

# **Lake County Illinois**



## **Meeting Minutes - Final**

**Monday, March 9, 2020**

**1:00 PM**

**Division of Transportation,  
600 W Winchester, Libertyville, IL**

**2020 Complete Count Committee**

**1. Call to Order**

*Cassandra Torstenson, Assistant County Administrator, called meeting to order at 1:05 p.m.*

**Present** 7 - Vice Chair Cunningham, Member Karacic, Member Martini, Member Matthes Gingiss, Member McKinney, Member O'Connell and Member Schneider

**Absent** 11 - Chair Hart, Member Cunningham, Member Florip, Member Hill, Member Kyle, Member Lentz, Member Ortiz, Member Paxton, Member Rockingham, Member Vealitzek and Member Wilke

*Others present:*

*Sue Eimer, U.S. Census Bureau*

*Cassandra Torstenson, County Administrator's Office*

*Jay Theobald, North Chicago Public Library*

*John Heideman, North Chicago Public Library*

*Lupita Canales, HACES*

*Carolina Wence, United Way of Lake County*

*Catherine Savage, Vernon Area Public Library*

*Laura Linehan, Village of Fox Lake*

*Jonathan Kellogg, Village of Mundelein*

*Jim Moran, City of North Chicago*

*David McDowell, United Way of Illinois*

*Sandra Diaz, Mano a Mano Family Resource Center*

*Ashley Janos, Vernon Area Public Library*

*Carolina Duque, Congressman Brad Schneider*

**2. Pledge of Allegiance**

*Cassandra Torstenson, Assistant County Administrator, led the Pledge of Allegiance.*

**3. Chair's Remarks**

*There were no remarks by Chair Hart.*

**4. Old Business**

*There was no old business to discuss.*

**5. New Business****5.1 [20-0450](#)**

Minutes from February 10, 2020.

**Attachments:** [CCC 2.10.20 Minutes.pdf](#)

**A motion was made by Member Martini, seconded by Member Karacic, that Consent Agenda item 5.1 be approved. Motion carried by voice vote.**

**Aye:** 7 - Vice Chair Cunningham, Member Karacic, Member Martini, Member Matthes Gingiss, Member McKinney, Member O'Connell and Member Schneider

**Absent:** 11 - Chair Hart, Member Cunningham, Member Florip, Member Hill, Member Kyle, Member Lentz, Member Ortiz, Member Paxton, Member Rockingham, Member Vealitzek and Member Wilke

## 5.2 [20-0449](#)

Complete Count Committee (CCC) Discussion.

*Cassandra Torstenson, Assistant County Administrator, presented the results from the group map activity that was conducted at the Committee's February 10 meeting. Committee members were asked to designate on large County maps areas that they are covering to then help identify gaps where coverage is needed.*

*Sue Eimer, U.S. Census Bureau, said she is working with David McDowell, United Way of Lake County, to collect data as to each individual community's efforts and where coverage gaps exist. Discussion ensued as to communication between the U.S. Census Bureau and communities to ensure accurate up-to-date information is acquired regarding where Complete Count Committees are operating across Lake County and events planned to register individuals for the census.*

*The following communities were addressed where coverage gaps exist and where members will reach out to offer assistance. It was encouraged to reach out to these areas within the next week.*

- Libertyville/Green Oaks*
- Chain O'Lakes/Antioch area*
- Old Mill Creek/Wadsworth*
- Lindenhurst/Lake Villa*
- Lakemoor/Volo*
- Island Lake*
- Barrington area*
- Hawthorn Woods*
- Lake Bluff*
- Deerfield, Bannockburn and Riverwoods*
- Kildeer/Deer Park*

*Miss Torstenson urged members to communicate with her and Mr. McDowell to fill in the blanks and make sure every area is counted to get the best count in Lake County. Mr. McDowell asked individuals who are reaching out to these communities to inquire what census work they are conducting whether it be putting information in mailboxes or conducting in-person activities.*

*The census timeline was reviewed, explaining March 12 to 20 is the period census forms will be mailed to each home, and a second letter will be sent between March 16 and 24. From March 30 to April 1, the focus will be going to soup kitchens, mobile food vans, the streets and non-sheltered outdoor locations such as tent encampments to reach these individuals. Between April 8 and 16, a letter and paper questionnaire will be sent in*

*English and Spanish. The final reminder postcard will be sent between April 20 and 27, and all data collection, including online reporting will end July 31.*

*Committee members discussed the misconception that April 1 is the deadline individuals must respond to the census. This is the day to consider when responding who is living in the home to give an accurate count. Members reviewed the 2020 residency guidelines to help residents who have complex living situations, such as students studying abroad know how to respond to the census.*

*The website, my2020census.gov goes live March 12 and will have information available in 13 languages. Phone service goes live March 12, operating daily from 7 a.m. to 2 a.m. Eastern Standard Time and will be available in 13 languages. Census workers will have resources provided in 59 languages.*

*The Communications team created a Public Service Announcement, airing on LCTV and the County website. Featuring county employees who spoke six languages, the PSA stressed the importance of responding to the census and includes closed captioning. Information will be posted regularly to Facebook and Twitter through March and April, and census articles will be included in newsletters through April, but she said this can be extended longer if they deem necessary.*

*Print materials will be available to the public at the information desk in the County administrative building in Waukegan. Signage will be displayed at computer kiosks at the administrative tower, the health department and Central Permit Facility in Libertyville where people can report. And pins have been created and distributed to every County department and staff who work with the public.*

*The U.S. Census Bureau has released questionnaire assistance guidelines; which provides dos and don'ts as to how much legally partners can provide. A self-response map will be unveiled March 20 providing real-time reporting so communities can track their response rates and know where to add additional resources. The Committee is planning one final meeting in April to look at the self-response map, evaluate gaps and see where to devote more resources.*

*The 2020 census website will go live on March 20, identifying census events and providing questionnaire assistance in multiple languages. The U.S. Census Bureau is working to combat misinformation. Members were urged if they notice misinformation, including through social media, to report it immediately to [rumors@census.gov](mailto:rumors@census.gov).*

*The meeting concluded by members providing updates.*

*-- Mano a Mano is scheduling presentations and voiced concern not all county residents who need to receive mailing in Spanish will receive one. The official invitation letter from the U.S. Census Bureau includes a statement in Spanish that shares how to find*

*information on the census website and a phone number to call.*

*-- The suggestion was made to create a Facebook post, making people aware of the invitation's arrival.*

*--- United Way of Lake County is producing a monthly flyer for schools and day care facilities.*

*--- The Chicago area met its goal to recruit census workers but individuals are encouraged to still apply.*

*Committee members were encouraged to pick up print marketing materials brought to the meeting, including posters and flyers to help educate county residents further about the 2020 census.*

**This matter was discussed**

**6. Members' Remarks**

*There were no remarks from members.*

**7. Public Comment**

*There were no public comments.*

**8. Adjournment**

*The meeting was adjourned at 1:58 p.m.*

**Next Meeting: April 13, 2020**

**Meeting minutes prepared by Abby Scalf.**

**Respectfully submitted,**

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**Complete Count Chair**