



## COOK COUNTY COMPLETE COUNT CENSUS COMMISSION

**November 25, 2019**

**2:00 p.m. – 3:30 p.m.**

Cook County Building

118 North Clark Street, 5<sup>th</sup> Floor, Board Room

Chicago, Illinois 60602

### ATTENDANCE

Present: Chairman Moore, Vice Chair Deer, Vice Chair Anaya, Vice Chair Arroyo, Jr., Flores, Garrett, Gonzalez, Kang, Logan, McMorris, Samuel, and Wilbon (12)

Absent: Banerji, Everett, Garcia, Ford, Lightford, Lumpkin, and Valentin (7)

### PUBLIC TESTIMONY

**Chairman Moore asked the Secretary to the Board to call upon the registered public speakers, in accordance with Cook County Code.**

No registered public speakers.

### COMMISSION MINUTES

Approval of the minutes from the meeting of 10/07/19.

**A motion was made by Vice Chair Deer, seconded by Vice Chair Arroyo, Jr., to approve the meeting minutes. The motion carried by the following vote:**

**Ayes:** Chairman Moore, Vice Chair Deer, Vice Chair Anaya, Vice Chair Arroyo, Jr., Flores, Garrett, Gonzalez, Kang, Logan, McMorris, Samuel, and Wilbon (12)

**Absent:** Banerji, Everett, Garcia, Ford, Lightford, Lumpkin, and Valentin (7)



## I. Update from Census 2020 Program Administrator

- David Schwab, Senior Consultant, The William Everett Group
  - Met with 13 Cook County Commissioners to gather insight into outreach approaches, hard-to-count maps, resources, and languages
  - Created district specific outreach plans that will be finalized and distributed in December
  - Attended outreach events such as Univision POSSIBLE Chicago Expo, Hazel Crest homeowners meeting, and others to promote 2020 Census
  - Completed the review and recommendation process for 1<sup>st</sup> round of census outreach applications
  - The William Everett Group applied for a grant with the Metropolitan Mayors' Caucus for additional advertising and marketing
  - Updates from the Bureau of Economic Development
    - Census Champions
      - Recruitment within Cook County government to serve as “census champions” and creating customized help books for individuals to communicate with hard-to-count communities
    - Print materials and giveaways
      - Working with The William Everett Group to develop refreshed print assets such as postcards, posters, and window signs
      - Developing new giveaway items to promote census engagement
    - Press, media buy, and social media
      - Creating media buy plans and beginning advertising and social media campaign
    - Alignment and data
      - In conversation with City of Chicago, State of Illinois, and U.S. Census Bureau regarding marketing and advertising
      - In the process of reviewing the U.S. Census Bureau's 2020 response data

## II. Review of 1<sup>st</sup> Round Census Outreach Applications

- David Schwab, Senior Consultant, The William Everett Group
  - 79 applications were received
    - 52% of the applications were from the City of Chicago and 48% were from the suburban region of Cook County
    - Application rubric used that considered the following factors:
      - Reach and potential impact into hard-to-count (HTC) populations
      - Experience in HTC communities
      - Project plan and project feasibility
      - Agency capability, mission, goals, and experience
    - Additional review factors
      - Equity of funds distributed



- Area of need
- Potential impact of agency/group
- Other grant funding received
- Expenditures were approved or denied by line item
- 61 of 79 applications are recommended for approval
  - Recommend a total of \$1,423,257
  - 43 recommended awardees are Local Complete Count Committees and 18 recommended awardees are Local Government Complete Count Committees
  - Range of awards recommended: \$2,340 - \$25,000

**A motion was made by Vice Chair Deer, seconded by Commissioner McMorris, to approve 1<sup>st</sup> round census outreach application recommendations. The motion carried by the following vote:**

**Ayes:** Chairman Moore, Vice Chair Deer, Vice Chair Anaya, Vice Chair Arroyo, Jr., Garrett, Gonzalez, Kang, Logan, McMorris, Samuel, and Wilbon (11)

**Absent:** Banerji, Everett, Garcia, Flores, Ford, Lightford, Lumpkin, and Valentin (8)

### III. Census Commission Subcommittee Updates

- Community and Faith Based Organizations
  - Commissioner McMorris, chair
    - Subcommittee will host community meetings across Cook County. Date, time, and location are TBD
- Business
  - Commissioner Garrett, chair
    - Subcommittee is focused on corporate engagement opportunities
    - Engaging companies to help get the word out about the census
    - Leverage companies for support with the Cook County Census 2020 efforts
    - Coordinate with the City of Chicago about corporate outreach efforts
- Education
  - Rudyard Urian, Chief of Staff, Vice Chair Arroyo, Jr. reporting on behalf of Commissioner Everett, chair
    - Subcommittee is developing a Census 2020 Principal Breakfast. The goal is to host this event in each Commissioner district inviting principals, school district leaders, and key education stakeholders to educate them about the importance of the census and how they can engage their local school, families, and children
- No updates from Government or Marketing and Communications Subcommittees



## ADJOURNMENT

**A motion was made by Commissioner Samuel, seconded by Commissioner Garcia, to adjourn the meeting. The motion carried by the following vote:**

**Ayes:** Chairman Moore, Vice Chair Deer, Vice Chair Anaya, Vice Chair Arroyo, Jr., Garrett, Gonzalez, Kang, Logan, McMorris, Samuel, and Wilbon (11)

**Absent:** Banerji, Flores, Everett, Garcia, Ford, Lightford, Lumpkin, and Valentin (8)

A video recording of this meeting is available: <https://cookcounty.legistar.com>