



United States[®]
Census
2020

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.



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.

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| 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 |



Maine Complete Count Committee



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