

ILLINOIS

COMPLETE COUNT
COMMISSION

INTERIM REPORT TO THE ILLINOIS GENERAL ASSEMBLY

November 2018

To the Members of the Illinois General Assembly:

The Complete Count Commission is pleased to present to you the Interim Report of its outreach and education plan pursuant to Public Act 100-0390. The Commission is charged with submitting a report with a recommended outreach strategy in an effort to increase awareness of the importance of the 2020 Census.

The 2020 Census is a vital function of the federal government and is of critical importance to our state and its communities. The mission to reach demographics that are consistently undercounted will be key to the Commission's success.

The stakes for our state are high in the 2020 Census. An undercount of our present population could result in the potential loss of two Congressional seats, billions of dollars in funding and Illinois' rank as the six-largest state in the Union. The George Washington Institute for Public Policy's report "Counting for Dollars 2020" states that in 2015 alone, Illinois lost \$122 million in health and human services funding for every 1 percent of the population not counted in the 2010 Census.

In collaboration with all elected officials and community leaders and in partnership with the Regional U.S. Census Bureau, the Commission believes it can reach its goals; however, in order to be successful, we need involvement on every level. To implement a comprehensive plan, the Commission needs funding for these outreach efforts.

We applaud the efforts of the General Assembly and its leadership in establishing this Commission. The importance of the decennial census cannot be underestimated. The Commission requests your continued commitment to an accurate and a complete count of all Illinoisans.

Sincerely,

The Members of the Illinois Complete Count Commission

Chairman Jesse White, Illinois Secretary of State

Members:

Emil Jones, III

Theresa Mah

Helena Buckner

Eira L. Corral Sepúlveda

Dr. Karen Eng

Scott R. Gryder

Rose Joshua, Esq.

Stanley Moore

Leon Rockingham, Jr.

Kristy Stephenson

Sue Rezin

Ryan Spain

Emily Burke

Miguel del Valle

Alex Esparza

Michael J. Inman

Kathie Kane-Willis

Jackie Petty

Evelyn Rodriguez

Griselda Vega Samuel, Esq.

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Executive Summary

On August 25, 2017, Public Act 100-0390 was signed into law creating the Illinois Complete Count Commission hereinafter referred as “the Commission.” A copy of the Public Act is attached to this report and labeled as Attachment A on page 17.

This report will provide the General Assembly with background on the organization and the efforts of the Commission and its subcommittees through the end of calendar year 2018. The report contains recommendations for outreach strategies to **educate, encourage and engage** Illinois’ population as the state moves toward Census Day – April 1, 2020.

The report will also provide information regarding the anticipated challenges facing the 2020 Census and recommendations to the General Assembly that would help the Commission meet the projected challenges and would support the Commission’s continued outreach and education through calendar year 2019-2020.

These challenges and recommendations, outlined later in this report, include:

- **Obtaining an accurate count of all Illinois residents, particularly the hard-to-count areas and communities;**
- **Creating a campaign to overcome government mistrust and the sharing of personal information with governmental authorities;**
- **Overcoming public indifference on the importance of the census; and**
- **State government support for outreach and education efforts, including support for the operations of the Complete Count Commission.**

Mission of the Complete Count Commission

The legislation creating the Commission named Secretary of State Jesse White as the Chair of the Commission and instructed the Office of the Secretary of State to provide administrative support.

The Commission is also charged with writing and submitting an Interim Report to the General Assembly containing its recommended outreach strategies to encourage participation in the 2020 Census in an effort to avoid an undercount of the state's residents which could lead to:

- The loss of one, and possibly two, Congressional seats;
- The reduction of federal funding for the state's infrastructure needs; and
- The loss of other monetary support vital to Illinois' education, healthcare and socio-economic needs.

Formation of the Commission

In early 2018, the Office of the Secretary of State coordinated appointments of Commission members. A list of the current Commission members is attached to this report as Attachment B on page 20. At present, there is one vacancy on the Commission. The vacancy represents an unfilled appointment by the Office of the Governor for a representative of Illinois business.

Following the majority of the Commission appointments, Secretary White scheduled the first organizational meeting of the Commission, which took place on March 27, 2018, in Chicago.

Throughout 2018, the Commission met on the fourth Tuesday of each month. The meetings were conducted utilizing webinars and/or video conferencing with meeting locations in Chicago and Springfield in an effort to accommodate members throughout the state. Copies of the meeting agendas and approved minutes can be found on the Commission's website, [**www.IllinoisCensus2020.com**](http://www.IllinoisCensus2020.com).

Commission Subcommittees

One of the first accomplishments of the Commission was recognition of the need and creation of subcommittees to assist with the development of outreach and education strategies. Subcommittees were formed for the following specialized areas:

- State and Local Government;
- Business Community;
- Hard-To-Count Populations;
- Community & Faith-Based Organizations/Social Services;
- Schools & Institutions of Higher Education; and
- Media & Social Media

Commission members volunteered to serve as Co-Chairs of the majority of the subcommittees, and they have been meeting and organizing separately from the work of the full Commission. The subcommittees that presently lack a Chair or Co-Chair are being led by the Chairperson of the Commission in an effort to fill that role as much as possible. The Co-Chairs provide an account of the subcommittee's status and accomplishments during monthly Commission meetings. A list of the subcommittee Co-Chairs is attached to the report as Attachment C on page 21.

Lack of Documentation from 2010 Complete Count Commission

Despite concerted efforts, the Commission and the Office of the Illinois Secretary of State have found no reports or documentation on prior Illinois Complete Count Commission activities or accomplishments. Extensive efforts were made to retrieve or locate supporting documents at the Illinois State Library, the Illinois State Archives and the Legislative Research Unit with no success. The deficiency of historical data has the Commission at a disadvantage due to the lack of established precedents these documents might have provided in strategies and targets used in prior census efforts.

The Commission was fortunate to utilize reports from local Complete Count Committee efforts in Cook County and the City of Chicago from 2010. While the reports' jurisdictions were geographically limited to Cook County, it did aid in establishing structural objectives for 2020.

The Commission leadership has arranged for records from the 2020 Complete Count Commission efforts, including copies of reports to the General Assembly, to be deposited with the Illinois State Archives following the sunset of the enabling legislation. This will ensure subsequent Commissions have documented models and precedents to assist with future efforts.

Commission Timeline and Efforts for 2018

Recognizing its importance and exponential responsibility, the Commission focused on global objectives in its initial meetings in 2018. The following were established:

- Determine a monthly meeting schedule of the Commission;
- Establish subcommittees and Co-Chairs for subcommittees;
- Recruit non-commission members for subcommittees and establish a regular meeting schedule;
- Focus the efforts of subcommittees to establish relationships with community leaders and begin outreach and education objectives;
- Implement local Complete Count Committees in tandem with local governments and organizations. A list of established local Complete Count Committees is contained in this report as Attachment D on page 22;
- Develop literature and fact sheets for general education and the recruitment of subcommittee members. Copies of these materials are contained in this report as Attachment E on page 25;
- Create a website and branding specific to the Commission and to census efforts for 2020. Copies of these logos and a screenshot of the website are contained in this report as Attachment F on page 30;
- Collaborate with the U.S. Census Bureau to develop ideas and establish goals and objectives; and
- Identify potential corporate partners, particularly those based in Illinois, and establish relationships with them. A list of potential partners is contained in this report as Attachment G on page 32.

In addition to these achievements, the Hard-to-Count and the State and Local Government Subcommittees developed bold objectives for 2019 in an effort to achieve maximum participation. More information on these proposals can be found in the subcommittee reports contained herein as Attachment H on page 33.

Commission Efforts for 2019-2020

Based upon the established efforts of the Commission in 2018, key outreach and education components have been identified and will be enacted through April 1, 2020. A continuous public presence to aid the education and participation efforts cannot be accomplished solely by Commission members. The Commission plans to engage key organizations and associations through attendance at workshops, annual meetings and corporate events to generate support in the positive promotion of census participation through April 1, 2020. In addition, the Commission requests to collaborate with members of the General Assembly to provide the Commission with events, meetings and social gatherings within their communities where it would be proactive to raise awareness about the census. Commission members, subcommittee members and members of the General Assembly can advocate for the local community to be accurately counted and stress the importance of participation in their districts.

Efforts to expand awareness of the census also include partnerships with major Illinois-based companies. These corporate partners will be encouraged to sponsor events, engage employees and even include approved messaging on products that will promote positive participation in the census. The Commission will work with local communities to develop additional Complete Count Committees to engage constituents on a hyperlocal level.

The Commission, through the subcommittee structure, will implement plans outlined in the subcommittee reports attached to this Interim Report that describe the engagement of state agencies and Constitutional Offices. The ability of these agencies and offices to advocate the census through their specialized constituent services will assist in the consistent and targeted media messaging throughout 2019-2020.

A general timeline of the objectives of the Complete Count Commission and the U.S. Census Bureau is contained in this report and can be found as Attachment I on page 50.

Future Goals of the Commission and Subcommittees

The Commission intends to continue meeting once a month throughout the duration of the census. This will allow members to be updated on the work of individual Commission members, the subcommittees and the U.S. Census Bureau. Input from outside organizations will be shared at monthly meetings. The Commission will continue to develop additional messaging materials, to adjust goals and objectives, and to review outreach efforts to maximize the mission to surpass residents' participation levels in 2000 and 2010.

The Commission will partner with the U.S. Census Bureau to recruit individuals for employment with the bureau. The Commission will update the General Assembly and local community organizations about potential employment opportunities. Information regarding these positions will be consistently updated through 2020. These jobs and the individuals who fill them are key components to local participation efforts. The employees must accurately reflect the demographics of our state in rural and urban areas. More information about job opportunities and recruitment can be found as Attachment J on page 53.

Future Goals of the Subcommittee on State and Local Government. Due to the change in administration of the Governor's office in January, the subcommittee Co-Chairs intend to meet with the agencies currently represented on this subcommittee. This is to ensure that (1) the specific individual(s) on the subcommittee will continue to serve in their present capacity and (2) that the incoming Office of the Governor supports the efforts and the subcommittee. These meetings will also establish a timeline for 2019-2020 utilizing specific methods identified by the subcommittee members as outlined in the attached subcommittee report.

Future Goals of the Subcommittee on Hard-to-Count Populations. The subcommittee Co-Chairs plan to continue membership recruitment of individuals who represent populations recognized by the U.S. Census Bureau as hard-to-count. This collaboration will help in the creation of micro-targeted messages for these communities and will provide templates that can be adapted by trusted organizations in the community for

maximum outreach. They will work in tandem with the Subcommittee on Community & Faith-Based Organizations/Social Services to develop and execute programs to increase participation in these identified populations. Outreach and education of the hard-to-count communities will be of critical importance to ensure every Illinoisan is counted. Funding of these efforts is of the utmost importance when considering appropriation in FY 20.

Future Goals of the Subcommittee on Business. The Co-Chairs of the Subcommittee on Business intend to elevate efforts to form partnerships and obtain commitments from organizations and businesses in the state to support the 2020 Census participation plan. Incorporating census participation messaging on products and in places of employment will be important in saturating all aspects of Illinois' population.

Future Goals of the Subcommittee on Education. The subcommittee intends to partner with colleges and universities throughout Illinois, including community colleges. The recruitment of students and organizations within these colleges will be key to planned outreach efforts. The subcommittee intends to partner with organizations, such as Northwestern University's Center for Civic Engagement, to assist with outreach and recruitment efforts.

Future Goals of the Subcommittee on Media/Social Media. The Chair of the Subcommittee on Media/Social Media intends to work with the Secretary of State's Communications Department to develop a presence on Facebook, Twitter and Instagram. The subcommittee will also develop messaging for radio and television markets throughout the state.

Future Goals of the Subcommittee on Community & Faith-Based Organizations/Social Services. This subcommittee, collaborating with the Subcommittee on Hard-to-Count Populations, will continue to recruit members from local communities of targeted hard-to-count populations. Increasing the number of trusted, local leaders who advocate for participation in the census is critical to engage maximum community involvement and participation.

Commission Challenges

Though the Commission achieved many milestones in 2018, the members also identified potential challenges that would impede the success of the mission of the Complete Count Commission.

Lack of an Executive Director/Assistant Director. The passage of Public Act 100-0390 provided the Commission with a mission, but no direct appropriation for its operation. The statutory language provided the Commission, not the Office of the Secretary of State, with the power to hire an Executive Director and Assistant Director; however, without an appropriation for these expenditures, the Commission has been unable to do so.

At present, the Office of the Secretary of State is acting as the administrative and operational support for the Commission. This has required the participation, efforts and assistance of employees from six different departments within the Office of the Secretary of State. These employees are recognized in Attachment K on page 54. These individuals perform this support in addition to their normal Secretary of State operational responsibilities. While the Office of the Secretary of State intends to continue supporting the operations of the Commission as much as possible, the immediate need for an Executive Director and Assistant Director, who are entirely dedicated to the mission of participation in the 2020 Census, is essential to the success of the efforts of the Commission.

Lack of Operational Funding for the Commission. In addition to the lack of funds to hire an Executive Director and Assistant Director, there was also no appropriation granted for general operational costs of the Commission. During calendar year 2018, the Office of the Secretary of State used dedicated operational funds to create and print educational materials; produce a website; provide reimbursement for Commission members traveling to and from meetings; and perform various outreach efforts to establish local Complete Count Committees.

The duties and needs of the Commission will continue to increase through calendar years 2019 and 2020. The subcommittees have identified numerous areas where support can be utilized with minimal cost, including state and local governmental agencies, as well as existing organizations that are financially stable.

The need of additional materials with specialized messaging to target hard-to-count populations and the necessity of many documents and printed materials to be translated for outreach require proper funding for maximum efficiency.

A diversified media program will also be essential to success in raising awareness of census participation. The inclusion of Public Service Announcements (PSAs) and radio and television ads and promotion on various social media platforms will increase knowledge of the importance of information collected from the census. The Commission will seek optimal support from television, radio and outdoor advertising organizations, but it is not reasonable to assume that in-kind contributions will provide the media coverage that will be required to achieve the mission of the Complete Count Commission.

Without an operational budget to support these necessary objectives, the Commission will continue to operate at a disadvantage, further impacting 2020 Census participation efforts.

Challenges for the 2020 Illinois Census

Obtaining an accurate count. It is a general consensus that Illinois was historically undercounted during the 2010 Census efforts and data seems to support this theory. According to 2010 Census results, Illinois was the fifth-most-populous state and Chicago was the third-most-populous city in the United States. Attachment L on page 55 is a table that depicts Illinois' participation rate in the 2000 and 2010 census at an average of only 76 percent. Without an accurate count and an increase in participation in 2020, those rankings will likely shift.

The ramifications of an undercount will also harm Illinois' influence with a loss of one, and possibly two, Congressional seats and Electoral College votes. The forfeiture of billions of dollars in federal assistance that aid in the support of children, veterans, senior citizens, and middle- and low-income families, as well as

schools, healthcare facilities and infrastructure, during a time of unprecedented financial crisis would be devastating to hundreds of thousands of Illinoisans.

An accurate count of all Illinois residents in 2020 is essential to maintaining and providing additional support for these individuals. Our state would be in a position to regain its financial integrity and restore services with support from federal dollars.

Government Mistrust. The Commission, through various outreach efforts with community leaders and local organizations, discovered that the primary apprehension regarding the census is providing personal information to the federal government. In immigrant communities, concerns about an individual's citizenship are of paramount concern. Chairman White supports the Illinois Attorney General's efforts to ensure the citizenship question is not added to the 2020 Census. No matter the outcome of the federal lawsuits regarding the citizenship question, the Commission's outreach efforts have been and will continue to be compounded by an increase in government mistrust. This makes the Commission's proactive outreach and education efforts more important than ever.

Illinois' residents also have misgivings relating to the disclosure of gender identity, housing status, household income and racial and ethnic identification. The participation rates will also be affected by these concerns.

Federal statute states that all information acquired during a federal census is confidential and will not be shared with other governmental agencies; however, that fact will not be enough to quell the concerns of many Illinoisans. The need to clarify that participation in the census will not result in the further investigation of an individual's life is the greatest obstacle facing the Commission and its extended members.

Adequate funding for messaging and promotion to educate residents about the 2020 Census is crucial to alleviating concerns that stem from misinformation and fear. Members of the Commission are very concerned these fears could deter many Illinois residents from participation in the census which would have devastating results for all Illinoisans.

Public Indifference to the Census. Most people, not just those in Illinois, generally do not understand or realize the importance of the federal census and, thus, do not recognize the importance of participation.

They do not grasp that census participation and results not only determine the number of Illinois' Congressional seats, but also dictate the amount of federal money the state receives to support numerous community needs. Examples include, but are not limited to:

- Infrastructure needs, such as road construction and repair;
- Schools and schools districts in the local community;
- Hospitals and emergency healthcare centers for the insured and uninsured; and
- Social service programs that provide assistance for senior citizens, veterans and low-income families.

Census results are also influential in the determination of businesses interested in building and expanding within a community. Large companies and local enterprises utilize this data and make decisions that can bring employment opportunities to local municipalities.

The indifference in recognizing the importance of census data crosses racial, ethnic, age and socio-economic boundaries. The necessity to educate and engage the general population with targeted messaging regarding the importance of participation is critical to the success of the census. The methods of promotion and messaging will vary from area to area based upon needs and interests.

Technology Takes Over the Census. The 2020 Census questionnaire can be completed online or by telephone for the first time in history. More traditional methods, such as mail-in service, will be available, but the U.S. Census Bureau plans to rely heavily on technology in order to obtain the best results. These new options may make engaging with residents more convenient in some demographics, but it raises challenges in reaching others. Not every resident has internet access, and those who do may have concerns about sharing personal information over a computer, just as they might with someone knocking on their door or prompting them via a telephone. The numerous ways to participate may in fact lead to lower participation rates. This is of particular concern to the Commission when attempting to attain participation from older, rural, foreign-born or non-English speaking residents, or those with cognitive disabilities.

Recommendations of the Commission

Operational Funding

The Commission requests that the General Assembly appropriates funds dedicated to the hiring of an Executive Director and Assistant Director and for additional operational needs of the Commission through the sunset of the Commission on June 30, 2021. The leadership, dedicated attention and focus of an Executive Director and Assistant Director, who are in compliance with the requisite experience and qualifications and who are allowed for in Public Act 100-0390, which created the Complete Count Commission, will ensure there is personnel dedicated to the successful completion of the mission, responsibilities and goals set forth in the Act.

The Commission also requests dedicated funding for its operation, as it relates to education and outreach efforts through December 31, 2020. The amount of funds allocated should take into account the needs of the Commission to develop outreach materials in multiple languages; obtain needed media exposure through participation in community events, conferences and statewide association meetings where exhibit fees and travel expenses may be incurred by the Executive Director or Commission members; or fund additional expenses that are yet-to-be determined, but will yield results in outreach efforts.

The Commission respectfully requests the members of the General Assembly expedite these appropriation requests as quickly as possible.

Grant Allocation for Outreach Efforts

The Commission members are appreciative to the General Assembly for the grant allocation of \$1.5 million in the FY 19 budget for census efforts; however, to maintain and elevate its work, the Commissions requests the General Assembly to appropriate a minimum of \$25 million for continued outreach and education efforts. The aforementioned amount is derived from the review of 2010 Census non-response rates. This allocation would allow slightly less than \$2 for each of Illinois' current 12.8 million residents. The Commission

finds this request to be reasonable and believes that it is worth the return on the investment, particularly in the hard-to-count groups. The calculations are contained in the report as Attachment M on page 58 help to support this request. The Commission respectfully requests the members of the General Assembly consider appropriating the funds in a manner that delineates specified direction to better expedite the disbursement process.

As with the request for operation funding, the Commission respectfully requests the members of the General Assembly expedite this appropriation as quickly as possible.

Final Report to the General Assembly

Public Act 100-0390 requires the Commission to submit two reports to the General Assembly – one in November 2018 and a final report in June 2019. The Commission members recommend that in addition to these two reports, a Closing Report be produced by the Commission and be submitted to the General Assembly prior to the sunset of its legislation in 2021. This will allow the members of the General Assembly and the Complete Count Commission of 2030 to have a complete outline of the innovative efforts made to ensure an accurate count of the state’s population.

Conclusion

The Complete Count Commission recognizes the important responsibilities it has been charged with by the Illinois General Assembly. The members are grateful for the opportunity to serve the state and recognize the importance of an accurate population count in the 2020 Census. It also realizes that it cannot accomplish its statutory goals alone. The continued support of the General Assembly, the Constitutional Officers of the State of Illinois, and the thousands of other local elected officials, community leaders, activists and Illinois residents who will volunteer their time and expertise over the next two years are essential to the success of the mission.

It is the hope of the Commission members that the General Assembly, recognizing the challenges outlined in this report, will not only financially assist in our efforts, but proactively participate by **engaging, encouraging and educating** all residents of Illinois to participate in the 2020 Census.

ATTACHMENT A

Public Act 100-0390
Senate Bill 100

Effective August 25, 2017

Senate Sponsor: Senator Emil Jones, III

House Sponsors: Rep. Barbara Flynn-Currie, Ryan Spain, Mike Fortner

AN ACT concerning government.

Be it enacted by the People of the State of Illinois, represented in the General Assembly:

Section 1. Short title.

This Act may be cited as the Illinois Complete Count Commission Act.

Section 5. Commission; members; meetings.

(a) The Illinois Complete Count Commission is created, which shall consist of the following members:

- (1) the President of the Senate or his or her designee;
- (2) the Speaker of the House of Representatives or his or her designee;
- (3) the Minority Leader of the Senate or his or her designee;
- (4) the Minority Leader of the House of Representatives or his or her designee;
- (5) the Mayor of Chicago or his or her designee;
- (6) the Governor or his or her designee;
- (7) the Secretary of State or his or her designee;
- (8) the President of the Cook County Board or his or her designee;
- (9) three individuals representing units of local government outside of the City of Chicago, reflecting the geographic diversity of the State, appointed by the Secretary of State;
- (10) four individuals representing units of local government outside of the City of Chicago, reflecting the geographic diversity of the State, appointed by the Governor;
- (11) one representative each from four different organizations representing the interests of minorities in the State appointed by the Secretary of State; and
- (12) one representative each from three different organizations representing the interests of business in the State, including one organization representing minority business interests appointed by the Governor.

(b) Members shall serve at the pleasure of their respective appointing official and vacancies shall be filled in the same manner as the initial appointment.

(c) The Secretary of State shall serve as chairperson of the Commission. The Commission shall meet at the call of the chair or upon request of any 10 members of the Commission.

Section 10. Expenses; Director; Assistant Director.

(a) Members of the Commission shall receive no compensation, but may be reimbursed for expenses incurred in the course of their service to the Commission out of any moneys available for that purpose.

(b) The Commission may employ a Director and Assistant Director upon a two-thirds vote of the full membership of the Commission. The Director and Assistant Director may be compensated from moneys appropriated or available for that purpose.

Section 15. Duties.

(a) The Commission shall develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 federal decennial census of population required by Section 141 of Title 13 of the United States Code.

(b) The census outreach strategy shall include, but not be limited to, State agency initiatives to encourage participation in the 2020 Census, the establishment and support of school-based outreach programs, partnerships with non-profit community-based organizations, and a multi-lingual, multi-media campaign designed to ensure an accurate and complete count of Illinois' population.

(c) To assist in carrying out its duties, the Commission may create and appoint subcommittees as it deems appropriate and shall solicit participation from relevant experts and practitioners involved in census issues.

Section 20. Coordination; support.

(a) The Illinois Complete Count Commission outreach strategy shall be coordinated through the Office of the Secretary of State which shall provide administrative support to the Commission and coordinate with all State agencies and constitutional officers, as well as units of local government, to identify effective methods of outreach to Illinoisans and to provide resources to ensure the outreach program is successful and that all Illinoisans are counted.

(b) All State agencies shall inform the Office of the Secretary of State of their designated census coordinator and cooperate with the Commission and provide support to the Commission. For the purposes of this Section, "State agencies" means any executive agency or department directly responsible to the Governor. Other entities of State government, including other constitutional officers, the offices of the legislative and judicial branches, and units of local government shall cooperate and provide all reasonable assistance to the Commission.

Section 25. Reports.

The Commission shall submit an interim report to the General Assembly by November 30, 2018, containing its recommended outreach strategy to encourage full participation and to avoid an undercount in the 2020 Census; thereafter, the Commission shall submit its final report to the General Assembly no later than June 30, 2019, specifying its recommended outreach strategy for implementation for the 2020 Census.

Section 30. Repeal. This Act is repealed on June 30, 2021.

Section 99. Effective date. This Act takes effect upon becoming law.

ATTACHMENT B

COMPLETE COUNT COMMISSION MEMBERSHIP

Jesse White, Chair – Illinois

Illinois Secretary of State

Jeanine Stroger

Designee of Secretary White

Emil Jones, III – Illinois State Senator

Sue Rezin – Illinois State Senator

Theresa Mah – Illinois State Representative

Ryan Spain – Illinois State Representative

Helena Buckner – Macon County Board Member

Emily Burke – Jackson County Board Member

Eira L. Corral Sepúlveda – Village Clerk, City of Hanover Park

Miguel del Valle – Former Illinois State Senator

Dr. Karen Eng – CSMI

Alex Esparza – 18th Street Development Corporation

Scott R. Gryder – Chair, Kendall County Board

Michael J. Inman – Mayor, City of Macomb

Rose Joshua, Esq. – NAACP Chicago Southside

Kathie Kane-Willis – Chicago Urban League

Stanley Moore – Commissioner of the Cook County Board

Jackie Petty – Peoria County Park District Board Member

Leon Rockingham, Jr. – Mayor, City of North Chicago

Evelyn Rodriguez – Office of the Mayor, Chicago

Kristy Stephenson – City of Metropolis

Griselda Vega Samuel, Esq. – MALDEF

ATTACHMENT C

Complete Count Commission Subcommittee Chairs

Business Community

Emily Burke – Co-Chair

Michael J. Inman – Co-Chair

Community and Faith Based Organizations/Social Services

Jackie Petty – Co-Chair

Jeanine Stroger – Co-Chair

Hard-to-Count Populations

Kathie Kane-Willis –Co-Chair

Griselda Vega Samuel – Co-Chair

Media/Social Media

Jeanine Stroger – Chair

Schools/Higher Education Institutions

Miguel del Valle – Co-Chair

Theresa Mah – Co-Chair

State and Local Government

Ryan Spain – Co-Chair

Jeanine Stroger – Co-Chair

ATTACHMENT D

Municipalities with Established Local Complete Count Committees

Entity	City	State
City of Burbank	Burbank	IL
City of West Chicago	West Chicago	IL
City of Edwardsville	Edwardsville	IL
City of Country Club Hills	Country Club Hills	IL
City of Quincy	Quincy	IL
Village of Dixmoor	Dixmoor	IL
Village of Lincolnwood	Lincolnwood	IL
Village of Thornton	Thornton	IL
Village of Algonquin	Algonquin	IL
Village of Bensenville	Bensenville	IL
Village of Bridgeview	Bridgeview	IL
Village of Buffalo Grove	Buffalo Grove	IL
Village of Calumet Park	Calumet Park	IL
Village of Hanover Park	Hanover Park	IL
Village of Hoffman Estates	Hoffman Estates	IL
Village of Lemont	Lemont	IL
Village of Lyons	Lyons	IL
Village of North Aurora	North Aurora	IL
Village of Skokie	Skokie	IL
Village of Vernon Hills	Vernon Hills	IL
Village of Villa Park	Villa Park	IL
Village of Wheeling	Wheeling	IL

Source: U.S. Census Bureau, Chicago Regional Office

Municipalities Considering the Establishment Of Local Complete Count Committees

Entity	City	State
American Indian Center of Chicago	Chicago	IL
Chicago Area Fair Housing Alliance	Chicago	IL
Chicago Metropolitan Agency for Planning CMAP	Chicago	IL
City of Alton	Alton	IL
City of Carbondale	Carbondale	IL
City of Chicago	Chicago	IL
City of Crystal Lake	Crystal Lake	IL
City of Elgin	Elgin	IL
City of Elmhurst	Elmhurst	IL
City of Fairview Heights	Fairview Heights	IL
City of Lebanon	Lebanon	IL
City of Oakbrook Terrace	Oakbrook Terrace	IL
City of Park Ridge	Park Ridge	IL
City of Prospect Heights	Prospect Heights	IL
City of St. Charles	St Charles	IL
City of Waukegan	Waukegan	IL
City of Wood Dale	Wood Dale	IL
Cook County Board of Commissioners	Chicago	IL
Cook County Government	Chicago	IL
Elk Grove Village	Elk Grove Village	IL
Forefront	Chicago	IL
Illinois City/County Management Association	Galena	IL
Illinois GIS Association	Chicago	IL
Illinois GIS Association	Dixon	IL
Kane County Government	Geneva	IL
Mooseheart	Mooseheart	IL
Municipal Clerk's Association of South & West Suburbs of Cook County	Berwyn	IL
Old City Hall	O'Fallon	IL
Will County GIS Division	Joliet	IL
Town Of Cicero	Cicero	IL
Village of Arlington Heights	Arlington Heights	IL
Village of Barrington Hills	Barrington Hills	IL
Village of Bolingbrook	Bolingbrook	IL
Village of Brookfield	Brookfield	IL
Village of Burnham	Burnham	IL

Village of Campton Hills	Campton Hills	IL
Village of Carol Stream	Carol Stream	IL
Village of Carpentersville	Carpentersville	IL
Village of Caseyville	Caseyville	IL
Village of Deerfield	Deerfield	IL
Village of Downers Grove	Downers Grove	IL
Village of Dupo	Dupo	IL
Village of East Hazel Crest	East Hazel Crest	IL
Village of Elburn	Elburn	IL
Village of Elmwood Park	Elmwood Park	IL
Village of Evergreen Park	Evergreen Park	IL
Village of Forest Park	Forest Park	IL
Village of Freeburg	Freeburg	IL
Village of Glenview	Glenview	IL
Village of Grayslake	Grayslake	IL
Village of Highland Park	Highland Park	IL
Village of Hinsdale	Hinsdale	IL
Village of LaGrange	La Grange	IL
Village of Lombard	Lombard	IL
Village of Maywood	Maywood	IL
Village of Mundelein	Mundelein	IL
Village of New Lenox	New Lenox	IL
Village of Norridge	Norridge	IL
Village of Northbrook	Northbrook	IL
Village of Round Lake Beach	Round Lake	IL
Village of Schaumburg	Schaumburg	IL
Village of Shiloh	Shiloh	IL
Village of South Elgin	South Elgin	IL
Village of Swansea	Swansea	IL
Village of Washington Park	East Saint Louis	IL
Village of Wayne	Wayne	IL
Village of Willowbrook	Willowbrook	IL
Village of Wilmette	Wilmette	IL
Village of Winfield	Winfield	IL

Source: U.S. Census Bureau, Chicago Regional Office

ATTACHMENT E

WHY SHOULD IT MATTER TO ME?

Many residents think census data is only used to determine the number of legislative seats Illinois has in Washington or Springfield. This is only a part of what is determined by census results.

Census participation and results also determine the amount of federal money Illinois receives each year to support:

- Infrastructure needs, such as road construction and repair;
- Schools and school districts in your community;
- Hospitals and emergency healthcare centers for the insured and uninsured;
- Social services programs that provide assistance for senior citizens, veterans and low-income families; and
- Large companies' and local business enterprises' decisions to potentially build or expand their corporate offices or factories, bringing employment opportunities to communities.

WHAT'S AT STAKE?

The George Washington Institute for Public Policy's report "Counting for Dollars 2020" estimates that the undercount of Illinoisans in the 2010 Census resulted in a loss of \$952 per person of federal funding. **In 2015 alone, Illinois lost \$122 million for every 1 percent of the population not counted in the 2010 Census.**

Census 2020 
MAKE SURE ILLINOIS COUNTS.

Census 2020 
MAKE SURE ILLINOIS COUNTS.

COMPLETE COUNT COMMISSION MEMBERS

Jesse White, Illinois Secretary of State, Chair
Emil Jones, II, Illinois State Senator
Sue Rezin, Illinois State Senator
Theresa Mah, Illinois State Representative
Ryan Spain, Illinois State Representative
Emily Burke, Jackson County Board Member
Era L. Corral-Sepúlveda, Village Clerk, Hanover Park
Miguel del Valle, former Illinois State Senator
Dr. Karen Eng, CSM
Alex Esparza, Eighteenth Street Development Corporation
Scott R. Gryder, Chair, Kendall County Board
Michael J. Innes, Mayor, City of Macomb
Rose Joshua, Esq., NAACP Chicago Southside
Kathie Kawa-Wills, Chicago Urban League
Stanley Moore, Cook County Board of Commissioners
Jackie Petty, Peoria County Park District
Leon Rockingham, Jr., Mayor, City of North Chicago
Evelyn Rodriguez, Office of the Mayor of Chicago
Kristy Stephenson, City of Metropolis
Griselda Vega Samuel, Esq., Mexican American Legal Defense and Educational Fund



HOW YOU CAN MAKE A DIFFERENCE.

www.IllinoisCensus2020.com

Printed by authority of the State of Illinois.
October 2018 — 50M — EX 75



AN IMPORTANT MESSAGE FOR ALL ILLINOIS RESIDENTS:

Every 10 years, a census is taken of all persons living in the United States. It is important that every Illinois resident be counted so our state population accurately reflects our needs. While many Illinoisans will answer the census questionnaire when it arrives, some demographics are consistently undercounted due to low participation. The following groups are historically undercounted in the census:

- Veterans, military and personnel living on Illinois military bases;
- Minority communities;
- Persons spending their spring and summer in Illinois and wintering in a warmer climate;
- Illinois university/college students with a permanent residence outside Illinois;
- Persons living in large housing units or apartment complexes;
- Foreign born residents (documented and undocumented) living and/or working in Illinois;
- Farmers and their families residing in rural Illinois counties;
- Children under age 5; and
- Homeless population.

Every resident of Illinois is depending on you to **make sure Illinois counts** by participating in this important opportunity.

Jesse White

Jesse White
Illinois Secretary of State
Chair, Illinois Complete Count Commission

WHAT CAN I DO TO HELP?



PRIOR TO CENSUS DAY YOU CAN:

EDUCATE your community about the 2020 Census and the importance of participation with census takers when they visit local neighborhoods.

ENCOURAGE trusted community partners, such as churches and neighborhood organizations, to motivate their members to respond to the census questionnaire.

ENGAGE grass roots organizations in your community to reach out to residents in hard-to-count groups and those who are not motivated to respond to the census questionnaire.

CENSUS DAY IS APRIL 1, 2020.

The **most important** thing you can do is **respond** to the census questionnaire when you receive it. There will be multiple ways to respond:

- **Online** – For the first time, this census questionnaire can be completed online using your personal computer. If you do not have a computer or access to the internet, please visit your local library and ask to use a public computer.
- **Phone** – The U.S. Census Bureau will have a phone system set up so you can call and complete the census questionnaire at your convenience.
- **Mail** – If you do not choose to complete the questionnaire online or utilize the phone system, you can still submit your questionnaire via U.S. mail.

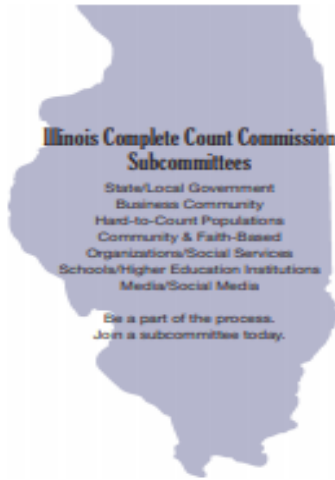
CONFIDENTIALITY:

Your census questionnaire answers are kept confidential by the U.S. Census Bureau. The information is not shared with other federal or state government agencies.



Census 2020

MAKE SURE ILLINOIS COUNTS.



Illinois Complete Count Commission Subcommittees

State/Local Government
Business Community
Hard-to-Count Populations
Community & Faith-Based Organizations/Social Services
Schools/Higher Education Institutions
Media/Social Media

Be a part of the process.
Join a subcommittee today.

For more information, visit:
www.IllinoisCensus2020.com

Printed by authority of the State of Illinois, November 2018 — 1 — EX 75.1

Census 2020

MAKE SURE ILLINOIS COUNTS.



Illinois Complete Count Commission

SUBCOMMITTEE INFORMATION



ILLINOIS
COMPLETE COUNT
COMMISSION

GREETINGS:

On Aug. 25, 2017, the Illinois General Assembly enacted the Illinois Complete Count Commission Act. This commission has been charged with developing and implementing a public education plan and campaign to emphasize the importance of the 2020 census, to encourage participation and to actively pursue historically undercounted and hard-to-count populations. The commission strives for a complete count of all Illinoisans and is establishing subcommittees dedicated to this mission. Please consider becoming a subcommittee member.

Reese White
Illinois Secretary of State
Illinois Complete Count Commission Chairman

Who is an Illinois Complete Count Commission (ILCCC) Subcommittee member?

Any community leader or trusted voice who has expertise, influence and experience in his or her local community.

Members serve as an extension of the state's Complete Count Commission.

Subcommittees can include:

- Elected state and local government officials.
- Educational leaders of universities, high schools and elementary/secondary schools, including private institutions and home schooling.
- Faith-based and community organizations consisting of leaders from all religious denominations; ministerial alliances; community organizers; and civic group leaders.
- Statewide and local chambers of commerce, business associations, financial institutions, business owners (including small and minority-owned businesses) and utility companies.
- Organizations and leaders representing all aspects of minority and historically undercounted communities, as well as leaders in the LGBTQIA, immigrants, homeless, veterans, senior citizens and disabled persons communities.

What are the functions of an ILCCC Subcommittee?

- Establish methods to communicate the importance of an accurate count of all Illinoisans in the 2020 Census.
- Develop strategies to motivate people to respond.
- Publicize participation in the census at community and civic events, job fairs, civic organization meetings, university/school events, church events, etc.
- Educate and encourage those who feel threatened by the government collection of their personal information.
- Recognize historically undercounted populations (including, but not limited to, immigrant communities; children under the age of 5; students; the homeless; and the geographically isolated).
- Understand the pulse of the local community.
- Ensure that Illinois leads the nation in response rates.
- Distribute materials to the public, including hard-to-count areas and communities.
- Build coalitions with community organizations and community leaders associated with the specialty subcommittees.
- Act as a speaker at organized events and meetings to educate and promote the importance of census participation in an effort to recruit additional participants.
- Enlist other "trusted voices" to act as census ambassadors.
- Disseminate information about census job openings for the 2020 Census.

Census Day is April 1, 2020



Updated 10/11/2018

LOCAL COMPLETE COUNT COMMITTEES

The What, Why and How of Forming a Successful Local Complete Count Committee

What is a Local Complete Count Committee?

A Local Complete Count Committee (LCCC) is an organization established by local and/or community leaders to help with outreach and awareness for the upcoming 2020 Census. They work in conjunction with the U.S. Census Bureau and the state-wide Complete Count Commission. They work best when the membership reflects a good cross section of their community including but not limited to government, education, business, religious organizations and the media.

LCCCs are usually government or community sponsored.

- **Government sponsored** LCCCs usually operate within the jurisdiction of the highest elected official serving on or organizing the Committee. This is usually the mayor/village president/county board chair but may be any elected official willing to take on the responsibility. Government LCCCs can be multi-jurisdictional based on the makeup of their membership. Membership size is dependent upon the size of the community. It can be 3-5 members for a small community while larger communities may have 50 or more members.
- **Community sponsored** LCCCs may be organized by local community, religious or civic organization leaders.

Why Should I (Or My Community) Form a Local Complete Count Committee?

It is very important that all Illinois residents are counted in the 2020 Census. An LCCC should be formed to:

- Help increase the census response rate for members of your community through a targeted campaign in your community.
- Use the knowledge, expertise and influence of your LCCC membership to implement an awareness campaign to suit your community's needs.
- Bring community members together to focus on 2020 Census awareness.
- Develop ways to reach the hard-to-count residents and build trust of the Census among the members of your community.

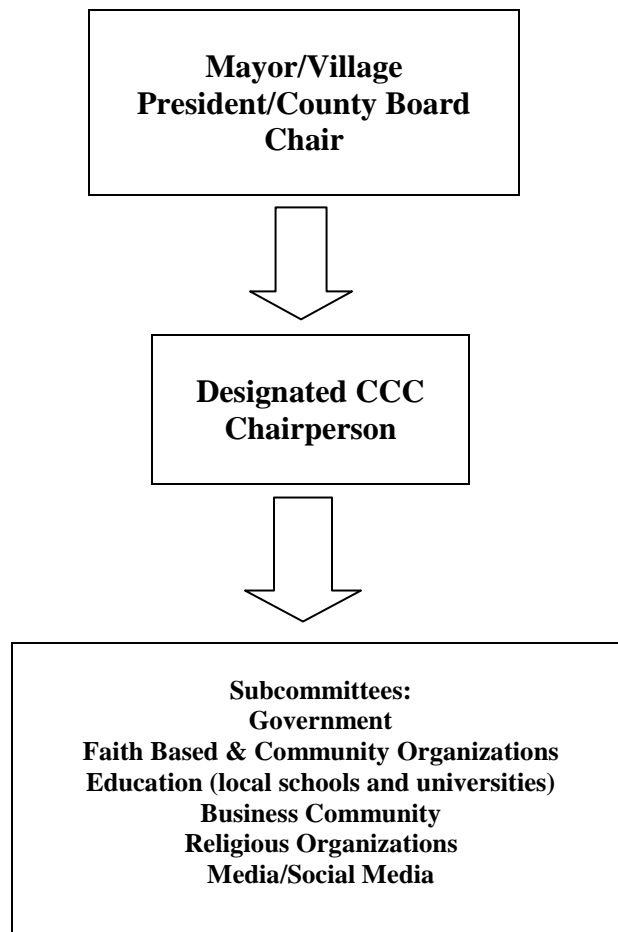
What Are The Keys To A Successful LCCC?

- Goals should be clear and achievable.
- Develop good community outreach to access as many people in your community as possible (i.e., school functions, sport events, parades/festivals.)
- Partner with important and respected organizations in your community to get their involvement and support.
- Plan your outreach efforts. Target specific hard-to-count populations in your community to ensure their Census participation.



How Do I Develop an LCCC In My Town/Organization?

- Have the highest elected official in your community (usually the mayor/village president/county board chair) official form a committee and schedule your first organizational meeting.
- Register your LCCC with the state-wide Complete Count Commission at www.IllinoisCensus2020.com so the Commission can keep track of all the local efforts throughout the state.
- Recruit members from your community to serve on the LCCC including civic organizers, educators and business and religious leaders representing the demographics of your community.
- Here is a sample of a government sponsored LCCC structure:



WHAT IS A COMPLETE COUNT SUBCOMMITTEE AND HOW DO I JOIN?

FACT SHEET

Updated 10/11/2018

There are currently six state-wide Subcommittees established. They are:

- Business Community
- Community & Faith Based Organizations/Social Services
- Hard-to-Count Populations
- Media/Social Media
- Schools/Higher Education Institutions
- State/Local Government

What does a Subcommittee do?

- Establish methods to communicate the importance of an accurate count of all Illinoisans in the 2020 Census
- Develop strategies to motivate people to respond to the 2020 Census.
- Publicize participation in the census at community and civic events, job fairs, civic organization meetings, university/school events, church events, etc.
- Educate and encourage those who feel threatened by the government collection of their personal information.
- Recognize historically undercounted populations (including, but not limited to, immigrant communities; children under the age of 5; students; the homeless; and the geographically isolated).
- Understand the pulse of the local community.
- Ensure that Illinois leads the nation in response rates.
- Distribute recruiting materials to the public, including hard-to-count areas and communities.
- Build coalitions with community organizations and community leaders.
- Act as a speaker at organized events and meetings to educate and promote the importance of census participation in an effort to recruit additional participants.
- Enlist other "trusted voices" to act as census ambassadors.
- Disseminate information about census job openings for the 2020 Census.

Who can be a member of a Subcommittee?

- Elected state and local government officials.
- Educational leaders of universities, high schools and elementary/secondary schools, including private institutions and home schooling.
- Faith-based and community organizations consisting of leaders from all religious denominations; ministerial alliances; community organizers; and civic group leaders.
- Statewide and local chambers of commerce, business associations, financial institutions, business owners (particularly small and ethnically-owned businesses) and utility companies.
- Organizations and leaders representing all aspects of minority and historically undercounted communities, as well as leaders in the immigrant, LGBTQIA, homeless, veterans, senior citizens and disabled communities.

How can I join an existing Subcommittee?

- Talk to the Chair of the Subcommittee you are interested in joining.
- If you don't know who Chairs a specific subcommittee, go to www.IllinoisCensus2020.com and contact the Commission. They will get you in touch with one of the Co-Chairs of the subcommittee you are interested in.

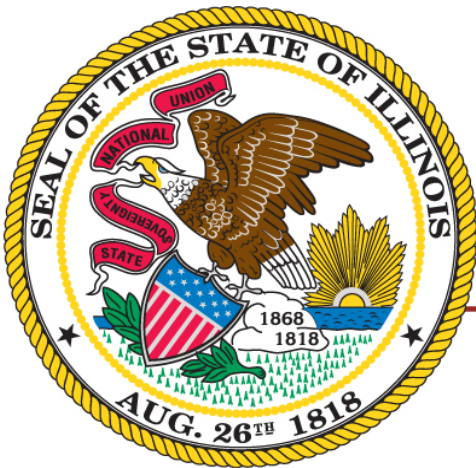


ATTACHMENT F

**Census
2020**



MAKE SURE ILLINOIS COUNTS.



ILLINOIS

**COMPLETE COUNT
COMMISSION**

Census 2020



MAKE SURE ILLINOIS COUNTS.
ILLINOISCensus2020.com

Be Sure You Are Counted on April 1, 2020!

[Select Language](#)

The Illinois Complete Count Commission was formed in 2017 with a mission to help educate communities, organizations and Illinois Residents about the importance of the upcoming 2020 census.

On April 1, 2020, a census will be taken of all persons living in the United States. It is important that every Illinois resident be counted so our state population accurately reflects our needs. While many Illinoisans will answer the census questionnaire when it arrives, some demographics are consistently undercounted due to low participation. Among the groups historically undercounted in the census:

- Veterans;
- Minority communities;
- College students;
- Foreign born Illinois residents (documented and undocumented);
- Retirees spending summer in Illinois and winter in warmer climates;
- Farm families residing in rural counties;
- Persons living in large housing units or apartment complexes;
- Children under age 5; and the
- Homeless.



Countdown to the Census
April 1, 2020

487 : 16 : 46 : 03

Days Hours Minutes Seconds

The Commission has formed Subcommittees to help with education and outreach efforts. As an Illinois resident, you are encouraged to **become involved**. You can join a Subcommittee or form a local Complete Count Committee with your local community leaders. It is important for you to:

EDUCATE your community about the 2020 Census and the importance of participation with census takers when they visit local neighborhoods.

ENCOURAGE trusted community partners, such as churches and neighborhood organizations, to motivate their members to respond to the census questionnaire.

ENGAGE grass roots organizations in your community to reach out to residents in hard-to-count groups and those who are not motivated to respond to the census questionnaire.



Resources

- [Census Brochure](#)
- [Census Participation Grant](#)
- [GWJ Institute of Public Policy](#)
- [Public Act 100-0390](#)
- [U.S. Census-Chicago Region](#)
- [U.S. Census Job Information](#)
- [More Resources](#)



Meetings

- [Mar. - Agenda - Minutes](#)
- [May - Agenda - Minutes](#)
- [July - Agenda - Minutes](#)
- [Aug. - Agenda - Minutes](#)
- [Sept. - Agenda - Minutes](#)
- [Oct. - Agenda](#)
- [Nov. - Agenda](#)



Calendar

- [Scheduled Events](#)
- [Suggest an Event](#)

ATTACHMENT G

POTENTIAL CORPORATE PARTNERS

Walgreens
State Farm Insurance
ADM
Caterpillar
Allstate
John Deere & Company
McDonald's
Motorola
Hyatt
Chicago Tribune
Chicago Sun-Times

ATTACHMENT H

Illinois Count Commission Hard-to-Count Subcommittee

Co-Chairs:

Kathie Kane-Willis

The Chicago Urban League

Griselda Vega Samuel

Mexican American Legal Defense & Educational Fund (MALDEF)

Illinois Count Commission

Hard to Count Subcommittee Members

Eira L. Corral Sepúlveda, *Village Clerk, Hanover Park*

Miguel del Valle, *Former Illinois State Senator*

Dr. Karen Eng, *CSMI*

Alex Esparza, *18th Street Development Corp*

Kathie Kane-Willis, *the Chicago Urban League*

Jackie Petty, *Peoria County Park District*

Mayor Leon Rockingham, *Mayor, City of North Chicago*

Evelyn Rodriguez, *Office of the Mayor of Chicago*

Griselda Vega Samuel, *MALDEF*

Organizations

American Indian Center of Chicago

Chicago Coalition For The Homeless

Council on American Islamic Relations – Chicago (CAIR-Chicago)

National Association for the Advancement of Colored People (NAACP)

U.S. Hispanic Leadership Institute

Urban League Affiliates of Illinois

I. Illinois Complete Count Commission Subcommittee

The Illinois Complete Count Commission is charged with developing and implementing a public education plan and campaign to emphasize the importance of the 2020 Census, to encourage participation and to actively engage historically undercounted and hard-to-count populations. The Commission strives for a complete count of all Illinoisans and has established subcommittees dedicated to this mission. To ensure we reach all the various communities with our outreach and education campaigns, the Commission divided itself up into a subcommittee structure.

Subcommittee Structure:

- Elected state and local government officials.
- Educational leaders of universities, high schools and elementary/secondary schools, including private institutions and home schooling.
- Faith-based and community organizations consisting of leaders from all religious denominations; ministerial alliances; community organizers; and civic group leaders.
- Statewide and local chambers of commerce, business associations, financial institutions, business owners (particularly small and ethnically-owned businesses) and utility companies.
- Organizations and leaders representing all aspects of minority and historically undercounted communities, as well as leaders in the immigrant, LGBTQIA, homeless, veterans, senior citizens and disabled communities.

Subcommittee Function:

- Establish methods to communicate the importance of an accurate count of all Illinoisans in the 2020 Census.
- Develop strategies to motivate people to respond.
- Publicize participation in the census at community and civic events, job fairs, civic organization meetings, university/school events, church events, etc.
- Educate and encourage those who feel threatened by government collection of their personal information.
- Engage historically undercounted populations (including, but not limited to, immigrant communities; children under the age of 5; students; the homeless; and the geographically isolated).
- Understand the pulse of local communities.
- Ensure that Illinois leads the nation in response rates.
- Distribute recruiting materials to the public, including hard-to-count areas and communities.
- Build coalitions with community organizations and community leaders.
- Provide speakers at organized events and meetings to educate and promote the importance of census participation in an effort to recruit additional participants.
- Enlist other "trusted voices" to act as census ambassadors.
- Disseminate information about census job openings for the 2020 Census.

II. Illinois Complete Count Commission: Hard to Count Subcommittee

a. Who are the Subcommittee and what are the goals?

Commission members on this Subcommittee focus on the various hard to count (HTC) communities that have been identified by the Census as having the lowest self-response rates for various reasons including language difficulties, mistrust in government, etc.

The Subcommittee initially comprised of nine Illinois Complete Count Commission members with a particular interest in HTC communities based on their expertise or interest in ensuring that HTC communities have increased response rates in 2020. This small group then identified eleven particular, but not exhaustive, HTC populations to focus on statewide, including:

- Latinos
- African-Americans
- Asian/Pacific Americans
- Native Americans
- Homeless
- Disability
- Veterans
- Seniors
- LGBTQIA
- Polish/European Americans
- Middle East and North Africans

The Co-chairs contacted leaders and organizations with expertise within those populations to brief them on the work of the commission, the subcommittee's mission and goals, and the importance of their involvement and leadership to ensure HTC populations are counted. These non-Commissioner leaders and organizations were invited to join the Subcommittee as full members. The Co-Chairs also created outreach materials specific to HTC communities providing general information on the 2020 Census. (see appendix) The Subcommittee members participate in monthly strategy calls, as well as, reach out to their designated communities and have "Conversations" in HTC areas to:

- 1) Raise general awareness and information on the importance of the 2020 Census;
- 2) Answer and remove misconceptions related to the census questionnaire;
- 3) Receive community input on what challenges and barriers would impede their participation in the 2020 Census;
- 4) Identify the trusted voices within their communities who could provide information on the Census; and
- 5) Determine what resources would be needed to ensure everyone in the community filled out the census questionnaire.

With information from diverse communities, the Subcommittee will create a comprehensive, state-wide outreach and education campaign, as well as, advocate for the resources necessary to ensure that every Illinoisan will be counted.

b. Summary of Census Conversations in the Hard to Count Communities:

The Subcommittee has held several ‘Conversations’ in hard-to-count communities across the state. The goal of each Conversation is to educate local residents, grassroots leaders, and service providers about the 2020 Census and to directly hear their concerns and advice. In particular, the attendees are asked about: 1) barriers to Census participation, 2) ideas to increase participation, 3) trusted leaders or institutions that can help with Census outreach, and 4) resources that the community needs to improve Census participation. Conversations are organized by local community leaders and facilitated by a Subcommittee member. The Subcommittee has held Conversations in Bloomington, Chicago, Elgin, and Springfield. The information gathered from the Conversations is summarized in *Section V: Challenges*.

III. The HTC Subcommittee Goals

The HTC Subcommittee Goals include the following:

- Establish HTC Subcommittee to strategize and plan specific outreach to all HTC communities within Illinois
- Identify the HTC communities in Illinois, which include but are not limited to:
 - Latinos
 - African-Americans
 - Asian/Pacific Americans
 - Native Americans
 - Homeless
 - Disability
 - Veterans
 - Seniors
 - LGBTQIA
 - Polish/European Americans
 - Middle East and North Africans
- Engage Leaders/Advocates within specific HTC populations
- Organize and facilitate Conversations in HTC areas throughout Illinois to educate and dispel misinformation regarding 2020 Census, as well as, gather information on the challenges, ideas and resource needs that communities have to increase participation in 2020 Census.
- Create outreach materials providing:
 - General information on Illinois Count Commission and 2020 Census
 - Guide to lead Conversations among the HTC communities
- HTC Subcommittee Members will participate in variety of 2020 Census community education activities and briefing throughout Illinois
- Assist in drafting Illinois Count Commission Interim report

IV: TIMELINE of KEY Activities of HTC Subcommittee:

- March 2018: Illinois Count Commission (ILCC) first meeting
- April 2018 ILCC monthly meeting
- May 2018: Chicago Urban League (CUL) & MALDEF become Co-Chair of Hard to Count Subcommittee
- May 2018 ILCC Monthly meeting
- June 2018: HTC Subcommittee initial meeting
- June 2018: HTC-African American (AA) Working Group convened
- June 15, 2018: MALDEF participates in SEIU Briefing in Chicago's Pilsen neighborhood
- Late June 2018: HTC-Latino Working Group initial meeting
- July 2018 HTC Subcommittee Meeting
- July 2018 HTC-AA Working Group Meeting
- August 2018 ILCC Monthly meeting
- August 2018 CUL participates in census briefing with U.S. Representative Schakowsky
- August 6, 2018 MALDEF participates in census briefing with U.S. Representative Krishnamoorthi in Elgin
- September 2018 ILCC Monthly meeting
- October 2018 ILCC Monthly meeting
- October 15, 2018 MALDEF participates in census briefings in Bloomington and Springfield, IL
- October 2018 HTC- AA Working Group Meeting
- November 1, 2018 HTC Subcommittee Meeting

V: CHALLENGES

The HTC Subcommittee has the tremendous task of engaging and educating HTC communities statewide without receiving any resources or staff support from the Commission. Yet, the Subcommittee members have done considerable outreach, created educational materials, and recruited

partners in diverse HTC communities. The Subcommittee has identified the following barriers to Census participation:

1. Indifference. People generally don't prioritize something that affects them in the longer-term.
2. The 2020 Census will largely be conducted online and have less federal funding than previous censuses. This presents new challenges such as:
 - The digital divide (e.g. whether individuals will have Internet access);
 - Fewer U.S. Census Bureau staff in the field;
 - Concerns about how long it will take to respond to the Census over the phone, including call center 'wait time';
 - Confusion about the ways in which to complete the census.
3. Distrust in government
 - Distrust of online responses and the security of information provided;
 - Fear the information will be shared with other government agencies;
 - Concerns about loss of government benefits;
 - Worries from renters about information disclosed on the census reported to landlords.
4. Privacy concerns and fear of fraud
 - Fear of fishing scams and identity theft;
 - Fear of opening the doors to strangers or answering strange calls.
5. Uncertainty and fear around the citizenship question and potential ramifications of answering the question, should it appear on the census.
 - Fear of follow up "door knocking" among immigrant populations;
 - Fear of either completing or not completing the census, and the legal implications to individuals and their families.
6. Lack of understanding of what the census means to individuals, families and communities in terms of power and resources.
7. Reduced resources at the federal level.

VI: FUTURE GOALS

The ILCC is tasked with providing updates on the work of its subcommittees for an interim report, and while the HTC subcommittee has been hard at work for the last 8 months, we still have quite a bit of work ahead of us, which includes:

1. Recruit additional subcommittee members with expertise in identified HTC populations;

2. Continue to hold ‘Census Conversations’ to identify and overcome barriers to full census participation in HTC communities;
3. Create and distribute micro-targeted messages for differing HTC communities;
4. Partner with public libraries to ensure that individuals can access a computer to complete the Census even if they do not hold a library card;
5. Facilitate the creation of complete count committees in HTC areas;
6. Work with trusted community based organizations, non-profits, school, libraries and other trusted entities to roll out enumeration process;
 - Create or distribute train the trainer materials for trusted entities
7. Advocate for state support for Census outreach, including state funding, giving additional emphasis to the 6-8 months prior to the enumeration.
 - a. Ensure that grants benefit all populations, prioritizing HTC populations;
 - b. Ensure that grant opportunities are available statewide

If you have additional questions, would like to join the Hard to Count Subcommittee, or hold one of our listening sessions in your community - please reach out to either of the co-chairs: Kathie Kane-Willis, **KKaneWillis@thechicagourbanleague.org**, or Griselda Vega Samuel, **gvegasamuel@maldef.org**.



ILLINOIS

COMPLETE COUNT
COMMISSION

2018 ILLINOIS COMPLETE COUNT COMMISSION:
SUBCOMMITTEE REPORT:
HOW STATE AND LOCAL GOVERNMENTS CONTRIBUTE
TO A COMPLETE AND ACCURATE COUNT OF ALL ILLIOISANS
IN CENSUS 2020

CENSUS 2020 STATE AND LOCAL GOVERNMENT
SUBCOMMITTEE REPORT

Submitted by: Jeanine M. Stroger, Co-Chair
Representative Ryan Spain, Co-Chair

November 30, 2018

**SUBCOMMITTEE REPORT
STATE AND LOCAL GOVERNMENT**

STATE AND LOCAL GOVERNMENT SUBCOMMITTEE MEMBERS:

Departments

Aging
Agriculture
Association of County Board Members
State Board of Education
Central Management Services
City/County Management Association
Commerce/Economic Development
Comptroller's Office
Financial/Professional Regulations
Governor and Lieutenant Government
Human Rights
Human Services
Human Services
Lottery
Revenue
Secretary of State
Illinois State Library
Treasurer's Office

Jeanine Stroger, Co-Chair
State Rep. Ryan Spain, Co-Chair

JStroger@ilsos.net
repryanspain@gmail.com

Mary Riseling, Policy and Programs Staff
Irene Lyons, General Counsel

mrising@ilsos.net
ilyons@ilsos.net



Message to the Commission:

On Behalf of the State and Local Government subcommittee, we present to the Illinois Complete Count Commission this preliminary report and outreach plan.

The mission of the State and Local Government Subcommittee is to develop methods by which each state agency and state and local officials promote the message of the Commission and its effort to achieve a complete and accurate count of all Illinoisans.

This subcommittee has worked together to provide ways each state agency can contribute to push the message of Census 2020 and encourage participation through its various services and resources. Each state agency offered several ways to promote the Census through its distributing materials, adding the Census2020 logo and web link to emails and websites.

The subcommittee also reached out to statewide elected officials to promote an effective outreach to targeted communities.

As Co-Chairs of the State and Local Government subcommittee, we will continue its work in the effort to reach every citizen of Illinois.

Jeanine M. Stroger, Co-Chair
Representative Ryan Spain, Co-Chair

Illinois Complete Count Commission Subcommittee

The Illinois Complete Count Commission has been charged with developing and implementing a public education plan and campaign to emphasize the importance of the 2020 Census, to encourage participation and to actively pursue historically undercounted and hard-to-count populations. The commission strives for a complete count of all Illinoisans and has established subcommittees dedicated to this mission.

Subcommittee Structure:

- Elected state and local government officials.
- Educational leaders of universities, high schools and elementary/secondary schools, including private institutions and home schooling.
- Faith-based and community organizations consisting of leaders from all religious denominations; ministerial alliances; community organizers; and civic group leaders.
- Statewide and local chambers of commerce, business associations, financial institutions, business owners (particularly small and ethnically-owned businesses) and utility companies.
- Organizations and leaders representing all aspects of minority and historically undercounted communities, as well as leaders in the immigrant, LGBTQIA, homeless, veterans, senior citizens and disabled communities.

Subcommittee Function:

- Establish methods to communicate the importance of an accurate count of all Illinoisans in the 2020 Census.
- Develop strategies to motivate people to respond.
- Publicize participation in the census at community and civic events, job fairs, civic organization meetings, university/school events, church events, etc.
- Educate and encourage those who feel threatened by the government collection of their personal information.
- Recognize historically undercounted populations (including, but not limited to, immigrant communities; children under the age of 5; students; the homeless; and the geographically isolated).
- Understand the pulse of the local community.
- Ensure that Illinois leads the nation in response rates.
- Distribute recruiting materials
- Build coalitions with community organizations and community leaders.
- Act as a speaker at organized events and meetings to educate and promote the importance of census participation in an effort to recruit additional participants.
- Enlist other "trusted voices" to act as census ambassadors.
- Disseminate information about census job openings for the 2020 Census.

Why is the Census Important?

The 2020 Federal Census is of vital importance to our state and all Illinois communities. The outcome of each census determines the amount of federal funds, grants and support that states, counties and communities receive. Businesses use census data to decide where to build factories, offices and stores, which create jobs and influence the local economy. Developers use the census to determine where to build new homes and to revitalize neighborhoods. Local governments use the census for public safety and emergency preparedness. Even individual residents use the census to support their community initiatives involving legislation, quality-of-life and consumer advocacy.

Over the next 18 months, the Commission and by extension the State and Local Government Subcommittee will develop a strategic plan to educate the public about the importance of their participation. The cooperation and contribution of State/Local governments and agencies play a key role in educating and informing the public. The Office of the Secretary of State, like many state agencies, reaches millions of Illinois citizens. By working together to promote participation, we can ensure that every Illinoisan is counted in 2020 and that our state receives the support required to help our citizens.

Each state agency director has appointed a representative to serve as the agency's liaison to the State and Local Government Subcommittee. As a group, we have developed ideas for outreach to Illinois citizens. These appointments did not result in excessive time away from their day-to-day agency obligations. They participated in meetings and conference calls to discuss specific tactics their department may perform to assist in outreach. Many attended monthly Commission meetings.

In addition to our state agencies, representatives for the state's constitutional officers, statewide city and county administrators were part of the State and Local Subcommittee.

SUBCOMMITTEE TIMELINE AND KEY ACTIVITIES:

MARCH 2018

- **Establishment and formation of Commissions Subcommittees**

April – May 2-18

- **Subcommittee Structure Created**
- **Appointment of Subcommittee Chair and Co-Chairs**

May – July 2018

- **Subcommittee training from the Regional Census Bureau Partnership Coordinators**
- **Development of subcommittee promotional and recruitment materials**
- **Subcommittee member recruitment and establishment of membership**
- **Contact with all state agency heads to designate a point of contact to work with Commission**
- **Identify activities and contribution from each member and agency**
- **Scheduled meetings**

August - September 2018

- Continued member outreach
- First phase of implantation of outreach strategic plan
- Met with contacts from Mayor of Chicago and Cook County Board President to develop a partnership for census 2020 promotion
- Scheduled meetings

October 2018

- Full implantation of strategic plan and activities
- Contact and outreach to mayors, city and county administrators of large areas local and statewide to encourage participation with ILCCC
- Continued subcommittee recruitment

November 2018

- Submit subcommittee report to Commission

STATE and LOCAL GOVERNMENT OUTREACH REPORT

<u>Agency Name</u>	<u>Outreach Strategy</u>
Governor's Office	Links to census page on individual agency pages
	Program promotion at events
Department on Aging	
Department of Agriculture	
Central Management Services	
City and Count Management Assn	Newsletter
	Website
	Annual Summer Meetings
	Calendar of City events
	2 conferences (February and June)
Comptroller's Office	Social media accounts
	Bilingual message (Spanish Radio)
	Access to foreign consulates
	Chicago Is With You task force for immigrants

DCEO	Tax credits list
	Minority businesses
	Economic Development Teams
	Newsletters
Human Rights	Regional Offices
	Mailings
	Has contracts for outreach
	Can help with focus on immigrant rights/issues
	Know Your Rights Seminars (presence)
	Social media accounts
Human Services	Field Offices (message materials with housing, employment, public accommodations)
	Social Media accounts
	Newsletters
	Distribute materials at various events/appearances
Illinois Association of County Board Members	Monthly electronic newsletter for the Illinois counties. It reaches over 1400 county board members, county administrators, county clerks and other elected officials across the state. If any articles to accompany the logo, please copy me and we will insert. We can also place news releases or informational bulletins on our website at www.ilcounty.org .
Lottery	Message on Terminals
Revenue	Local Government Tax Allocation List
	Gaming Board (can we put information in casinos and small slot businesses)
	Liquor Control Commission (can we put information in retail liquor businesses)
	Social media accounts
Professional Regulation	Online Application and Renewals (get message/link on the webpage)
	Banking (can we partner to get messages in banks)
	Social media accounts
State Board of Ed	Newsletters
	Social media accounts
	Targeted email blasts to educators and administrators

	Weekly messages to superintendents and regional superintendents
	Webinars (message on webinars)
	IL Report Card Site
	Social Media accounts
Secretary of State:	Driver License renewals
	Vehicle Services renewals
	Title Notices
	Notary documents
Illinois State Library	158 academic libraries
	639 public libraries
	788 school libraries
	Monthly newsletter
	TBBS outreach for disabled
	Illinois Library Association Conference
	Grantees
	Webinars
	Chicago Public Libraries
	Poster Contest
Treasurer's Office	J-Cash
	Newsletters
Veterans' Affairs	They have three social media pages
	VSO offices
	Monthly Newsletter
	Outreach programs

FUTURE GOALS:

- Statewide Census 2020 Poster Contest through Illinois State Library.
- Increasing the level of support from state agencies and elected officials.
- Educating state agencies and state officials of the organization phases of the subcommittee and its Census 2020 message.
- Promoting the Census 2020 message with elected officials and providing them with a media/tool kit describing how to encourage their constituents to participate in the census.
- Distributing poster and media/tool kits to state department heads and state agencies.
- Email blast to all state agencies on April 1, 2020 – Census Day!

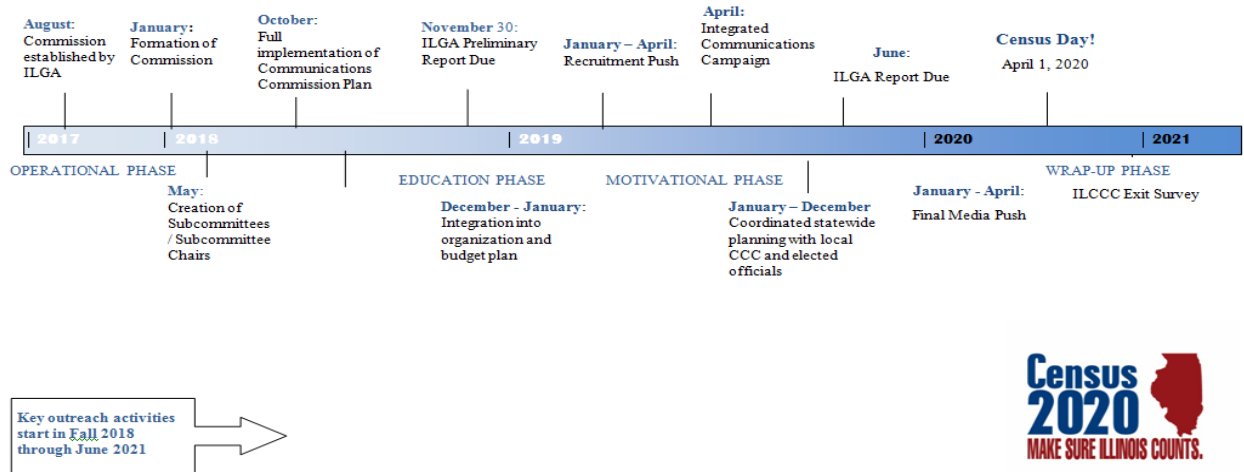
CHALLENGES:

- Cooperation from every state agency committing a designated liaison to the subcommittee.
- Maintaining a statewide focus in outreach strategy.

ATTACHMENT I



OPERATIONAL TIMELINE



Timeline of Events

August 2017

- August 25, 2017, the Illinois General Assembly enacted the Illinois Complete Count Commission Act (P.A.100-0390). The Complete Count Commission was created and membership established.
- The census outreach strategy shall include, but not be limited to, State agency initiatives to encourage participation in the 2020 Census, the establishment and support of school-based outreach programs, partnerships with non-profit community-based organizations, and a multi-lingual, multi-media campaign designed to ensure an accurate and complete count of Illinois' population. To assist in carrying out its duties, the Commission may create and appoint subcommittees as it deems appropriate and shall solicit participation from relevant experts and practitioners involved in census issues.

January through March 2018

- Formation phase
- ILCCC membership officially formed and confirmed
- Commission structure – roles and expectations
- The Commission’s duties were to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 federal decennial census of population.
- Meeting structure agreement – determining the best method to conduct meetings
- Established contact and partnership with Regional Census Bureau

March through June 2018

- Operational phase established
- Creation of ILCCC Subcommittee
- Subcommittee Chair and Co-Chair elections
- Initial Subcommittee training from Census Partnership Coordinator

July through September 2018

- The ILCCC subcommittees kicked off. Subcommittees continued to meet on a monthly or semi-monthly basis through June or beyond.
- Specialized Training for Subcommittee – conducted by census partnership coordinator

October 2018

- Full implementation of Commission communication plan: promotional materials; website, etc.
- Coordination with statewide mayors and city administrators (from densely populated areas)
- Social media kickoff
- Meet with Library System leaders – coordinated effort for computer access for census participation

November 2018

- Subcommittee Report due
- Preliminary Report to ILGA due

January 2019

- The joint kickoff with city, county and other elected officials and the Regional Census Bureau.
- Create budget plan for communication coordination

February 2019

- Poster/flyer contest with statewide libraries
- Chinese New Year parade participation

March 2019

- Full media push (workshops, press conferences/briefings)
- St. Patrick’s Day Parade participation

April 2019

- Press events with local organizations – Census 2020 Countdown Clock Set!

May – September 2019

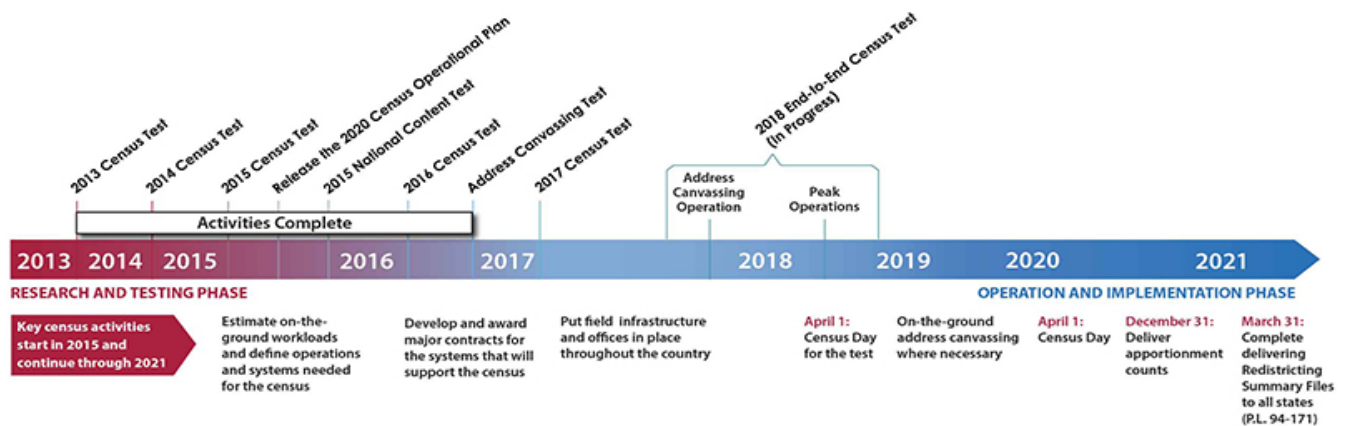
- Pilsen Mexican Independence Parade

Press Events

Conduct various press conferences with the Chairman White and Commission Members.

Road to the 2020 Census

2020 Census Operational Timeline



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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

ATTACHMENT J

Apply Online!

Join the 2020 Census Team!
Be a part of History!

2020census.gov/jobs

1-855-JOB-2020
(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

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ATTACHMENT K

Commission Support Staff Office of the Illinois Secretary of State

Kimber Beckler, Communications Department
Dave Druker, Press Secretary
Audrey Evans, Assistant to the Deputy Press Secretary
Rachel French, Communications Department
Gina Harrison, Assistant General Counsel
Rebecca Lang, Communications Department
Irene Lyons, General Counsel
Ernesto Martinez, Communications Department
Greg McCormick, Director, Illinois State Library
Joe Natale, Illinois State Library
Mary Riseling, Department of Programs and Policies
Angela Sarti, Communications Department
Jeanine Stroger, Deputy Director, Personnel
Bob Yadgir, Director of Communications

ATTACHMENT L

2000 and 2010 Census Participation Rates Illinois Counties

*Counties with a 2010 drop in participation shown in bold

ILLINOIS COUNTY	2000 CENSUS RESPONSE RATES (%)	2010 CENSUS RESPONSE RATES (%)	2010 POPULATION
Adams	78	81	67,103
Alexander	59	62	8,238
Bond	75	74	17,768
Boone	83	83	54,165
Brown	77	70	6,937
Bureau	82	77	34,978
Calhoun	65	58	5,089
Carroll	84	84	15,387
Cass	77	78	13,642
Champaign	78	77	201,081
Christian	82	78	34,800
Clark	79	82	16,335
Clay	79	79	13,815
Clinton	85	84	37,762
Coles	75	78	53,873
Cook	70	71	5,194,675
Crawford	87	83	19,817
Cumberland	73	77	11,048
DeKalb	79	77	105,160
De Witt	80	75	16,561
Douglas	84	82	19,980
DuPage	83	82	916,924
Edgar	81	76	18,576
Edwards	84	80	6,721
Effingham	80	85	34,242
Fayette	77	75	22,140
Ford	86	81	14,081
Franklin	82	80	39,561
Fulton	82	80	37,069
Gallatin	72	71	5,589
Greene	77	73	13,886
Grundy	82	82	50,063

Hamilton	76	71	8,457
Hancock	85	81	19,104
Hardin	63	57	4,320
Henderson	67	62	7,331
Henry	88	83	50,486
Iroquois	78	76	29,718
Jackson	73	72	60,218
Jasper	88	86	9,698
Jefferson	75	78	38,827
Jersey	78	79	22,985
Jo Daviess	82	82	22,678
Johnson	72	74	12,582
Kane	80	81	515,269
Kankakee	78	77	113,449
Kendall	86	82	114,736
Knox	84	80	52,919
Lake	81	82	703,462
La Salle	83	78	113,924
Lawrence	79	76	16,833
Lee	85	83	36,031
Livingston	85	82	38,950
Logan	83	82	30,305
McDonough	81	75	32,612
McHenry	85	83	308,760
McLean	78	76	169,572
Macon	80	79	110,768
Macoupin	78	80	47,765
Madison	83	80	269,282
Marion	81	82	39,437
Marshall	77	75	12,640
Mason	80	81	14,666
Massac	78	76	15,429
Menard	80	80	12,705
Mercer	87	83	16,434
Monroe	84	86	32,957
Montgomery	84	80	30,104
Morgan	82	80	35,547
Moultrie	82	79	14,846
Ogle	84	84	53,497
Peoria	82	79	186,494
Perry	77	79	22,350
Piatt	85	83	16,729
Pike	77	69	16,430

Pope	64	54	4,470
Pulaski	60	65	6,161
Putnam	71	70	6,006
Randolph	84	81	33,476
Richland	85	84	16,233
Rock Island	82	79	147,546
St. Clair	83	79	270,056
Saline	80	77	24,913
Sangamon	82	81	197,465
Schuyler	81	69	7,544
Scott	79	76	5,355
Shelby	78	76	22,363
Stark	83	74	5,994
Stephenson	86	83	47,711
Tazewell	86	83	135,394
Union	76	80	17,808
Vermillion	80	77	81,625
Wabash	82	78	11,947
Warren	83	80	17,707
Washington	85	82	14,716
Wayne	81	76	16,760
White	77	79	14,665
Whiteside	87	84	58,498
Will	82	82	677,560
Williamson	82	79	66,357
Winnebago	81	80	295,266
Woodford	83	84	38,664
ILLINOIS	76	76	12,830,632

ATTACHMENT M

POTENTIAL OUTREACH COSTS FOR 2020 CENSUS

Based on calculations derived from census 2010 non-response rates, the appropriation being requested from the General Assembly amounts to an allocation based on stratification of the Hard-to-Count population, allocating \$2 for over 3 million individuals, \$25 for about 310,000 Illinoisans and just over \$75 for an estimated 150,000 Illinois residents.

Hard to Count Costs for Illinois

ILLINOIS		100% HTC		10% HTC		5% HTC		
Population	HTC %	100% HTC Population	Outreach @ \$2 Person	10% HTC Population	Outreach @ \$25 Person	5% HTC Population	Outreach @ \$75 Person	Total Outreach
12,802,023	24%	3,072,000	\$6,144,000	307,200	\$7,680,000	153,600	\$11,520,000	\$25,344,000

Source: United States Census 2010 Participation Rates, <https://www.census.gov/cgi-bin/census2010/staterates.cgi>