From: Charles F Megown (CENSUS/AT FED)
To: Timothy T. Love; prteam
Cc: Cataldo L. Perrone
Subject: Re: Census Update
Date: Monday, March 30, 2020 12:44:37 PM
Attachments: image003.png

Tim,

Census Day is still April 1st. Almost every other phase/operation has been delayed or extended in some way, but April 1st is still Census Day.

Chuck

Chuck Megown
Partnership Specialist
U.S. Census Bureau
Field Division: North Carolina
Cell: 678-733-2862
Email: charles.f.megown@2020Census.gov

From: Timothy T. Love <Timothy.Love@buncombecounty.org>
Sent: Monday, March 30, 2020 12:35 PM
To: prteam <prteam@buncombecounty.org>
Cc: Cataldo L. Perrone <Cataldo.Perrone@buncombecounty.org>; Charles F Megown (CENSUS/AT FED) <charles.f.megown@2020census.gov>
Subject: RE: Census Update

Chuck:

Has Census Day been pushed back?

I've copied our PR team on this email.

Timothy Love
Buncombe County Government
(o): 828.250.5243
(m): 828.713.7894

From: prteam <prteam@buncombecounty.org>
Sent: Monday, March 30, 2020 12:04 PM
To: Timothy T. Love <Timothy.Love@buncombecounty.org>
Cc: Cataldo L. Perrone <Cataldo.Perrone@buncombecounty.org>
Subject: RE: Census Update

Hey Tim, we are definitely keeping the Census in mind---things to do while you are home! I thought I read somewhere that Census Day was pushed back as well?

Kassi Day
PR & Communications, PIO

p. (828) 250-4119 c. (828) 767-3226
200 College St. Suite 343 - Asheville, NC 28801

Respect. Honesty. Integrity. Collaboration. Equity.

From: Timothy T. Love <Timothy.Love@buncombecounty.org>
Sent: Monday, March 30, 2020 11:20 AM
To: prteam <prteam@buncombecounty.org>; Cataldo L. Perrone <Cataldo.Perrone@buncombecounty.org>
Subject: FW: Census Update

FYI – non-Covid ask. Can we continue to post about the Census? Some interesting information and stats in the emails below about initial response rates.

Timothy Love
Buncombe County Government
(o): 828.250.5243
(m): 828.713.7894

From: Charles F Megown (CENSUS/AT FED) <charles.f.megown@2020census.gov>
Sent: Monday, March 30, 2020 9:58 AM
To: Timothy T. Love <Timothy.Love@buncombecounty.org>
Subject: Re: Census Update

The other request right now would be to see if your media folks are willing to break from the virus stuff with a Census post on FB. I have been tracking all my counties and will try to answer questions that are posted. Any Census post will open you up to Census-based criticism as well but I'm guessing most govenrment media types are used to dealing with that. The tie in right now is easy with all the talk of federal dollars. Maybe they could shoot for a post on April 1st since it's Census Day.

Rasheeda seems to be working Faith-based pretty good right now. Not sure if its translating to

the services or not but it's still a good avenue.

As a reminder to your team, the daily response rates are updated around 3pm each day and can be found here: https://2020census.gov/en/response-rates.html.

I appreciate all the time your putting in Tim. Hope your getting time to take care of yourself as well.

Chuck

Chuck Megown
Partnership Specialist
U.S. Census Bureau
Field Division: North Carolina
Cell: 678-733-2862
Email: charles.f.megown@2020Census.gov

From: Timothy T. Love <Timothy.Love@buncombecounty.org>
Sent: Monday, March 30, 2020 9:37 AM
To: Charles F Megown (CENSUS/AT FED) <charles.f.megown@2020census.gov>
Subject: RE: Census Update

This is great, Chuck. I'll make sure to distro this today.

Are there any other needs on your list?

Timothy Love
Buncombe County Government
(o): 828.250.5243
(m): 828.713.7894

From: Charles F Megown (CENSUS/AT FED) <charles.f.megown@2020census.gov>
Sent: Monday, March 30, 2020 9:20 AM
To: Timothy T. Love <Timothy.Love@buncombecounty.org>
Subject: Census Update

Hi Tim,

I see that you are heavily involved in the Emergency Response for Buncombe County. I also understand that there is little bandwidth for the Census right now. With that said, here is a qucik snapshot on your rate response over the seven day period from March 22 - March 28th.

-Overall increase of 12.5% (16.0% to 28.5%)

-Every tract except 32.05 has hit the 16% mark.

-Tract 32.05 is in Far SE of County with below 600 occupied houses some of which have PO Boxes. This tract is forecasted to hit around 85% so I think we'll be ok here.

-Almost half of the tracts (25 of 56) have hit at least 31%.

-Tract 32.01, which is a couple tracts east of Biltmore Forest and appears to consist of suburb style housing developments are the top tract at 37.7%

I know its a tough sell, but if you can squeeze the Census into one of your press conferences it might spark some of the small cities on the outskirts to at least start working a social media campaign.

I will be reaching out to those folks as well.

Have a great week Tim. Let me know if you have any ideas you want me to pursue.

Chuck

Chuck Megown
Partnership Specialist
U.S. Census Bureau
Field Division: North Carolina
Cell: 678-733-2862
Email: charles.f.megown@2020Census.gov

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