Lake County Illinois

Division of Transportation
600 W Winchester Road
Libertyville, IL 60048

Meeting Minutes - Final

Monday, January 13, 2020

1:00 PM

2020 Complete Count Committee

1. Call to Order

Chair Hart called the meeting to order at 1:05 p.m.

Greg Anderson, Village of Wauconda
Sandra Diaz, Mano a Mano
Su Elmer, US Census Bureau
Dulce Dominguez, Mano a Mano
Carla Gutierrez, Catholic Charities - The Community Center
Brooke Hagstrom, Woodland School District 50
Sandy Hart, County Board Chair
Bonnie McNeill, League of Women Voters
Sheila Hill, US Census Bureau
Ashley Johnson, Vernon Area Public Library District
Jonathon Kellogg, Village of Mundelein
Jack Linehan, Village of Gurnee
Laura Linehan, Village of Fox Lake
Judy Martini, Lake County Board
Jim Moran, City of North Chicago
David McDowell, United Way of Lake County
Leisa Niemotka, Village of Beach Park
Brenda O'Connell, Lake County Coalition for the Homeless
Carmen Patlan, Highwood Library
Caterhine Savage, Vernon Area Public Library
Laura Schneider, Lake County Health Department
Steve Thomas, Woodland School district 50
Xochitl Villarreal, Catholic Charities - The Community Center
Deb Waszak, City of North Chicago

2. Pledge of Allegiance

Brenda O'Connell led the Pledge of Allegiance

3. Addenda to the Agenda

There were no additions or amendments to the agenda.

4. Public Comment

There were no comments from the public.

5. Chair's Remarks

Chair Hart had no remarks.

6. Old Business

There was no old business to conduct.

7. New Business

Consent Agenda

Approval of Minutes

7.1 20-0106

Minutes from December 9, 2019.

Attachments: 2020 CCC 12.9.19 minutes.pdf

A motion was made by Member Martini, seconded by Member Kyle, to approve the minutes. On a voice vote, the motion was approved.

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Deb Waszak, City of North Chicago

Attendees introduced themselves.

Regular Agenda

7.2 20-0102

Presentation from Deb Waszak from North Chicago.

Deb Waszak, City of North Chicago, provided a presentation regarding North Chicago's efforts as it relates to the 2020 Census. A year ago, the City of North Chicago began planning efforts for the 2020 Census. The City calculated that the City of North Chicago

stands to lose $500,000 annually in federal funding due to population decrease.

The US Census is requesting people self-report but 30 percent of North Chicago's residents do not have access to a computer. The city soft-launched the 2020 Census awareness campaign by designing its vehicle sticker with a 2020 Census logo. The city then officially launched its awareness campaign at its Community Days event where an information booth was set up and residents were invited to "take the pledge." In February and March, the City will be making additional outreach efforts to the public to encourage them to participate in the US Census.

Ms. Waszak noted that the best way to get an understanding of the demographics of a community is to visit its schools.

It was noted, The American Community Survey, which looks similar to the US Census survey, has been mailed out to select communities for completion. This is not US Census survey and residents should be aware of the difference. Mr. McDowell, United Way of Chicago, noted that the American Community Survey does have a question regarding whether the resident is a citizen.

The City of North Chicago is employing various techniques to create awareness of the US Census survey including trusted voices, printed materials, electronic communications, and broadcast. It was noted the city does not have a designated staff member working on the US Census so the community uses a project/task management site to keep track of things called freedcamp.com.

Trusted Voices include elected officials, leadership organizations, etc.

Ms. Waszak reported on the following:

** "Meeting in a Box" - created to allow trusted voices to hold meetings easily. The "box" provides instructions on how to conduct an information meeting, provides slides, provides information regarding frequently asked questions, includes sign in sheets, and basically everything you need to hold a meeting.*

** Bookmobile - provides a safe space for residents to complete their US Census survey; participate; strong efforts have been made in hard to count (HTC) census tracts.*

** Public Events - Shop with a Cop, Awards Ceremonies, Tree Lighting Events contain information regarding the US Census Bureau.*

Print Materials- Note... yellow/black most visible to eye day and night.
** press releases;*
** librarians will wear census shirts.*

** posters,*
** newsletters*
** promotional materials;*
** print media - Los Reflejos Newspape.*
** Utility Bills - info printed on water bills in english and spanish and a separate insert.*
** Billboard - on Greenbay Road and Buckley Road*
** Banners - displayed on fences of schools and participating organizations.*

Electronic Materials
** info on website. a chatbox that can communicate in English, Spanish, and Polish, will be implemented in February for the public who have questions regarding the US Census survey.*
** Social Media - Facebook and Twitter communications*
** Census App - will provide the public the ability to obtain updates through April 2020. At this time, there has been 30 percent response to the app. Includes maps with census tract information and areas that the city is looking to pinpoint.*

There was a lot of interest regarding the mobile application. Ms. Waszak indicated that the app takes a lot of work. The city uses the company's technology, but the city had to build out the messaging branches in English and Spanish.

Member Martini recommended that Lake County include messages in its utility bills to raise awareness of the 2020 census.

Ms. Waszak noted that ther will be a a "Come to your Census" party. She identified that the school district has been a great partner in disseminating information to the students.

Discussion occurred regarding how the community estimated loss of funds.

A presentation was provided.

7.3 **20-0103**

Update on Complete Count Committee coverage in Lake County.

David McDowell, United Way of Lake County, indicated that there has been a a great push in awareness of the US Census survey.

Greg Anderson, Village of Wauconda indicated that Wauconda is willing to participate and is confident that it can set up pretty quickly. The Villages of Wadsworth and Old Mill Creek are joining the City of Zion and Village of Beach Park's Complete County Committee. Antioch, Lindenhurst and Volo have not responded. Mundelein is willing to assist with helping these communities set up. It was noted that Lindenhurst is tweeting about the census. Gages Lake falls within Woodland's scholl district and the school is sending a letter to all residents in the school district (not just those with children enrolled in the school).

Chair Hart and Member Martini will reach out to districts that do not appear to be participating in a Complete Count Committee.

An update on Complete Count Committee coverage in Lake County was provided.

7.4 20-0104

Lake County “Draft” Outreach Materials and Plan.

David McDowell, United Way of Lake County, presented Lake County's "Count on Me" logo and buttons. Chair Hart expressed concerned about multiple branding uses. While it is encouraged that people use the federal government's logo, the group thought Lake County's logo was a good one and should be used.

The County's project plan was presented. Education materials will include the logo. Ability to do a postcard piece, posters, and a communication from lake county residents that will be posted to the county's website and shared on social media.

Chair Hart questioned whether the postcard can be available at schools.

The Lake County "Draft" Outreach materials and plan was presented.

7.5 20-0105

Update from Complete Count Members.

City of Highland Park and Highwood are planning on sending a postcard mailer to all household residents in the two communities. Events where information will be posted include "Churros con chocolate", an ice cream social and a Day of the Child Celebration. Large turnouts are expected and and an information booth will be on hand.

Discussion occurred regarding utilization of religious institutions. Lake County has not been successful in getting religious organizations to participate. Mr. McDowell indicated that Assistant County Administrator Cassandra Torstenson is looking to gather religious organizations' contact information. Member Kyle will reach out to the North Shore Baptists Ministers Alliance to encourage their participation. Xochitl Villarreal, Catholic Charities - The Community Center - is reaching out to Blessed Trinity.

Deb Waszak, City of North Chicago, noted that North Chicago will send two postcards per week in the month of February in English and in Spanish. Member Martini questioned that unincorporated properties in Lake County, who do not receipt utility bills from Lake County, get sent a separate notice. Discussion ensued whether Lake County received grant funding.

Brenda O'Connell suggested the use of the mobile application Next Door to provide bulletins to the community to raise awareness.

Barb Karacic questioned if there the ability to use "Language Access Resources" to help

with communications.

It was noted that Lake County will provide an educational video in multiple languages. Chair Hart, Member Kyle, and Member Martini will provide information in their county connection newsletter.

The group discussed efforts that their agency is taking to for the 2020 Census. Substantial Discussion ensued.

An update was provided from Complete Count Members.

8. Executive Session

The Committee did not enter into Executive Session.

9. County Administrator's Report

There was no County Administrator's report.

10. Members' Remarks

There were no remarks from members.

11. Adjournment

Chair Hart reported the next meeting is scheduled fro February 10, 2020 at 1:00 p.m. at the Division of Transportation.

Next Meeting: February 2020 - Date/Location To Be Determined

Meeting minutes prepared by Blanca Vela-Schneider.

Respectfully submitted,

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2020 Complete Count Chair