy, and important. These events reach both the general public and traditionally hard-to-count populations. Examples include job fairs hosted by the Department of Labor, presentations by the State Economist, conferences organized by the Department of Education, trainings run by the Department of Public Safety, and all-staff meetings at the Department of Economic and Community Development. Also, the Secretary of State shared information about the 2020 Census during the February 18 episode of Maine Calling, a radio call-in program on Maine Public.



Messaging in newsletters and other digital publications

Agencies with newsletters or other digital publications are including 2020 Census promotional messaging over the next several months. The Department of Administrative and Financial Services included a piece in the January 2020 “Your HR Connection” newsletter sent by the Bureau of Human Resources to all state employees encouraging participation in the decennial census. The Department of Education is running a Newsroom story about the benefits of census for schools and sharing this, with ideas for school events and other ways to get the word out, in the monthly superintendent update. Additionally, the Social Studies content specialist in the Department of Education has shared resources for the Census Bureau’s Statistics in Schools program on a list-serve for educators. The Secretary of State included an article about the 2020 Census and the Maine CCC in its department newsletter. The 2020 Census will be featured in a “Did You Know?” email sent from the Commissioner of the Department of Administrative and Financial Services to all employees of the department and shared with commissioners of other departments for further circulation. The Department of Labor will include information and a link to the Maine CCC website in upcoming employee e-newsletters encouraging participation. The Department of Transportation has recently begun using televisions to broadcast messages at some crew camps and will include 2020 Census messaging in the coming weeks. News and newsletters sent from the Department of Agriculture, Conservation, and Forestry in the coming months will use an updated GovDelivery template with a logo, message, and link to the 2020 Census. Additionally, the Real Maine team will be asked to include Census information and logos in upcoming inserts, such as for Open Farm Day.

Automated message for call queue

Beginning in late January 2020, the Office for Family Independence in the Department of Health and Human Services has added an automated message heard by callers before being connected to an agent. The message shares the information that children ages 0-5 are one of the most undercounted groups in the decennial census and reminds callers to count any children living with them when they complete the census. Callers are provided with the U.S. Census Bureau’s <http://www.2020census.gov> web address for more information. The message created by the department was shared with other members of the Maine CCC for use as a template in creating their own call queue messages.

Collaborations with Maine Bicentennial

This year’s decennial census coincides with Maine’s bicentennial celebrations, providing opportunities for high-visibility census promotion. The Census Bureau will have a booth at the Maine Statehood Day ceremonies (March 15, 1:00 pm, at the Augusta Armory) to promote participation in the decennial census. More information about the event is available at www.maine200.org. The Maine CCC is looking into having a 2020 Census float in the Maine Bicentennial Parade in May.



Visual display of Census posters and other promotional materials

The Secretary of State's office included 2020 Census posters in its mailing to town clerks for posting at polling places during the March 3 statewide referendum election. Posters are also being displayed in all Bureau of Motor Vehicle locations. The Department of Agriculture, Conservation, and Forestry will display 2020 Census posters at Maine State Parks from May through July and posters will also be displayed in department reception windows. Window clings announcing "Proud Partner of the 2020 Census" were distributed from the Census Bureau to the Maine CCC for display in state vehicles, libraries, and other high-visibility locations. The Department of Health and Human Services will be displaying signage and have handouts encouraging participation at their regional office locations. The Office of Aging and Disability Services is planning to include informational materials about the decennial census with home meal deliveries. The Department of Administrative and Financial Services plans to include a Census-related message on outgoing mail metered by State Postal.

Promotional animation featuring Secretary of State

The Secretary of State's office has created a promotional animation featuring Secretary Dunlap that will launch via social media in March and be featured on the Maine CCC website.

Library activities

The Maine State Library has been coordinating efforts with libraries across the state to promote the decennial census. For those libraries with button makers, the State Library has provided templates with a message reading, "I Count! 2020 Maine Census" and stickers with the same design for libraries lacking button makers. These are targeted to children, who are often undercounted in the decennial census. The State Library has also organized a list of counting-related books for library story times and is in the process of printing bookmarks supporting the census.

Recruiting assistance

A key element of ensuring a complete count is making sure adequate numbers of enumerators are available for field work. The Department of Labor has been assisting with this since March 2019 by providing space for Census recruiters in CareerCenters around the state and posting census jobs to Maine JobLink (the state's job bank).

Kickoff press conference

The Maine CCC is planning a press conference, featuring Secretary of State Dunlap, to coincide with the mailing of Census materials and the go-live of the Census response website.

Looking Ahead to 2030

Following the conclusion of the non-response follow-up phase of the decennial census, the Maine CCC will regroup to debrief and identify best practices and areas of improvement for the next decennial census in 2030. This will provide groundwork for the next Maine Complete Count Committee to use in their efforts to ensure a complete count for the state ten years from now.



Maine Complete Count Committee



Appendix:

Below is a list of Complete Count Committees across Maine as of February 27, 2020.

Alliance for Addiction and Mental Health Services Maine CCC	Good Shepherd Food Bank CCC
Aroostook County Action Program CCC	Greater Portland Council of Governments CCC
Atkins Memorial Library CCC	Guilford Memorial Library CCC
Auburn Housing Authority CCC	Hartland Public Library CCC
Bangor Public Library CCC	Healthy Peninsula CCC
Bar Harbor Chamber of Commerce CCC	Heart of Biddeford CCC
Bates College CCC	Kennebec Valley Community Action Program CCC
Beal College CCC	Kennebec Valley Community College CCC
Belfast Area Chamber of Commerce CCC	Kennebec Valley Council of Governments CCC
Belfast Community TV CCC	Lawrence Public Library CCC
Bethel Chamber of Commerce CCC	League of Women Voters of Maine CCC
Blue Hill Public Library CCC	Lewiston Housing Authority CCC
Bucksport Bay Area Chamber of Commerce CCC	Madison Public Library CCC
Bucksport Regional Health Center CCC	Maine AARP CCC
Canaan Public Library CCC	Maine Adult Education Association CCC
Capital Area New Mainers Project CCC	Maine Association of Nonprofits (MANP) CCC
Central Maine Community College CCC	Maine Association of Retirees CCC
City of Auburn CCC	Maine Children's Alliance CCC
City of Bangor CCC	Maine College of Health Professional CCC
City of Bath CCC	Maine Council on Aging CCC
City of Brewer CCC	Maine Development Foundation CCC
City of Old Town CCC	Maine Equal Justice Partners CCC
City of Portland CCC	Maine Immigrant Rights Coalition CCC
City of Sanford CCC	Maine Primary Care Association CCC
City of South Portland CCC	Maine Principals' Association CCC
Community Concepts CCC	Maine School Boards Association CCC
Consumers for Affordable Health Care CCC	Maine School Superintendents' Association CCC
Disability Rights Maine CCC	Maine State Library CCC
Downeast Community Partners CCC	Monson Public Library CCC
Eastern Area Agency on Aging CCC	NAMI Maine CCC
Eastern Maine Community College CCC	New England Bible College & Grace Evangelical Seminary CCC
Eastern Maine Development Corporation CCC	Newport Cultural Center CCC
FEDCAP Caribou CCC	Orono Public Library CCC
First Baptist Church of Dexter CCC	Orrington Public Library CCC
Friends in Action CCC	Penquis CCC



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- Pine Tree Hospice CCC
- Pittsfield Public Library CCC
- Prosperity Maine CCC
- Purdue University Global CCC
- Sanford CCC
- SeniorsPlus CCC
- Shaw Public Library CCC
- Skowhegan Free Public Library CCC
- South Portland Housing Authority CCC
- State Josephs College CCC
- State of Maine SCCC
- Stetson Public Library CCC
- Sunrise County Economic Council and
Community Caring Collaborative CCC
- The Bingham Program CCC
- The Commons at Central Hall CCC
- The Greater Portland Immigrant Welcome Center CCC
- Thompson Free Library CCC
- Town of Abbot CCC
- Town of Alton CCC
- Town of Anson CCC
- Town of Bingham CCC
- Town of Boothbay Harbor CCC
- Town of Bradford CCC
- Town of Bridgewater CCC
- Town of Brownville CCC
- Town of Bucksport CCC
- Town of Burlington CCC
- Town of Canaan CCC
- Town of Caribou CCC
- Town of Chester
- Town of Clifton 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 Houlton CCC
- Town of Howland CCC
- Town of Hudson CCC
- Town of Island Falls CCC
- Town of Jackman CCC
- Town of Kenduskeag CCC
- Town of Lagrauge CCC
- Town of Lee CCC
- Town of Levant CCC
- Town of Lincoln CCC
- Town of Lowell CCC
- Town of Machias CCC
- Town of Madison CCC
- Town of Mercer CCC
- Town of Milford CCC
- Town of Milo CCC
- Town of Monson CCC
- Town of Monticello CCC
- Town of Moose River CCC
- Town of Newport CCC
- Town of Orrington CCC
- Town of Parkman CCC
- Town of Pittsfield CCC
- Town of Princeton CCC
- Town of Richmond CCC
- Town of Sangerville CCC
- Town of Sebec CCC
- Town of Sherman CCC
- Town of Shirley CCC
- Town of Skowhegan CCC
- Town of Smithfield CCC
- Town of South Berwick CCC
- Town of Springfield CCC
- Town of St. Albans CCC
- Town of Stark CCC
- Town of Thomaston CCC
- Town of Van Buren CCC



Maine Complete Count Committee



Town of Veazie CCC
Town of Wesley CCC
Town of West Forks 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
University of Maine at Presque Isle CCC
159 Total