

**PROPOSED MINUTES FROM  
COMPLETE COUNT COMMISSION MEETING  
January 28, 2020**

The meeting was called to order at 10:08 a.m. Chair Stroger asked for an attendance roll call. Those members present at the Chicago location were Karen Eng, Alex Esparza, Griselda Vega Samuel, Nubia Willman, and Chair Stroger. Those members present by phone were Eira Corral Sepulveda, Scott Gryder, Michael Inman, Rose Joshua, Kathy Kane-Willis, Jackie Petty, Ryan Spain, and Kristy Stephenson. No members were present in the Springfield location.

Due to the lack of quorum, the minutes from previous meetings failed to be adopted.

Chair Stroger asked for an update from Marishonta Wilkerson, Co-Census Director, the Illinois Department of Human Services. Below are the updates:

- There are 31 R/Is, 28 received funding and 3 should receive funding soon
- The State selected a marketing firm and will be revealed soon
- Community Connect Lab (Text 987987 for Census-related texts)
- Will hold GATA 101 sessions
  - Target audience are sub recipients
- Legislators will host community based events on how to become GATA compliant
- Will coordinate census efforts with the City of Chicago and Cook County
- Partnered with UIC for [mapthecount.org](http://mapthecount.org) to view:
  - Grantees
  - Sub-Recipients
  - HTC info
- April 1<sup>st</sup> Census event with the help of marketing firm
- Amended Executive Order adds a 3<sup>rd</sup> Appointee – State Representative Carol Ammons; also changed the titles for the Census Co-Directors, left duties and responsibilities the same
- \$8 million left from funds, may increase grants for current R/Is; If so, will need to amend the contracts with the R/I's to increase funding.
  - Looking into localized marketing efforts

Next, Chair Stroger looked to the U.S. Census Bureau for an update, which is below:

- Less than 70 days out from Census 2020
- 70% recruiting goals are complete of the 80K applicants for target employment in Illinois
- It takes 30-60 days to complete background checks for applicants
- Bureau wants to hire people who speak Urdu, Arabic and Spanish
- Timeline:
  - Advance Contact with Group Quarters

- Provide Electronic or Paper List for homeless population (hopefully by 01/31/2020)
    - Have received responses from service-based organizations but not municipalities
      - Will reach out to Condo and Rental Associations
      - 04/01/2020 planning a Census Day Event with LCCC and local community based organizations - planning activities targeting HTC communities
  - Ordering Census swag/materials
    - Want to utilize these materials to reach traditionally HTC communities
    - Materials are limited, so Bureau needs to know which HTC community organizers would like to reach and the date/time/location of event
  - Recently held a weekly liaison meeting with a filled 250 capacity webinar
    - Went over census questionnaire question by question
    - This week's webinar will focus on how to count residents
  - Can call designated 800 number to request paper questionnaire
    - Can call starting March 12<sup>th</sup> for paper Census questionnaire \*\*
    - Portal may be open March 26<sup>th</sup> or earlier
  - Census never charges fees to complete a questionnaire
    - Report scams directly to Census Bureau
  - May not have paper surveys in libraries due to unique barcodes; US Census Bureau will look into this and get back to the Commission
  - Census Bureau has started calling people for hire
    - Will call people for non-response follow-up training in April
    - Still hiring for positions with Census Bureau
  - Partnerships will be at events with swag
    - Partnerships will work with mobile Questionnaire Assistant Centers Team (Mobile Unit)
    - Will be at events promoting census
  - CCC can still request training and contact the Census Bureau ; Webinar is available

Chair Stroger acknowledged Nubia Willman, City of Chicago, for an update, which is below:

- Nubia Willman, Director of the Office of New Americans, replaced Juan Carlos Linares as the City of Chicago CCC representative
- Grantees will be selected by the end of the week for new RFP (\$500,000)
  - 74 Applicants - work to primarily focus on the HTC communities
- Community Toolkits will be ready by next week
- Planning and Coordinating Outreach events
- Department Coordination- Census Liaisons plan to address census with action plans
  - Implement census in call waiting messages (311)

- Decals on city trucks
- Census messaging on paystubs
- Offering services
- Will have a canvassing event mid-March to target HTC communities
- Working on Digital Component for 4/1 Census Day
- Cannabis Resource Fair will include Census Messaging on 02/01 and U.S. Census Bureau will be there

Next, Chair Stroger requested that Sherrie Taylor, NIU Center for Governmental Studies, provide an update, which is below:

- NIU State Data Center – partner with Census Bureau where they need to liaison with other groups and state agencies
- Will coordinate and give presentations, workshops, webinars
- Created listservs of emails registered with SOS and U.S. Census Bureau
- CCC
  - Sending out info from Census Bureau directly
  - Import info that they need
  - Residential Higher Ed are HTC
  - Have lots of events to address this, including NIU, Northwestern & high school events; partnering with “Get Out the Vote”
    - April 1<sup>st</sup> Events: Pizza Day, busing people in
      - U.S. Census Bureau will be present
- Received partnership list from each county but will confirm if this list can be shared

Next, Chair Stroger asked for an update from the Secretary of State Office, as noted below:

Joe Natale from Illinois State Library:

- Distributed posters to 150 colleges and academic institutions across the state
- Include Census Messaging on Library Newsletters (and Electronic Newsletters) with 600 subscribers; American Library Association was sent information
- 02/03/2020: Jeanine Stroger will do a library presentation in Round Lake
- 03/06/2020 and 03/10/2020 Joe Natale will do library presentations
- Advised libraries to keep census documents for future census initiatives

Audrey Evans from the SOS Press Office:

- Manages CCC Lists
- 10/2018 website was launched
- Oversee Inquiries and requests made through website
- There was a specific interest in the Illinois CCC and then Local CCC. Created fact sheets and tools for LCCC creations. Also allowed LCCC to register with IL

CCC. Provide support materials, speakers, toolkits with materials including talking points and stats.

- May 2019 – January 2020- website had 9,000 hits and over 500 inquiries made by general citizens, civic leaders, directors and township officials
  - These requests are shared with Census Partners
- SOS would like to provide the best resources possible

Chair Stroger, CCC Chair, update:

- Brainstorming with State Census Directors for SPS office as Census resource and outreach
  - Each SOS Department is working on an action plan to promote the census
    - Vehicle Services Department will send messaging with Vehicle Sticker renewals
    - Index will send census messaging with Economic Statements of Interest
    - Working with Business Services on Census Messaging
    - Would like to place census link, as well as sample census questionnaire, on cyberdriveillinois.com as well as ABE
- Will need to tell people to be mindful of texting/email scams
  - Will not ask for money or personal information
- It was suggested that Census workers wear something more identifiable and distinct than a badge
  - A bag
- Final Commission Report will be shared with members. The final report is complete, but the CCC may need to do a follow-up report when all activities are done – after the decennial is complete.

Future CCC meetings and other concerns:

- We may need to meet twice a month (especially in the month of February)

Chair Stroger then opened the floor to public comments and questions. Jay Young, Common Cause, stated that we will need to distinguish the get out the vote and get out the count campaigns given that there are two different populations with eligible voters. The message will be different to every group.

The meeting adjourned at 11:20 a.m.

**\*\* A clarification was later provided by the U.S. Census Bureau Chicago Regional Office. “Residents may not call the 800 number to request a paper form. The 2020 Census will be available online, by phone, and by mail. A paper form will be mailed to every house that has not responded already when the Census Bureau sends their fourth mail piece out.”**