

Lake County Illinois



Meeting Minutes - Final

Wednesday, July 8, 2020

3:30 PM

Via Zoom

2020 Complete Count Committee

Pursuant to Section 7(e) of the Illinois Open Meetings Act, the June 26, 2020, Gubernatorial Disaster Proclamation, and the attached Written Determination of the Lake County Board Chair, this meeting will be held via audio and video conference and not in the Division of Transportation, 600 W. Winchester Road, Libertyville, Illinois.

PUBLIC VIEWING: Join the Zoom Meeting:

[https://us02web.zoom.us/j/86258000933?](https://us02web.zoom.us/j/86258000933?pwd=RjNEOG9hUjIvKzFaSHh5Y1ZvTDE3UT09)

[pwd=RjNEOG9hUjIvKzFaSHh5Y1ZvTDE3UT09](https://us02web.zoom.us/j/86258000933?pwd=RjNEOG9hUjIvKzFaSHh5Y1ZvTDE3UT09) (Meeting ID: 862 5800 0933 Password: 907373). Per the Governor's Disaster Proclamation, in accordance with section 120/7(e)(4) of the OMA, in-person attendance by members of the public will be available in the Assembly Room on the 10th Floor of the Administrative Tower at 18 N. County Street, Waukegan, Illinois and is limited to the number of persons practicable in keeping with social distancing requirements.

PUBLIC COMMENT: Public Comments are welcomed and encouraged. Emailed Public Comments received by 3:30 p.m., Wednesday, July 8, 2020 for items not on the agenda will be read at the beginning of the meeting under Public Comment in the order they are received. Comments on agenda items will be read during consideration of that item. Comments received during the meeting will be held until the end of the meeting. A total of 30 minutes will be permitted for Public Comment and no more than three minutes per Comment pursuant to the County Board Rules of Order and Operational Procedures. All emailed Comments received will be included in the Committee's meeting minutes.

Email Public Comments to CountyBoard@lakecountyil.gov with the following:

- * Subject Title: 2020 Complete Count Committee Public Comment
- * Name
- * Street Address (Optional)
- * City, State (Optional)
- * Phone (Optional)
- * Organization/agency/etc. represented. (If representing yourself, put "Self")
- * Topic or Agenda Item Number followed by Public Comment.

Public in attendance on the 10th Floor of the Administrative Tower at 18 N. County Street, Waukegan, Illinois may provide Public Comment. Public may also leave a message with the County Board Office at 847-377-2300.

20-0824

Determination of need for meetings of the Lake County Board and Committees to be held by audio or video conference.

Attachments: [Letter Determination Chair Hart\(07-02-20\).pdf](#)

1. Call to Order

Chair Hart called the meeting to order at 3:30 p.m.

Present 5 - Chair Hart, Vice Chair Cunningham, Member Karacic, Member Martini and Member O'Connell

Absent 13 - Member Cunningham, Member Florip, Member Hill, Member Kyle, Member Lentz, Member Matthes Gingiss, Member McKinney, Member Ortiz, Member Paxton, Member Rockingham, Member Schneider, Member Vealitzek and Member Wilke

Others present:

Sandy Hart, County Board

Judy Martini, County Board

Linda Pedersen, County Board

Mary Ross-Cunningham, County Board

Cassandra Torstenson, County Administrator's Office

Sarah Duby, Congressman Brad Schneider office

Sujin Eimer, U.S. Census Bureau

Amy de la Fuente, Reaching Across Illinois Library System (RAILS)

Barbara Karacic, Lake County Alliance for Human Services

Bonnie McNeill, League of Women Voters

Blanca Vela-Schneider, County Administrator's Office

Brenda O'Connell, Lake County Coalition for the Homeless

Dania Barrientos, Catholic Charities

David McDowell, United Way of Lake County

Jim Moran, City of North Chicago

Jonathan Kellogg, Village of Mundelein

Matt Trujillo, Village of Fox Lake

Sonolito Bronson, City of Zion

Vance Wyatt, North Chicago Park District

2. Pledge of Allegiance

Chair Hart 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

There were no remarks from Chair Hart.

6. Old Business**7. New Business****Consent Agenda (Item 7.1)****Approval of Minutes****7.1 [20-0903](#)**

Minutes for March 9, 2020.

Attachments: [CCC 3.9.20 Minutes.pdf](#)

Due to a lack of a quorum, the Committee did not consider approval of the minutes.

The minutes were removed from the agenda.

Regular Agenda**7.2 [20-0899](#)**

Update from U.S. Census Bureau including timeline extensions, current activities, and enumerators.

Items 7.2 through 7.4 were taken together.

Cassandra Torstenson, Assistant County Administrator, shared the enumeration deadline has been extended from the end of July to October 31. Additional enumeration will be conducted from July 1 to Sept 3 working with colleges, senior centers, prisons and other facilities to make sure individuals within those facilities are counted, and from Aug. 11 to Oct. 31, census takers will interview individuals at homes that haven't responded. In December, the U.S. Census Bureau will hand over counts to the President and Congress as required by law.

Committee members were provided results of the self-response rate in Lake County and discussed ideas to increase the response rate in hard-to-count communities where the response rate is near 60 percent.

David McDowell, United Way of Lake County, said their organization initially has been assisting to track hard-to-count populations, working with agencies that work with children under age 5 and low-income families and now is starting to shift toward targeting specific geographic areas. The goal is to talk with organizations funded to do outreach work and take responsibility for specific census tracks.

Amy de la Fuente, Reaching Across Illinois Library System (RAILS), said they are working with three libraries in hard-to-count census tracks including Waukegan, North Chicago and Highwood to provide support. Also, the Vernon Area Public Library is making themselves available to low-response areas. Vice Chair Cunningham added she has been working with Shirley Robinson at the Waukegan Public Library on their census efforts. Vance Wyatt, North Chicago Park District, said the North Chicago Public Library is offering computer usage by appointment.

Member Martini addressed several questions including information regarding a mailing that was sent to households by the U.S. Census Bureau, the homeless count in September and additional questions regarding the hard-to-count geographic areas in the county.

Chair Hart said it will be helpful to know what agencies are helping to improve the response rate within the hard-to-count populations. For areas with a good response rate, the committee may review to see if there is a need to reallocate resources.

Sonolito Bronson, City of Zion, reviewed tactics the City of Zion is employing to increase the self-response rate working with Beach Park, Zion and Winthrop Harbor Census Committee and creating a contest to bring more awareness to the census.

Ms. Torstenson addressed actions Lake County is doing to increase the census count, including its social media campaign on Facebook, Twitter, NextDoor and County Board Member newsletters. Some efforts such as having computers available as self-reporting stations could not be provided due to the COVID-19 pandemic and County office closures.

The following participants provided suggestions as to how to increase the count:

Mr. Wyatt urged the County add Instagram and Tik Tok to social media efforts to reach the younger audience.

-- Mr. McDowell suggested pushing telephone participation to help those who may have difficulties obtaining Internet access.

-- Sarah Duby, Congressman Schneider's office, suggested using the village's reverse 911 system to reach out to residents and to mailing inserts working with municipalities and utility companies.

Su Jin Eimer, U.S. Census Bureau, reviewed efforts the agency encouraged during Census Surge Week, designated July 13 to 17 as a push to encourage people to respond to the 2020 Census before the non-response follow-up operations. There are various engagement activities to encourage individuals to respond. The Metropolitan Mayors Caucus also released resources and updates available in multiple languages for participant use.

Mr. McDowell said United Way has posters written in English and Spanish that can be used and direct individuals to the U.S. Census Bureau and to 211 for help. Ms. Eimer also has additional printed materials for ethnic minorities that can be distributed.

This matter was discussed

7.3 [20-0900](#)

Current status of complete count in Lake County.

Attachments: [6.30.2020 Census Data.pdf](#)

This matter was presented**7.4 [20-0901](#)**

Discussion on hard-to-count populations and strategies to improve the Lake County Census Count.

This matter was discussed**7.5 [20-0902](#)**

Updates from Lake County Complete Count Committee partners.

Chair Hart invited participants to give any updates on what they are doing and seeing to address the response rate to the 2020 Census. She added she likes the previous ideas suggested on working with the reverse 911 system and working with utility companies and the Lake County Municipal League as methods to communicate the census.

Member Martini asked if there are radio stations listened to in the Waukegan and North Chicago area to promote advertising. Vice Chair Cunningham said there is the radio station WKRS, and Waukegan also has worked with the People's Voice newspaper to promote the census

Vance Wyatt, North Chicago Park District, said the United Way was scheduled to advertise with the People's Voice, including census information. David McDowell, United Way of Lake County, confirmed United Way's media plan to place advertisements in the coming month.

Chair Hart requested to be kept updated as to partner agencies that are working on census tracks to get a sense of where to focus attention. Cassandra Torstenson, Assistant County Administrator, reported that members can access self-response rate data, which is updated daily in real time on the U.S. Census Bureau website.

Chair Hart said it is so clear how important the County has an accurate count, adding the funds the County has received toward the COVID-19 recovery efforts are determined by the population.

Sarah Duby, Congressman Schneider's Office, and David McDowell, United Way of Lake County, discussed the idea of working with food banks to push census flyer information.

Amy de la Fuente, RAILS, said she receives and is happy to share weekly census tracks data received from the University of Illinois Chicago partners so members can see if efforts are having an impact on increasing the census response rate. Mr. McDowell said this data shows not only the response rate but also the expected response rate and offered to provide the link of this map to Ms. Torstenson.

This matter was discussed**8. Executive Session**

9. Public Comment

There were no comments from the public.

10. County Administrator's Report

Cassandra Torstenson, County Administrator's Office, reported on efforts of the County's Community Resources Task Force. CARES Act funding was provided for rental, utilities, and food assistance. Funding has been given to food pantries, townships and non-profits to provide this assistance. Residents can reach out to 211 to obtain assistance from a local provider.

11. Members' Remarks

There were no remarks from the members.

12. Adjournment

The meeting was adjourned at 4:43 p.m.

Next Meeting: To Be Determined

Meeting minutes prepared by Abby Scalf.

Respectfully submitted,

Chair, 2002 Complete Count Committee