



**UCOA Quarterly Meeting Agenda**  
**Thursday – November 07, 2019**  
**12:00 PM – 1:30 PM**

*AARP Utah Offices*  
*6975 Union Park Avenue #320*  
*NOTE: Parking in lot north of building.*

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**Join Zoom Meeting <https://zoom.us/j/640416337>**

**Or Dial 669 900 6833**

**Meeting ID: 640 416 337**

*(Zoom conference information will remain the same for all UCOA quarterly meetings)*

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*Lunch Provided by AARP*

**UCOA Business Meeting**

12:00 Welcome to Commission Members and Community Partners Andrew Jackson

12:05 Executive Director Activity Update Rob Ence  
Website Update, UCAC, and YouTube Launch  
Successful Conferences: UHC, ACP  
CNA/UDOH Issue Update  
N4A Updates  
Grant Status ePOLST, Falls Prevention, Home Health Care  
Alzheimer’s Assoc., State Plan, Center for Research R Daniel, L Meinor

12:20 Complete Count Census 2020 Shannon Simonsen  
*General information and conversation on assuring we identify and cover gaps among older adults to assure a complete and accurate census count.*

12:40 Utah Creative Aging Coalition (UCAC)  
Utah Office of Outdoor Recreation Rose Smith  
Personal Journey of Adaptive Recreation Bob Wassom  
Collective effort of active and creative aging emerges UCAC Partners

01:20 Public Input

01:30 Adjourn *(UCAC Meeting to follow)*



*(Public and partner comment and input welcomed throughout. Session will be recorded.)*

## Next UCOA Meeting:

*February 12, 2020 – Wednesday 11:00 am – 1:00 pm*  
*Joint meeting with Falls Prevention Alliance and Legislator Open House*  
*Utah State Capitol Board Room*  
*350 North State Street*  
*(Board Room East End of Rotunda Level)*

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*Other important dates:*

## UCOA Executive Director Update

### Public Policy Engagement

Annual report distributed to all legislators and key state leaders. Planning meetings continue with several organizations to confer on target legislation for the upcoming 2020 legislative session including items related to elder abuse and fraud, Utah Alzheimer's Research Center, regulations for CNA-level requirements for assisted living facilities, support for technology hubs to support EMT communications related to falls and home health care communications.

Research Committee, led by Jackie Eaton, met to discuss promotion of educational opportunities and contributions to the UCOA as a connecting resource of publications and best practices across the academic institutions in the state with gerontology programs.

Coimagine (formerly HealthInsight) Corporate Retreat in Deer Valley and engaged with officials from HHS' CMS on the future of funding initiatives, payment reform, research etc. Other discussions with regional leaders on health care and public engagement were core topics of the retreat.

Utah Creative Aging Coalition launched with partners Alex Mack (JFS/Music and Memory), Ken Crossley (Engage Arts Utah), and Emily Christensen (Music Therapy Utah) with new logo and website. Christensen is leading the effort to build content and coalition partners. Mack is the new Coalition chair.

### Weber County Coalition for Abuse Prevention of the Elderly (CAPE)

UCOA presented to a group of 20 volunteers and advocates on the monthly meeting of CAPE in Weber County. One of the UCOA produced videos was presented to introduce a discussion on recognizing and preventing fraud.

4<sup>th</sup> Annual Advanced Care Planning Conference (formerly End of Life Summit) co-sponsored with Comagine Health and other community partners. About 100 attendees benefitted from great presenters and information. Dr. Timothy Farrell's presentation on "Orphan Patients" was excellent as was Lee Ellington's caregiver coalition progress report. Moderated panel to discuss the application, barriers, situations of a POLST from several professional perspectives including nursing home, EMT, attorney, medical provider, ecclesiastical counselor. Keynote was former Utah Representative Rebecca Chavez-Houck talking about empowering individuals with knowledge and freedom to make choices about their end-of-life decisions.

### UCOA YouTube is Live

You can now view and listen to the videos and podcasts produced as part of the Department of Justice Grant project recently completed in July. Several focus groups were conducted (English, Spanish, and Navajo) to determine the effectiveness of our message to help people recognize affinity financial fraud, how to prevent it, and how to report it. UCOA recognizes and thanks Utah Legal Services and Adult Protective Services for their partnership in this effort. UCOA will add assets over time to build our educational outreach library on YouTube and our website.

<https://www.youtube.com/channel/UCfSJREf73GpswhCGhFeHZCg>

### CNA Skill Level and Training – Regulation Affecting Assisted Living Facilities

Convene conversations with Utah Department of Health's certification and licensing committee related to an unexpected ruling related specifically to assisted living facilities and relaxing their requirement for CNA skill level staffing. Led by partner influencers including Anne Asman of the U, Lynn Meinor of UDOH, Daniel Musto, state ombudsman program, Kristy Cottrell of U4A and others have been meeting with UDOH committee to review and upgrade the standard of skill and competence expectations for staffing at AL facilities.

### UCOA Engagements

Continue work on grants and educational efforts for falls prevention and ePOLST funding. Presented to the UDOH Falls Prevention Grantee summit earlier this month. Completed the final input phase of the CCPP grant with U Eccles School of Business and Dr. Debbie Scammon and Christie North. UCOA will be participating on the Working Interdisciplinary Network of Guardianship Stakeholders (WINGS) Committee for the Utah courts system.

## UCOA Community Partner Updates

### Salt Lake County Senior Centers' Holiday Meal Volunteer Opportunity

As we enter the holiday season, a great way to give back is to volunteer at one of the Salt Lake County Senior Centers' Holiday Meals. Each center has between 75-200+ seniors that come to enjoy a holiday meal while listening to great entertainment.

Centers need volunteers to help plate the holiday meal and serve it. This is a wonderful opportunity to see the joy centers bring to participants, for some of whom the center meal is their only holiday meal.

Please be part of this rewarding experience and volunteer to help make the season special for the seniors who attend the centers. I was thinking the Liberty or 10<sup>th</sup> East Senior Center are near-by your office location.

- Liberty Senior Center: 251 East 700 South, 84111
  - Wednesday, November 20<sup>th</sup> at 11:45 a.m. – 1:15 p.m.
  - Wednesday, December 18<sup>th</sup> at 11:45 a.m. – 1:15 p.m.
- 10<sup>th</sup> East Senior Center: 237 South 1000 East, 84102
  - Friday, November 22<sup>nd</sup> at 11:45 a.m. – 1:15 p.m.
  - Friday, December 20<sup>th</sup> at 11:45 a.m. – 1:15 p.m.

Here is the Sign Up.com link: <https://signup.com/go/jZNoHte> that has additional days and locations.

### Utah Falls Prevention Alliance

In July, the Utah Falls Prevention Alliance received a 1-year grant from the Utah Center for Clinical and Translational Science. As part of the grant, we are interviewing older adults who have had a recent fall to examine willingness to participate in prevention (e.g. exercise, home modification), support from community services and caregivers, and access to health care.

The interview is 45 minutes and participants receive a \$20 Smith's gift card. Please let me know if you have suggestions for places/organizations to reach seniors. Your assistance in posting the attached flyers is also greatly appreciated.

# Have you recently **fallen**?

Did you need **911** to help you after your fall?

Are you **65** years of age or older?

## Fall Research Study

We invite you to participate in a research study. The aim of this study is to understand what resources and support are useful after a fall.



Give us **30-45 minutes** for an interview and receive a **\$20** Smith's gift card

If you are willing to participate, please call: **Anne Thackeray @ 801-573-8364**  
*email: a.thackeray@utah.edu*

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# JOIN THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR



## THANK YOU FOR YOUR SUPPORT!

8 of 8 Walks have  
been completed

Raised over  
**\$420,000**

(still time to donate if you haven't  
yet! [alz.org/donate](http://alz.org/donate))

526 Teams with  
4,000+ participants

Generated more than  
**2 million**  
media impressions

# THANK YOU!



THE END OF  
ALZHEIMER'S STARTS  
WITH ME — AND YOU!



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800.272.3900



## **ADVOCACY UPDATES**

### **Federal Legislation Update**

#### **House of Representatives Passed:**

- PCHETA (The Palliative Care and Hospice Education and Training Act)
- Younger-Onset Alzheimer's Disease Act

#### **Senate Labor-HHS Appropriations Subcommittee Proposed:**

- \$350 million increase for Alzheimer's and dementia research funding at NIH
- \$10 million in funding to implement BOLD infrastructure

### **Utah State Legislative Priorities**

- Strengthen laws protecting aging adults against abuse (financial, physical & mental)
- Provide additional support to Adult Protective Services
- Partnership with the University of Utah to request appropriation for Utah Alzheimer's Disease Research Center
- Working with Division of Licensing to strengthen dementia training requirements for staff in long term care centers

alzheimer's  ambassador

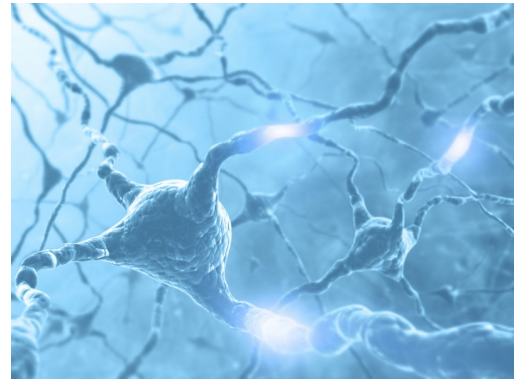
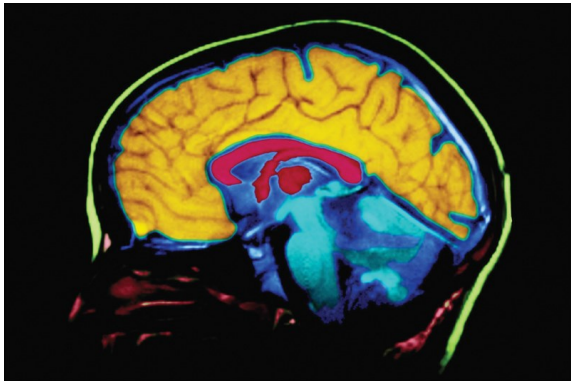
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alzheimer's  association®



# alzheimer's association®

THE BRAINS BEHIND SAVING YOURS.®



## ALZHEIMER'S RESEARCH UPDATES

- **HEALTHY LIFESTYLE MAY SLOW COGNITIVE DECLINE.** Supportive study by Dr. Richard Isaacson at the Alzheimer's Prevention Clinic at New York-Presbyterian/Weill Cornell Medical Center indicating multi-component lifestyle interventions may slow cognitive aging and Alzheimer's. This study supports the ongoing research that lifestyle interventions like exercise, diet, cardiovascular health, blood pressure, sleep and other factors have positive impact on reducing cognitive decline.
- **BIOPEN TO SUBMIT ADUCANUMAB RESULTS TO FDA.** Biogen will pursue regulatory approval from the FDA for the investigational drug aducanumab based on Phase 3 clinical trial results after finding a reduction of cognitive and functional decline in people taking the high dose.
- **NIA AWARDS \$73 MILLION FOR NEW ALZHEIMER'S DRUG DISCOVERY CENTERS.** The US National Institutes on Aging (NIA), part of the National Institutes of Health (NIH), announced it is funding the launch of two drug discovery centers that will focus on improving the Alzheimer's drug development pipeline. The NIA anticipates awarding the centers more than \$73 million over the next five years.
- **NIA AWARDS \$47 MILLION TO US POINTER ANCILLARY STUDY.** The University of California, Berkeley, received a five-year grant of up to \$47 million from the NIA to incorporate advanced brain imaging into the Alzheimer's Association US Pointer clinical trial.

# 2020 Census Timeline

## 2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

## 2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

## 2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

## April 1, 2020 - CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

# Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

### Please contact:

**ATLANTA**  
Atlanta.rcc  
.partnership  
@2020census.gov

**CHICAGO**  
Chicago.rcc  
.partnership  
@2020census.gov

**DALLAS**  
Dallas.rcc  
.partnership  
@2020census.gov

**LOS ANGELES**  
Los.Angeles.rcc  
.partnership  
@2020census.gov

**NEW YORK**  
New.York.rcc  
.partnership  
@2020census.gov

**PHILADELPHIA**  
Philadelphia.rcc  
.partnership  
@2020census.gov

### If you reside in:

Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

# Complete Count Committees



## The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

### **The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.**

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

# Get Started

## **WHO?**

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

## **WHAT?**

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

## **WHEN?**

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

## **WHY?**

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

## **HOW?**

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

# Questions and Answers for Stakeholders Supporting the 2020 Census

The U.S. Census Bureau anticipates that state, tribal, and local governments as well as thousands of community-based organizations, collectively referred to here as stakeholders, will publicize the 2020 Census and encourage the public to respond. Given that the 2020 Census will provide online and phone response options, stakeholders can support the census in new ways, including by making electronic devices available to the public for response.

In response to widespread stakeholder requests, the Census Bureau is providing the following information to help stakeholders support the 2020 Census. While we appreciate the dedicated efforts of stakeholders to support a complete and accurate count, only the Census Bureau is authorized to collect data from the public, and only the Census Bureau can offer confidentiality protected by law. For those reasons, the Census Bureau is providing the following responses to stakeholder questions.

## How can you support 2020 Census response?

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at [2020census.gov/jobs](https://2020census.gov/jobs).
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.

## Can you make devices available to the public for response?

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.

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2020

- When making the device available, be clear that you are not an employee or representative of the Census Bureau.
- To ensure that the public does not confuse you for a Census Bureau employee, do not use the Census Bureau's logo or other branding in any way when making devices available for response. You may use your logo.
- You may, subject to the Census Bureau's [brand guidelines](#), use the 2020 Census logo on certain outreach materials to promote the 2020 Census. You may not use it to imply that you represent the Census Bureau.

## How do you make a device available to the public for response?

The Census Bureau has built a safe and secure system for the public to complete the 2020 Census online. From the moment responses are submitted, they are protected by sophisticated security measures that meet federal government cyber security standards.

The Census Bureau cannot and does not protect any devices that you make available to the public for response. The Census Bureau has no responsibility for the operation, maintenance, or security of any such device or any systems or networks supporting the device. The Census Bureau is not responsible for providing device, systems or network support, and is not responsible for any failures of those devices, systems, or networks. Therefore, any entity making devices available to the public should follow best practices for securing devices and networks. The Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's [Web site](#) provides steps to secure devices.

- **Software updates.** Ensure that the latest software updates are installed.
- **Internet Browsers.** Please make sure your device uses one of the two most recent versions of the following Internet browsers on which the 2020 Census response Web site works best: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser.
- **Link to 2020census.gov.** Please do not create a creative interface for the 2020 Census response Web site. Instead, your device should link directly to 2020census.gov. This helps the public understand that the 2020 Census Web site is legitimate.
- **Do not collect response information from outside the Census Bureau's online form.** Do not collect information from people that you intend to later enter into the Census Bureau's 2020 Census response Web site. For example, do not gather information on paper and later enter it in the Census Bureau's online response Web site yourself.
- **Password for wireless connection.** If you are connecting to the Internet through a wireless connection (wifi), please make sure your wifi connection requires a password to access it.
- **Multiple responses from a single location.** While not expected to be a challenge, the Census Bureau is currently evaluating multiple test cases to ensure there are no difficulties for multiple individuals to respond via a single device. If any tests identify challenges, we will provide guidance about how to support such devices as quickly as possible.

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## Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

## Should you visit homes to encourage response?

The Census Bureau appreciates the work that stakeholders do to educate the public about why the 2020 Census is important and to encourage them to respond. We recognize that some stakeholders may choose to accomplish this education and motivation by going door-to-door.

While the Census Bureau encourages stakeholders to make devices available at public events and in public places, the law prevents anyone other than the Census Bureau from collecting census data door-to-door, so you may not collect 2020 Census data door-to-door at any time.

## If you choose to go door-to-door:

- You should make clear at the beginning of the conversation that you are not a Census Bureau employee and that you are not representing the Census Bureau in your visit to the home.
- Please limit your activities to handing out flyers and/or talking about the importance of the 2020 Census. The law prevents anyone other than a Census Bureau employee from collecting census responses door-to-door, so you may not make devices available at someone's door.
- **Please stop visiting homes by mid-May.** We make this request because we do not want any confusion about who is knocking on doors. We want to reduce concerns about impostors so the public will be motivated to open the door for census takers. If others visit during this time, the public could be confused and not open the door for a census taker.

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## Should you call the public to encourage response?

- Placing calls (through robo calls or person-to-person calls) to individual households regarding the census is prohibited by federal law, which imposes substantial liability for violations. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to [2020census.gov](https://2020census.gov) to locate the phone number in their language.

## Should you conduct a survey during the 2020 Census?

- While we recognize that stakeholders that are spending significant resources on the census may want to gauge their efforts' impact, we strongly discourage stakeholders from conducting surveys during the 2020 Census so your surveys aren't confused with the census. If the public becomes confused and believes they have already responded to "the census," they may refrain from responding on their own or cooperating with a census taker who visits their household. If you feel that you must conduct a survey, please do so after July 31, 2020, when census takers are out of the field.

## Should you distribute outreach materials?

- We encourage you to distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site. Please co-brand materials with the 2020 Census official tagline and logo.
- Please visit this [Web site](#) to request use of our logo and find draft social media content and other materials you can use to promote the 2020 Census. You can also find fact sheets and other information, including PSA scripts and other toolkits, that you can share with your network. You're also encouraged to translate these materials into other languages.
- Follow the Census Bureau on our social media channels and share our content.
- Please correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at [rumors@census.gov](mailto:rumors@census.gov)

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# Funding Opportunity Utah Complete Count Committee

The Utah Complete Count Committee Grants maximizes the impact of public resources to support the desired outcome of a robust, fair, and accurate 2020 Census count across the state through community mobilization.

Funds are provided by the Utah State Legislature. The fund is administered by the Utah Department of Heritage and Arts.

## WHAT IS THE CENSUS?

Every 10 years, the United States Constitution requires that every person living in the United States be counted through a nationwide census.<sup>1</sup> The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020.

## WHY DOES THE CENSUS MATTER?

If you aren't counted in the Census, you won't be reflected in data about your community. Government, businesses, non-profits, and others rely on accurate census data to inform their planning, outreach, and funding efforts. Census data are a critical component in drawing political boundaries, from federal to local offices.

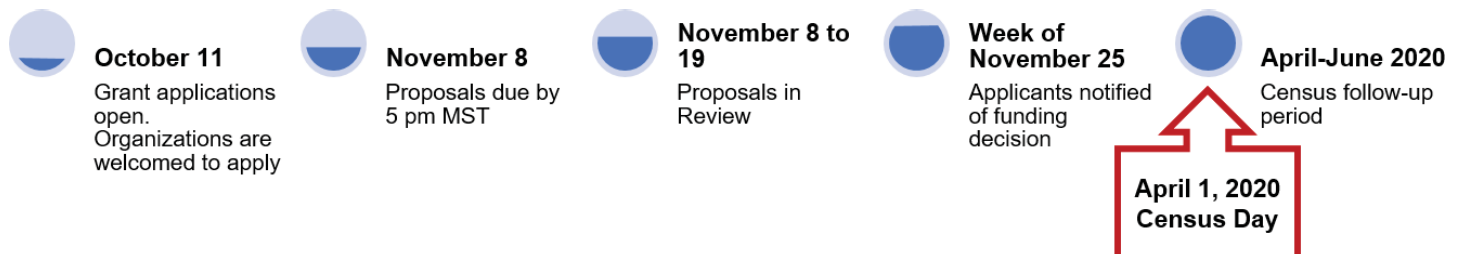
## STATE FUNDING GOALS

The overarching desired outcome of this effort are to organize, inform, activate, and assist residents in historically underrepresented communities that are at risk of being undercounted in the 2020 Census.

## EXAMPLES OF FUNDING ACTIVITIES

Census Education, Outreach, and Assistance Funding supports organizations in raising awareness around the 2020 Census, including outreach, education, and questionnaire assistance. This funding can support events, tabling, or other integration of census related activities.

## FUNDING TIMELINE AND PROCESS



### SUMMARY INFORMATION

**ANNOUNCEMENT DATE:** October 11, 2019

**PROPOSAL DEADLINE:** November 8, 2019 by 5:00 pm MST

**TOTAL AMOUNT AVAILABLE:** Up to \$500,000

The Utah Complete Count Committee will have a total of up to \$500,000 available for grants. This fund is administered by the Utah Department of Heritage and Arts.

**DESCRIPTION:** Funding will support engagement activities through the 2020 Census such as education and outreach, one-on-one assistance, and other gatherings and/or events to support participation of historically undercounted communities.

**ELIGIBILITY:** Must have an IRS W9 number or organizations with a fiscal sponsor. Organizations and coalitions working in the identified historically undercounted communities and geographies are encouraged to apply.

**FUNDING RANGE:** There is no limit on the amount that may be requested, however, grant requests should be tailored to the actual needs and scope of work. Applicants should demonstrate prudent and fiscally responsible use of funds. This is a competitive grant program with limited funds. Award amounts may be less than the full amount requested.

<sup>1</sup> United States Census Bureau. [www.2020census.gov](http://www.2020census.gov)



## WHAT IS NEW AND DIFFERENT IN THE 2020 CENSUS?

Currently, the 2020 Census is facing challenges that can potentially impact the accuracy of the count. Known challenges include:



**Federal Census Budget Cutbacks:** Estimates show that the 2020 Census is likely to be one of the most underfunded census counts in history, resulting in fewer federally funded resources necessary to reach residents in all communities.



**Technology Constraints:** 2020 is the first census count that will be conducted mostly online. With federal budget shortages, there has been limited testing of the new system. An new format will be especially difficult for those with limited internet access and those concerned with data protection and privacy.



**Contested Citizenship Question:** The citizenship question will not be on the 2020 Census, however research shows that the conversation created by the proposed citizenship question has led to increasing fear of completing the census and increased percentage of questions skipped.



**Data Security and Privacy:** Online response, the citizenship question, and other factors have made people question the security and privacy of their responses to the Census. The Census Bureau cannot release any identifiable information about you, your home, or your business, even to law enforcement agencies.<sup>2</sup>

## WHO ARE HISTORICALLY UNDERCOUNTED COMMUNITIES?

Although the decennial Census aims to count everyone once, only once and in the right place, historically the census has missed some populations. These populations can include young children, highly mobile persons, racial and ethnic minorities, non-English speakers, low-income persons, persons experiencing homelessness, immigrants, persons distrustful of government, and people living in rural parts of the country.<sup>3</sup>

In Utah, these populations statewide are estimated to be: <sup>4, 5, 6</sup>



- 9% (or 254,014) of Utahns are children under age 5
- 21% (or 628,736) of Utahns identify as racial or ethnic minorities
- 30% (or 284,936) of Utah households are renter-occupied
- 5% (or 133,326) of Utahns speak a language other than English as a first language
- 8% (or 153,811) of Utahns were born abroad
- 11% (or 100,038) of Utah households have no internet access
- 40% of Utah's population growth since 2018 has been people identifying as racial or ethnic minorities
- Nearly 280,000 Utahns live in tracts that have been noted in research to potentially be very hard to count

The list of priority populations for the Utah Complete Count Committee Grants include:

- Renters
- Low-income persons
- Racial and ethnic minority groups
- Immigrants
- Refugees
- Mobile young adults and university students
- Children under 5
- Non-English speakers and English Language Learners
- Rural communities
- Indigenous communities
- LGBTQIA persons
- Persons experiencing homelessness

<sup>2</sup> U.S. Census Bureau, "How the Census Bureau Protects Your Data", [2020census.gov](https://www.census.gov/2020census.gov)

<sup>3</sup> U.S. Census Bureau, Project Management Review, "2020 Census: Counting Everyone Once, Only Once, and in the Right Place: A Design for Hard to Count Populations", October 19, 2019

<sup>4</sup> 2013-2017 American Community Survey 5-Year Estimates, Tables DP05, B25003, S1601, B05002, B28002

<sup>5</sup> Kem C. Gardner Policy Institute, U.S. Census Bureau Estimates for Race and Hispanic Origin, Vintage 2018

<sup>6</sup> CUNY Hard to Count Map

## APPLICANT ELIGIBILITY CRITERIA

- Organizations with an IRS W9 number and/or tribes
- Community groups fiscally sponsored by IRS W9 numbered organizations
- Organizations and coalitions working in the identified historically undercounted communities and geographies

## TIMELINE

- **October 11 - November 8: Grant Applications Open** in which eligible groups may submit a proposal for consideration for funding.
- **November 8, 2019: PROPOSAL SUBMISSION DEADLINE.**
- **November 8-19, 2019: Review and selection** will be based on satisfactory responses to the proposal questions and availability of funds, as well as other criteria noted below:
  - Eligibility and Criteria: Factors that will determine who is selected for funding. Eligibility determines who can apply for funding. Criteria guides the decisions made to fund eligible applicants.
  - Proposal Review Panel: Review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.
  - Selection: Grant selection will be a consensus-based process in which reviewers' rate individual applications and make collective funding recommendations in line with funding priorities.
- **Week of November 25, 2019: Applicants notified of funding decision.**
- **Funding will be released to grant recipients mid - December 2019**
- **April 1, 2020: 2020 Census Day.**
- **April-June 2020: Census Non-Response Follow-Up (reaching those who have not completed the census).**
- **July 2020: Final grant report due.**

## FUNDING ACTIVITIES

### Examples of funding activities include:

- Local nonprofits and community-based groups create trainings, awareness campaigns, and educational materials about the census.
- Outreach activities in their diverse communities to educate and create awareness about the census.
- Direct support with questionnaire assistance and communications support such as internet access, language translation, and other accessibility accommodations.
- Workshops, public campaigns, and informal gatherings to address census-related concerns and questions.
- Trainings with nonprofits on effective outreach tactics and methods for identifying and engaging historically undercounted communities.
- Outreach efforts and messaging during nonresponse follow-up phase.

## HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION

Proposals must be submitted online by 5:00 pm MST on Friday, November 8, 2019. The application can be found online at [uamgrants.utah.gov](http://uamgrants.utah.gov).

### FOR MORE INFORMATION PLEASE CONTACT:

Racquel Cornali,  
801-236-7541 or [cornali@utah.gov](mailto:cornali@utah.gov)  
for assistance with the online grant  
system

Shannon Simonsen,  
801-538-1076 or  
[utahcensus2020@utah.gov](mailto:utahcensus2020@utah.gov) for  
assistance with the grant application

### GRANTEE INFORMATION SESSION

An in-person information session for grant recipients will be held in early January. Attendees will learn more about the 2020 Census, how to use our media kit, and general grant questions. Translation may be available upon request.

### STAY UP-TO-DATE BY VISITING OUR WEBSITES:

Utah Census 2020 Complete Count Committee:

<https://gomb.utah.gov/census-2020-state-complete-count-committee/>

United States Census Bureau:

<https://www.census.gov/programs-surveys/decennial-census/2020-census.html>

Kem C. Gardner Policy Institute, Census 2020:

<https://gardner.utah.edu/demographics/2020-census/>

