DuPage Complete Count Committee

JTK Administrative Building
Conference Room 3500-B
421 N. County Farm Road
Wheaton, Illinois

January 21st, 2020
12:00 PM (Noon)

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1. **CALL TO ORDER**

12:00 PM meeting was called to order by District 5 James Healy at 12:00 PM. 
Vice-Chair Healy stated that he will be leaving the meeting early, at which time Member Rutledge will preside over the remainder of the meeting.

**PRESENT:** Page, Ayala, Breinig, Brink, Guyton, Healy (12:00 PM - 12:05 PM), Kamran, Keating, Kenny, LePage, Miceli, Murphy, Noonan, Roth, Rutledge, Selmon, Smith, Snipes, Troll, McCambridge, Shi, Norquist, Waters, Franco, Hilt

**ABSENT:** Fabian, Brent, Caputo, Chang, Childress, Covert, Diaz, Elliott, Krajewski, Ramirez, Robey, Sadiq, Schvach, Sullivan, Tawney, Webb

2. **WELCOMING REMARKS - CHAIR HEALY, MEMBER RUTLEDGE**

Before excusing himself from the meeting, Vice-Chair Healy drew attention to the new logo for the DuPage Complete Count Committee, which will be displayed on the committee's web page at dupageco.org/CompleteCountCommittee/. Member Sheila Rutledge presided over the remainder of the meeting. In her remarks, Member Rutledge thanked the members for attending this afternoon's meeting and for their commitment to furthering the goals of the DuPage County 2020 Census Complete Count.

3. **APPROVAL OF MINUTES FROM OCTOBER 15, 2019**

Upon motion by Member Selmon, seconded by Member Noonan, the minutes of the October 15, 2019 meeting were accepted without amendment or correction.

1. **Complete Count - Regular - Oct 15, 2019 12:00 PM**

**RESULT:** ACCEPTED [UNANIMOUS]

**MOVED:** Ashley Selmon, District 1

**SECONDED:** Sean T. Noonan, District 2

**AYES:** Page, Ayala, Breinig, Brink, Guyton, Healy, Kamran, Keating, Kenny, LePage, Miceli, Murphy, Noonan, Roth, Rutledge, Selmon, Smith, Snipes, Troll

**ABSENT:** Fabian, Brent, Caputo, Chang, Childress, Covert, Diaz, Elliott, Krajewski, Ramirez, Robey, Sadiq, Schvach, Sullivan, Tawney, Webb
4. UPDATE FROM REACHING ACROSS ILLINOIS LIBRARY SYSTEMS (RAILS)
Amy de la Fuente, Program Manager of Census 2020 at RAILS, noted that the agency is one of the five regional census intermediaries that are covering the collar counties for the 2020 census. RAILS is a government agency that provides services to libraries in the northern and northwestern areas of Illinois, serving approximately 1,300 public, private, school and university library members with a total of 4,200 library facilities. RAILS is funded through the Secretary of State. RAILS provides delivery services to support Illinois' interlibrary loan system and technology support for member libraries. The agency also provides continuing education services, consulting resources to library employees, e-book services, museum passes and networking opportunities.

RAILS has been selected as a regional intermediary to support the 2020 census effort in the collar counties and is tasked with focusing on six hard-to-count populations in the area: children under five years of age; older adults; people experiencing homelessness; renters; people who are young and mobile; and people living near or below the poverty line. In addition, the state recognizes that RAILS has the capacity to reach residents through existing programs and technology to enable them to complete the census online. RAILS is working with nineteen libraries in the region that are census sub-grantees, nine of which are in DuPage county. The agency is also prioritizing its 2020 census funding to assist libraries in the collar counties that are not participating as census sub-grantees, and has budgeted census funds toward disseminating information and resources to these libraries. RAILS is currently in the process of working with the state to approve its budget as well as providing support to potential sub-grantees so that they can be grant-compliant. Ms. de la Fuente noted that all of the regional intermediaries will be in an all-day training on November 20. She anticipates that RAILS should soon be ready to implement its 2020 census programming.

5. STAFF REPORT
Jon Nelson, Policy and Program Manager, updated the committee on county census initiatives, including the new DuPage County 2020 Census logo which will appear on the DuPage 2020 Census web page and will be utilized in printed materials and electronic communications with the public. Mr. Nelson also reviewed additions to the DuPage 2020 Census web page, which now has a new events portal, a link to the US Census Bureau website for those seeking to apply for a census job, a link to suggested talking points for a 2020 Census speakers' bureau and a link to area informational events. Tom Ricker of the DuPage County GIS department briefly demonstrated the features of the events portal.

Mr. Nelson encouraged committee members to refer faith-based leaders to the new US Census Bureau's toolkit for faith communities.

6. UPDATES FROM CCC MEMBERS
Lisa Snipes, Senior Community Development Specialist, stated that Shamiram William-Youkhanna of the US Census Partnership team attended the meeting of the full Continuum of Care (CoC) on November 15 and presented specific guidelines for Continuum members regarding what the Census Bureau looks for in counting homeless populations. Mary Keating added that HUD requires local CoC’s to conduct an unsheltered homeless count in their communities every two years and that the detailed information obtained through these counts
will be shared with the Census Bureau, providing them with specific locations where outreach workers are likely to find unsheltered homeless individuals. Ms. Snipes added that the CoC will work closely with their homeless providers to ensure that there is coordination and communication with the Census Bureau.

Nina Shi, representing Xi Lin Association, stated that her organization is committed to reaching the area's large Asian population so that they understand the importance of the 2020 census and can be involved. She asked whether there was a database available that would show where Asian populations are residing. Tom Ricker responded that the County's GIS department has interactive maps that interface with US Census data to display specific tracts corresponding to the user's criteria.

Fakelia Guyton, Director, DuPage Federation's Early Childhood Collaboration, noted that her organization will be addressing the census at their February meeting to discuss outreach and messaging strategies for the smaller local collaborations.

Karen Ayala and Sarah Troll of the DuPage County Health Department updated the committee on Health Department activities related to the upcoming census. In November the department began offering basic education on the 2020 census to their staff, many of whom work across many hard-to-count populations. In 2020, the department is planning to introduce video and digital ads to promote the census.

Patty Smith, Aurora City Council, stated that there will be a census rally in Aurora at the Paramount Theater on November 26.

Kara Murphy, DuPage Health Coalition, stated that the Coalition will be distributing census-related information via their newsletters starting in January through late April. Their programs reach approximately 4,000 area households.

Kathy Kenny, League of Women Voters, stated that there are seven local chapters of the League in DuPage County. She anticipates that each League, from the state level down to local chapters, will have the 2020 census as a major mission when the chapters set their agendas for the new year in January. She added that she would like to see local Leagues collaborate with the libraries in their areas for expanded outreach to the public.

Kay Page, Trustee, Village of Woodridge, announced that the Woodridge Public Library will be hosting a representative from the US Census Bureau on November 20. Information about the 2020 Census will be provided, as well as opportunities for interested persons to apply for jobs as census takers.

Sarah Troll, Impact DuPage, stated that a representative from the State Data Network at NIU gave a presentation for the Impact DuPage Steering Committee in September.

Kristina LePage, People's Resource Center, stated that there will be additional census workshops scheduled at the job center in the coming months. She stated that they are also providing information updates to the quarterly meetings of the DuPage Community Hunger Network. The
Center is also working internally to educate their teams of volunteers about the best sources of information about the census.

Dani Brink, Addison School District 88, stated that the District is seeking to address the challenges presented by communities of hard-to-count residents. The District is also looking to have a representative from the US Census Bureau address their parent meetings. The District is also working with the Addison and Villa Park local census committees to share information, and plans to utilize their electronic newsletter and website to disseminate census information to emphasize to stakeholders the importance of participating in the 2020 census. Ms. Brink also stated that in her role as Director of Community Relations for District 88, she also runs the Addison Resources Connect group which is comprised of education leaders, business owners and intergovernmental groups in Addison, and that a representative from the US Census Bureau till be addressing that group.

Mary Keating, Director of Community Services, stated that the major focus for her department for December will be to ensure that all department staff are thoroughly briefed about the 2020 census so that by January of next year they will be prepared to share census information with clients.

Joe Breinig of the DuPage Mayors and Managers Conference noted that his organization is partnering with the Metropolitan Mayors Caucus to present an Ideas Exchange at College of DuPage on December 2, 2019 from 8:00AM to 1:00PM. The event will focus on preparing for the 2020 census, with special attention given to strategies for reaching the hardest-to-count populations. Committee members received an informational flier in their packets about the Exchange, and Mr., Breinig encouraged members to register and attend.

Sean Noonan, DuPage County Board, raised the question of whether incarcerated persons will be counted as residents of the location where they are incarcerated rather than residents of their home towns. Mr. Nelson responded that the same criteria will be used by the Census Bureau for prisons that are used for other group quarters such as college dormitories and certain types of nursing homes.

Sheila Rutledge, DuPage County Board, noted that she has been receiving questions from persons who have applied for census jobs but have not gotten any response from the Census Bureau. She raised the issue so that other members of the committee would be aware that people are starting to look for census jobs.

Reema Kamran of the Illinois Muslim Civic Coalition stated that her organization continues to utilize personalized census stories and pledge cards, which have proven to be the best way of reaching their constituents. The Coalition continues to partner with educational and religious community organizations to educate them about the census. In terms of training, the Coalition has been able to train their staff and conduct census workshops with community liaisons, as well as partner with organizations providing health care screenings. In January, the Coalition is holding a Back to School event and a town hall that will focus on community education and job fairs.
Wendy McCambridge, representing Dr. Brian Caputo from College of DuPage, noted that COD is hosting the DuPage Mayors and Managers Conference Ideas Exchange on December 2.

David Roth, DuPage Federation on Human Services Reform, stated that the hard-to-count populations can almost all be reached through human services providers in our communities, and the Federation, as a planning council for human services in DuPage County, wants to make sure that human service providers are being equipped to motivate their clients and constituents to participate in the 2020 census, to respond to their concerns or fears about completing the census questionnaires and then giving them a specific pathway to enabling them to complete the census form. Mr. Roth referred the committee members to a fact sheet in their packets that was designed by the Federation specifically for human service providers in DuPage County.

Lisa Miceli stated that in January, Choose DuPage will be launching a social media campaign directed to the business community in DuPage County as part of their effort to help spread awareness of the 2020 census.

7. Public Comment
Nancy Garcia, Civic Engagement Organizer of Southwest Suburban Immigrant Project (SSIP) located in Bolingbrook, shared what her organization is doing in the community to promote census awareness. Ms. Garcia stated that SSIP works with the State of Illinois’ New Americans Imitative and partners with area libraries to host citizenship classes in Will and DuPage counties. SSIP also serves immigrant community members who are at or below poverty level, and focuses on children up to five years of age to ensure that they counted. She hopes to partner with the members of this committee to learn ways to ensure the communities served by SSIP are counted in the census.

Joan Olson, Chief Communications Officer, noted that there is a new 2020 census public service announcement video posted on the Complete Count Committee web page at https://www.dupageco.org/completecountcommittee/

Janet Derrick, Loaves and Fishes, shared that her agency held recruitment events last week and will again in January. Loaves and Fishes will also be a site where residents can complete the census forms.

8. Adjournment
Upon a motion by Member Selmon, seconded by Member Noonan, the committee adjourned without objection. The next meeting of the committee is scheduled for Tuesday, January 21, 2020.