#2

To: Mayor, City Clerk, City Attorney, City Council Members, and 2020 Census Complete Count Committee

CC: Jim Billings, Isaac Henry, Julie Fisher, Charlotte Thomas, Anita Paul

Subject: Census Update: October 15th Was Deadline for Filling Out the 2020 Census

Date: October 19, 2020

Probably the longest running public ***Census Drive and Awareness Campaign,*** launched in North Little Rock in October 2019, was completed on October 15th, 2020, due to a contested deadline just 16 days short of the October 31st date we were hoping to reach.

To date, our self response rate is showing **62.5%** ,up from **56%** in May of this year. Regrouping in late July, our Census Team worked closely with the U.S. Census Bureau Partnership Specialists and utilized their expertise and resources to promote and track our city's self response. The Fire Marshall's office was instrumental in professionally charting the self response by Census Tract.

We were effective in securing three very dedicated U.S. Census workers during this September and October to help us with remote site sign-ups. Enumerators canvassed North Little Rock as well, though the total numbers will not likely be known until mid-Spring 2021 when a report is made to the President.

A huge word of THANKS to the Mayor, City Council, and members of the Complete Count Committee who were very committed and enthusiastic in the planning and carrying out of public awareness and 2020 Census activities. Like so many other activities that were originally predicated on large community gatherings and neighborhood sign ups, our campaign was forced in mid-summer to switch tactics to virtual communication methods involving emails, social media, and messaging through all methods possible.

The City launched two innovative census related contests. The 2020 Census Video Contest featured seven (7) categories in which to enter and emphasized contestants had to first fill out their Census to enter. The Census Sidewalk Chalk Art Design Contest is being conducted among the NLRSD Elementary Schools. Both contests promoted utilization of our 2020 Census theme, Count Me In, North Little Rock, and were designed to educate the public and to reward creativity and artistic expression. Deadlines are October 31st and involve cash prizes which were raised from local businesses.

Shannon Smiatek assisted me with this project in recent months and has been a real blessing! She is competent, warm and friendly and has been a real asset!

Special thanks to Jim Billings, Isaac Henry, Jeff Caplinger and Randy Jumper who helped greatly with social media. Council Members, thanks for your terrific Census support videos addressing your constituents, and Diane, your City Clerk's video was a literal Who's Who☺ in City Hall's Census ☺..Such Fun, Everyone.

We will be compiling a more complete report of activities conducted on behalf of the City for this 2020 Census in the next few weeks.

Warmest Regards and Thanks To All!

Margaret Powell

FILED 10:00 A.M. _____ P.M.
BY email
DATE 10-20-20
Diane Whitbey, City Clerk and Collector
North Little Rock, Arkansas
RECEIVED by _____