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## Cook County Complete Count Census Commission Meeting

May 27, 2020



# Agenda

- ☐ Self-Response Rates
- ☐ Grantee Updates
- ☐ Media and Marketing Strategy Plans

# Current Self-Response Rates

District	Commissioner	Response rate in 2010 (Final)	Self-response rate as of May 22, 2020	Percentage increase since April 24, 2020
1	Brandon Johnson	72%	54%	6%
2	Dennis Deer	65%	42%	4%
3	Bill Lowry	72%	49%	5%
4	Stanley Moore	73%	53%	6%
5	Deborah Sims	74%	54%	5%
6	Donna Miller	78%	67%	7%
7	Alma Anaya	65%	40%	6%
8	Luis Arroyo, Jr.	70%	49%	6%
9	Peter N. Silvestri	81%	71%	8%
10	Bridget Gainer	78%	62%	6%
11	John P. Daley	75%	60%	7%
12	Bridget Degnen	78%	59%	6%
13	Larry Suffredin	80%	69%	7%
14	Scott R. Britton	84%	74%	7%
15	Kevin B. Morrison	82%	75%	7%
16	Frank J. Aguilar	75%	55%	7%
17	Sean M. Morrison	84%	75%	8%
	County totals	75%	58%	6%

# Cook County Low Response Communities

The communities listed below are at high-risk for an undercount based on current response data showing response data below 45%. Supplemental outreach plans that target these neighborhoods have been developed.

Neighborhood (approximate, since tracts may fall in more than one community)	Average response rate as of May 22
Calumet	30%
Englewood	32%
New City	32%
South Lawndale	33%
Lawndale	34%
Fuller Park	36%
West Garfield Park	36%
West Englewood	37%
North Lawndale	37%
South Chicago	38%
Lower West Side	38%
Washington Park	38%
East Garfield Park	41%
Humboldt Park	41%
Greater Grand Crossing	42%
South Shore	43%
Brighton Park	43%
Cicero	43%
Hermosa	44%
Grand Boulevard	44%
Gage Park	44%
Harvey	44%

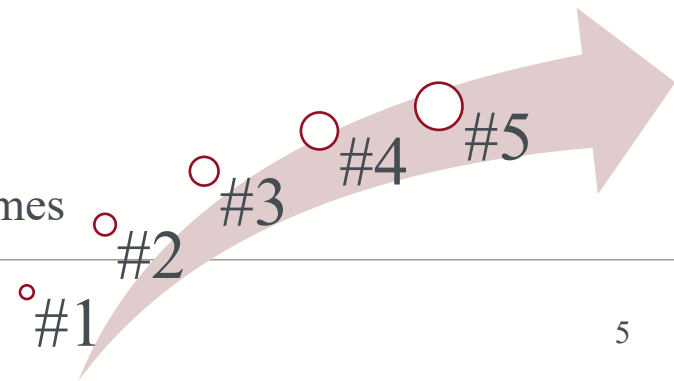
# Low Response Community Action Plan

- As of 05/22 Illinois ranks 9<sup>th</sup> in Census response at 65.1% and
  - Cook County is at 59.7%
- There are several communities that are tracking under 45% and will need additional support

## To Address this issue the team is:

- #1 – Identifying County HTC low response census tracts from US Census data sources
- #2 - Developing supplementary plans to provide additional outreach support to these tracts via adjusted grantee workplans, targeted media buys and specific activities in those communities
- #3 - Obtaining feedback and suggestions from the Census leadership team to incorporate in the supplemental plans moving forward
- #4 - Working with Grantees, Bureau of Economic Development and Cook County Commissioners to ensure outreach plans are in aligned
- #5 – Reporting on response rates on a weekly basis

\*Action plan is a living document that will change based on low response outreach outcomes



# Grantee Updates

- All 84 grantees funded: \$958,949 disbursed to date
- Liaisons engage with grantees on a weekly basis, supporting outreach plans and tracking expenditures.
- Liaisons reach out to grantees that are working in low response communities to pivot their outreach plans to focus on those tracts.



# Grantee Work Plans

- ❑ Grantees, with the assistance of the program administrator, created COVID-19 work plans in mid-March. These plans laid out specific Census outreach activities for each agency during the pandemic.
- ❑ These plans include engagements such as coordinated social media campaigns, paid social media ads, advertising in TV and radio, phone banking, mail and email distributions, and Census material distribution events combined with PPE giveaways. It also includes several innovative ideas, like megaphone car canvassing events, usage of mobile RVs and digital vans, and raffles/contests.
- ❑ Grantees are continuously supported via weekly calls and emails as they modify or add additional activities to their pandemic plans. The Program Administrator provides grantees with data on low-response areas with recommendations for target areas and best practices for outreach as the situations develop and success stories are shared.
- ❑ Since the pandemic took hold on March 16, Cook County grantees have logged approximately 1105 outreach engagements, reaching nearly 3 million Cook County residents with messages about the Census.

# Media and Marketing Plan



## Factors Driving Strategy:

- Focus on HTC communities with low response rates
- Implications of COVID-19 on Census physical outreach
- Census Bureau's operational timeline extension
- Continuing collaboration with City of Chicago and the State
- Consideration for media saturation by all stakeholders – U.S. Census, State of Illinois, and City of Chicago



# Media and Marketing

- Mobile Messaging
  - Ongoing through July 19 – Impressions to date 435,877
- 36 Billboards – English and Spanish
- Print Ads
  - Chicago Independent Media Alliance,
  - Rolling Out,
  - Citizen Newspapers,
  - Lawndale News,
  - India Bulletin,
  - El Día
- Radio – iHeart, Midway Broadcasting, NPR
- 35 Earned Media Interviews - Radio, Print & Television

# Media and Marketing Proposal

- **Media buys (Remaining Budget = \$59,020)**

- Mobile Messaging – flexibility to target the low response tracks in real-time
- Print, Online and Radio – new buys centered in African American and Latinx communities that are and have historically been HTC
- Social Media Boosts – buys will be targeted via zip codes and behavioral profiles (income level, age range, etc.) with an emphasis on low response rate communities
- Marketing – yards signs to place in all Cook County HTC communities with additional coverage for the lowest response rate tracts

❖ Remaining Balance \$23,143

# Help Amplify our Message



- ☐ Share links to articles and opinion pieces in your newsletters
- ☐ Tape PSA's that can be shared on Social Media
  - Currently focusing on families and children, Asian Heritage month and Pride Month
- ☐ Share media contacts who are interested in covering the census
- ☐ Write opinion pieces that we can share with the media

# Thank You!



## Questions