

# COOK COUNTY CENSUS 2020 REPORT



**WE** WILLIAM  
EVERETT  
GROUP

Dear Cook County Residents,

Thank you for participating in the 2020 Census count. Rooted in our Constitution, the Census determines our allocation of federal resources and representation for the next ten years. Cook County is the nation's second-largest county and third-largest metropolitan area, home to more than half of both the region's population and its economic activity. Cook County government plays a pivotal role in serving and supporting the needs of those who live and work here, which is why the 2020 Census was one of our most important initiatives this year. Thanks to you: our partners at the City of Chicago and State of Illinois, our Board of Commissioners, the Census Commission, and the many community organizations and leaders who joined this effort. Cook County increased its self-response rate from 66.1% in 2010 to 67.4% in 2020.



The Census is more than just a decennial count of the country's residents, it's an opportunity for us to ensure our society is fair and equitable. Historically, Cook County has one of the highest concentrations of hard-to-count populations in the State of Illinois. Approximately \$1,400 per year is lost for every resident that goes uncounted. In preparation for the 2020 Census, we established the Cook County Complete Count Census Commission in June 2019 and allocated over \$3.2 million in funding to support our Census program. The challenges presented by the COVID-19 pandemic shifted our outreach strategy in order to keep our residents safe, but I am proud to say we adapted together and overcame many of the mitigating factors.

We have seen the results of inequities, most recently magnified during the COVID-19 pandemic. A combative federal administration, anti-immigrant rhetoric, and racial justice protests this summer inspired our work further, emphasizing the importance of counting every single resident and hearing every single voice. Now more than ever, our hardest-to-count communities— many of the same communities that have been disproportionately impacted by COVID-19— rely on federal funding that results from a complete count. Participation in the Census is an important step in that direction.

Critical to navigating the Census through these trying times was our network of partnerships. I would like to personally thank the leadership of the Census Commission, our Chair Commissioner Stanley Moore and Co-Chairs Commissioners Alma Anaya, Luis Arroyo, Jr., and Dennis Deer. I would also like to thank each member of the Census Commission, leaders from across the County that stepped up to serve and volunteer their time as Census champions. I would also like to thank the network of 84 community-based organizations and municipalities that conducted grassroots outreach to the hardest-to-count communities across the County. You did the hard work, during a global pandemic, and we are grateful to you for it. Lastly, I would like to acknowledge the Cook County Bureau of Economic Development and our program administrator the William Everett Group for managing the 2020 Census program, no easy task.

As we look ahead to the 2030 Census, we will use our learnings from this effort to reinforce our efforts to address and repair the inequalities those are facing in our communities. We look forward to your continued participation and engagement with Cook County to make sure our work counts for everyone.

Sincerely,

Toni Preckwinkle

### Commissioner Stanley Moore, Chair:

Cook County embarked on an ambitious and coordinated effort for the 2020 Census. The U.S. Census Bureau is required every 10 years, by law, to conduct a complete count of all people living in the United States.

The Census determines how billions of dollars in federal funding is allocated to invest in quality schools, small businesses, emergency responses, safe roads, and healthy communities. Census data also determines the political district boundaries at the congressional, state, county, and municipal levels.



Cook County Board President Toni Preckwinkle and the Board of Commissioners invested \$3.2 million to hire a 2020 Census Program Administrator (Program Administrator) and awarded grants to 84 local nonprofits and governments for community outreach. The Board also approved for the creation of the Cook County Complete Count Census Commission (Census Commission), a group comprised of 19 civic, business, and nonprofit leaders, dedicated to a complete and accurate count. These financial, program, and governance resources were vital for the planning and execution of a robust and data-driven marketing and communications plan that promoted the importance of completing the 2020 Census.

Cook County faced unprecedented challenges to achieve a complete and accurate Census count. A once-in-a-century public health pandemic, racial, and civic unrest made the County shift its 2020 Census program. We made real-time adjustments partnering with the State of Illinois and City of Chicago to invest in digital, such as social media and radio, and distribute census marketing materials to residents in our hardest to count areas at food pantries, health clinics, and grocery stores. These efforts resulted in Cook County residents filling out their census and the State of Illinois ranking #7 nationally in 2020 Census self-response rates.

I am grateful to the collaboration from the Census Commission leadership team (Commissioner Dennis Deer, Commissioner Alma E. Anaya, and Commissioner Luis Arroyo, Jr.), the Census Commission members, the Cook County Bureau of Economic Development, and the William Everett Group, Program Administrator. Your guidance and leadership played a major role in the success of the Cook County 2020 Census program.

Sincerely,

Stanley Moore, Cook County Commissioner, 4th District  
Chairman, Cook County Complete Count Census Commission



It is with a thankful and grateful heart that I was given the opportunity to lead such an important initiative for Cook County and to carry forward the legacy of Stanley D. Moore my father's, life work. Stanley D. Moore will be remembered in history as the God father of the census, an impressive 60 years in census leadership in the United States Department of Commerce. Stanley D. Moore, a native of Washington, D.C., began his life work for the United States Census Bureau on July 24, 1960, as a systems computer analyst. As a young computer programmer, he was one of the first in the country to work on the historic UNIVAC Mainframe computer. He served as district office manager, special

assistance to the chief, assistant regional director, and associate director for field operation, Regional Director and finally National advisor to the Director.

Stanley D. Moore was instrumental in developing the Topologically Integrated Geographic Encoding and Referencing system (TIGER) a technologically advanced database system that is used nationwide for mapping geographic data. TIGER has become an essential component in the compilation and tabulation of census data. It is the very tool that gave us the ability to create Global Positioning Systems also known as GPS.

In 1974, Stanley D. Moore was appointed Regional Director of the Chicago Regional Office of the U.S. Census Bureau. As Regional Director, he was responsible for overseeing all census operations in Arkansas, Iowa, Illinois, Indiana, Michigan, Minnesota, Missouri, and Wisconsin.



In 1970s, Stanley D. Moore was instrumental in the desegregation of Chicago housing. He fought a successful four-year legal battle against racial discrimination. In recognition of this fact, he was selected as a most valuable community player by the Leadership Council of Metropolitan Open Communities. Stanley D. Moore , along with his wife, raised their children and have lived in Beverly for 42 years. Because of his contributions to the community, the street in which he lives was renamed, "Stanley D. Moore Way."

Stanley D. Moore has received numerous awards for his service at the Census Bureau including the U.S Department of Commerce bronze medal for superior services, The U.S Department of Commerce silver medal award for meritorious service, the U.S Department of Commerce gold medal award for exceptional service, and the national partnership for re-inventing government Hammer Award.

Through the years, his talents and efforts have helped our success with the census, and together, we take pride in your accomplishments and your commitment to excellence.

## Commissioner Alma Anaya, Co-Chair:

The 2020 Census is an example of what collective power can look like when we come together for a common cause. Getting out the count has been a deeply personal endeavor for me as the Commissioner for the District with the largest foreign-born and Latinx population. When I first began strategizing on the Census in 2018, the people of Cook County were already expecting unforeseen challenges with the proposed citizenship question and deep mistrust in government felt by many community members. I knew this would be a heavy uplifting.

Nevertheless, we could not have foreseen the turmoil of 2020; with the public health crisis brought on by the coronavirus and the anguish of the racial justice protests that impacted our neighborhoods, the Census quickly became a lesser priority for the hard-to-count communities that most needed to complete the Census. The stakes for the future of our communities could not have been higher.



It was because of the strong partnerships and networks that were formed that every effort was made to get everyone counted. I have never encountered a process as democratic as the Census, where everyone's participation is key. Regardless of race, ability, housing or immigration status, among many other factors, every person who is counted strengthens our neighborhoods' representation, resources, and funding. This is why I have been so proud to work closely with a dynamic collective of entities - from community-based organizations, churches, schools, media, volunteers, to other elected officials and various Census-focused government entities. The work was tireless, the goal always felt far, and even though the final count in my District is not ideal, the participation of every person involved has an important value for the next decade.

In the Summer of 2019, my office launched the Southwest Side Census Coalition, an effort composed of local non-profits, healthcare providers, libraries, and elected officials to strategize on how we would work together at the hyperlocal level. Our monthly meetings were an opportunity to bring updates to the community on government and philanthropic efforts and hear our partners' feedback and concerns. This network proved indispensable we dove into grassroots fieldwork and outreach during the Summer of 2020, and I am grateful to everyone who was involved.

I want to especially acknowledge the residents of the 7th District. Once more, our final numbers were not ideal. This is not a testament to lack of effort but rather to perseverance. The 7th District has been the most stricken by the coronavirus statewide and many of my constituents are essential workers who have been struggling to survive this year. Everyone who completed the questionnaire has advanced our District to become stronger with the access to healthcare and social services needed to confront future crises.

I also want to thank President Preckwinkle, Chairman Stanley Moore, and my fellow Co-Chairs Commissioners Luis Arroyo Jr and Dennis Deer for the opportunity to serve with you on the Cook County Complete Count Census Commission.

Sincerely,

Alma E. Anaya, Cook County Commissioner, 7<sup>th</sup> District

**Commissioner Luis Arroyo Jr., Co-Chair:**

The daunting task of counting all of the people who live in your jurisdiction, notwithstanding the severe psychological and physiological damage from the threat of and detention/deportation of our immigrant population, and with addition of the global wide pandemic urging no-contact and no true leadership from our Whitehouse with nothing but chaos and mixed messaging from one side of the aisle.... who knew? Challenging? Yes!



I appreciate being asked and accepted the responsibility of serving as a Co-Chair of our Cook County Complete Count Commission. It was a huge project that serving with fellow Commissioners Chairman Stanley Moore and Co-Chairs Dennis Deer and Alma Anaya, brought out our deepest thought, energy and spirit that we could all muster, to be working together in an elementary common cause, against all odds.

I join with my colleagues in acknowledging this herculean effort on behalf of our designated jurisdictions and can't hesitate by thanking everyone that participated to get everyone counted. I must thank all the leaders and staff of my elected officials, community-based organizations, faith-based organizations, businesses, advisory councils, schools, ambassadors and volunteers, who without, could not have accomplished this almost impossible mandate to ensure the most accurate census count so proper and equitable funding appropriations could be distributed fairly, without question.

We did our best with what we had and grateful to all our partners.

With all sincerity, I remain respectfully yours,

Commissioner Luis Arroyo Jr., 8th District

### Commissioner Dennis Deer, Co-Chair:

Before the inception of the Cook County Complete Count Census Commission, my colleague Commissioner Stanley Moore (4th District) and I discussed the importance of the 2020 Census. In 2010 there were a number of communities and populations that were grossly undercounted. Unfortunately, most of these communities and populations consisted of individuals who were of African American and Latin American descent. What we noticed, was that the neighborhoods that were undercounted, lacked economic development, adequate schools, proper infrastructure and had high unemployment rates. Neighborhoods and populations that had higher Census response rates had all the components of a thriving community, with businesses, the top schools, and lower unemployment rates. We found that there was a correlation between a community getting the proper resources and their response to the Census. With that information as a driver, we set the stage for the creation of the Cook County Complete Count Census Commission.



With the assistance of President Toni Preckwinkle, our colleagues on the Board of Commissioners, and input and support from community stakeholders around the County, we passed an ordinance that formed the Cook County Complete Count Census Commission. I thought it was imperative for me to be closely involved as Co-Chair of the Commission. In addition, two other Co-Chairs were selected, Commissioner Alma Anaya (7th District) and Commissioner Luis Arroyo (8th District).

The neighborhood of North Lawndale where I was born, raised and now raising my family, had the lowest response to the Census in all of Cook County. Even more disparaging 3 of the 5 least responsive communities resided in my district, and I wanted to change that reality.

Even with the constraints of COVID-19 our Cook County Complete Count Census Commission Grantees all over the county did an awesome job in pushing to get people in neighborhoods such as North Lawndale and Englewood to increase their response to the Census. My office personally partnered with over a dozen community-based organizations that received grants through the Cook County Bureau of Economic Development, administered by the William Everette Group. These organizations hosted community resource events that provided, fresh produce, COVID Testing, PPE, and opportunities for community members to respond to be counted. Through efforts such as these we were able to get thousands of residents in hard to count communities to respond to the Census. As the Commissioner of such a diverse district where I have some of the richest and poorest communities in Cook County it was imperative that I assisted in providing pathways to bring resources to those Communities that needed it the most. Overall, the Bureau of Economic Development, the Cook County Complete Count Census Commission, each of the community grantees and the William Everett Group collaboratively helped to impact our count greatly.

Sincerely,

Dennis Deer, Cook County Commissioner, 2<sup>nd</sup> District

## Table of Contents

<b>Section 1: Executive Summary .....</b>	<b>8</b>
<b>Section 2: Cook County Census Program .....</b>	<b>11</b>
<i>Stakeholders .....</i>	<i>11</i>
<i>Overall Census Budget .....</i>	<i>20</i>
<i>Stakeholder Communications .....</i>	<i>23</i>
<b>Section 3: Grantee Program .....</b>	<b>28</b>
<i>Grantee Application and Selection .....</i>	<i>28</i>
<i>Grantee Management .....</i>	<i>32</i>
<i>Grantees .....</i>	<i>36</i>
<i>Grantee Expenditures .....</i>	<i>45</i>
<b>Section 4: Media and Marketing .....</b>	<b>50</b>
<i>Marketing and Media Plan .....</i>	<i>52</i>
<i>Paid Media .....</i>	<i>54</i>
<i>Earned Media .....</i>	<i>60</i>
<b>Section 5: Community Outreach .....</b>	<b>63</b>
<b>Section 6: Census Response Rates .....</b>	<b>76</b>
<b>Section 7: Lessons Learned and Best Practices .....</b>	<b>81</b>

## Section 1: Executive Summary

Every ten years, the Census Bureau completes a total count of the United States' resident population. The U.S. Census provides a snapshot of the various communities that determine how congressional seats are aligned and apportioned, and how state and federal dollars are distributed.

Historically, Cook County has one of the highest concentrations of hard-to-count (HTC) populations in the state. The Census Bureau's definition of HTC communities includes:

- racial and ethnic minorities
- young children (0-5 years old)
- the elderly population
- low-income persons
- renters
- persons experiencing homelessness
- highly mobile persons
- non-English speakers
- documented and undocumented immigrants
- LGBTQ+ persons
- persons with mental and physical disabilities
- persons who do not live in traditional housing

Census tracts are considered HTC if, in 2010, the aggregated response rate in a tract was 73% or lower.

A comprehensive communication and outreach program was essential to increase awareness and participation in the 2020 Census. To ensure a complete and accurate count of all Cook County residents in the 2020 Census, Cook County allocated \$3.2M to develop a robust Census outreach program. Cook County also established the Cook County Complete Count Census Commission ("County Commission") to encourage participation, increase public awareness, and ensure Cook County is accurately represented. The Cook County Bureau of Economic Development ("BED") sought the services of The William Everett Group (TWEG) to serve as the Program Administrator. TWEG and BED also collaborated with the 17-member Cook County Board of Commissioners, who represented the needs of their specific districts in terms of Census outreach. TWEG worked with the BED to plan, coordinate, develop, and implement a communication and outreach plan to maximize Census participation.

TWEG, along with BED, collaborated with the County Commission to establish, coordinate, and provide technical assistance to Local Government Complete Count Commissions ("LGCCC") and Local Complete Count Committees ("LCCC"). LGCCC means an established body or bodies of local government formed for the purpose of coordinating and implementing Census awareness and activities in their respective communities. LCCC means a non-government body, typically made up of a two or more community-based organizations in a particular geographic area or Census tract(s) within Cook County, who collaborate to develop their outreach plans for their respective communities to raise awareness of the need to participate in the Census and maximize the strength of their outreach efforts to execute their approved Census outreach plans via a grant outreach program. The County Census efforts were focused on HTC populations listed above and the Census tracts and geographic areas where they reside. LGCCCs and LCCCs that applied for funding were either non-profit agencies or local governments that would serve as trusted voices to perform Census outreach for HTC communities.

TWEG was tasked with two major roles in the Census outreach project: 1) coordinate, manage and support the network of grantees charged with performing Census outreach and increasing the count in Cook County, and 2) create and implement a non-traditional marketing and communications program that served to increase the access, education, and awareness of the Census in HTC areas of Cook County.

The coordination, management, and support of grantees included evaluating over 200 grant applications submitted before the start of the Census self-response period. Of these submissions, TWEG recommended a total of 84 grantees to the County Commission for approval in two rounds. Then, from January through September 2020, TWEG worked closely with each awarded agency as they implemented their outreach plans, making significant adjustments due to the COVID-19 pandemic. Their plans included door-to-door canvassing in HTC tracts, combining Census messaging and assistance with food and PPE distribution events, phone banking to residents, hosting Census caravans, BBQs, meetings, and running robust social media campaigns. Grantees engaged with hundreds of thousands of Cook County residents, and often their work led to on-the-spot completion of the Census survey. Throughout, TWEG monitored grantees' spending and activities, and assisted with messaging.

To supplement the grantees' work, TWEG and the BED planned and ran a creative advertising campaign, focusing on reaching communities that are hardest to count via print and radio advertising, mobile phone advertising, local billboards, and hiring social media influencers to spread the Census message. TWEG ran a street team in HTC communities, created a poster contest, and participated in social media "thunderclaps." All efforts were designed to reach people who may not be reached by traditional marketing and media. These efforts were intentionally designed to supplement existing mainstream campaigns led primarily by the regional US Census Bureau and the State of Illinois, as well as grassroots efforts by the City of Chicago.

In March 2020, the onset of the COVID-19 pandemic overlapped with Census outreach and was extremely challenging. Many in-person events were no longer permitted due to COVID-19 restrictions. TWEG assisted grantees in pivoting their outreach plans to target residents safely and effectively via digital outreach. Unfortunately, COVID-19 disproportionately impacted many of the same communities that were also HTC residents in the Census. The onset of the global pandemic emphasized the importance of a full Census count to ensure communities that need it most get the health resources they deserve.

The team learned many lessons along the way that can be applied to future outreach programs and future decennials. Education and awareness of the Census were critical, but opportunities to assist residents with Census completion one-on-one were the program's most effective strategies. In terms of grantee management, the grantee program's success centered on the ability of community-based "trusted voices" to implement a grassroots outreach and engagement strategy, which was supported by a Census liaison structure that provided grantees with individual support and guidance. Financially, a phased spending approach to the overall program allowed TWEG and its partners to pivot as the Census program was underway. This allowed for adjustments to the COVID-19 pandemic, as well as changes in the Census timeline and messaging, such as incorporating the importance of the movement for Black lives and social justice in the Census count. In addition to a phased spending approach, the County would benefit from a larger Census program budget that would improve staff capacity for a more robust Census

program. Partnerships with the City, State, and Regional Census Bureau amplified our efforts and allowed for cross-promotion, coordination of resources, and collaboration. Creative strategies like social media thunderclaps and contests allowed County staff, Commissioners, and other partners to participate.

Our collaborative approach contributed to an increase in the County's final self-response rate by 1.3% compared to 2010. The BED provided day-to-day leadership to TWEG and led communication efforts with other local agencies and government. The President's office provided support on advertising and marketing efforts. The County Commission supported the Census program with guidance and counsel on outreach programs and marketing, while promoting the Census across their networks and sectors. The Cook County Board of Commissioners participated in outreach activities in their districts, met with grantees to coordinate activities, and informed TWEG of events, opportunities to partner, and even provided context to some of the data used to drive outreach programs, while also serving as Census champions in their districts.

The Cook County grantees created and implemented customized outreach plans designed to educate and motivate HTC residents to complete the Census. Finally, partners at the U.S. Census office, the City of Chicago, and the State of Illinois liaised with Cook County, coordinating marketing and social media efforts, and sharing best practices on community outreach. These coordinated and complementary efforts contributed to a final Census self-response rate of 67.4% for Cook County.

## Section 2: Cook County Census Program

The County’s goal in this project was to increase awareness, promote self-response, and improve the self-response rates from the 2010 Census, with a focus on HTC communities throughout Cook County. Informing and educating project stakeholders was paramount to achieving this goal. Defining these stakeholders’ roles, communication methods, and the frequency of these communications was also critical to the program's successful implementation.

TWEG worked closely with the BED to plan, coordinate, develop, and implement the program. Additionally, other contributors to the execution of the County Census program included the Board of Commissioners, the President’s office, and the County Commission.

During this decennial, the federal government moved the original deadline date from July 31 to (ultimately) Oct. 15. The COVID-19 pandemic, the Black Lives Matters movement, and rhetoric from politicians in federal government intended to discourage people from completing the Census required altered messaging during several occasions in the Census timeline. The congruence of these movements with the need to complete the Census could not have been predicted when the campaign started. While rigorous planning at the beginning of the campaign is necessary, accounting for potential changes in messaging and tactics along the way is critical.

### Stakeholders

The following chart shows the various participants in the management and leadership of the County Census project.

Stakeholder Group	Role	Description
<b>Cook County Bureau of Economic Development (BED)</b>	Executive Management	Cook County department responsible for direct governing of the County Census program, including the management of the program administrator TWEG
<b>The William Everett Group (TWEG)</b>	Program Administrator	Consultant group hired by Cook County to plan, coordinate, develop, and implement the grantee and outreach program
<b>Cook County Complete Count Census Commission (County Commission)</b>	Advisory	The County Commission provided advice, guidance, and counsel on outreach programs and marketing, while promoting the Census across their networks and sectors. The County Commission approved grantees and received project updates on grantee management and marketing.
<b>Census Leadership Team (Chair and Co-Chairs of the County Commission)</b>	Advisory	Commissioner Stanley Moore, 4th District, (Chair); Commissioner Dennis Deer, 2nd District, Commissioner Alma Anaya, 7th District, and Luis Arroyo Jr., 8th District, serving as the County Commission’s Co-Chairs. Provided leadership and guidance to the County Commission and BED/TWEG on the Census Program.
<b>Cook County Board of Commissioners</b>	Advisory	17 Cook County Commissioners and staff served as Census champions and coordinators in district outreach efforts.

Stakeholder Group	Role	Description
<b>Cook County Office of the President and Media/Communications team</b>	Consultative	Group of leadership within the office of Cook County Board President Toni Preckwinkle, as well as the press team and communication and marketing specialists

## Cook County Bureau of Economic Development

The BED, in partnership with the President’s office, managed the 2020 Census program. The members of the team included:

Name	Organization	Role
<b>Xochitl Flores</b>	BED	Management & Oversight
<b>Vanessa Uribe</b>	BED	Program Manager
<b>Jamila McMillon</b>	BED	Management
<b>Andre Ashmore</b>	BED	Management
<b>Veda Britt-Handy</b>	BED	Counsel
<b>Barbara Maloof</b>	BED	Communications, Website
<b>Dunni Cosey Gay</b>	BED	Communications Deputy Director
<b>Jennifer Sanchez</b>	Cook County Office of the President	Communications, Social Media Manager
<b>Martin Burciaga</b>	Cook County Bureau of Administration	Creative Director, Lead Designer
<b>Nick Shields</b>	Cook County Office of the President	Communications Director
<b>Hannah Fierle</b>	Cook County Office of the President	Communications
<b>Ted Berger</b>	Cook County Office of the President	Planning, Oversight
<b>Lanetta Haynes Turner</b>	Cook County Office of the President	Management & Oversight

A significant and noteworthy step in the successful implementation of this program was the appointment of a dedicated project manager from the BED. The County appointed Vanessa Uribe early in the project as the main conduit for TWEG and the direct supervisor of all efforts. She engaged with the project manager on the TWEG team daily. She served as the conduit between TWEG, the County Commission, the Board of Commissioners, and the other departments at Cook County. On a large-scale project, stakeholder communications must be filtered and funneled through one person or office to keep priorities and structure intact.

## The William Everett Group

The William Everett Group (TWEG) served as the Program Administrator for the Cook County Census project. TWEG is a management and information technology consulting firm headquartered in Chicago, Illinois. TWEG was founded in 2010 by Ellen Rozelle Turner, an experienced executive with over 20 years in IT and the public sector. TWEG is a certified minority- and woman-owned business enterprise with the City of Chicago, Cook County, CTA, and the State of Illinois. TWEG provides a full-service approach to community engagement that helps organizations and target communities address peoples' needs around digital transformations and the release of new products and services.

As the Program Administrator, TWEG hired the following sub-contractors: Accenture, Vera Creative, The Tallulah Group, and Torres Consulting, Inc.

- Accenture, a global consulting firm, and its design subgroup Fjord contributed design strategy and marketing research at the beginning of the project.
- Vera Creative, a full-service marketing and public relations agency, served as the marketing and media subject matter experts with a focus on the Latinx community.
- The Tallulah Group, a media and public relations firm, handled the press and paid media, with a focus on outreach to African American communities.
- Torres Consulting, Inc., a consulting firm specializing in outreach services in the Latinx communities.

Within the Program Administration teams noted above, subject matter experts and experienced outreach workers were assembled. The following staff members worked on and assisted in the Census project:

Name	Organization	Role	Job description
<b>Ellen Turner</b>	TWEG	Engagement Manager	Served as the principal party responsible for managing the relationship with the client and monitoring service delivery throughout the project
<b>Chaka Kureva</b>	TWEG	Program Manager	Served as the day-to-day contact for the BED, LCCCs/LGCCCs, and other stakeholders
<b>David Schwab</b>	TWEG	Project manager and Census Liaison	Responsible for overall planning and directing the activities of the project team members and managed a cohort of 12-20 grantees
<b>Nelly Benitez</b>	TWEG	Business and Financial Analyst and Census Liaison	Maintained financial records for project team and County stakeholders, performed research and data analysis, and managed a cohort of 12-20 grantees
<b>Courtney Brunson</b>	TWEG	Events Coordinator and Census Liaison	Responsible for planning and implementation of large- and small- scale events, as well as coordination of marketing needs for LCCCs/LGCCCs and other stakeholders, and managed a cohort of 12-20 grantees

Name	Organization	Role	Job description
<b>Ifeanyi Ezurike</b>	TWEG	Program Coordinator and Census Liaison	Responsible for data management and record-keeping and managed a cohort of 12-20 grantees
<b>Damien Rose</b>	TWEG	Census Liaison	Managed a cohort of 12-20 grantees
<b>Stephen Deming</b>	TWEG	Census Liaison	Managed a cohort of 12-20 grantees
<b>Cristina Vera</b>	Vera Creative	Community Engagement Lead	Responsible for branding, outreach, and community engagement, with a focus on the Latinx population
<b>Patricia Andrews-Keenan</b>	The Tallulah Group	Marketing and Communications Lead	Responsible for media and public relations, marketing, and community outreach with a focus on the African American community
<b>Devorah Crable</b>	The Tallulah Group	Marketing and Communications Coordinator	Responsible for media and public relations, marketing, and community outreach with a focus on the African American community
<b>AnaMary Torres</b>	Torres Consulting, Inc.	Latinx Outreach Specialist	Responsible for attending various community events in the Latinx community and engaging with leaders and organizers in the Latinx community
<b>Linda Pulik</b>	Accenture (Fjord)	Market Research	Responsible for gathering market research and creating messaging used to support grantees and other Census advocates
<b>Erica Michie</b>	Accenture (Fjord)	Market Research	Assisted in market research and design elements of the campaign

## Cook County Complete Count Commission

### Overview

Cook County Board President Toni Preckwinkle and the Board of Commissioners established by ordinance the Cook County Complete Count Census Commission (“Census Commission”) on January 24, 2019. President Preckwinkle appointed a Census Commission leadership team, composed of Cook County Commissioner Stanley Moore (4th District), who served as Chairman, with Cook County Commissioner Alma E. Anaya (7th District), Cook County Commissioner Luis Arroyo, Jr. (8th District), and Cook County Commissioner Dennis Deer (2nd District) as Co-Chairs.

The Census Commission was made up of 19 members from the region’s civic, nonprofit, and philanthropic communities. Members brought a wealth of knowledge and expertise in community development, economic development, marketing and communications, and nonprofit management. The Census Commission was charged to provide strategic oversight and governance of Cook County’s Census marketing and communications and grant management programs. The goal was to ensure a complete and accurate Census count of the County’s 5.2 million residents.

The members of the County Commission were as follows:

Name	Title	Role
<b>Stanley Moore</b>	Commissioner, 4th District	Chairman

Name	Title	Role
<b>Dennis Deer</b>	Commissioner, 2nd District	Co-Chair
<b>Alma Anaya</b>	Commissioner, 7th District	Co-Chair
<b>Luis Arroyo Jr.</b>	Commissioner, 8th District	Co-Chair
<b>Anita Banerji</b>	Policy Director, Forefront Chicago	Committee Member
<b>Marlon Everett</b>	Director, Cardiovascular Unit, Advocate Trinity Hospital	Committee Member
<b>Xochitl Flores</b>	Acting Bureau Chief, Cook County Bureau of Economic Development	Committee Member
<b>Patrice E. Ford</b>	Executive Director, Steans Family Foundation	Committee Member
<b>Layla Suleiman Gonzalez</b>	Director, Human Services Interdisciplinary Program	Committee Member
<b>Emmanuel Garcia</b>	Development and Communications Manager, Crossroads Fund	Committee Member
<b>Sean Garrett</b>	Chief Executive Officer, United Way	Committee Member
<b>Andy Kang</b>	Executive Director, Asian Americans Advancing Justice	Committee Member
<b>Kimberly A. Lightford</b>	Illinois State Senator, 4th District, Senate Majority Leader	Committee Member
<b>Phyllis Logan</b>	Founder, and Executive Director, Universal Housing Solutions CDC	Committee Member
<b>Barbara A. Lumpkin</b>	Interim President, and Chief Executive Officer, Chicago Urban League	Committee Member
<b>Lamell McMorris</b>	Founding Principal, Greenlining Realty USA	Committee Member
<b>Vanessa Valentin</b>	Director of Organizing and Programs, Northwest Side Housing Center	Committee Member
<b>Griselda Vega Samuel</b>	Midwest Regional Counsel, Mexican American Legal Defense and Educational Fund (MALDEF)	Committee Member
<b>Johnny Wilbon</b>	VP/Marketing Manager, Bank of America	Committee Member

The County Commission convened monthly. The BED and TWEG presented Census program updates to the County Commission at these monthly meetings. They put forth any matters requiring votes. The Census Commission's responsibilities for the Cook County 2020 Census included, but were not limited to, the following:

1. Establish the guidelines and vision for a Census outreach plan that raises awareness about the importance of participating in the 2020 Census
2. Collaborate with private and public partners to encourage and to assist them in creating Complete Count Commissions and Complete Count Committees
3. Use its individual and collective knowledge, expertise, and influence to encourage all communities, particularly hard-to-count populations in Cook County, to complete the 2020 Census

## About the Census Commission

Cook County Commissioner Stanley Moore served as Chairman of the Census Commission. The Chairman's responsibilities included but were not limited to:

- Presiding over meetings
- Preparing agendas
- Calling special meetings, as necessary
- Serving as the Census Commission spokesperson for all public and media activities

The Census Commission Co-Chairs supported the Chairman and the goals and objectives of the Commission. The Co-Chairs responsibilities included but were not limited to:

- Presiding over meetings in the absence of the Chair
- Working with the Chair to prepare agendas
- Serving as the Commission spokesperson for all public and media activities in the absence of the Chairman
- Serving as a Subcommittee Chairman to provide administrative support and oversight for one of the Census Commission subcommittees.

The Census Commission members contributed a valuable role to the success of the Commission. The members' activities included the following:

- Serve as either a Co-Chair or a member on one of the Commission subcommittees
- Identify and recommend Census marketing and outreach strategies to encourage Cook County residents' full participation in the 2020 Census
- Use their knowledge, expertise, and influence to recommend strategies to reach out to hard-to-count communities
- Partner with local governments and community-based organizations to support Census-related activities
- Serve as a Census Commission representative at Census related outreach events throughout Cook County

The Census Commission hosted monthly meetings at the Cook County building, located at 118 North Clark Street, 5th Floor. Cook County 2020 Census updates were provided in collaboration with the Census Commission leadership team, Cook County Bureau of Economic Development, the William Everett Group ("Cook County 2020 Census Program Administrator"), and government partners from the U.S. Census Bureau, State of Illinois, and City of Chicago. Due to the COVID-19 pandemic, the Census Commission met virtually via Microsoft Teams from March 2020 and onward.

The Chairman of the Census Commission and the Cook County Bureau of Economic Development staff members served as liaisons to provide administrative support to the Census Commission. During the monthly Census Commission meetings, the Chairman's staff liaison worked with the Cook County Secretary of the Board's office to conduct roll calls and facilitate actions such as approval of meeting minutes, Cook County Census grantee recommendations by the Cook County 2020 Census Program Administrator, and more. All actions from the Census Commission meetings were documented and the approval of the previous meeting's minutes occurred at the beginning of the following meeting.

Highlights of significant actions from the Census Commission include:

- Approval of 84 local government and nonprofit organizations Census grantee applications
- Adoption of Cook County 2020 Census grantee application, including evaluation criteria, financial, and program reporting guidelines
- Guidance to the Cook County 2020 Census Program Administrator on marketing and communications investments in local media such as newspaper, radio, television, street team canvassing, and social media

### **Census Commission Subcommittees, Roles, and Responsibilities**

The Census Commission developed subcommittees made up of leaders who have expertise and influence in their local community. Subcommittee members consisted of Census Commission members and people from the community who volunteered as a non-Commission member.

Each Census Commission member was required to serve on a minimum of one subcommittee. Additionally, Census Commission members were encouraged to recruit diverse, inclusive leaders from across Cook County to serve on a subcommittee as a non-Commission member.

A list of the Census Commission subcommittees, roles, and responsibilities were as follows:

#### Community and Faith-Based Organizations

- Identify nonprofits and churches throughout Cook County to form local Complete Count Committees
- Collaborate with nonprofits and churches to develop outreach strategies to inform all County residents about the 2020 Census
- Facilitate meetings with key stakeholders to discuss participating in the 2020 Census.

#### Marketing and Communications

- Partner with the Bureau of Economic Development to ensure multicultural messaging and branding is culturally relevant and accessible in various languages
- Facilitate ways to get the 2020 Census messaging in multicultural media such as local newspapers, newsletters, local festivals, social media, radio, and television

#### Business

- Create a workplace campaign with businesses to educate and inform employees through relevant internal departments (i.e., Human Resources) about participating in the 2020 Census
- Seek a designated campaign coordinator, monetary support, or in-kind donation
- Facilitate meetings with key business stakeholders to discuss strategies on how to engage businesses in the 2020 Census throughout all of Cook County

#### Government

- Create local Complete Count Commissions within Cook County cities, towns, villages and municipalities
- Assist the Cook County Bureau of Economic Development with creating a workplace campaign across all Cook County departments
- Set-up meetings with key stakeholders in city, county and municipal governments to discuss the 2020 Census

## Education

- Create a workplace campaign through the Chicago Public School and Cook County Suburban school districts
- Facilitate meetings with key stakeholders in city, county, and municipal school districts to discuss the importance of school administrators, teachers, and student's participation in the 2020 Census

## Census Commission Subcommittee Members included:

- Local elected Cook County officials and/or department representatives
- Community and faith-based organization leaders from a variety of religious denominations, civic and community groups
- Business organizations including local chambers of commerce, corporations, financial institutions, and small businesses / entrepreneurs
- Leaders from historically undercounted populations including but not limited to racial/ethnic minorities, immigrants, LGBTQ, children younger than five-years-old, veterans, people experiencing homelessness, the elderly, disabled, and more

## Subcommittees were tasked to achieve the following objectives:

- Identify barriers of success and develop workable solutions to address the hard-to-count populations in Cook County
- Develop diverse and inclusive countywide marketing and outreach strategies to encourage all residents to fully participate in the 2020 Census
- Ensure that Cook County meets and exceeds the 2010 Census response rates
- Proactively build relationships throughout the County, including areas where there are high percentages of hard-to-count populations that are historically undercounted in the Census
- Identify and engage in countywide community-based events leading up the Census such as civic events, community meetings, faith-based events, school events, etc.
- Serve as "trusted voices" in their local communities to educate people about the importance of the 2020 Census
- Distribute information about the 2020 Census including digital and print materials

## **Feedback from Census Commission Members**

The Census Commission member responses came from individuals who had direct and indirect outreach during the 2020 Census. These were members who conducted Census outreach through social media blitzes via the Illinois "Count Me in 2020" campaign, phone banking and wellness checks, socially distanced outdoor events and more. Members indicated the pandemic limited the ability for the Cook County 2020 Census program to reach residents in-person and via community outreach events.

One member stated, "the pandemic solidified that there is no alternative to in-person interactions." Numbers indicated that the most viable option to communicate information to hard-to-count communities was through direct outreach via community events, door-to-door canvassing, and more. The Census Commission members indicated that the Cook County Census grantee organizations attempted to do the best outreach possible, and, when able to do events, were very successful.

The feedback from Census Commission members on the Cook County 2020 Census Program was overall positive with feedback for future improvements. Census Commission members wanted to better understand the Census grant management process including development of applications, evaluation criteria, and methodology of grantee selections. During the Census Commission meetings, the Cook County Bureau of Economic Development and the Cook County 2020 Census Program Administrator provided detailed documents on the grant process and answered questions during meetings. One member expressed the need for improved transparency and accountability of future grant management processes.

Several Census Commission members expressed opinions on receiving Census Commission materials and items for approval with advance notice. One member stated, "making informed decisions as public servants requires having the information ahead of time to do so responsibly." Another member acknowledged that the Census Commission managed to conduct business successfully amidst the pandemic.

In terms of Census Commission subcommittees, members expressed general satisfaction with the management and operations. Coordinating Census Commission members and non-members schedules to regularly meet was a challenge. There was a consensus that, due to the pandemic, the subcommittees were limited in scope to complete the subcommittee's initial goals and objectives.

Overall, the Census Commission members appreciated the work from Cook County, the Census Commission Leadership team, the Cook County Bureau of Economic Development, and Cook County 2020 Census Program Administrator. As a member indicated, "it was the first time anything like this has been created and there were very difficult circumstances that were put into our path. I am hopeful that our lessons learned will be a good foundation/baseline for the future, so I look forward to the data/information gathering from the last year to help build that baseline for 2030."

## **Best Practices**

The Census Commission offers the following best practices for Cook County to implement for the 2030 Census Program:

- 1. Create a Cook County Census Office**

The Cook County Board President and Board of Commissioners should create, by ordinance, the establishment of the Cook County Census Office. The office will be housed under the Office of the President and serve as a central hub to manage all program, procurement, and grant management activities. Funding for the office should be allocated within the 2027 fiscal year budget and fully staffed by November 2028. A dedicated office is essential to manage a large-scale effort involving multiple Cook County departments, collaboration with the Board of Commissioners, and other internal and external stakeholders

- 2. Increase investment for the Cook County 2030 Census Program**

The Cook County 2020 Census investment was responsive to Chairman Stanley Moore's and Board of Commissioners call for adequate resources to support a countywide marketing, outreach, and community engagement plan. While the community appreciated the County's funding, there were concerns expressed about sufficient fiscal resources to support media buying, grant program, and street outreach canvassing.

Cook County should invest a minimum of \$2.50 per person or \$13 million for the 2030 Census Program. Funding sources could include annual budget appropriations, advocacy for inclusion in the State of Illinois budget, and grants from private and community foundations. Allocating the funds are essential to build an expansive Census outreach and engagement program given the amount of federal funding and political representation at stake.

### **3. Establish an intergovernmental agreement to form a Census Coalition**

An intergovernmental agreement between the State of Illinois, Cook County, and the City of Chicago is key for effective Census coordination. The 2020 Census efforts for cross-government collaboration got off to a slow start but gained traction as Cook County leveraged its relationships to bring the State of Illinois and City of Chicago leaders to the table. It is recommended to develop an intergovernmental agreement prior to the start of the 2028 fiscal year. Items in the agreement should include data sharing; pro-bono engagement with marketing and communications companies; and usage of government assets such as real estate and others to promote the Census.

### **4. Develop a request for proposal with an opportunity for multiple vendors**

The Cook County 2020 Census Program was awarded to one vendor via the County's competitive procurement bidding process. It is suggested that multiple vendors should be used for future programs, considering the complexity of a countywide efforts. The 2030 Census Program should include the creation of a Request for Proposal process that unbundles the Program Administrator Role and allows for specialized companies to competitively bid on the Census. Areas include: 1) Media buying; 2) Communications strategy and execution; 3) Grant Management. Leveraging multiple vendors will be beneficial to the success of the 2030 Census.

## Overall Census Budget

The 2020 Census program set out to increase awareness, promote self-response, and improve the response rate in hard-to-count communities with the Cook County's residents during the 2020 Census count. The program implemented cost effective, focused, and tailored strategies to address barriers that prevented highly likely undercounted demographic populations from completing and returning Census information. The County sought to supplement the efforts of the US Census Bureau by over \$3 million for outreach to ensure every resident was counted. Similarly, the State of Illinois allocated \$29M and the City of Chicago allocated \$2.7M to also increase outreach. Together, we worked to complement our efforts in targeted geographies and streamline our limited resources.

Cook County spent over \$3 million to the 2020 Census program over fiscal years 2019 and 2020. Initially, the County allocated \$2M in fiscal year 2019, but due to a delayed launch only \$1.2 M was expended. In fiscal year 2020, an additional \$2M was allocated to the Census, which was then increased by \$125,000 to expand the staff capacity at TWEG in order to effectively manage the large grantee network (84 grantees). Ultimately over \$2.1 M was expended by TWEG in FY2020. Additionally, BED expended close to \$120,000 over FY19 and FY20. The funding breakdown is demonstrated in the chart below.

<b>Census Program Budget</b>				
	<b>FY 19</b>	<b>FY 20</b>	<b>Expended Total</b>	<b>Budget Total</b>
<b>TWEG</b>	\$275,020.00	\$976,180.00	\$1,251,200.00	\$1,251,200.00
<b>Grants</b>	\$794,108.50	\$1,128,708.50	\$1,922,817.00	\$1,922,817.00
				<b>Total TWEG Contract Budget</b>
				<b>\$3,174,017.00</b>
<b>BED</b>	\$96,892.00	\$6,004.37	\$102,896.37	\$116,937.00
	<b>\$1,166,020.50</b>	<b>\$2,110,892.87</b>	<b>Total</b>	<b>\$3,290,954.00</b>

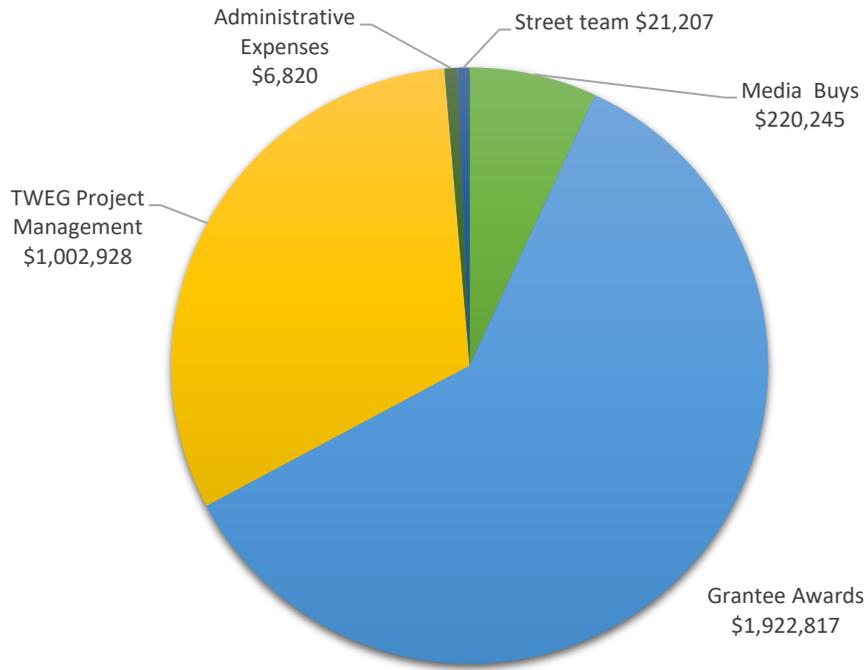
## Program Administration Budget

TWEG managed and oversaw financial operations of the Cook County Census 2020 grantee and media and communications program. The total budget for TWEG was \$3.174 million.

The breakdown of the \$3.174 million budget includes:

- \$1,922,817 in grantee awards dispersed to community organizations, churches, and government municipalities in Cook County in the form of small grants
- \$1,002,928 for TWEG project management to create and implement the program
- \$220,245 for media buys to spread the Census message across HTC areas of Cook County
- \$21,207 to create and implement a street team program in September 2020
- \$6,820 in administrative expenses to create print material, deliveries, mileage, and event expenses to market and promote the Census

### Cook County Census Project Administration Finances



*A breakdown of the \$3.174 million Census outreach program managed by TWEG*

## Stakeholder Communications

A regular cadence of meetings with essential stakeholders was established, and non-formal or impromptu conversations occurred, as necessary. Additionally, weekly updates were provided electronically to share information. The goal of all communications with stakeholders was establishing an open platform for the push and pull of ideas, data, and information.

### Regular Meetings

Most meetings occurred in-person when the project began in October 2019 and early 2020. The meetings became virtual or phone meetings beginning in March when the COVID-19 pandemic hit in the United States.

The table below shows the various meetings that occurred, stakeholder groups involved (typically), purpose, and cadence:

Type of meeting	Stakeholder Groups involved	Purpose	Cadence
<b>BED Management Meeting</b>	TWEG, BED	To direct all program activities and discuss the status of the project	Weekly
<b>Media and Marketing Meeting</b>	TWEG, BED, Office of the President and Media/Communications team	To discuss and direct marketing, advertising, and social media initiatives	Weekly
<b>Census Leadership team meeting</b>	TWEG, BED, Census Leadership team, Office of the President, and Media/Communications team	To discuss Census response rates, TWEG-led activities, and to provide project updates	Weekly
<b>Complete Count Commission Meeting</b>	TWEG, BED, County Commission, Census Leadership Team	A public meeting led by the Chair to provide project guidance, approve grantees, and to encourage the public and the County Commissions' participation	Monthly
<b>Commissioner Meetings</b>	TWEG, Cook County Board of Commissioners	To provide the Board of Commissioners with information on outreach efforts and to collaborate on outreach efforts	Varied
<b>Census Coordinator Meetings</b>	BED, Commissioner staff Census liaisons, County agencies and department staff Census liaisons	Informational Sessions hosted in September, October, November 2019 to engage Commission staff and County agencies and departments staff via Census Coordinator structure	Fall 2019 (transformed to regular digital engagement)

Weekly meetings between the BED and TWEG were critical to ensuring all efforts were aligned and coordinated. The leadership team meetings, in which statistics, outreach plans, and plans were discussed, also proved valuable because they provided an opportunity to review self-response rates, areas needed for focus, and explore collaboration opportunities on upcoming events and engagements. As noted by

2nd District Commissioner Dennis Deer's office, "the weekly updates with the Cook County Economic Development Team and The William Everett Group were very insightful. The information provided gave us a greater outlook of the response rates in the 2nd County District."

## Monthly Status report

TWEG and the BED presented a monthly status report to the County Commission.

The reports provided Census response data, highlights of project activities, and upcoming events or initiatives. The reports were typically in the format of a PowerPoint presentation during the County Commission meeting. It included a description of all activities accomplished, outreach strategies, marketing, event updates, budget updates, and other criteria determined by BED and the Census leadership team (e.g., deliverable status, responses to concerns/issues, etc.).

### Coordinated Efforts for Our Final Push

- Social Media Thunderclaps
- Cook County Census Action Week
- YWCA Census Contest
- County Employee Contest
- State, City and Regional Bureau collaborations



**1st up - "What is the Census?"**

#2020Census at Brookfield Zoo with Commissioner Keil... A lot of Cook County and 15th District residents have questions about the upcoming #2020Census. A lot of...

**What is the Census?**

#2020Census at Brookfield Zoo with Commissioner Keil... A lot of Cook County and 15th District residents have questions about the upcoming #2020Census. A lot of...



**BE COUNTED in the 2020 CENSUS**  
my2020census.gov | 846.330.2020

*Monthly status reports were presented to the County Commission and provided an update on outreach, marketing and upcoming engagements*

## Weekly Status report

TWEG shared a weekly status report with the BED in advance of the agency's weekly project update meeting. This report provided the project's overall status, pending discussion items, grantee management status updates, media and marketing updates, outstanding items, and project risks and issues. This was a formal project management document indicating the overall status of the project, pending discussion items, Project Administrator status, grantee management status updates, media and marketing updates, outstanding tasks, and project risks and issues.



**2020 Census Program Administrator Weekly Report**



Week ending Oct. 2, 2020

**Project Information**

Project name	Planned Start	Planned Finish	% Project Complete	Project Status
Cook County 2020 Census Outreach	10/01/19	10/20/20		Green

**Pending Discussion Items**

- Each One - Reach One Campaign
  - Thunderclap and accompanying influencer campaign slated for Aug. 4.
- September and October outreach
  - Program Administrator would like to discuss plans for outreach in September and October given the low amount of TWEG resources that will be available and the response rates in certain areas.
- Mitigation plans for grantees not meeting requirements
  - Program administrator created a mitigation process for grantees who may be in jeopardy of not completing financial portions of grant. Includes a series of deadlines and

*Weekly status reports provided an update on the project's progress, and highlighted risks, issues and discussion items.*

## Weekly E-blast

The BED created a weekly electronic newsletter to engage stakeholders on Census outreach efforts and provide updates as necessary. Commissioners and their staff, Census Commission members, County agencies and departments Census liaisons, and other partners received regular Census eblasts.

TWEG contributed a significant portion of the E-blast's content each week, including highlights of the past week's outreach activities, upcoming grantee events, TWEG-led events, critical program updates, and Census response rate statistics.

The BED aggregated TWEG's information and combined it with other information relevant to County officials before distribution.

## Final Wrap-up Book

The final wrap up book (this document) was submitted to the County at the end of the project. It included the program highlights and lessons learned and best practices for future engagements.

## Teams Site and Document Sharing

Having a reliable online collaboration platform provided a single source of the truth throughout the project lifecycle. It was an essential foundation for the internal project teams' success and a critical tool from which TWEG managed the grantees. This tool allowed for accurate and consistent data and information storage and the ability to collaborate on documents. It also provided on-demand access to information allowing the County to respond to data inquiries and Freedom of Information Act requests.

The platform chosen was Microsoft Teams/Microsoft SharePoint. In addition to providing virtual space for document sharing and collaboration, this platform supported the entire team's ability to work-from-home during the COVID-19 pandemic.

Functionally speaking, TWEG created several Microsoft Teams/Microsoft SharePoint "teams." Each "team" had a different purpose and with varying rights of security dependent upon the stakeholder group involved.

"MAKE YOUR VOICE HEARD: <https://ova.elections.il.gov/>  
 MAKE YOURSELF COUNT: <https://my2020Census.gov>  
 #MakeILCount #GetCounted #VoteReady #CookCountyCensus"

Continue to promote the "We Are Family" Census Contest

"Calling all Chicago residents! Have you filled out your Census? Upload a screenshot once you've filled it out to <https://ywcachicago.org/chicago-census-contest/> for a chance to win an awesome prize! #MakeILCount #ILCountMein2020 #CookCountyCensus"

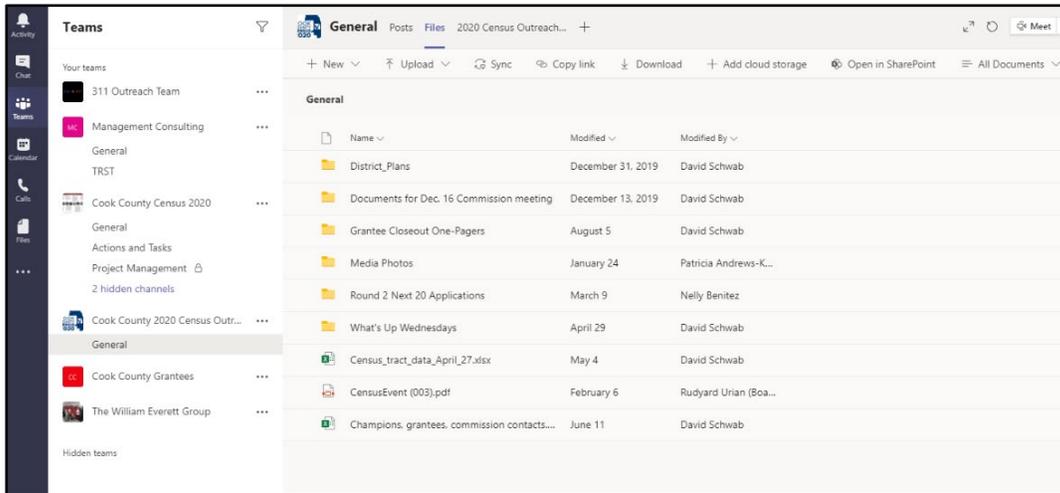
As a reminder, all County Census graphics can be found [here](#).

### Census Outreach Highlights & Upcoming Activities

#### Census Outreach Activity Highlights

- At the Englewood Food Pantry events at Visitation Parish and Greater Metro M.B. on Sept. 16, street team members assisted in the completion of 30 Census surveys, engaging with approximately 110 people over the course of the day. 
- On September 16 in Little Village, Commissioner Anaya and President Preckwinkle, along with other leaders, celebrated Mexican Independence Day and encouraged community members to complete the Census.
- Commissioner Deer and the street team participated in the Shepherds of Hope food pantry in Englewood, speaking with residents about the importance of the Census and assisting them with survey completion, followed by 

*The weekly e-blast provided Commissioners with key messages and stats, as well as highlights of the previous week's activities and upcoming opportunities for engagement.*



*Microsoft Teams was the central repository for program information and data. Various “teams” were created for different stakeholders, customized to the communication and project needs.*

Project documents such as a communication strategy, project plans, stakeholder lists, issue logs, and status reports were posted to the Teams sites and shared with various internal stakeholders, including the County Commission and the BED. Externally, grantees had access to their own agency’s team site, which they used to upload financial documents and pictures.

Below is a listing of the teams created, as well as who had access to them and their purpose:

Team Name	Users	Purpose
<b>Cook County Census 2020 Program Administrator Team</b>	TWEG	Used to share and collaborate on internal TWEG documents
<b>Cook County Grantee Team</b>	TWEG, Cook County Census Grantees	Used to share official documents, revise and modify budgets, post expenditures and expenditure receipts, share pictures, and share project plans between TWEG and grantees
<b>Cook County Bureau of Economic Development Team</b>	TWEG, Bureau of Economic Development	Used to share financial documents, grant agreements, invoices, media plans, and media materials, and other project management documents between BED and TWEG
<b>Cook County 2020 Census Outreach Team</b>	TWEG, BED, Cook County Board of Commissioners, County Commission	Used to post district plans, store tract data, weekly communications, and grantee applications between TWEG and other stakeholders

## U.S Census Bureau Communications

Regular communication with the U.S. Census Bureau was maintained to align outreach efforts, to inquire about rules and regulations, and to be informed of engagements around the community.

Communication became especially important when the U.S. Census Bureau launched its Mobile Questionnaire Assistance (MQA) program in the Summer of 2020. Via this program, the Bureau sent Census enumerators to community events upon request to assist people in Census completion. TWEG led efforts to coordinate directly with the regional office for MQA participation in grantee and County events.

During this process, the primary contact was Cory Stevenson, Partnership Specialist in the U.S. Census Bureau, Chicago Regional Office, who was available at 773-712-3416 and [cory.j.stevenson@2020Census.gov](mailto:cory.j.stevenson@2020Census.gov). When MQA began, TWEG sent Mr. Stevenson a weekly listing of all the community engagements around Cook County, of which TWEG was aware. Mr. Stevenson input these events in the MQA database and sent MQA workers to outreach events when possible. As the Census program evolved and as the response deadline shifted, communication with Mr. Stevenson increased significantly.

## Inter-governmental Partnership

The 2020 Census highlighted a strong inter-governmental partnership between Cook County, City of Chicago, and State of Illinois. Together these partners leveraged limited resources by aligning initiatives, media buys, and grantee outreach to ensure we filled the outreach gaps and strategically targeted hard to count communities. This partnership was formalized by hosting weekly check-in meetings with the City of Chicago and State of Illinois, later inviting Forefront and the Joyce Foundation; participating in joint social media thunderclaps on a biweekly basis; developing joint PSAs and press events with the three principals; and cross promotion of events and initiatives.

Weekly check-ins helped to build a collaborative partnership, while coordinated social media and outreach activities provided a cohesive regional approach. It would have been helpful to improve grantee coordination, before the grantee network was developed and funding was disbursed, and during the outreach program. If not for the COVID-19 pandemic, the partnership could have added more coordinated events and developed a joint calendar in advance. A coordinated media and marketing effort from the beginning of the Census program could have improved the leveraging of our respective financial resources.

## Section 3: Grantee Program

The Cook County grant program prioritized funds to HTC communities. The County funding targeted African American, Latinx, Asian, Arabic, Native American, immigrants, LGBTQIA, seniors, children aged 0 – 5 years old, and people with disabilities. The program sought to place Census outreach dollars in the hands of local, community-based organizations that served as “trusted voices” and experts on outreach in their respective communities. This grassroots approach to Census outreach ensured the work was led by groups who understood the population best and developed appropriate engagement strategies.

The County awarded grants ranging from \$2,300 – \$25,000 per agency in two rounds – first in December 2019 and then in March 2020. A total of 84 not-for-profits and municipalities were awarded grants for a total of \$1,922,817 and were subsequently managed by TWEG through September 2020.

### Grantee Application and Selection

Cook County allocated \$1,922,817 in small grants (up to \$25,000 each) to community organizations and local municipalities.

In coordination with County Commission leadership, the BED developed an application for LGCCCs/LCCCs (community organizations and local municipalities) to apply for funding to conduct outreach in HTC communities. The application can be found in Appendix A. This application was posted on the County Census webpage, shared with the Board of Commissioners, County Commission, and partners and agencies.

The BED and TWEG developed a rubric to evaluate and score applications reviewed and approved by the County Commission leadership team. It provided each agency with scores in the categories of capacity, project description, fit with existing mission, target audience, collaboration, schedule, experience, experience with HTC populations, and budget. In round 2, additional points were awarded to grantees who filled geographic and demographic areas identified as “gaps” that weren’t covered by Round 1 awardees.

The scoring rubrics can be found in Appendix B (round 2) and Appendix I (round 1). Applications were submitted directly to the County and then shared with TWEG for review. Six TWEG team members reviewed approximately 40 applications each. They scored the applications against the rubric in the categories noted above. Once each reviewer determined a preliminary score for the applicant, these results were brought to the entire team for discussion and questions. The reviewer then solidified final scores, and grantees were ranked according to score, with only the highest-scoring grantees meeting a points threshold recommended for selection. After a final review of these results, TWEG presented funding recommendations to the County Commission. TWEG provided a description of each applicant, including information about the communities served, experience in outreach, and a brief synopsis of their proposed plans.

Once approved by the County Commission, TWEG provided the grantee with an MOU, drafted by Cook County’s legal counsel, to enter a formal contract.

In two rounds of open applications, Cook County received a total of 216 applications. In round one, a total of 79 applications were received, with 69 grantees funded for \$1,588,217. In round two, a total of 137 applications were received, with 15 funded for \$334,600. Approved applicants in round two were limited due to funding available. Together, the County Commission approved 84 grantees for funding.

During discussions with the Census leadership team, it was suggested for future census efforts that grant funding be allocated to communities based on Hard-To-Count need. Therefore, communities with lower response rates would have a higher allocation of funding. Unfortunately, a number of factors contributed to this challenge and a different approach in the future could alleviate some of this fallout. For example, in late 2019 the County onboarded the program administrator in October, giving TWEG only two months to review applications, present recommendations, and distribute funding before the end of the fiscal year (November 30, 2019). The County relied on promotion of the application from BED and other County agencies, as well as Commissioners and County Commission members to get the word out. This resulted in an influx of applications, although many were not from Hard-To-Count (HTC) communities. This presented a challenge in getting funding out based on need due to a pressing deadline with the end of the fiscal year and a short supply of applications from HTC communities. It is recommended that in the future, the application and review timeline provide enough time within a fiscal year, and that all stakeholders who know communities best can engage in targeted outreach to ensure sufficient applications are received from HTC communities. Additionally, the inclusion of the LGCCC/LCCC designation in the application created confusion amongst applicants over whether they qualified to apply for funding. Filing as an LGCCC or LCCC required a simple proclamation from the grantee after winning the grant award. This should have been made clearer at the project's onset to avoid confusion and to not deter potential agencies from applying for the grant. If the designation is required for grantees, then it should be explicitly stated that they may self-identify during the application process.

An in-depth description of each round of funding is provided below.

## Round 1 Evaluation

The request for first-round applicants was posted on the Cook County website on August 14, 2019. The deadline for submissions was October 3, 2019.

In Round 1, TWEG received 79 applications requesting a total of \$1,885,893.

The first-round evaluation was based upon:

- an applicants' qualifications and experience
- their capacity to effectively educate and assist others with the Census
- their ability to perform outreach and deliver messages to a high volume of Census survey respondents in HTC communities.

A team of TWEG evaluators reviewed each submission. It provided each agency with a score out of 90 points, based on the categories noted above.

During the County Commission meeting on November 25, 2019, TWEG recommended 61 agencies receive funding totaling \$1,416,242. Sixty-one (61) agencies were voted for approval by the County Commission. Seventeen (17) agencies were not approved by the County Commission. Of these 17

organizations, seven received other Census funding and therefore TWEG recommended they not receive County funding. One applicant was initially denied funding because there was a perceived conflict of interest, as a member of the County Commission was employed by the same organization. The other nine applicants were not approved because TWEG and the County Commission determined that they did not meet grantee criteria.

After the November 25th meeting, the County Commission requested a review of eight agencies initially denied funding. TWEG and the BED recommended a funding threshold be set that would allow agencies to receive the County grant award if they received less than \$250,000 from other Census funding sources. The County Commission voted to approve this recommendation during the next meeting on December 23, 2019. Additionally, the County Commission reviewed and approved seven of the initially denied applicants:

- PASO - West Suburban Action Project
- Arab American Family Services
- Coalition for a Better Chinese American Community
- The Resurrection Project
- Brighton Park Neighborhood Council
- Logan Square Neighborhood Association
- Literacy Works

It was confirmed that these applicants received less than \$250,000 in other Census grant funding and were therefore eligible for County funding. An eighth organization, Northwest Side Housing Center, was also approved after it was determined that the County Commission member was no longer an employee of the organization and it was therefore eligible for funding.

The approved grantees in round one increased from 61 approved on November 25, 2019 for \$1,416,242 to 69 approved on December 23, 2019 for \$1,588,217. Upon approval, TWEG contacted grantees, signed MOUs, and began the process of developing statements of work for each grantee.

## Round 2 Evaluation

The second round of the application process was posted on the Cook County website on January 14, 2020. The deadline for submissions was February 3, 2020. As in the first round, requests were completed electronically. The BED forwarded all applications to TWEG for review and evaluation.

A total of 137 applications were received in Round 2, totaling a request of over \$3 million. After awards were allocated for round 1 grantees, only \$334,600 remained in available funding. Although all funding was directed to HTC communities in round one, this second round required a deeper evaluation process to ensure the limited remaining funds went to communities that needed them most.

TWEG reviewed round 2 applications and provided each agency with a score out of 145 points, based on categories of capacity, project description, fit with existing mission, target audience, collaboration, schedule, experience, experience with HTC populations, and budget.

Applications were analyzed against an evaluation rubric with 28 review factors. Section 1 of the evaluation focused on the agency's HTC impact or potential impact, the project plan, the budget, their

capacity to implement the project, and other quality factors. Section 2 of the evaluation focused on the applicant's ability to provide coverage of geographic and demographic areas not covered with enough rigor by round 1 grant award winners. Once scored on these criteria, applicants who met the underlying criteria of reaching an area not covered extensively by round 1 grantees were analyzed for their percentage of "hard-to-count" need. Those agencies in harder-to-count tracts were prioritized over those in Census tracts that were less hard to count. Any agency not in HTC areas was disqualified.

After this analysis and scoring, top-scoring applicants who fit within the County's budget allocation of \$334,600 for round 2 applicants were recommended to the County Commission for approval.

After the scoring rubric was applied to all applicants, just 15 of the 174 applicants with the highest scores were recommended for award, totaling the available budget of \$334,600.

At the County Commission meeting on February 18, 2020, all 15 agencies were approved.

## **Grantee Award Distribution Process**

One of TWEG's primary roles was distributing this funding and monitoring/tracking its usage. TWEG managed plans, finances, and audited expenses for all 84 approved grantees.

The process ensured Cook County that grantee monies were used appropriately to achieve the Census count goal in HTC communities. Process-wise, once grantees were selected by TWEG and approved by the County Commission, the grantee and TWEG drafted a "grant agreement" MOU that articulated program requirements and funding usage. Census Liaisons served as grant managers for this process.

Upon signing of the grant agreement, agencies received 50% of their total funding up-front, with the remaining 50% due to the grantee only after having shown proper usage of the original funds. Grantees had to show accurate financial and activity reports weekly or semi-weekly to qualify for the second half of funding. They had to submit project plans, financial statements, and corresponding receipts, and provide logs of activities and other documentation as requested.

The usage of funds had several stipulations, including:

- Each itemized budget must include an administrative costs budget line that is 10% of the total grant award
- Technology purchases were capped at \$1,000
- No office space rental was permitted
- All personnel payments must be in the form of stipends - no monies were to be spent on salaries or benefits for existing employees
- All personnel payments must be for Census activities performed on behalf of the Cook County Census 2020 program

## Grantee Management

The project's goal was to increase awareness and participation in the Census for HTC Cook County residents. Communication with internal teams was essential to this mission, but just as important was establishing communication rules, plans, and strategies to reach our grantees and the public-at-large – defined here as external entities.

The most prolific external communications on this project were between TWEG and the Cook County Census grantees. Eighty-four not-for-profits and government entities were responsible for the bulk of the Census outreach and were accountable to TWEG. As such, the program required robust communications and continuous engagement throughout the project lifecycle.

With 84 grantees receiving almost \$2 million, the grantee program's management encapsulated the bulk of TWEG's time and effort. TWEG created robust, open, and bilateral communication structures that allowed for dialogue with grantees and the timely receipt of program reporting requirements and deliverables. Communicating often and in a structured manner became paramount and allowed for successful grant management.

## Census Liaison Management Structure

TWEG created a process referred to as the Census Liaison program. Six Census Liaisons were tasked with managing a group of 10-20 grantees each. Their primary responsibilities with these grantees included:

- Completing grant agreements
- Training grantees on financial and record-keeping systems
- Updating plans for upcoming events and engagements
- Advising grantees on the usage of funds
- Providing data analysis to grantees and redirecting outreach efforts toward the hardest-to-count communities in Cook County
- Collecting and monitoring financial documents, including logs of expenditures and receipts
- Supporting grantees through their on-demand need for flyers and other print materials
- Maintain all records, images, and documentation of outreach for the project

Grantees were assigned to a Census Liaison based on two factors: 1, if that grantee needed assistance in Spanish, they were assigned to a bilingual Liaison, and 2, grantees were grouped geographically and assigned to liaisons accordingly to maximize knowledge sharing and potential collaboration amongst grantees.

This assignment proved to be a useful technique in terms of grantee management. The Census liaisons developed personal relationships with grantee leadership, aided communication, and reduced their financial and reporting burdens. Census liaisons communicated with each grantee weekly, logged this communication, and provided persistent reminders about the usage of funding, accounting procedures, and use of the County logo and Census imagery.

## Grantee Weekly Check-Ins

Census Liaisons communicated with their cohort of grantees weekly by phone, email, or both. These communications assisted grantees in meeting their financial requirements and provided them with advice and counsel on outreach techniques and strategy.

Communication with grantees hit an apex in the aftermath of the COVID-19 pandemic. At this time, each grantee's original plans (as agreed to in their grant agreement) needed to be supplanted with methods that accounted for new social distancing restrictions. A significant amount of Census Liaisons' communication with grantees consisted of determining their post-COVID-19 plans and modifying them as time passed. The pandemic lingered, and the outreach landscape changed.

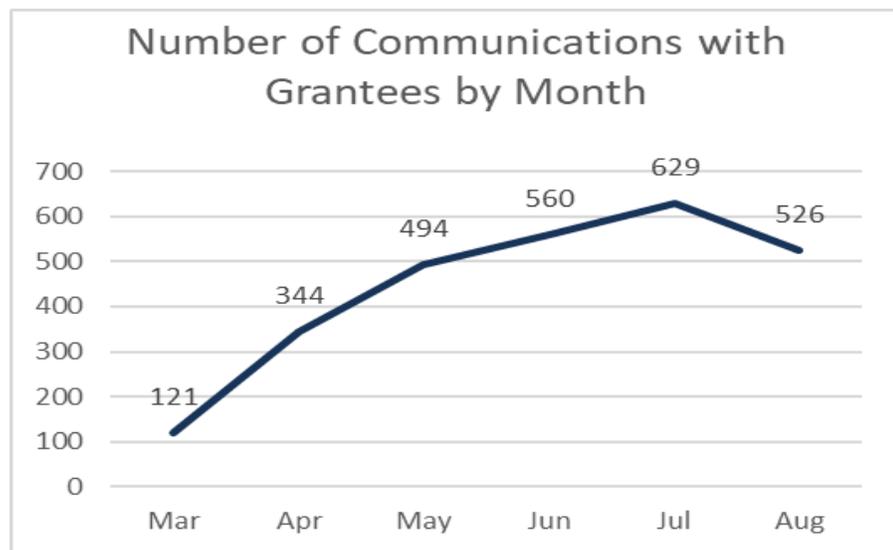
Census liaisons communicated at least once per week with each grantee in his/her portfolio. This cadence proved prudent to successfully manage and keep track of grantees' progress without becoming overly burdensome on the agency or government itself.

## TWEG Contact Log

When the pandemic hit in March, the BED and Census Leadership team requested that TWEG record its communications with grantees. A contact log was provided to the BED and Commissioners weekly.

The contact log indicated how the grantees were contacted each week and what this contact was. As indicated in the chart below, the contact amount gradually increased over the project's critical months.

Over the last six months of the program (March-August), TWEG logged 2,675 entries in this log. Communications between Census Liaisons and grantees peaked around July as grantees were working to implement their major project plans amidst the COVID-19 pandemic while adjusting to social distancing and weather permitting activities.



## Grantee Activity log

Census Liaisons required grantees to maintain an online log of all the Census-related outreach they performed in the community. This log tracked in-person engagements, social media posts, phone banking efforts, and other outreach activities. It provided a historical record of Census outreach. It allowed TWEG to quantify the amount, type, and reach of outreach activities in Cook County.

TWEG set up a Google Form to record this information. Each grantee received this form via a web link. Grantees completed one entry for each engagement they conducted on behalf of the Cook County Census outreach program.

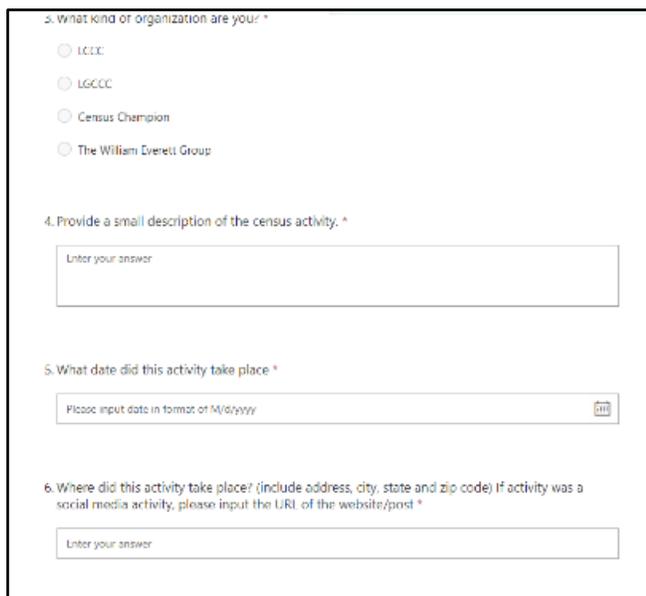
The log requested necessary information about the event, such as where it occurred, what kind of event it was, and information about the demographics reached.

From February 12th through September 14<sup>th</sup> when the grantee program concluded, grantees logged 3,254 engagements in the activity log.

## Grantee Pictures, Videos, and Social Media Posts

Grantees uploaded pictures and videos of their activities to TWEG via their Microsoft Teams site. This information served many purposes, documenting the outreach occurring and ensuring the grantees were accountable for using the County's Census logo and imagery.

TWEG also tracked the grantees' presence on social media. Weekly searches of the County-approved hashtag (#CookCountyCensus) and other manual searches of the agency's Facebook, Instagram, and Twitter pages were documented in a social media tracking log, in addition to Census self-reporting.



2. What kind of organization are you? \*

I.C.C.C.

U.C.C.C.

Census Champion

The William Everett Group

4. Provide a small description of the census activity. \*

Enter your answer

5. What date did this activity take place? \*

Please input date in format of M/d/yyyy

6. Where did this activity take place? (include address, city, state and zip code) If activity was a social media activity, please input the URL of the website/post \*

Enter your answer

*The activity log was an online form (snippet shown here) completed by grantees after any activity relating to the Census.*

## Weekly What's up Wednesdays for Grantees

Despite the coordinated communication effort led by the Census liaisons, TWEG realized there was still a need to communicate with the grantees as a group every week. Doing so would create a sense of belonging amongst the grantees. It would make a place to regularly receive timely information pertinent to the program and feature and thank grantees for some of their tremendous work.

TWEG created a "What's Up Wednesday" email newsletter distributed to grantees each Wednesday afternoon for the program's duration. In total, TWEG released 31 editions of What's Up Wednesday. Approximately 152 people, representing all 84 grantees, received the emailed newsletter each week.

What's Up Wednesday consisted of four main sections: 1) A "Shout Out" providing a highlight of some outstanding work from a grantee from the past week; 2) a "Did You Know" section, detailing some important news or tip about the Census; 3) a "Social Media Corner" section, providing text and imagery to use on social media to promote the Census; and finally, 4) a "Housekeeping" section, to provide information and reminders on some of the logistics of the project, such as record keeping or financial issues.

Many grantees noted the weekly newsletter helped them stay abreast of the program, Census developments, and ways to be involved. While requiring significant human resources, regular and steadfast communication with grantees proved worthwhile, and the County should duplicate this structure in any effort in the future to manage large groups of community-based organizations.

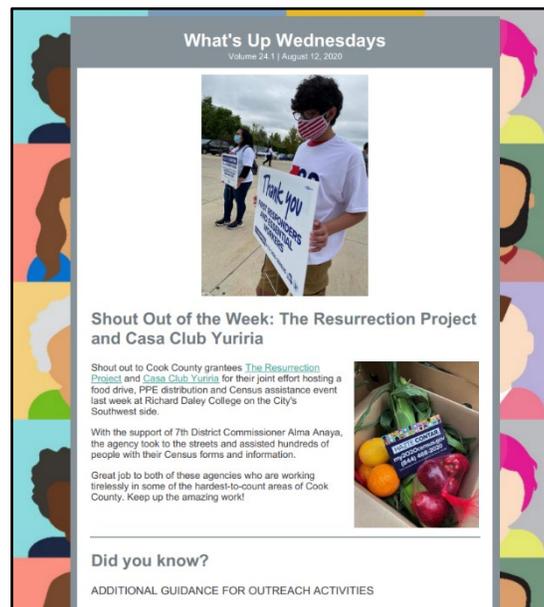
A sample copy of a "What's Up Wednesday" communication can be found in Appendix C.

## Grantee In-person Training and Webinars

Prior to the outreach portion of the program beginning, TWEG wanted to formally meet grantees in-person and provide grantees with the opportunity to get to know other agencies working on the Census in their geographic region.

Seven training and information sessions were hosted in January and February across Cook County. These Program Administrator-led events were held at libraries and other public spaces and helped clarify the rules and regulations of the Cook County Census grant. Grantees could sign up for the event of their choosing. They were given the ability to bring in as many of their team members as needed. A large focus of the training was on the reporting component of the grant.

A copy of the training program delivered is found in Appendix D.



*What's Up Wednesdays were sent to grantees each week and kept them apprised of key Census info and highlighted outstanding work.*

After the initial training sessions occurred, Census Liaisons worked individually with grantees to provide ongoing training and support.

In March 2020, TWEG facilitated 3 webinars open to grantees and other partners, designed to educate people about the Census and Census outreach during the pandemic. The first webinar was hosted by Forefront’s Anita Banerji and detailed the importance of the Census. The second, hosted by MALDEF’s Griselda Vega Samuel, provided “Census 101” lessons and information designed to help with outreach. The third was an expert panel on the Census featuring Oswaldo Alvarez from the State of Illinois, Kareem Butler from the Chicago Urban League, Jason Echols from Age Options, Estefania Hernandez from Illinois Action for Children, and Martina Hone from the YWCA of Metro Chicago.

## Grantees

TWEG awarded the following grantees funding on behalf of the Cook County Government. A full report of these agencies' project plans, expenditures, and other information is filed with the Bureau of Economic Development.

- Acclivus, Inc.
- Action Coalition of Englewood
- Africa Global Chamber of Commerce
- Alivio Medical Center
- Another Chance Ministry
- Arab American Family Services
- Black United Fund of Illinois
- Bright Leadership Institute
- Brighton Park Neighborhood Council
- Carey Tercentenary AME Church
- Casa Club Yuriria Chicago
- Chatham Business Center
- Chinese Coalition for a Better Chinese American Community
- Chinese Mutual Aid Association
- City of Berwyn
- City of Calumet City
- City of Harvey
- City of Rolling Meadows
- Coalition for the Remembrance of Elijah
- Common Ground Foundation
- El Valor
- Esperanza Health Centers
- Fathers Who Care
- Ford Heights Center
- Gads Hill Center
- Gathering Point Community Council
- Greater Chatham Alliance
- HANA Center
- Hope Charities
- Illinois Muslim Civic Council
- Islamic Society of NW Chicago Suburbs
- Kidz Korna Youth Organization
- Kingdom Builders
- Korean American Association of Chicago
- Life Builders
- Lights of Zion Ministry
- Literacy Works
- Logan Square Neighborhood Assn - LSNA
- Monroe Foundation
- Mosque Foundation
- Muslim Community Center
- My Community Plan Foundation
- National Pan-Hellenic Council of Chicago
- Northwest Side Housing Center
- Oakdale Christian Academy
- Outreach Family Services and Community Center
- PASO - West Suburban Action Project
- Pilgrim Baptist Church
- Prospect Heights
- Proviso Leyden Council for Community Action
- Puerto Rican Cultural Center
- RCCG Fountain of Life
- Real Freedom
- Roll Call
- Sankofa Safe Child Initiative
- Schaumburg Township
- South Suburban College

- South Suburban Mayors and Managers Association
- Southland Ministerial Health Network
- Spanish Coalition for Housing
- Stone Community Development Corp
- Talented Tenth College Prep. & Career Mentoring
- Telpochalli Community Education Project
- The Chicago Lighthouse
- The Council of Islamic Organizations of Greater Chicago
- The Resurrection Project
- Total Resource
- Town of Cicero
- Trickster Art Gallery
- True Love Center
- True Star Foundation
- United African Organization
- United States Hispanic Leadership Institute
- Vietnamese Association
- Village of Bellwood
- Village of Flossmoor
- Village of Hoffman Estates
- Village of Maywood
- Village of Mount Prospect
- Village of Phoenix
- Village of River Forest
- Village of Robbins
- Village of Stone Park
- Vive en Forma

A full listing of grantees, LCCC/LGCCC status, funding amount, area and demographics served, and a brief overview of their activities can be found in Appendix E.

## Formation of Grantee LGCCC/LCCCs

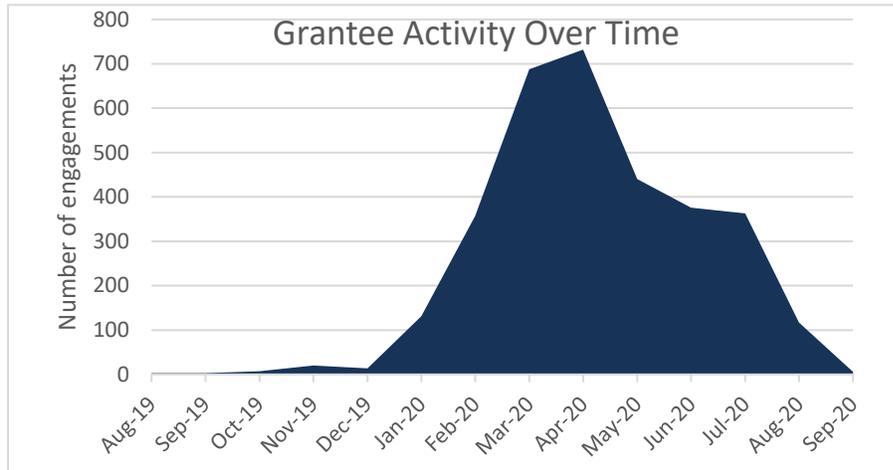
As part of the application process, community-based organizations and local government bodies must establish themselves as a Local Complete Count Committee (LCCC) or a Local Government Complete Count Committee (LGCCC). Local Complete Count Committee or LCCC means a non-government body, typically made up of two or more community-based organizations in a particular geographic area or Census tract(s) within Cook County. They collaborate to develop their outreach plans for their respective communities to raise awareness of the need to participate in the Census and maximize their outreach efforts. Applications for an LCCC must identify and be submitted by a lead organization that is a tax-exempt, community-based organization and identifies the names of the collaborating organizations. Local Government Complete Count Commission or LGCCC means an established body or local government bodies formed to coordinate and implement Census awareness and activities in their respective communities.

Community organizations or government agencies were required to provide documentation of their LGCCC or LCCC to formalize their MOU. This documentation must be in the form of a letter, proclamation, resolution, or ordinance stating that these institutions have formed an LCCC or LGCCC.

All 84 grantees provided documentation that declared them either an LCCC (if they were a not-for-profit) or an LGCCC (if they were a government entity).

## Grantee Programs and Activities

Grantee programs and activities focused on Census education and mobilization. To this end, the grantees' program and activity plans initially included a reliance on in-person events, like movie programs, parties, barbecues, and parades. With COVID-19, most of these plans had to be changed to fit the restrictions of



the pandemic. As the region adapted to COVID-19 social distancing guidelines, grantees also adapted their workplans to shift the types of in-person engagement and outreach conducted.

*Grantees began their outreach in January 2020 and the peak of activity occurred around Census Day, April 1st. Activities decreased as grantees finished their programs.*

The goals of the programs and activities implemented by grantees were to:

- educate and inform the HTC residents about the Census
- provide people with access to complete the Census
- mobilize existing groups and partners to contribute to the Census outreach campaign
- dispel misinformation and overcome barriers leading to an undercount in HTC populations

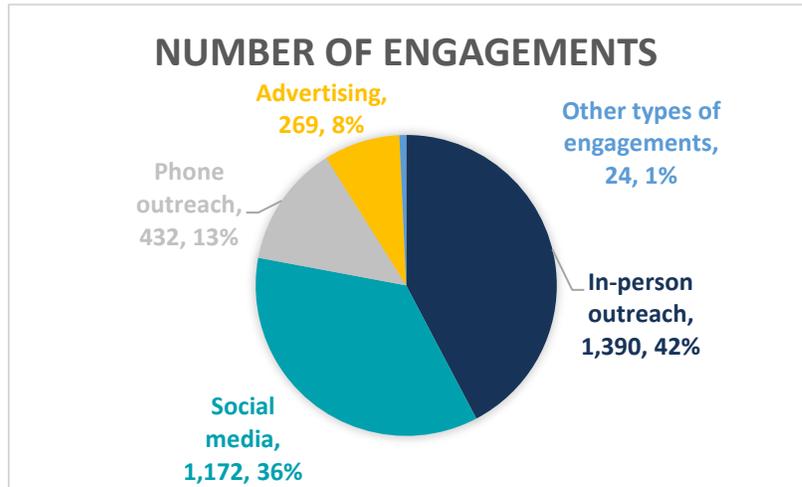
As noted in the chart above, the grantee activity level began to climb sharply at the beginning of 2020 and peaked around April 2020. This peak correlates to Census Day, April 1, and the initial surge of outreach and activities designed to trigger an early response. This time also marks the onset of the pandemic; grantee activity slowed down between April and May, most likely due to both the ending of the Census opening surge and the restrictions imposed by the pandemic. From May through June, the graph shows that while not returning to March and April's peak activity levels, grantees performed outreach steadily, likely because of the warmer summer months and people adapting to the pandemic restrictions. The last third of the project (late July – September) saw a decline in Census activity, correlating with grantees beginning to exhaust their Census resources and move towards program close-out.

The programs and activities conducted by the 84 grantees to meet these goals included, but were not limited to:

- Social media postings, email newsletters, and digital advertising
- Phone banking, automated text messages, email blasts, and other methods of mass communication to constituent bases

- Door-to-door canvassing
- Distribution of materials, PPE, literature, and other information at local events, like food banks, barbecues, and church services
- Census caravans
- Paid advertising in local publications and websites

As noted in the chart to the right, in-person outreach, despite the pandemic, was the most popular category of outreach. Grantees approached their in-person engagements very differently, depending on their program and area. Some, like The City of Rolling Meadows, distributed Census bags at a drive-thru food pantry. The National Pan Hellenic Council of Chicago took a similar approach, hosting a drive-up mask-pick up event with Census



information. Before the pandemic, movie events, BBQs, in-person church services, and even things like a “Praise and Basketball” event with basketball, singing, food, and Census info were popular ways to connect with residents. In general, the pandemic caused grantees to alter their in-person plans, and the most popular types of in-person engagements were food and PPE giveaways, door-to-door canvassing, and passing out flyers and postcards.

Social media outreach generally consisted of Facebook or Instagram posts or stories. But some agencies went a bit further, including True Star Media, who conducted a live showcase via Instagram with local artists sponsored by and promoting the Census.

Phone outreach/phone banking typically consisted of agencies using contact lists, or, in some cases, purchasing contact lists, and making calls to increase Census awareness and assist residents with Census form completion over the phone. Grantees noted that their call volume depended on outreach staff, with many stating they could make more than 75 contacts in a single day. Other methods, like texting and robodials, were also used by grantees.

Advertising was creative and complemented our County-wide marketing strategy. For example, South Suburban College invested in a Census billboard on I-294 near their campus. The Coalition for a Better Chinese American Community ran an advertisement in Chinese in the World Journal Newspaper. Gathering Point Community Council placed an ad in the Chicago Bulletin Newspaper. The overall reach of these engagements was reported in the millions. Advertising by grantees also included banner ads on websites and boosted social media posts on Facebook, Instagram, or Twitter. Often advertising and social media were done in combination with in-person or virtual events to promote the events and draw attention to the initiative.

Other types of engagements included mailings of postcards and newsletters to residents, Zoom trainings with staff, and virtual training and meetings as ways to connect with and educate staff and residents.

The images below show a sample of some of the outreach performed by grantees.



*Literacy Works tabled outside local grocery stores and handed out promotional materials in exchange for Census completions.*



*The Chicago Lighthouse assisted people with Census completion at a local food distribution event.*



*El Valor posted family-friendly images on their social media pages promoting the Census.*



*Acclivus congratulated recent graduates and incorporated Census messages into the celebration.*



*Lifebuilders hosted a "Christmas in the Midst of a Crisis" event where they gave away gifts and Census information.*



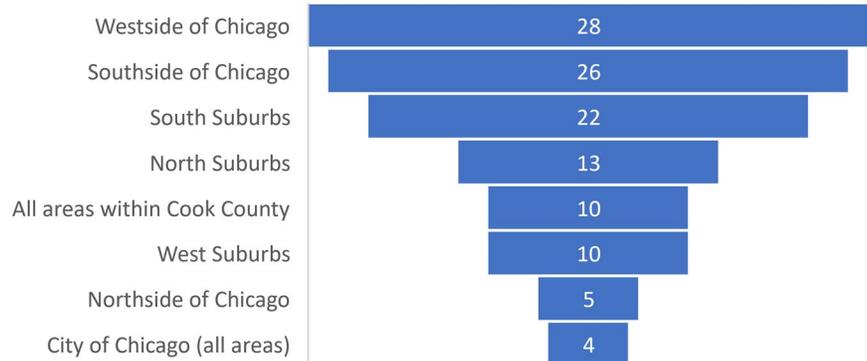
*Southland Ministerial Health Network tabled outside a back-to-school event.*

## Grantee Reach in HTC Communities

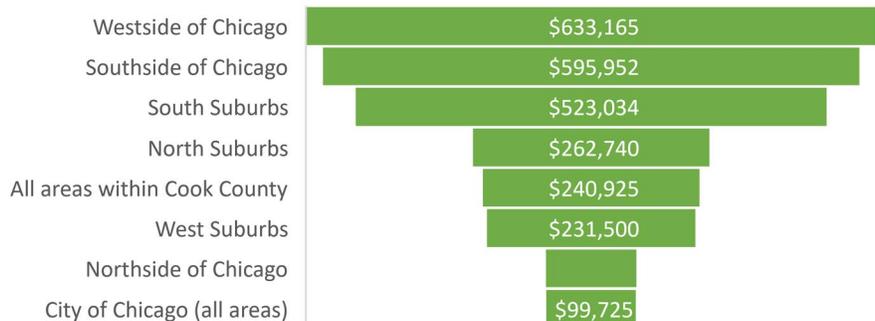
The Cook County Census program underscored the importance of centering our outreach in HTC communities. As such, the investment in grantees aligned with the need of reaching communities most likely to be undercounted. Census response data from 2010 clearly shows that the South and West Sides of Chicago, and parts of the South Suburbs, are the hardest to count. The graphics to the right show that Chicago’s West and South Sides and South Suburbs received both the most funding and had the most “mentions” of coverage – with these figures derived from an analysis of grantee work plans at the beginning of the project.

Similarly, demographically, the majority of grantee project plans targeted Black and Latinx communities, or multiple races. Additionally, many of our grantees targeted other HTC communities, such as young children (0-5 years old), the older population, low-income persons, renters, persons experiencing homelessness, highly mobile persons, non-English speakers, documented and undocumented immigrants, LGBTQ persons, persons with mental and physical disabilities, and persons who do not live in traditional housing.

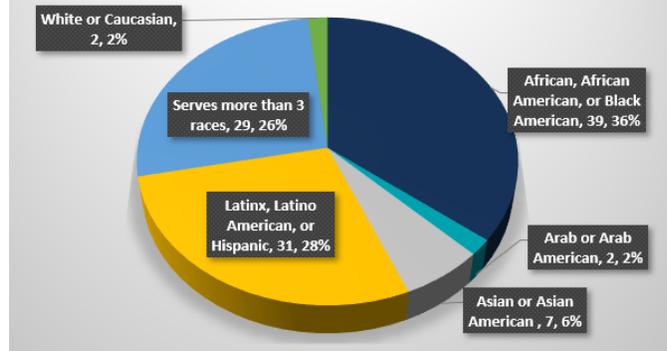
### NUMBER OF GRANTEES BY MENTIONS OF REGIONS SERVED, ALL GRANTEES



### SUM OF FUNDING TO REGIONS SERVED, ALL GRANTEES



### Coverage of racial/ethnic groups by Cook County grantees (based on mentions in plans)



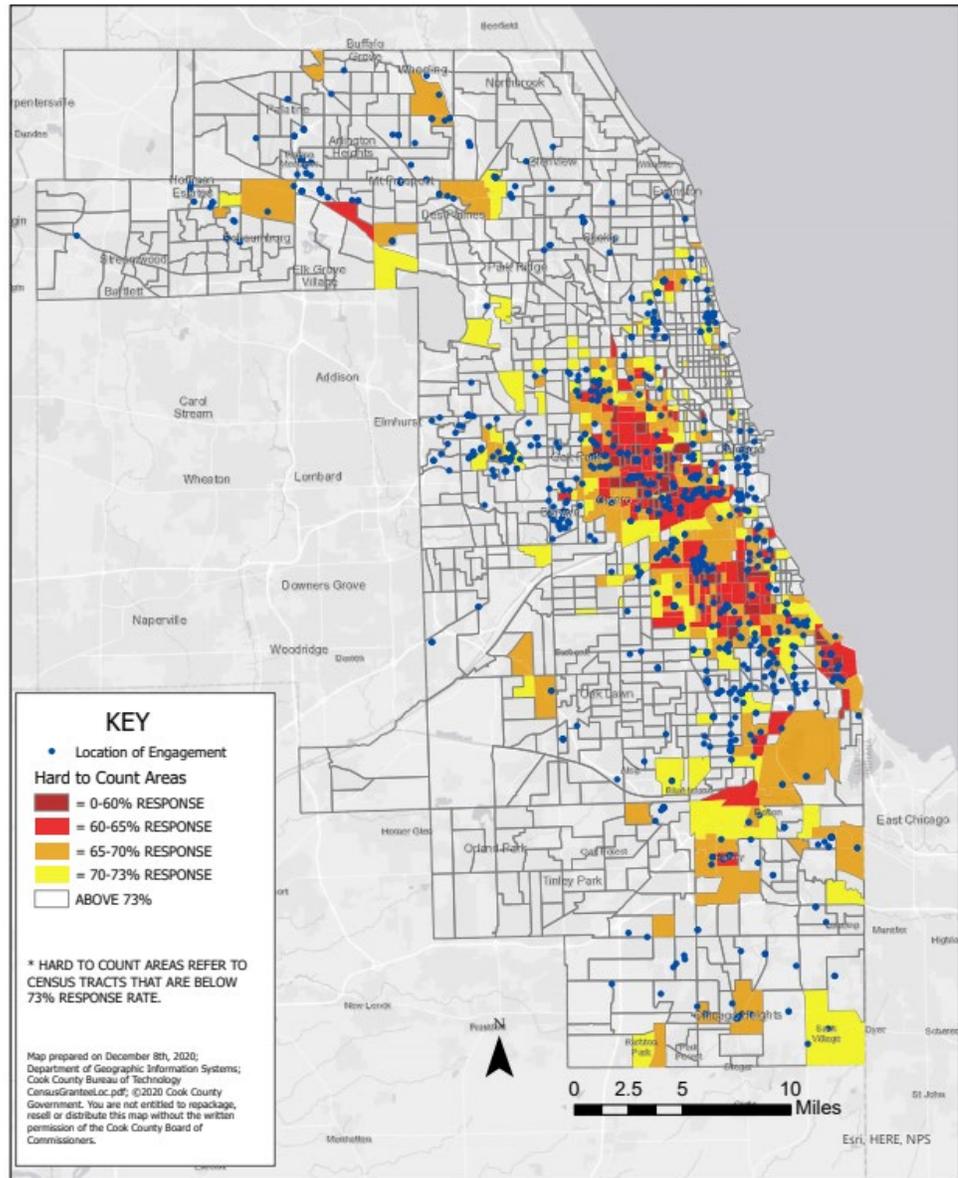
## HTC areas coverage

On the “heat map” to the right, the darker red areas indicate the lowest responding communities in the 2010 Census. Blue dots represent grantee in-person engagements.

TWEG worked with grantees to ensure their Census plans focused on these HTC areas throughout the project. The COVID-19 pandemic created additional challenges, which meant that guidance and oversight by TWEG was extremely critical in ensuring the limited time for Census completion, available resources, and Census advocates prioritized the lowest responding communities.

The Census Liaisons tirelessly and consistently worked alongside grantees to guide their engagement during the project. Census Liaisons were responsible for providing grantees the self-response data that would help them direct their efforts to the lowest responding areas.

## COOK COUNTY CENSUS 2020 - GRANTEE COVERAGE



*This map shows the locations of in-person grantee engagements against the 2010 HTC areas, and that the vast majority of engagements targeted HTC areas.*

# COVID-19 Impact on Grantee Workplans

COVID-19 began disrupting life in the United States in March 2020 -- less than one month before Census Day on April 1st. As a result, the pandemic caused mobility and personal contact limitations that completely upended TWEG and the grantees' previously established plans. Work went on internally with the project stakeholders to adjust to the pandemic. The biggest challenge was assisting grantees in pivoting away from their planned in-person parties, meetings, festivals, and other gatherings and moving them towards digital and socially distanced outreach efforts.

In March and April, TWEG examined the project plans of each of the 84 grantees. The plans were reevaluated for their efficacy during COVID-19. TWEG held several strategic planning meetings with each grantee to discuss their project plans in the wake of the pandemic.

TWEG provided each grantee with guidance on outreach in the new landscape left behind by the virus. Meanwhile, the length of time that would be spent in "lockdown" or under other social restrictions remained unclear, so the plans created with grantees needed to be dynamic and flexible.

**CENSUS OUTREACH DURING COVID-19**  
Due to the COVID-19 virus concerns, the State of Illinois has mandated a number of closures, encouraged social distancing and imposed limits to social gatherings. Outreach events and gatherings will have to be reconsidered in light of the State suggesting that they are limited to ten people or less. At The William Everett Group and the Cook County government, we have developed creative strategies on how we can make an impact in hard-to-count communities in these evolving circumstances. While there are continuous challenges to our mission, we are working together to ensure a full count of all Cook County residents for the 2020 Census.

You are an integral part of our efforts and plans for success. This newsletter provides some recommendations on how to rethink the way you conduct your outreach. Please reach out to your Census Liaison for additional resources and support.

**NEIGHBORHOOD LEAVE BEHINDS**  
Many businesses are currently closed. However, there are some critical businesses open during this time. Grocery stores, pharmacies, banks and laundromats are all examples of businesses that may still be open. We recommend you hang a Census awareness poster or leave a stack of flyers at these local businesses.

**E-NEWSLETTERS**  
Gather old sign-in sheets, pull contact lists from other sources, and ask staff for their contact lists to expand the reach of e-newsletters.  
Be sure to include Census topics such as:  
-The importance of the Census  
-What to expect from the online Census  
-Safety and security of the Census  
-Census = resources for your community

**SOCIAL MEDIA**  
Social media is the new "street team." With social media, you can turn your followers into walking billboards. We encourage you to post 2-3 times per week on your social media channels.  
Expand your social media reach by asking all of your followers or community members to re-post. If you have 100 followers and they all re-post to their 100 followers, you can reach 10,000 people with one post!

**ROBOCALLS, PHONE BANKING AND MAILINGS**  
Use existing contact lists or purchase lists of information to call or text constituents and let them know about the Census. Also, consider sending a mailer to homes, or leaving flyers in accessible, safe locations near peoples' homes. And don't forget the power of word-of-mouth: reminding people to tell others about the Census can be incredibly powerful!

**FOR HELP, CONTACT YOUR CENSUS LIAISON OR EMAIL COMMUNITY@WEGRP.COM**

**MORE CENSUS OUTREACH IDEAS DURING COVID-19**  
COVID-19 has presented those doing Census Outreach with enormous challenges. Cook County grantees are being asked to modify their near-term plans to adapt to the pandemic.  
Here are some more ideas we've gathered that may help grantees. Please think about these and other ideas, and be prepared to speak with your Census Liaison about adjusting your plans accordingly. We can do this together!

**SOCIAL MEDIA "BOOSTS"**  
Boosting your social media posts is a marketing tactic that can exponentially increase the amount of people that see your content. You can pay to have your posts show up as sponsored content on non-followers' timelines in order to gain more exposure. Contact us if you need help or support.

**RIDING AROUND TOWN**  
Several grantees have "mobile RVs" or digital trucks that can be rented and driven around town promoting the Census. Or, if you want to do-it-yourself, you can outfit a car or truck with Census stickers, and use a microphone or loudspeaker to inform people sheltered-at-home about the Census.

**CREATIVE OUTDOOR ADVERTISING**  
Do you have access to a church marquee, a school marquee, or any other outdoor space that can be used as Census signage? Think about your local resources and consider placing Census messages in prominent community locations.

**GROCERY AND TO-GO ADVERTISING**  
Grocery stores are booming. Carry-out and delivery is likely at an all-time high. Consider engaging local stores, restaurants and other businesses that are open, and think about ways to engage their customers. Can we imprint Census messages on a to-go bag? How about on napkins? On menus?

**FIND OUT WHO'S COMMUNICATING**  
School staff is regularly communicating with families and providing lessons. Churches are hosting virtual services and sending out regular communications. Social service agencies are updating their constituents regularly. Let's work to get your Census messages integrated into these communications.

**NO-TOUCH FLYERING**  
Leaving flyers on gates, at doorways, on car windows, and at open businesses can be a great way to access people. While we have to be careful about being safe and paying attention to COVID-19 restrictions, leaving flyers in key locations that promote the Census is a viable option.

**NICHE ADVERTISING**  
Utilizing small newspapers, radio stations, or social media sites -- especially those that cater to our hard-to-count residents -- is a great way to inform people about the Census. People are looking to these types of places for information, now more than ever.

**PHONE BANKING AND MAILING**  
Calling your lists of constituents (making sure to indicate who you are and that you don't work for the Census) or mailing information from your organization with Census reminders is a great way to inform constituents.

This list has been compiled by The William Everett Group on March 26, 2020. Contact your Census Liaison for more information or support, or email [community@wegrp.com](mailto:community@wegrp.com). Please follow all CDC guidelines when conducting outreach during COVID-19. Health and safety first!

*Guidelines and suggestions in the form of flyers (shown here) were provided to grantees as they dealt with the onset of COVID-19*

One step taken by TWEG to assist grantees in this transition was to provide information that prompted outside-the-box thinking and innovative outreach strategies amongst grantees. Several infographics, built via research and aggregation of best practices around the country, were created and distributed to grantees and became the framework for post-COVID-19 planning. These assets are shown below and on the preceding page.

I want to...	Techniques or options
 <p>Outreach to young children</p>	<p><b>School's newsletter:</b> Partner with a school and/or daycare to add Census materials to the institution's weekly or monthly newsletters.</p> <p><b>Online Learning:</b> Partner with a school and/or daycare to place a Census video, announcement, or link on their website or online learning platform. Don't forget about outdoor marquees!</p>
 <p>Outreach to faith-based institutions</p>	<p><b>Virtual Marketing:</b> Provide the Cook County Census graphics and link to the Census survey on church, mosque, or temple websites. Ask the administration to post Census material on their social media, marquees, and signage.</p> <p><b>Virtual Service:</b> Provide the religious leader or administrator with a Census announcement to incorporate into their service.</p> <p><b>Faith-based newsletter:</b> Partner with a faith-based institution to add Census ads to the groups' weekly or monthly newsletters.</p> <p><b>Phone bank the congregation:</b> Contact the administration of a faith-based institution to receive the phone numbers of congregation.</p>
 <p>Outreach utilizing businesses</p>	<p><b>Food delivery:</b> Partner with restaurants that utilize delivery services (Grubhub, Uber Eats, etc.) and provide Census material to be added in delivery bags.</p> <p><b>Grocery stores:</b> Partner with local grocery stores to place Census materials next to each cashier or in the carry-out areas.</p> <p><b>Customize grocery bags:</b> Buy and customize grocery bags, napkins, or carry out bags with a Census message.</p> <p><b>Gas stations:</b> Partner with local gas stations to leave Census materials and/or place Census ad on or by fueling pumps.</p>
 <p>Outreach to seniors</p>	<p><b>Group home enumeration:</b> Contact the administration of a senior center, nursing home or assisted living facility to confirm that they are collaborating with the Census Bureau.</p> <p><b>Senior home newsletter:</b> Partner with a senior center or nursing home to add Census ads to the facilities' weekly/monthly newsletters or in common spaces.</p> <p><b>Flyer drop-offs:</b> Utilize your own resources and/or the census HTC map to drop off census materials to the homes in your district(s) with the most seniors.</p>

*Other suggestions provided to grantees for performing outreach during COVID-19*

The amount of communication between Census Liaisons and grantees during the onset of COVID-19 spiked. It was uncharted territory for both the grantees and TWEG. While each grantee was different, they all received counsel on moving from indoor events to outdoor events and figuring out ways to increase online or digital engagement with constituents. Movie tickets, food festivals, parties, and large gatherings were replaced with social media campaigns, phone banking, car caravans, and other socially distanced activities. These activities fell in line with the community's needs during the pandemic and allowed for Census outreach to continue.

While COVID-19 presented an unprecedented challenge, the grantees proved resilient, and Census outreach continued, albeit in a slightly different format. The pandemic ebbed and flowed in Cook county from March through September. The project plans and adjustments were made by the grantees with the assistance of TWEg consistently.

## Grantee Expenditures

Grantees logged expenditures into the SharePoint financial reporting system and provided a classification for the expense and a corresponding receipt. The financial accounting structure for the County Census program used four categories (advertising, administrative, event fees, and marketing) and 16 subcategories (billboards, decorations, display, equipment rentals and purchases, food, newspaper, office supplies, rental space, reporting fees social media, stipends, technology purchases, transportation, and TV).

Grantees' timely and prudent spending was critical to the program's success and was made difficult by the onset of COVID-19. Grantees were forced into finding creative ways to spend their grant funds. Examples of creative marketing included:

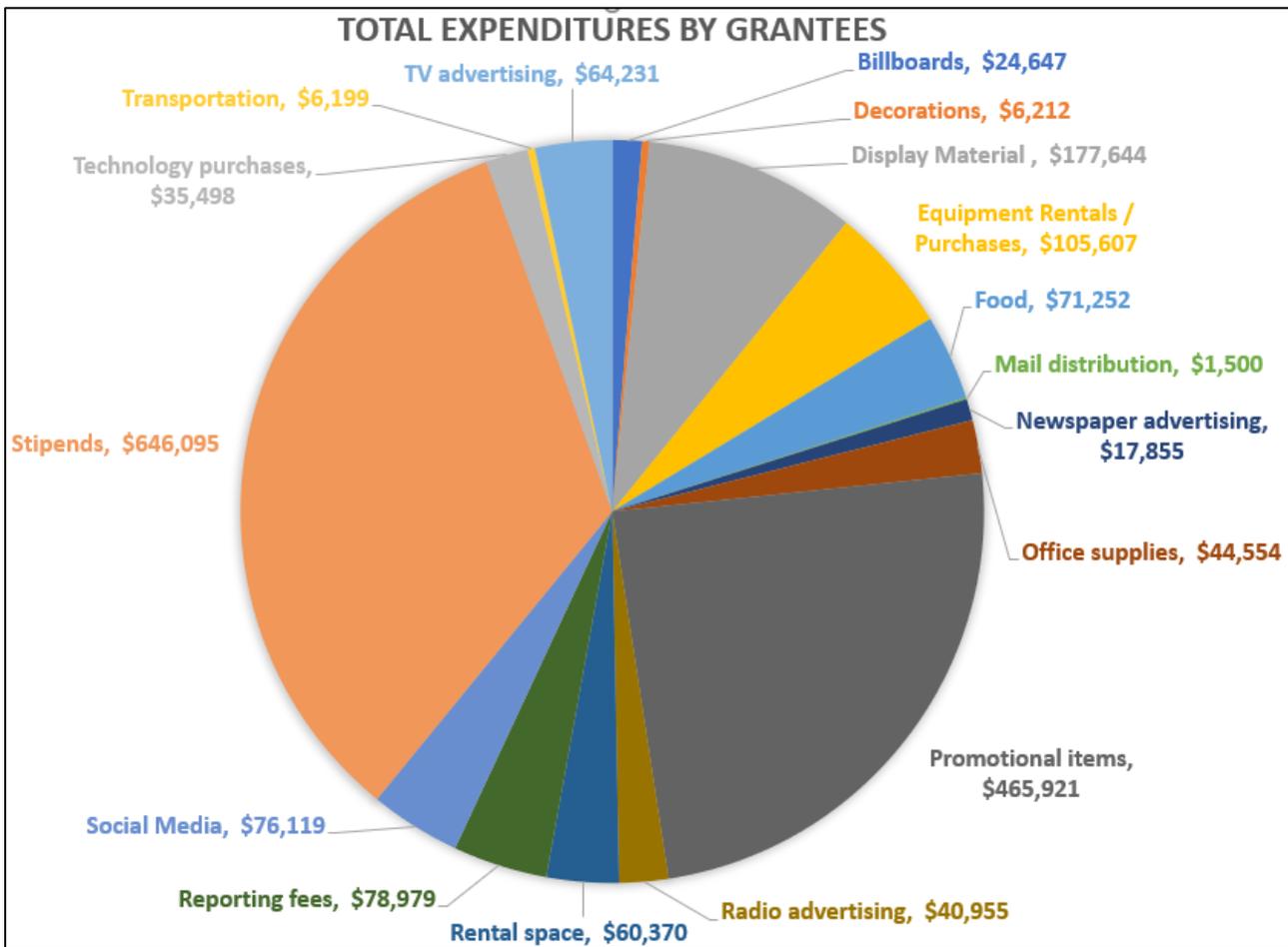
- changing the type of promotional materials they purchased
- replacing large-scale events with smaller or even virtual engagements
- hiring staff comfortable with phone banking, mailings, and social media
- "boosting" posts on social media sites

Grantee expenditures stagnated in the first months of the program. They reflected the immediate uncertainty and caution felt by people at the onset of the pandemic. Social media and "zoom" town-halls were popular expenditures during this period.

Gradually as the pandemic settled into our daily lives and shelter in place orders were lifted, grantees began to plan and spend on modified, safe outdoor community events.

Examples included:

- car caravans
- food depositories
- outdoor parties
- outreach at COVID-19 testing sites
- PPE distribution events

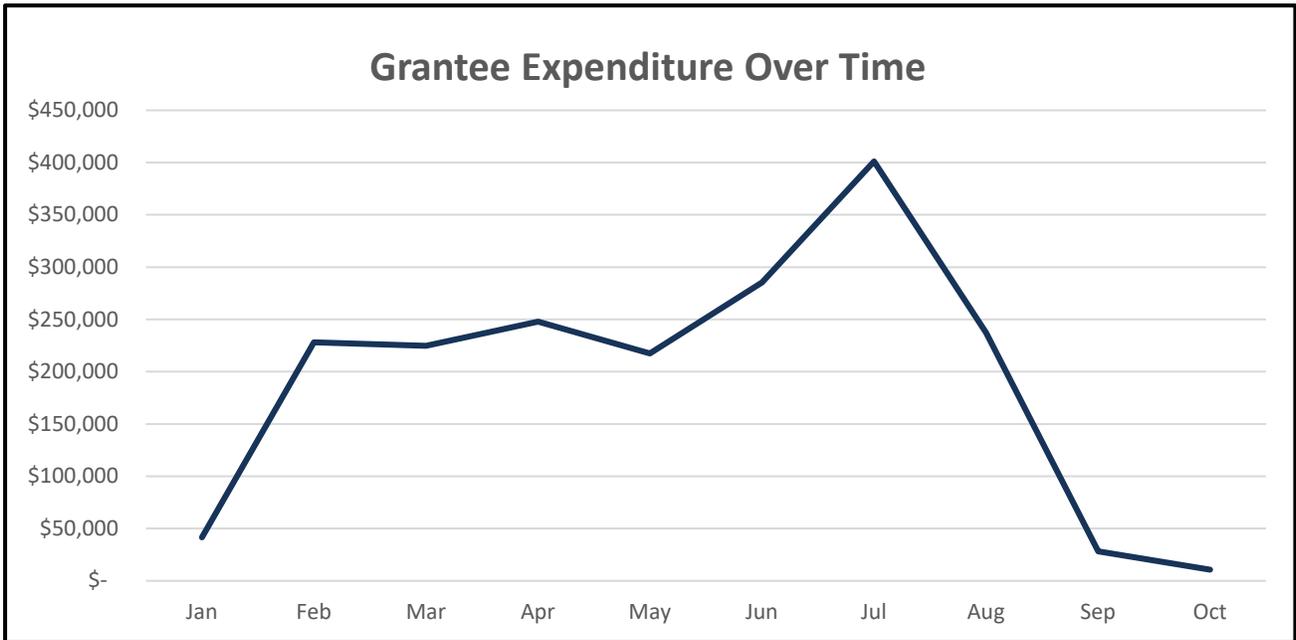


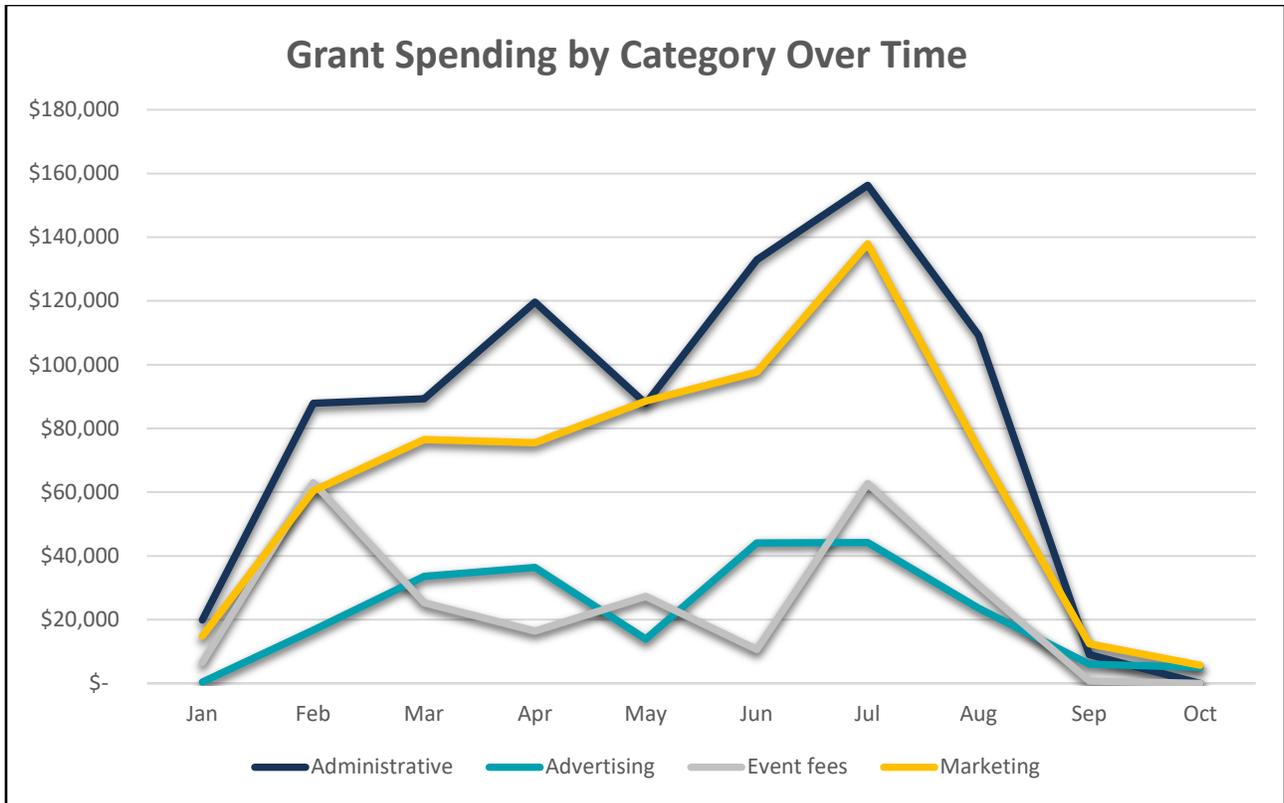
An analysis of grantees' total spending shows that over half of the budget was spent on outreach staff and promotional items.

As noted in the chart above, grantees' two most significant expenditures were on stipends for outreach staff and promotional items, accounting for 34% and 24% of the total budget, respectively.

The graph below (Grantee Expenditure Over Time) show that spending remained relatively low and steady during March, April, and May. These results were likely a response to COVID-19, given that conventionally these would have been the highest months of Census outreach in a normal decennial.

More grantee spending was done in the summer months of June through August than any other time as County residents emerged from stay-at-home orders. There was a willingness to spend on in-person outreach as residents adjusted to face coverings and social distancing, and the summer months provided an opportunity for outdoor engagements. While the majority of grantee outreach concluded before September, some grantees continued to use their funding to attend back to school events and get parents signed up for the Census. Grantees continued to push for Census completion by canvassing in the hardest to count tracts.





The graph above shows that over time, administrative expenses were the largest grantee expenditure. These expenses included the payments for outreach workers, which, expectedly, peaked during the summer months. Advertising spends peaked in March and April and then again in June and July but remained relatively consistent throughout the program. Event spending peaked both before the pandemic and during the summer months. The most amount of marketing spend occurred in July.

# “Census by the Numbers” Transparency Portal

## Census by the Numbers

**Census by the Numbers** is an online platform designed to offer visibility, openness, and accountability for the Cook County Census Outreach Program. The portal contains information ranging from agency/grantee budgets to itemized spending categories.

[En español.](#)

### Overview

An accurate census is vital to our nation's ability to provide an equitable distribution of financial, legislative, educational, public health, housing, and the variety of resources contributing to creating stable communities. The County's Census efforts launched in 2019 to educate and engage residents while encouraging completion of the census. In partnership with the Cook County Board of Commissioners and the Cook County Complete Count Census Commission, nearly 2 million dollars (\$1,922,883.50) in grant funding was invested in promoting Census participation.



**BE COUNTED.**  
In the 2020 CENSUS



The 2020 Census efforts have concluded as of October 31, 2020. The County's efforts included a variety of tactics to adapt to restrictions in the face of the COVID-19 pandemic. Our efforts included more virtual and digital engagement while working with frontline workers to continue ongoing efforts to encourage Census participation. While following the Illinois Department of Public Health regulations, we continued aligning our strategies with our local, regional, state, and national partners to deepen impact while leveraging our collective resources. At the close of the Census the County's response rate was 67.4% (officially surpassing 2010 Self Response rate of 66.1%) with an overall Illinois self-response rate of 71.4% (7th nationally).

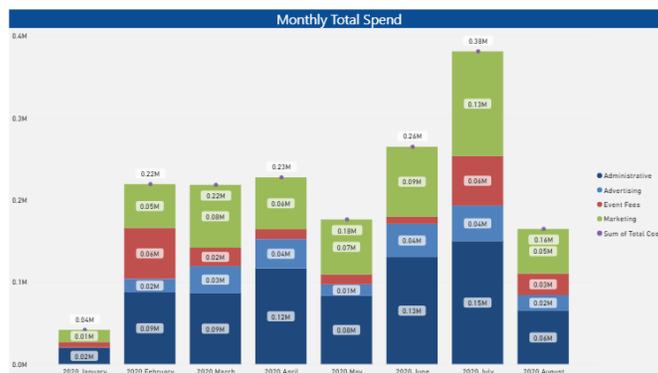


### About Census by the Numbers

This portal provides a searchable database for information about our grantee spending activities. It allows visitors to see a breakdown of the areas of investment using specific underlying datasets. While Census efforts are ongoing, data will be updated frequently and made available in Spanish. Other languages are available upon request. The following categories will be featured in the portal reports:

- Advertising:** TV, radio, social media, billboards
- Administrative:** Transportation, stipends, office supplies, reporting fees, technology
- Event Fees:** Rental, equipment, food, decorations
- Marketing:** Display, promotional

Our data reflects expenditures from January through the end of August, 2020 by our grant recipients. It includes items shown in our chart related to Census 2020 outreach.



The County launched an online portal called “Census by the Numbers” in the Spring of 2020. This public-facing web site was designed to offer visibility, openness, and accountability for the grantee expenditures of the Cook County Census Outreach Program. The portal contained agency/grantee budgets and itemized spending categories.

Every two weeks, TWEG supplied the County with the data on grantee expenditures. This data was used by County officials to update the portal.

The transparency portal is available [here](#) or by visiting [www.cookcountyil.gov/census](http://www.cookcountyil.gov/census).

The transparency portal (“Census by the Numbers”) is available on Cook County’s website. It shows grantees expenditures by category and other info.

## Section 4: Media and Marketing

The BED, President’s office, and TWEG developed a communications and marketing plan as part of the 2020 Census program.

To set the foundation for our efforts, we created a strong County Census brand toolkit and hundreds of graphics. The overarching plan included a robust and targeted advertising campaign, a thorough earned media strategy, and creative use of social media and mobile messaging.

### Brand Toolkits and Graphics

The brand campaign, developed and led by Cook County Creative Director Martin Burciaga, used artwork that reflected the diversity of residents throughout the County. Thus, the “faces of Cook County” as depicted in the County Census logo became ubiquitous in the County campaign. It was critical that this messaging stayed consistent in educating residents about the importance of the Census. Over 200 graphics were developed and accessible online for social media or print use.

Throughout the Census program, the County Census graphics adapted to incorporate the changing dynamic of the campaign. Branding efforts stayed in-step with many of the challenges encountered, such as mask-wearing due to the COVID-19 pandemic or the inclusion of social justice movements. The 2020 Census co-existed with a global pandemic, a historic presidential election and combative Administration, a surge from the Black Lives Matter movement, and tensions around the country dealing with immigration. Grantees and TWEG incorporated these issues into their messaging framework. For example, Census yard signs also thanked health care workers and first responders. The importance of the Census was connected to civil rights, healthcare resources, and representation. Some examples of the final treatments of the brand are on the following page.

**African-Americans COUNT.**  
Your participation in the 2020 Census will shape our communities for the next 10 years.  
**BE COUNTED.**  
In the 2020 CENSUS

Targeting HTC communities

**AVOID a visit from a census taker.**  
*Self Respond today.*  
my2020census.gov  
(844) 330-2020  
Fast and right one.

Avoid a visit

**It has never been easier to respond.**  
*The 2020 Census is happening now. You can respond online, by phone, or by mail.*  
**BE COUNTED.** In the 2020 CENSUS

All the ways to complete your survey

**Sus respuestas ayudarán a traer fondos para servicios de salud en su comunidad durante los próximos 10 años.**  
Respuesta hoy por teléfono, por correo o por internet en.

Mask imagery

**COOK COUNTY CENSUS 2020**

County Census Logo

**Babies count.**  
**BE COUNTED.**  
In the 2020 CENSUS

Youth

**LGBTQ+ count.**  
**BE SEEN. BE HEARD. BE COUNTED.**  
In the 2020 CENSUS

LGBTQ+

**The 2020 Census is easier than ever. Did you know you can respond online?**  
Ahora más sencillo que nunca. ¿Sabías que puedes llenar el Censo 2020 por internet?  
2020 की जनगणना अब तक की सबसे सरल सुझावों है। क्या आपको पता है की आप ये इंटरनेट (ऑनलाइन) के द्वारा भी भर सकते हैं।  
2020 नी पहली मरफदी पहला सल सल से. कु नरे जगुने को 3 नरे इं-ए-ए-ए (ऑनलाइन) परन सल सली सले से।  
Censuz 2020 jest łatwiejszy niż kiedykolwiek. Czy wiesz że możesz to zrobić w internecie?  
my2020census.gov

Multi-lingual awareness

## Print and “swag” materials

TWEG used postcards, flyers, banners, window signs, stickers, and yard signs in its wide-ranging effort to put educational materials in Cook County residents' hands.

The materials were distributed in multiple ways to Cook County residents, community groups, and businesses. The distribution included:

- sending grantees these materials both physically and digitally
- arranging pickups and deliveries of materials to the Board of Commissioners
- shipping materials directly to Census Champions, ambassadors, and others responsible for County events
- displaying Census signs at County agencies, departments and partner facilities

The graphic below shows a sample of some print and “swag” materials purchased and distributed to the community.



Face coverings

Postcards

Yard signs

Yard signs

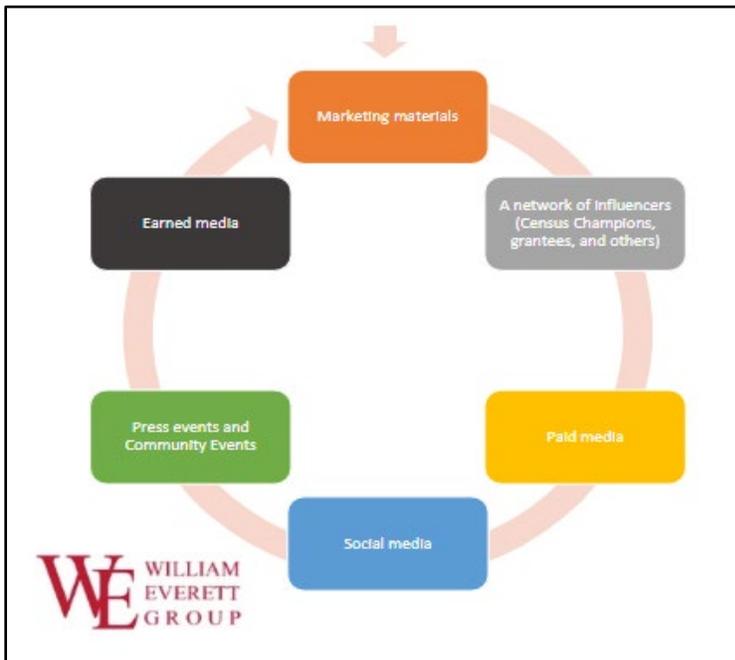
Window signs

## Marketing and Media Plan

The marketing and advertising campaign began with rigorous planning, data mining, and research to determine the content and delivery of critical messages that trigger action among HTC residents.

A media buy plan was subsequently created and implemented. TWEG created strategically crafted and placed out-of-home, transit, newspaper, radio, and online advertisements, all of which were tailored to get the Census's message to HTC residents. TWEG utilized a variety of marketing strategies and initiatives, which included:

- Outdoor advertising in the form of 36 billboards in targeted locations in Cook County; this effort complemented the City of Chicago's billboard placement, a positive outcome of our strong partnership and collaboration with government partners.
- Mobile media messaging ads sent to mobile devices in targeted HTC communities
- Print and radio advertising on both mainstream and niche publications and stations that reach an HTC audience.
- Social media developed in a robust approach that featured a hyperlocal focus on Facebook, YouTube, and Instagram, using elected officials and social influencers to promote Census awareness.



*The components of the Marketing and Outreach Plan*

In February, TWEG created and submitted a Marketing and Media plan that demonstrated how marketing materials, influencers, paid media, social media, and earned media would increase the Census count in HTC areas of Cook County.

The plan (available in Appendix F and another version in Appendix J) contained examples of messages that would be used to market the program ("For the first time in the history of the Census, the survey can be completed online!") and how these messages would develop over the various phases of the program.

The plan detailed the methodology and strategies that would be used when implementing both a paid and non-paid (earned) media campaign, a social media calendar and strategy, press events and a "run of show" for these events, and provided samples of the

**PHASE I: DEC – MAR | AWARENESS AND CALL FOR COLLABORATORS**  
 Strategically place ads across multiple platforms, identify and attend local events, and develop and activate a network of local community leaders to launch the Cook County **Census 2020** Awareness Campaign with **the dual** intent of generating general awareness of the upcoming Census and recruitment of Census Champions and potential **Local Complete Count Committees (LCCCs)** and **Local Government Complete Count Commissions (LGCCCs)**.

**PHASE II: JAN – MAY | INFORM AND EDUCATE**  
 Utilize multi-media platforms and earned media for widespread and grass-roots messaging to HTC populations regarding importance and benefits of completing the 2020 Census with clear Call to Action. Network of influencers are identified and equipped.

**PHASE III: APR – AUG | ACTIVATE AND MOBILIZE**  
 Activate a call-to-complete the 2020 Census, utilizing mobile advertising and digital media that allows for immediate access to the Census form, with urgent messaging to complete the 2020 Census. Networks of influencers mobilized with message of urgency through grassroots, in-person efforts.

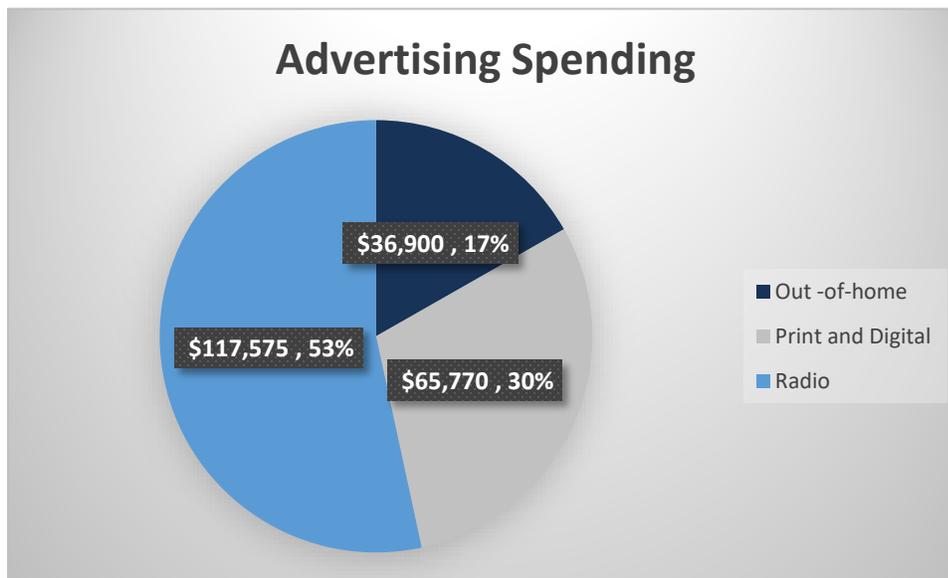
advertisements intended for the program. The Marketing and Media Plan detailed the three phases of both paid and unpaid marketing across Cook County, as noted above.

## Paid Media

TWEG understood that a mass media plan needed to be implemented to reach Cook County residents. The media buy strategy was built to be an effective plan without duplicating efforts being completed by City, State, and Federal partners. The media buy implemented by TWEG had a small budget of \$220,245, relative to the significantly larger advertising budgets of the City, U.S. Census Bureau, and the State of Illinois. Thus, TWEG’s strategy was to focus on niche audiences, and direct contact with areas at risk for an undercount.

The media expenditures were directed at areas, websites, and publications that reached the most HTC residents. Approximately 40% of the media expenditures were targeted towards African American media outlets and publications; more than one-third of all expenditures directly targeted Latinx markets. More than one-third of all expenditures targeted general markets, which did not focus on one race or ethnicity specifically but reached all subgroups and HTC areas. In publications that reach Spanish-speaking audiences, advertising was provided in Spanish and sometimes both Spanish and English.

## Media expenditures



*Media buy expenditures by type of media*

Given this limited budget, Cook County's goal was to focus on hyperlocal HTC communities.

From December 2019 to September 2020, TWEG purchased radio, digital, and print media to bring awareness to and promote Census completion. The media outlets used to promote the Census were strategically chosen to serve the

hardest-to-count populations.

The largest media buy expenditure was for radio, which accounted for more than half of the \$220,245 media budget. Radio stations target specific demographics and market segments. Therefore, by choosing which station to broadcast with, the County locked in their potential customers and increased the frequency of delivering its message. These purchases included the purchase of spots on World Radio AM 1450, WVON, and WLEY. Print and digital advertising, which included ads in local newspapers and online

publications, made up the next highest media buy spending percentage. Like radio, to reach HTC audiences, these ads were focused in mostly on niche publications like Lawndale News, La Raza, and the India Bulletin and several digital platforms that connect with the targeted HTC audiences. The County also purchased billboard space in particular communities, shying away from expensive expressway billboards and placing billboards directly into Census tracts defined as HTC. Billboards are effective because they garner millions of views or impressions, and they can be tailored to areas that are the hardest to count or hardest to reach by other mediums.

Decisions to use print, radio, billboards, digital, and even mobile messaging were made based on the ability for these mediums to access HTC communities and market research. Advertising platforms and the targeted placement of these ads were chosen that maximize our intended reach (HTC residents) and to not conflict with other marketing initiatives. Additionally, some hyper local outlets were recommended directly by Commissioners, Commission Members, and other partners.

## Advertising Buys, Duration, and Reach

The table below shows the paid media outreach efforts sponsored by TWEG.

Media Type	Station	Dates	HTC Community	Impressions/reach
OUT-OF-HOME	Out Front Media Mobile Messaging	Mar - Jun	African American   Latinx   LGBT   Asian   Homeless	974,944 impressions
	Advertising Impact Inc. Billboards	Mar-Apr	All Primary African American & Latinx targeted zip codes	5,588,460 million impressions
	NCM Mobile Messaging	April 23 - May 1 (Campaign 1)   May 1 - July 30 (Campaign 2)	African American   Latinx   Families with Children	974,944 impressions
RADIO	WGCI/V103/WGRB	Feb - May	Multi-Racial	187 million monthly reaches
	WBEZ/NPR/Vocalo	Feb - Mar	NFP Outreach   Young Adult   African American   Latinx   International	510,000 weekly reaches
	WVON	Feb - Mar	African American	184,000 weekly reaches
	WRLL	Mar-May	Latinx	184,000 weekly reaches
	WOJO	Mar - May	Latinx Young Adult 25-54	2.8 million reaches
	WLEY	May	Latinx	3.2 million impressions
	1240 AM	Mar 30 - Apr 15	Latinx	5,000 weekly reaches

Media Type	Station	Dates	HTC Community	Impressions/reach
	World Radio AM (1450)	Mar 30 - Apr 15	European Immigrant - Russian, Serbian, Polish. Latin	5,000 weekly reaches
PRINT and DIGITAL	Chicago Independent Media Alliance (Streetwise, Chicago Reader, La Raza, Crusader, Hyde Park Herald, Windy City Times, South Side Weekly, Austin Weekly News, Via Times (Pilipino), Chicago Citizen)	Mar-May	Latinx   African   African American   Asian   LGBTQ   Homeless	1.5 million monthly reaches
	La Raza	Apr	Latinx	17,245 weekly reaches
	Village Free Press	Aug - Oct	General - Melrose Park, Proviso	3,000 weekly reaches
	The Voice Newspapers	July- Oct	African American Austin/Garfield/N. Lawndale	36,000 weekly reaches
	North Lawndale News	July- Oct	African American North Lawndale	15,000 weekly reaches
	Windy City Times	Apr	LGBTQIA	9,000 bi-weekly reaches
	Rolling Out	Feb	African American Millennial	120,000 monthly reaches
	Citizen Newspapers	Mar-May	African American	120,000 weekly reaches
	Lawndale News	Mar-Apr	Latinx	120 monthly reaches
	India Bulletin	March	Indian	4,500 monthly reaches
	El Día	Mar 15 - Apr 15	Latinx	60,000 weekly reaches

## Billboards

TWEG purchased and placed 36 billboards throughout the County, focusing on suburban communities and few key locations within the city of Chicago. The locations were selected based on comparisons with the City of Chicago's billboard placement, as one example of the positive implications of our strong inter-governmental partnership.



*An example of an outdoor Census billboard.*

The billboard placements were in key HTC areas to help increase survey completion rates. Billboards were an effective technique because they are seen by everyone, not just those who purchase a newspaper or listen to the radio.

Billboards were placed in areas including, but not limited to:

- Eight billboards located in the cities of Burnham, Lyons, Barrington, Northlake, Lemont, Stone Park, Markham, and Stickney
- Six billboards located in West Chicago Suburbs in the municipalities of Cicero, Brookfield, and Franklin Park
- 16 Billboards located in South Chicago Suburbs situated in the cities of Harvey, Chicago Heights, Crestwood, Calumet City, Blue Island, Calumet Park, and Tinley Park
- Six billboards located in the City of Chicago in the neighborhoods of Cottage Grove, Brighton Park, Park Boulevard, Kenwood, Hermosa, and Humboldt Park

## Print and Digital Media Ads

TWEG purchased advertising in local community newspapers and websites-- trusted forms of media in HTC communities. TWEG's goal was to reach as many readers as possible with print and digital ads. Census ads ran in different publications such as Lawndale News, The Crusader, La Raza, and more.

WINDY CITY TIMES  
AIDS 2020: INTERNAT'L AIDS CONFERENCE  
**Experts say HIV research is informing COVID-19 vaccine development**

BY EMILY REILLY  
Journalist Lisa Ling hosted the second-season premiere of "The Road to a Vaccine," which was a part of AIDS 2020: The 23rd International AIDS Conference. Panelists discussed how efforts for an HIV vaccine have existed the current work on a COVID-19 vaccine.

The episode featured speakers such as Lavonne Cox, Dr. Macary Doughtigh, Dr. Paul Stoffels, Jennifer Vaughan, Charles Sanchez and Tilo Ker. Ling took questions from the livestream on Facebook, LinkedIn, 360.com and Twitter.

The conference began with Stoffels—the chief scientific officer at Johnson & Johnson, and someone who has years of experience working with HIV vaccine development and is currently leading Johnson & Johnson's efforts to develop a COVID-19 vaccine. He talked about the latest developments in a COVID-19 vaccine as well as his personal experience working on an HIV vaccine.

"We learned to work fast because we were saving lives, and in COVID now, we do exactly the same," said Stoffels. "We have to work extremely fast to save lives, but the environment is there now on which we can build on what we learned of those last 30 years."

Cox, an actress and advocate for the trans community, spoke next about the parallels that she's observed between the HIV crisis and the current pandemic. She also spoke about how both viruses stigmatize different populations of people and how it affects their mental health.

"In the early days of HIV/AIDS, it was LGBTQ+ community, mainly gay men, who were deeply stigmatized by this," said Cox. "We cannot allow ourselves to stigmatize certain populations in this moment, and stigma is so insidiously isolating. It's the sense of being unsteady of love, unsteady of connection, and it's so detrimental to our sense of well-being."

She also spoke about the importance of a government action in testing, tracing and responding to a virus as well as the importance of transgender inclusion in HIV research.

Vaughan and Sanchez, who both live with HIV, spoke in short pre-recorded clips about their experiences.

"The only way to deal with this is through education," said Vaughan. "It starts in the schools, national campaigns, movies, commercials, you name it. Make HIV a household word that isn't taboo and it will reduce stigma."

Ling introduced the next segment called "vaccines 101" which included the basics of vaccine development from leading scientists. Doughtigh, a doctor head of clinical development and medical affairs at Janssen Pharmaceutica, spoke about why the development and why they could move the vaccine timeline up.

"Both our discovery and manufacturing teams have a process they go through, and the steps are sequential, and what they manage to do is some of those sequential steps in parallel without compromising the integrity of the vaccine," Doughtigh highlighted the technicalities of vaccine trials, the scientific relevance of having diverse studies, and how the company will scale up production to meet the demands of a vaccine.

Ker, a Canadian visual artist and survivor of HIV, spoke about his experience with HIV medications as well as how his fight with HIV fueled inspiration for his self-portraits.



Journalist Lisa Ling and visual artist Tilo Ker. Screen shot by Emily Reilly

"In case I was to die of AIDS, I wanted to document what I was going through—that is all a byproduct of my therapies," said Ker. "So, they're pill bottles, injections with vials and syringes and

that sort of thing. In one particular painting, you can see I look very angry, and it was that anger I credit to my survival through those dark days." The conference took place July 8-10.



BE COUNTED. 2020 CENSUS

Your participation matters.

Questions about the 2020 Census? We have answers. Text us your questions to 987987.

Complete your census form online: [my2020Census.gov](https://my2020Census.gov)



Advertisement in The Windy City Times

**Aldesa Lightfoot pide aplazamiento del censo en medio del brote de COVID-19**

Con Illinois bajo una orden de quedarse en casa y la ciudad de Chicago en el epicentro de la pandemia COVID-19 en el estado, la alcaldesa de Chicago, Lori Lightfoot, dijo que el censo de EE. UU. debería posponerse.

"Tenemos que retrasar el censo", dijo Lightfoot en una conferencia de prensa. "No hay suficiente ancho de banda para poder hacer ambas cosas, particularmente cuando de lo que estamos hablando es de educar a las personas de puerta en puerta".

Hizo hincapié en que las bibliotecas locales, centros en línea y en muchos otros estados, a menudo eran el único acceso a Internet para muchas familias de bajos ingresos.

Hasta el miércoles, el condado de Cook informó que 1,418 casos de residentes dieron positivo para COVID-19, el nuevo coronavirus que se originó en Wuhan, China, a fines de 2019. Diecinueve personas han muerto en todo el estado.

Los funcionarios del censo anunciaron la semana pasada que suspenderían las operaciones sobre el terreno hasta el 1 de abril y que trasladarían la fecha límite final para el censo al 14 de agosto, desde el 31 de julio. La ley federal aún requiere que los datos del censo sean entregados al Presidente y al Congreso para fin de año.

Un portavoz del Censo calificó la situación de "fluida" y kines.

El censo decenal tiene amplias

**Mayor Lightfoot calls for Census postponement amid COVID-19 outbreak**



ramificaciones para los gobiernos estatales y locales. La mayoría de la ayuda federal se distribuye en base a fórmulas que consideran a la población de alguna manera.

Las cifras de población del Censo también se utilizan para alinear los límites del distrito a nivel estatal y del Congreso, que son trazados por los partidos políticos que controlan en Illinois. La reasignación ocurre en el año siguiente a la certificación del Censo.

She stressed that local libraries, closed in Illinois and many other states, were often the only access to the internet for many low-income families.

As of Wednesday, Cook County has reported 1,418 cases of residents testing positive for COVID-19, the novel coronavirus that originated in Wuhan, China, in late 2019. Nineteen people have died statewide.

Census officials announced last week that they would suspend field operations until April 1 as well as move the final deadline for counts to Aug. 14, back from July 31. Federal law still requires the Census data to be delivered to the President and Congress by the end of the year.

A spokesman for the Census called the situation "fluid" on Monday.

The decennial Census has broad ramifications for state and local governments. Most federal aid is distributed based on formulas that consider population in some way.

The Census population figures are also used to align congressional and state-level district boundaries, which are drawn by the controlling political parties in Illinois. Reapportionment happens in the year following the certification of the Census.

With Illinois under a stay-at-home order and the city of Chicago at the epicenter of the COVID-19 pandemic in the state, Chicago Mayor Lori Lightfoot said the U.S. Census should be postponed.

"We have to push back the Census," Lightfoot said in a news conference. "There's not enough bandwidth to be able to do both, particularly when what we're talking about is going door-to-door educating people."



HAZTE CONTAR. CENSO 2020

Su participación importa.

¿Tiene preguntas sobre el Censo 2020? Tenemos respuestas. Envíenos sus preguntas por mensaje de texto al 987987. Envía tu respuesta por correo: [my2020Census.gov](https://my2020Census.gov)

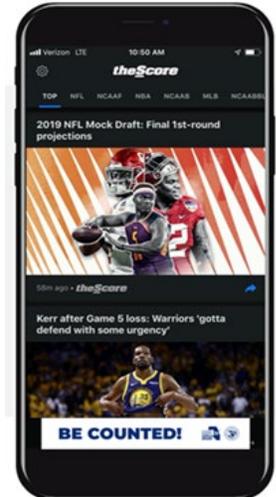


Advertisement in El Dia News

## Mobile Messaging

Another component of the paid marketing plan was digital mobile messaging, whereby banner ads were sent to mobile phones depending on their geographical location. Mobile messages were sent to the phone and other mobile devices of community members with a branded Cook County message about the Census and a link to complete the Census.

This technique was useful because it reached targeted communities who may not consume mainstream media.



*Example of a mobile messaging advertisement*

## Radio Advertising

Because of its expansive reach into many different communities, radio advertising was used to stress and market the importance of completing the Census. The County's messages were used to describe what is needed to complete the Census and what Cook County neighborhoods would lose if surveys were not conducted. To connect with targeted audiences, radio ads were created in Spanish where applicable.

TWEG ran ads on various iHeart Radio stations, WBEZ, Univision, WVON, Power 92.3, WOJO, and others.

## Social Media Influencers

Another component of the paid media strategy was social media "influencers" who would receive small stipends to post on their social media sites about the Census. The COVID-19 pandemic increased our digital footprint, especially on social media, and the engagement of social media influencers to target HTC communities was an extension of those efforts. TWEG capitalized on local celebrities' social influence to create posts and video messages to share with their followers on the importance of Census completion.

*Here's what you need to know about the 2020 Census:*

*The Census is a simple questionnaire that counts everyone living at your address on April 1;*

*It guides how billions in funding gets used for roads, clinics, schools and fire stations;*

*It determines the number of seats Illinois has in the U.S. House of Representatives;*

*Sample of a radio script used to promote the Census*

The table below notes the social influencers contracted throughout the media campaign and the reach associated with their following:

Name	Social Media Handle	# of Followers	Main Audience
<b>Pastor Corey Brooks</b>	FB: @pastorcoreybrooks Twitter: @coreybbrooks	25k	Project Hood, Serves in low-income communities, fathers, African American audiences
<b>Jacqueline Horbrook</b>	IG: @jackietheducator	19.8k	Educator, Black Christian Influencers
<b>Ana Belaval</b>	IG: @ana.belaval	39K	Latinx, WGN morning news
<b>Kingmarie</b>	IG: @kingmarie	12.6K	Asian, hip hop, and art community
<b>Kristen Kaza</b>	IG: @KRISTENKAZA	5,433	Chicago Reader Journalist, LGBTQ Advocate
<b>Tanya Lozano</b>	IG: @_tanyalozano	9,502	Social activist, health, business owner, mom, Latina

## Earned Media

Along with paid media, TWEG set the goal of spreading the message of the Census via earned media opportunities, such as interviews, op-eds, and other press events. These would enhance the paid media campaign and magnify the campaign's reach by placing organic messages in the hands of trusted voices and publications.

The table below shows the mediums, publications, and descriptions of the earned media opportunities throughout the Census program.

Medium	Publications	Description
<b>Newspaper</b>	Lawndale News, Daily Herald, La Raza, The Voice, India, Bulletin, Chicago Reader, Hyde Park Herald, Chicago Sun-Times, Windy City Times, Gazette Chicago, Homewood-Flossmoor Chronicle, Crossing TV, Journals & Topics, and Chicago Tribune	Articles ranging from interviews with members of the Board of Commissioners and President Preckwinkle, to op-ed and an editorial pieces about the importance of the Census for Cook County residents
<b>Radio</b>	WVON, WCPT820, Su Salud Y Dinero, The Munir Muhammad Show, Senior Talk Radio, WBEZ, V103, and Vocalo	Radio shows ranging from interviews with Cook County elected officials to radio personalities educating their listeners about the importance of the Census and how easy it is to complete the 2020 survey
<b>Online media Platform</b>	Free Spirit Media, Block Club Chicago, True Star Media, The Tribe, Rolling Out, Bronzeville Life, Being Single Mag, Chicago Latino Network, El Día News Chicago	These online publications utilized their platforms to bring awareness to the Census and urge readers to complete their survey
<b>Newsletter</b>	Suffredin.Org and Citizens for Luis Arroyo Jr.	These newsletters were sent to members to educate about the Census and to provide deadlines for self-reporting. These newsletters also informed readers on how to complete their Census surveys
<b>Websites</b>	Village of Bellwood, ICCIR, United States Leadership Institute, True Star Foundation	These websites hosted ads and other messages regarding Cook County Census efforts
<b>TV Broadcast</b>	ABC 7 Eyewitness News, Univision, CBS Chicago 2	The Cook County Census efforts were featured on several news broadcasts

## Interviews

TWEG worked to create interview opportunities for stakeholders in trusted media sources throughout the County.

For example, 4th District Commissioner Stanley Moore, Chair of the County Commission, was interviewed on The Munir Mohammed Show.

Other interviews were also conducted by TWEG, including the CEO of the William

Everett Group, Ellen Turner, appearing on WVON to speak about the Census. As well as opportunities to promote the Census by Census Co-Chairs/Commissioners Alma Anaya, Luis Arroyo, Jr., and Dennis Deer.



## Op-Eds, Press Releases, and Editorials

TWEG capitalized on relationships created via the paid media campaign, existing community ties, and relationships with grantees to inspire several op-ed pieces in local newspapers and digital publications. These served as additional free marketing for the Census program and a complement to the paid marketing program.

For example, Grace Yao, with Cook County grantee Chinese Mutual Aid Association, penned an eloquent Op-Ed piece on Crossings TV, and Asian American-focused TV station and web site. The article expressed the importance of the LGBTQ community completing the 2020 Census. She explained why it is vital for members of the LGBTQ community to make sure their Census surveys are being conducted.

Keighty Ward, the Community Literacy Program Manager with Literacy Works, discussed in her Op-Ed piece the importance of the Census survey being complete in HTC communities with large immigrant

The screenshot shows a news article from CBS Chicago. The headline is "Cook County Commissioner Pushing Back Of The Yards Residents To Take Part In 2020 Census". The article is dated July 15, 2020, at 11:28 am. Below the headline is a video player showing Commissioner Alma Anaya speaking. To the right of the video are social media links (Facebook, Twitter, YouTube, LinkedIn) and a newsletter sign-up form. Below the video player, there is a "MOST VIEWED" section with a link to "7th District Commissioner Alma Anaya on CBS Chicago". At the bottom of the page, there is a "LIVE" section with various news items and their timestamps.

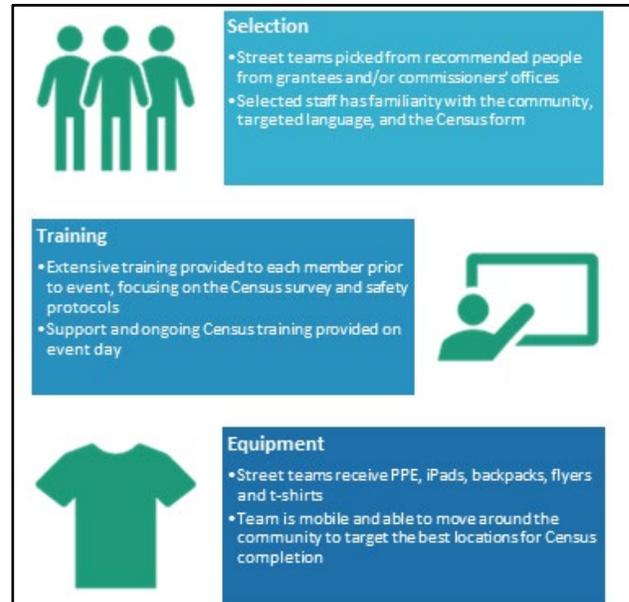


## Section 5: Community Outreach

The BED and TWEG created and participated in several initiatives designed to complement the marketing, media, and grant management portions of the Cook County Census 2020 community engagement project. These activities aimed to find alternative, non-traditional ways to engage HTC residents of Cook County and inspire Census participation.

### Grassroots Street Team

In early August we learned the US Census Bureau would be closing the Census self-response period on September 30, 2020, a month earlier than originally anticipated on October 31, 2020. When the grantee program and the media/marketing components of the outreach project wrapped-up in September 2020, TWEG used its remaining budget of approximately \$21,000 to implement a direct-to-resident grassroots community outreach program to assist people with the completion of their Census forms. This strategy became the “street team” initiative. TWEG selected, hired, and trained teams of 3-4 people to do on-the-ground Census outreach at 15 events in September in the lowest responding HTC Census tracts within the County. The members of the street teams were hired from the communities they were targeting, as this ensured cultural competence and provided a trusted voice during outreach. They were trained extensively, and TWEG supported them with equipment and supervision.



Outreach “street teams” would:

1. Coordinate outreach events with partners in low response communities for September
2. Be given an hourly stipend of approximately \$20/hour for 4 - 8 hours per event
3. Provide on the spot Census completion support with iPads, Census information, and face coverings
4. Consist of staff provided by TWEG and community members familiar with the designated communities
5. Consist of staff assisting residents with completing the Census on tablets and distribution of Census literature and face masks.

Based on low response data towards the end of the Census campaign, TWEG conducted street team outreach in the following communities: Englewood/West Englewood, New City, Lawndale/North Lawndale, Little Village/South Lawndale, West/East Garfield Park, South Chicago/South Shore, Humboldt Park, and Grand Boulevard.

A calendar of street team events was created in late August and was continuously updated throughout the month as TWEG received feedback from community leaders and organizations about upcoming events or opportunities to engage with community members. TWEG chose to participate in three major types of events/engagements:

1. Food pantry events, whereby the street team would attend a Greater Chicago Food Depository food giveaway and assist attendees with Census completion
2. Commissioner-sponsored events, whereby the Board of Commissioners would recommend Shred-a-thons, food giveaways, or other events that would be ideal for Census completion
3. The street team canvassed the HTC community by going to popular destinations (grocery stores, laundromats, etc.) or walking the neighborhood to help people complete the Census.

The events attended were as follows:

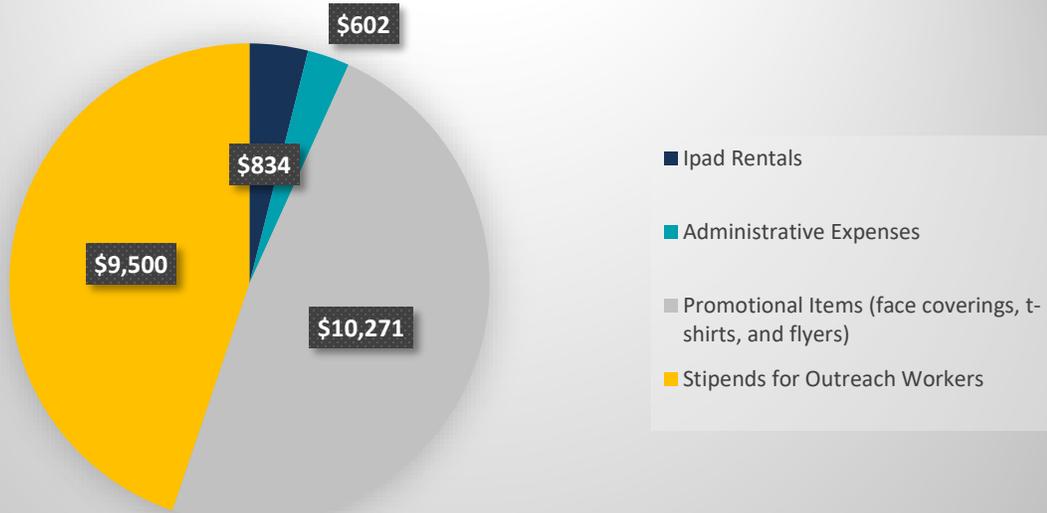
Event	Date	Location	District	Number of Census surveys completed	Number of people engaged
<b>Back of the Yards Food Distribution event</b>	Sept. 2	5024 S. Wolcott Ave.	7	50	300
<b>Rosenwald Apartments event</b>	Sept. 9	4648 S. Michigan Ave.	3	40	120
<b>Garfield Park canvassing event</b>	Sept. 10	4540 W. Washington Blvd.	1	30	100
<b>Belmont Cragin Census Community Giveaway Day</b>	Sept. 11	3249 N. Central Ave.	8	40	250
<b>Visitation Parish Food Pantry and Greater Metro M. B. Church Food pantry</b>	Sept. 16	843 W. Garfield Ave. and 5856 S. Wabash Ave.	2	35	110
<b>TSA food pantry and Commissioner Deer Community event</b>	Sept. 17	845 W. 69th St. and 3600 W. Ogden	2	40	125
<b>NNBC food pantry and Commissioner Moore event</b>	Sept. 18	7933 S. Yates Blvd. and 546 Burnham Ave., Calumet City	4	35	125
<b>Commissioner Degnen Albany Park event</b>	Sept. 19	3400 W. Lawrence, Ave.	12	15	130
<b>St. Pious Food pantry</b>	Sept. 22	1901 S. Ashland Ave.	7	45	200
<b>La Casa Norte food pantry and El Azteca food truck event</b>	Sept. 23	3533 W. North Ave. and 5011 W. Fullerton Ave.	8	50	300
<b>United Methodist food pantry event</b>	Sept. 24	2356 S. Sawyer Ave.	7	45	300
<b>Lower West Side canvassing event</b>	Sept. 25	3047 W. Cermak Rd.	7	20	200

Event	Date	Location	District	Number of Census surveys completed	Number of people engaged
North Lawndale Healthy Kits Giveaway event	Sept. 26	3936 W. Roosevelt Rd.	2	102	250
Armitage Produce and surrounding areas event	Sept. 28	3334 W. Armitage	8	25	200
Shepherd's Hope food pantry event	Sept. 29	838 W. Marquette Rd.	2	22	55
<b>15 engagements</b>	<b>594 household surveys completed</b>	<b>2,765 people engaged</b>			

The street team initiative was extremely successful. In the month of September, street teams signed up nearly 600 families for the Census and connected with almost 3,000 individuals. The return on investment (calculated by the cost of the month-long effort divided by the number of surveys completed) was approximately \$30 per household. When contrasted with an estimated \$1,400 per year per person lost due to an undercount, the effort proved worthwhile. Commissioner Anaya noted that "the street teams were good, but they should have been available earlier on, not at the end, and there should have been a plan to have street teams more often." During this program, the grassroots outreach was led initially by grantees, however future endeavors may want to consider a more considerable investment in centrally managed street teams early in the process.

In September, the street team's direct-to-resident engagement effort required TWEG to rent iPads, pay the street team outreach workers, buy administrative and safety equipment, and purchase masks and flyers for distribution engagements. Nearly half of the total budget of was spent on the masks, while about half was spent on the outreach staff's stipends.

## 2020 Cook County Census Street Team Finances



*Breakdown of expenses incurred by the street team*

Below is a sample of photos from our street team engagements:



*The street teams in action*

## Social Media and “Thunderclaps”

BED led the inter-governmental partnership between the City of Chicago, Cook County, and the State of Illinois, along with its partner Forefront, who led Illinois Count Me In 2020, collaborated on various social media initiatives. For example, during the month of June which was designated Illinois Census month (in coordination with immigrant rights and PRIDE initiatives), each government agency took the lead in developing a theme and toolkit for a joint social media effort. The lead agency would share with Forefront, who finalized the toolkit for sharing. Other events aligned with the social media aspect, like the Immigrant Rights caravan which was held during the County’s thunderclap. Throughout the campaign, Forefront also coordinated bi-weekly social media “thunderclaps” that the City, County, and State supported and participated in. The thunderclaps would release a flood of tweets, Facebook posts, and Instagram stories simultaneously, using similar content and consistent hashtags. They encouraged partners across the region to participate and amplify the messages, and the County included each thunderclap toolkit in our weekly eblast to Commissioners, Commission Members, Census Coordinators, and stakeholders.

TWEG participated in 13 of these “Thunderclaps,” each with a different theme and associated imagery, and encouraged the County grantee network to participate as well. TWEG utilized its grantee contact list to send emails one day ahead of the actual “Thunderclap” event. This email explained the theme of the “Thunderclap.” It provided several examples of text and images from which the grantee could choose and post on their social media pages.

The topics and dates of the “Thunderclaps” TWEG participated in included:

Topic	Date
Census Day	April 1, 2020
Census Myths and Misinformation	April 16, 2020
Paper Copies Mailing	April 30, 2020
Immigrant and Refugee Day of Action	June 17, 2020
Black Lives Matter	June 19, 2020
Pride Month	June 29, 2020
City of Chicago’s Census Challenge	July 15, 2020
Each One, Reach One	August 4, 2020
Non-Response Follow-up Process	August 11, 2020
Final Stretch	September 10, 2020
Latin Heritage/Voter Day	September 22, 2020
Final Push	October 5, 2020
GOTC Final Push	October 15, 2020

An example of the Thunderclap communications sent to the grantees can be found in Appendix G.

In addition, the partnership with the City, County, and State brought all three principals together, President Preckwinkle, Mayor Lightfoot, and Governor Pritzker, to record a Census PSA video that was shared by all government agencies. See PSA video [here](#).

Another opportunity to collaborate was the promotion of the YWCA Census Contest, which collected weekly prizes from local businesses and institutions for residents who completed the Census

questionnaire over the last 6 weeks of the Census self-response period. The County promoted the contest to its stakeholders and President Preckwinkle announced two weeks of winners, with the City and State taking two weeks each as well. The YWCA Census Contest was an opportunity for us to offer residents an incentive for Census completion, and to cross-promote an initiative with the City and State.

## “We Count Challenge” Poster Contest

In April 2020, TWEG created a poster contest for Cook County residents that asked various youth in the County to create a poster with Census messaging. The concept was that students across Cook County could create and submit a poster or video that communicates “why your community counts” in the context of the 2020 Census. Children in grades K-12 in Cook County were encouraged to submit a video or poster that tells their stories about their neighborhood. The award for the winner was a \$100 gift card.

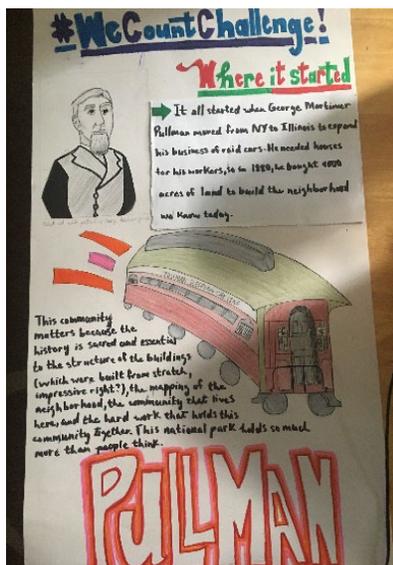
The effort was marketed in a grassroots manner to drum up participants, sent to various school districts and leaders at local youth advocacy groups. The BED shared the content with Commissioners for several weeks, and grantees were also encouraged to participate.



*The WeCount Challenge*

Unfortunately, despite extensive marketing efforts and grassroots outreach, the contest only received a total of 13 submissions. It is possible the onset of the COVID-19 pandemic made it unlikely that school-aged children would participate. At the time of the poster contest, the County was facing school shutdowns, and in-home learning was just beginning. Despite direct connections to several school districts, social media ads, and even mentions of the contest on mainstream radio (the initiative appeared in WGCI advertisements), the turnout was low. In the end, TWEG decided to give awards were given to all 13 participants.

Below are some examples of the winning entries:



## Census Champion Program

TWEG created the Census Champions Program in January 2020. This program was designed to complement TWEG’s grantee and marketing programs by arming trusted voices in the community with Census information and resources. Census Champions were non-profit leaders, business owners, faith-based leaders, and others who were committed to sharing Census messages with their communities.

In addition to speaking with County residents through their respective networks, Census Champions were encouraged and empowered to distribute materials and refer residents to Census resources to start and complete their Census form. Census Champions were unofficial “experts” on the Census. With TWEG's support, Census Champions could use their influence, knowledge, and networks to inspire Census completion.

The following goals guided the Census Champions program:

- TWEG would enroll approximately 250 Census Champions between January 2020 and June 2020
- Champions would reflect the diversity of Cook County, and included County-wide figures like elected officials, local leaders in churches, community area leaders, business owners, block club presidents, or other socially active residents
- TWEG would provide guidance and pointers to all Champions through toolkits, emailed newsletters, and text reminders
- Messaging suggested ways to connect with their community about the 2020 Census, social media resources to share, and highlights from the hard work done by other Champions



*The application to become a Census Champion*

TWEG created a flyer to recruit Census Champions. This flyer was printed for distribution at in-person engagements and released electronically for distribution via email and social media.

TWEG and its partners used their existing networks and connections to cultivate a full Census Champion list. Once a potential Census Champions was identified, they were asked to complete and return the form's bottom portion (shown to the left) to TWEG. Interested Champions would be added to our Census Champion database and included in all subsequent communications.

Over several months, TWEG recruited nearly 400 Census Champions and distributed 12 “Take Action Weekly” newsletters to Census Champions. These newsletters offered vital information about the Census, social media opportunities, statistics, and tools to conduct Census

outreach. The table below shows the newsletters sent, the number of recipients, and the open rate of each issue:

Email Title	Date Sent	Number of Recipients	Percentage Open
2020 Census Champions Newsletter - Issue 1 - Jan2020	1/24/20	348	33.90%
2020 Census Champions Newsletter - Issue 2 - Feb2020	2/28/20	397	31.10%
2020 Census Champions Newsletter - Issue 3	3/27/20	390	25.60%
#WeCountChallenge Newsletter	4/17/20	389	38.40%
2020 Census Champions Newsletter - Issue 4	6/17/20	410	32.10%
2020 Census - Take Action Weekly #1	6/23/20	410	41.10%
2020 Census - Take Action Weekly #2	6/30/20	403	33%
2020 Census - Take Action Weekly #3	7/7/20	396	33.50%
2020 Census - Take Action Weekly #4	7/21/20	393	31.50%
Take Action Weekly: Time is Running Out to Self-Respond	7/28/20	392	28.30%
Take Action Weekly #6	8/4/20	390	31.30%
Take Action Weekly #7	8/13/20	389	25.50%

The engagement effort of the Census Champions was difficult to track since they were all volunteers. Although outreach data was desired, it was not always available from the Census Champions. However, the newsletters' open rates (seen in the table above) reveal that the Census Champions were relatively engaged throughout the program.

The complete list of Census Champions is available in Appendix H.



## TAKE ACTION *Weekly*

Census-related action steps and resources for leaders throughout Cook County

### Census Champions - Take Weekly Action

Time is running out to self-respond to the 2020 Census. There's still \$28 million in federal funding unclaimed for Cook County because 38% of residents still haven't responded to the 2020 Census. Even if you've already completed your household's Census, now's your chance to help your neighbors complete their 2020 Census. Especially in neighborhoods with low-response rates and communities that are Hard-to-Count.

Here are some quick actions you can take to get more people in low-response communities to complete the 2020 Census.

### Take Action TODAY!

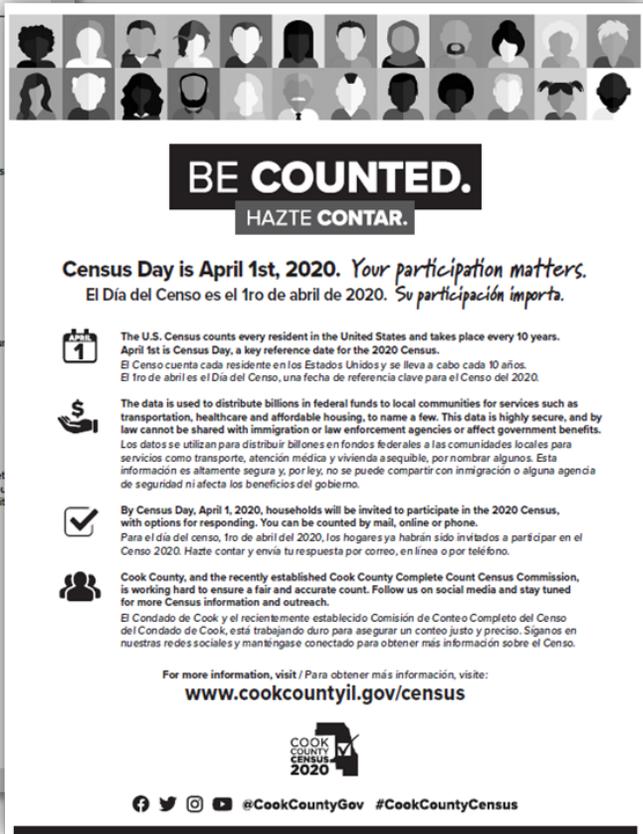
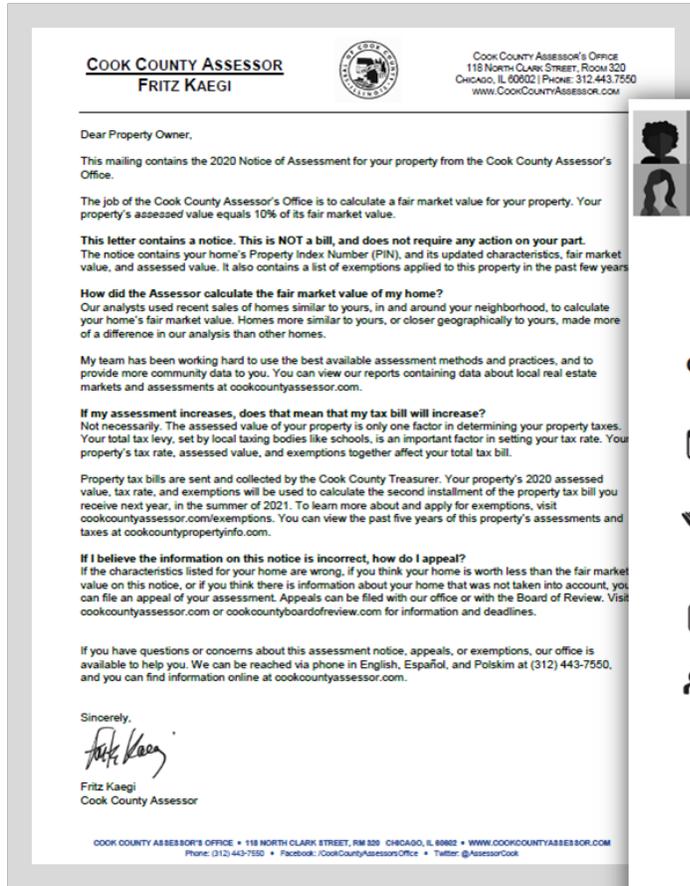
Join the "Getting Counted: Race, Power, and Community Change" Census Tele-townhall at 1:00 PM on [Facebook Live](#)

*An excerpt from a "Take Action Weekly" newsletter distributed to hundreds of Census Champions.*

## Census Coordinators

The BED team developed a Census Coordinator structure to seek engagement from County departments and sister agencies that would help promote the Census in their community outreach initiatives. In the fall of 2019, BED hosted multiple Census 101 sessions requesting that each stakeholder send at least one representative from their office to learn more about the Census, ways to conduct outreach to community members, and identify opportunities for partnership. Each representative served as a Census Coordinator, which included the following forms of engagement:

- ✓ Starter kit of Census materials (postcard flyer, wall posters, stickers, FAQ flyer, tablecloth, etc)
- ✓ Census commitment form (identifying ways to engage in the Census program)
- ✓ Weekly communication via eblast update to ensure important Census related information was shared and provided opportunities to engagement.
- ✓ Presentations to advisory committees, community events, partners, etc.
- ✓ Partnerships on upcoming initiatives; for example, a collaboration on County Assessor's tax notices helped to cross promote the Census (see below)



The Census coordinator structure streamlined the distribution of Census materials and coordination with sister agencies. It would be beneficial to start the recruitment of department and agency representatives earlier, to provide sufficient time to plan for potential collaboration opportunities and alignment with existing communications and events. If not for the COVID-19 pandemic, BED would have hosted additional coordinator meetings to continue active engagement by all coordinators. To supplement this work, weekly updates helped to keep coordinators updated and available to participate.

## Communications with Board of Commissioners

In order to ensure that BED was engaging all County Commissioners, in addition to the four Commissioners that were a part of the Cook County Complete Count Commission leadership team, we developed a similar Census Coordinator structure where we asked each Commissioner to identify a Census liaison from their office that would help promote the Census in their community outreach initiatives. BED engaged Commissioners in a number of ways:

- Provided a starter kit of Census materials (postcard flyer, wall posters, stickers, FAQ flyer, tablecloth, etc.)
- Shared a Census commitment form to identify ways to engage in the Census program
- Sent weekly communication via eblast update
- Set up regular check-ins with Commissioners or staff individually

- Coordinated district-wide calls with other electeds, partners, and grantees

The consistent communication and check-ins helped Commissioners stay engaged throughout the Census program, especially as the COVID-19 pandemic shifted our efforts. It would have been helpful to conduct earlier engagement and expectation-setting with Commissioners and staff, as it would have provided Commissioners with an opportunity to plan outreach activities in advance. With more capacity, it would have also been helpful to find creative ways to connect with less engaged Commissioners to increase response rates and participate in more activities.

## Commissioner District Outreach Plans

TWEG created a District Outreach Plan for each of the 17 Cook County districts early in the Census project. These plans were created upon request of the Board of Commissioners and intended for their usage as they planned their office's Census outreach programs.

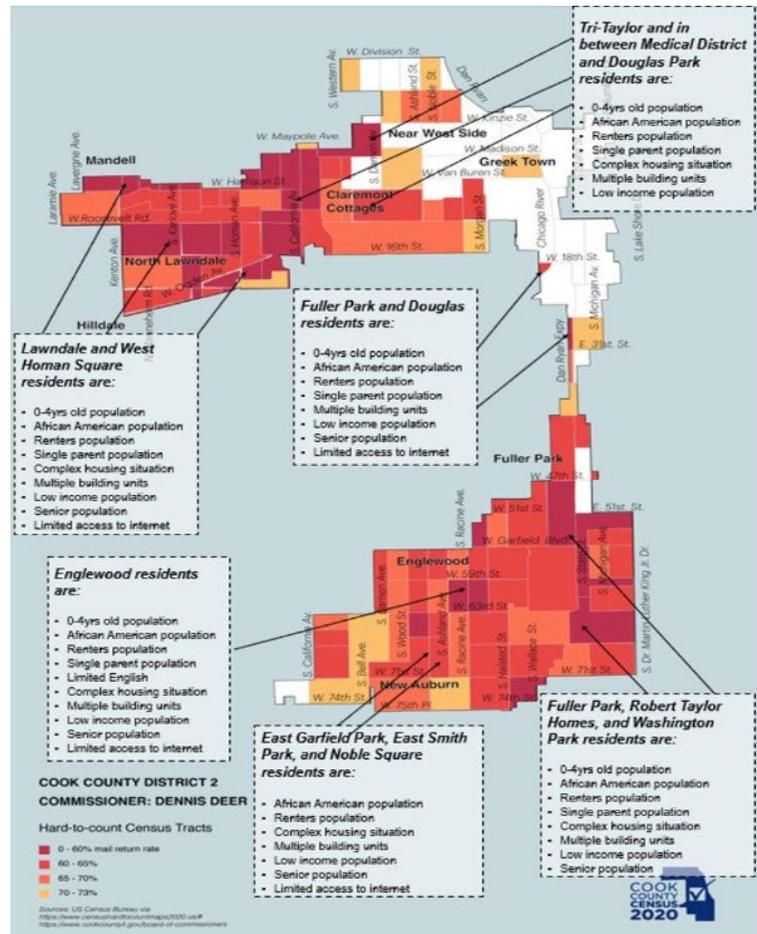
District plans were reference guides, roadmaps, and blueprints for the Commissioners and his/her offices as they performed Census outreach. TWEG gathered available data on HTC populations and areas, listings of potential marketing assets and partners in each community, maps, and insights derived from online information and District offices' interviews about their Districts.

The 17 unique district plans were considered "living" documents, meaning they would evolve.

The District Plans contained several maps of the District. The example to the right shows the HTC regions' traits in District 2 that may lead to low Census response.

The plans created approached outreach in each of the HTC communities in the 17 districts in five steps:

1. The plan set specific, measurable, attainable, realistic, and timely (SMART) goals for the District.
2. The plan used existing data – including Census 2010 response rates, American Community Survey Data from 2013-2018, and U.S. Census 2020 projections. This data was used to determine where the HTC populations reside and the characteristics of these groups that make them HTC in 2020.



The District Plans contained several maps of the District. This map shows the traits of the HTC regions in the district that may lead to low Census response.

3. The plan defined the resources and assets in each district that needed to be identified and mapped to achieve the goals outlined in Step 1. These resources and assets include:
  - potential Census Ambassadors or Champions in the district (those who could be engaged to spread messages and assist in outreach efforts)
  - potential events that could reach intended audiences
  - virtual spaces (social media, websites, e-zines, etc.) that reach engaged audiences
  - physical areas that were believed to be frequently trafficked and allow people of the District to access the internet to complete their Census forms
4. The plan articulated key messages, based on the targeted audiences, that could be used to influence and educate the defined audiences.
5. The plan was distributed, tracked, reported, and modified, as necessary.

Each District plan contained the following sections:

- Introduction and purpose, which described how the document would be used and why it should be used
- A listing of outreach goals as defined for each district
- Maps representing HTC populations in each district (including socio-economic risk factors map, a street view of HTC areas, and a qualitative map derived from interviews with Commissioners noting his/her community insights as they relate to HTC areas)
- Grantees funded in each District along with describing their planned efforts and targeted HTC areas. A map of each funded grantees that relate to their respective District was included.
- Listing of recruited Census Champions in the District
- A community asset list, noting critical locations for targeted outreach, including non-profit organizations, faith-based institutions, schools and colleges, libraries, and businesses.
- A guide for the messaging framework to use as the Commissioner’s office conducts its outreach.

Organizations						
Name	Address	Area	Phone number	*Action Items		
				Distribute physical/digital content	Recruit a Census Champion	Other (please indicate)
<a href="http://www.gpcouncil.org/index.html">http://www.gpcouncil.org/index.html</a>	Chicago, IL 60624					
<b>West Central Association Chamber of Commerce</b> <a href="http://www.wcchicago.org">http://www.wcchicago.org</a>	406 N Aberdeen St, Chicago, IL 60642	West Town	(312) 902-4922			
<b>Near West Side Chamber of Commerce</b> <a href="http://nearwestchamber.org">http://nearwestchamber.org</a>	216 S Hoyne Ave, Chicago, IL 60612	Near West Side	(312) 738-2280			
<b>Northwest Connection Chamber of Commerce</b> <a href="https://www.nwconnection.org">https://www.nwconnection.org</a>	3924 W North Ave, Chicago, IL 60647	Hermosa, Humboldt Park, & Logan Square	(773) 558-8743			
<b>Douglass Park</b> <a href="https://www.facebook.com/douglasparkculturalcenter/">https://www.facebook.com/douglasparkculturalcenter/</a>	1401 S Sacramento Dr, Chicago, IL 60623	Douglas Park	(773) 762-2842			
<b>Urban Retreat Options</b> <a href="https://www.facebook.com/UrbanRetreatOptions/">https://www.facebook.com/UrbanRetreatOptions/</a>	6845 S Western Ave, Chicago, IL 60636	West Englewood & Marquette Park	(773) 471-4731			
<b>Greater Englewood Community Development Corp</b> <a href="https://gecdc.org">https://gecdc.org</a>	815 W 63rd St, Chicago, IL 60621	Englewood	(773) 651-2400			
<b>Resident Association of Greater Englewood</b> <a href="https://ragenglewood.org">https://ragenglewood.org</a>		Englewood	(866) 845-1032			
<b>Imagine Englewood If...</b> <a href="https://www.imagineenglewoodif.org">https://www.imagineenglewoodif.org</a>	6002 S Halsted St, Chicago, IL 60621	Englewood	(773) 488-6704			
<b>Community Justice for Youth Institute</b> <a href="http://cjvi.org">http://cjvi.org</a>	2929 S Wabash Ave #203, Chicago, IL 60616	Bronzeville	(312) 842-5345			
<b>Woodlawn Children's Promise Community</b>	6020 S Langley Ave, Chicago, IL 60637	Woodlawn	(773) 535-6876			

*An example of a community asset list provided in the District plans.*

TWEG first created an outline of the plan. This outline served as the basis for discussion with each District's Commissioner and his/her office. Once this discussion occurred, the document was modified, finalized, and sent to each Commissioner and the Cook County Bureau of Economic Development (BED) officials for approval. The plan was stored in Microsoft Teams and was accessible by the Commissioner and his/her staff, the BED, and other stakeholders as assigned. TWEG officially implemented all changes to the document as this feedback was received. It was accessible in the "Read-only" form by all stakeholders besides TWEG to control and protect the information. Any changes to the document were enacted by contacting TWEG directly.

TWEG provided district plans to Commissioners so they could lead outreach efforts as "trusted voices" within their districts. Commissioner capacity and engagement was varied. Additional funding for increased program administrator staffing could help to more closely guide some Commissioners in their outreach.

## Other Creative Engagement Strategies

The COVID-19 pandemic exacerbated the challenges in reaching the County's hardest to count residents, therefore creative engagement strategies proved especially impactful.

The County hosted an internal employee contest where each County department was sent a survey requesting information about the number of staff the completed the Census questionnaire. The departments with the highest completion rate won a shout out from President Preckwinkle in the Commission Board Meeting and newsletter. This internal contest encouraged participation from County staff, as much of the County Census program was externally facing. In the future, it would be beneficial to increase engagement by staff by providing an incentive for winning.

As previously noted, the COVID-19 pandemic forced the Census outreach program to shift to an increased digital footprint via social media. The County created a digital toolkit to facilitate outreach and a robust social media graphics inventory. An easily accessible online inventory of social media graphics and ideas supplemented existing outreach tactics.

Finally, modeled after the outreach efforts by Commissioner Alma Anaya in the 7th district, the County implemented a Census Action Week, in coordination with the Cook County Racial Equity Week, to encourage participation from Commissioners, Commission Members, County departments and agencies, and other stakeholders. Over 30 events were scheduled to increase promotion and outreach before the self-response deadline.

## Section 6: Census Response Rates

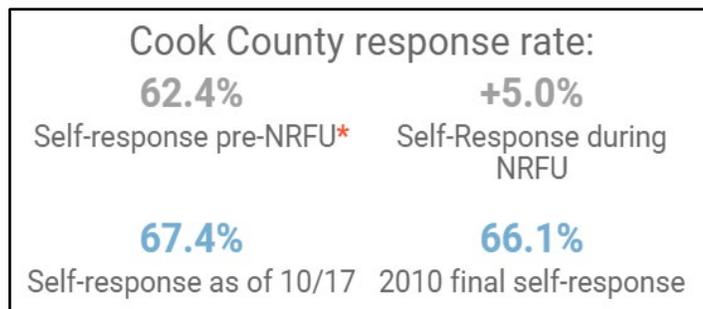
The Census “self-response” rate was the most critical metric in the Census outreach project. This metric tracked the number of people who responded to the Census, whether by internet, mail, or phone, based on the number of households per Census tract. TWEG used the 2010 response rates to identify HTC communities and guide the 2020 Census program. Once the 2020 Census self-response period kicked off in April 2020, TWEG monitored the self-response rate on a weekly basis to determine districts, zip codes, and community areas that were not responding well, flag areas that required increased outreach, and guide stakeholders to adjust their outreach accordingly.

TWEG downloaded and analyzed self-response data provided by the U.S. Census Bureau weekly and presented it to stakeholder groups and grantees via an excel document, with tabs organized by Commissioner district, zip code, and community area. It should be noted that several other factors go into the final response rate for a Census, including the Non-Response Follow Up (NRFU) process that begins when enumerators visit households and other data sources. Final data from the 2020 Census will not be available until it is presented to Congress in 2021.

### Cook County

The final self-response rate for the 2020 Census in Cook County was 67.4%. As noted in the chart to the right, this is 1.3% more than the self-response rate in 2010.

Within the City of Chicago, the final self-response rate was 60.9%. It is important to note that although the County on average improved from 2010, there are many communities within the County with significantly lower response rates, including many communities within the City of Chicago.



*The self-response rate in 2020 exceed the 2010 rate by 1.3%*



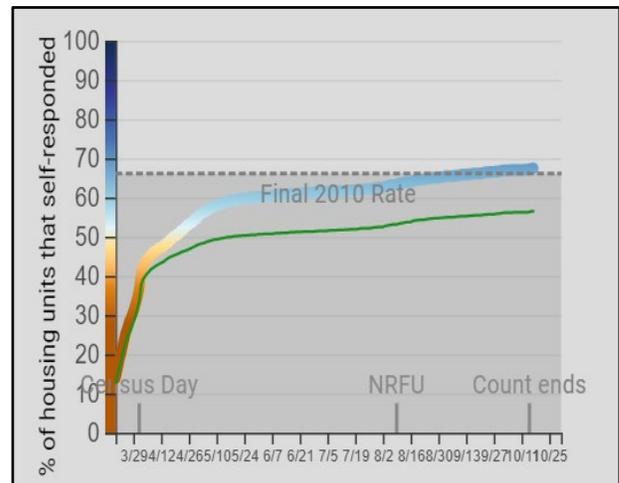
*Cook County self-response rates as compared to the U.S. and Illinois, as well as of the City compared to suburbs.*

The top three most populous counties in the U.S. are Cook County, Los Angeles County, and Harris County. Of these three, only Cook County’s self-response rate increased from 2010. Los Angeles County saw a decrease of 3.9% from 2010, and Harris County saw a decrease of 2.2%.

The State of Illinois was consistently ranked in the top ten across the country, finishing at seventh at the end of the self-response period. Many national partners praised the collaboration between the City of Chicago, Cook County, and the State of Illinois as a best practice, which may account for our consistent place in the top ten of national ranks and our increase in Cook County while similar sized counties saw decreases from 2010.

The Census began mailing self-response forms in March. The most noticeable uptick in Census self-response rates in Cook County occurred around Census day, April 1st. The chart to the right shows the internet response rate in 2020 (the green line), the total response rate in 2020 (the orange/blue line), and final response rate for 2010 (the dotted line).

Internet response rates and overall response rates increased dramatically from mid-March to mid-May. After May, both the Internet response rate and overall response rates leveled to a slow and steady incline. Ultimately, the 2020 rate was surpassed around late August, as noted by the crossing of the blue line over the dotted line.



*Self-response rates climbed steeply at the onset of the Census, and then steadily increased until the end of the program.*

## Commissioner Districts

Cook County is apportioned into 17 Commissioner Districts. The chart below shows the self-response rates of each of the 17 districts as of October 20, 2020 once self-response closed.

The four lowest responding districts were exclusively located in the City of Chicago (Districts 2,7,8, and 3). The four highest responding communities (14, 15, 17, and 9) were in North or Northwest suburbs.

### Self-response rate as of October 20, 2020

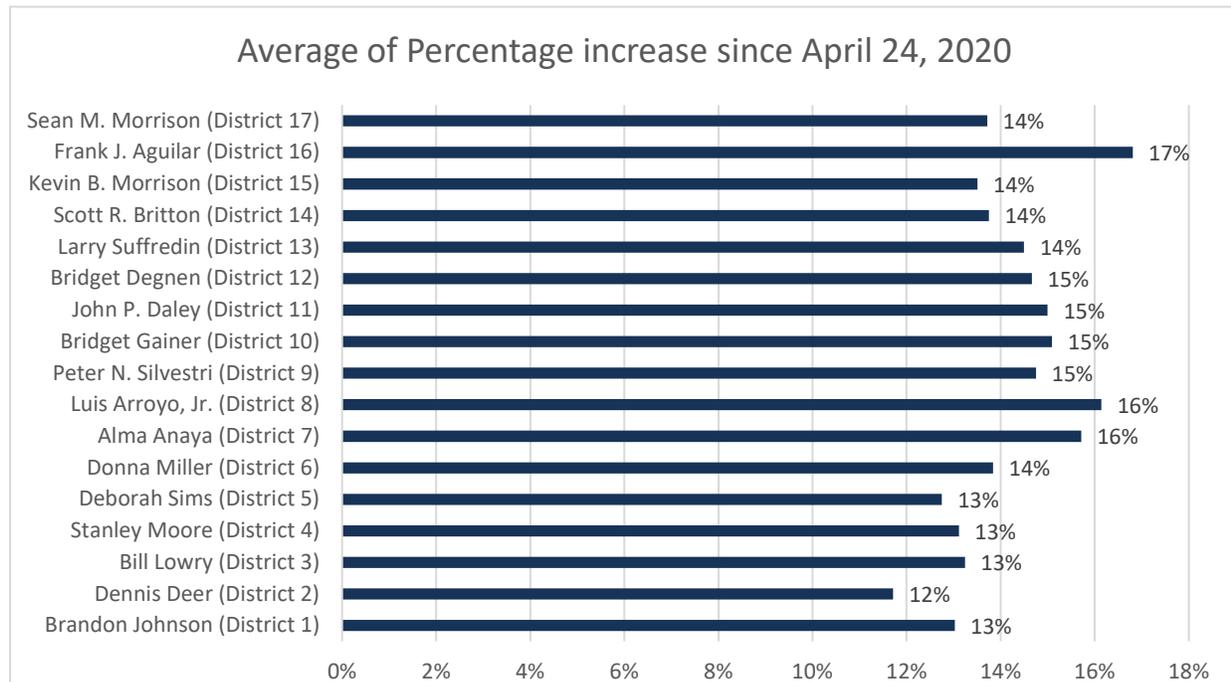


Each district saw noticeable increases in the self-response rate during the outreach program.

TWEG began weekly tracking of community-specific and district-specific data on April 24 so that statistics would not be skewed by the initial surge of Census completion in late March and early April. Between April 24<sup>th</sup> and October 20<sup>th</sup>, the self-response rate increased by 14% in Cook County.

The chart below shows these increases over that time by district. Note that Districts 16, 8, and 7 increased the most over that time, while districts 1, 2, 3, 4, and 5 increased the least.

### Average of Percentage increase since April 24, 2020



*Districts 16, 7 and 8 had the largest increases in self-response rate since April 24.*

## Community Areas and Zip Codes

There are approximately 1329 individual Census tracts in Cook County that were classified into 181 community areas by TWEG as it performed its weekly data analyses.

Community Area	Average of Self-response rate as of October 20, 2020
Englewood	38%
New City	41%
Lawndale	41%
Fuller Park	43%
West Garfield Park	43%
West Englewood	44%
South Lawndale	44%
North Lawndale	44%
South Chicago	45%
Washington Park	45%

The lowest responding community areas in Cook County were in the South and West sides of Chicago, with the lowest areas being Englewood, New City, and Lawndale.

Suburban areas such as Western Springs, Mokena, and Palos Heights were the highest responding. The charts shown to the left and below show the top ten highest responding areas and the top ten lowest responding areas in Cook County.

*Englewood, New City, and Lawndale were the lowest responding community areas in Cook County.*

Community Area	Average of Self-response rate as of October 20, 2020
Tower Lakes	84%
Morton Grove	84%
Northbrook	84%
Homewood	85%
Orland Hills	85%
Wilmette	86%
Mount Prospect	86%
Palos Heights	87%
Mokena	88%
Western Springs	89%

*Suburban communities including Western Springs, Mokena, and Palos Heights had the highest response rates in Cook County.*

## Data Conclusions

According to the City University of New York (CUNY), Census response rates in communities of color nationwide (except for predominantly Asian tracts) tend to be lower than non-Hispanic white communities. Further, most Census tracts that are predominantly African American, Hispanic, or American Indian ended up with rates lower than 2010.

The data in Cook County tells the same story. The lowest responding Cook County districts are Districts 2 and 7, which are predominantly African American and Latinx, respectively. Communities on the South and West Sides of Chicago, like Englewood, New City, and Lawndale, are the lowest responding areas. These areas are also predominantly African American and Latinx.

Conversely, areas like Western Springs, Mokena, and Palos Heights, and more generally the North and Northwest suburban districts like District 14, 15, and 17, are predominantly white and responded in high rates to the 2020 Census.

It should be noted that race is not a singular factor in whether a response rate is low or high. It is a complicated equation, and, as the U.S. Census Bureau notes, potential barriers to Census participation include misconceptions about the purpose of the Census, Census awareness and knowledge, concerns over privacy, distrust of government and fear of repercussions, and a lack of believing in the value of the Census. Other factors play a role, too. These may include transience (homelessness, renting, living in group quarters), language barriers, immigration status, education levels, income, and age. In particular, the Administration's effort to include a citizenship question in the Census and mandate the Census Bureau share confidential information with other agencies only heightened immigrant community fears over participation and likely decreased their count.

One should be encouraged by the overall Census response rates in Cook County in 2020, especially given the COVID-19 global pandemic. Of the top three counties in the nation in terms of population (Los Angeles County, Cook County, and Harris County), only Cook County saw an increase in self-response rate from 2010. As the first Census with online access, continued efforts will be required to close the digital access gap so all residents may participate in future Census and community engagement initiatives.

## Section 7: Lessons Learned and Best Practices

Community engagement efforts of similar scope and volume can take away many lessons and best practices from the Cook County Census project. Generally speaking, striking a balance between planning (including articulating the program's parameters, communication protocols, and data collection) and flexibility (being ready to adjust the program based on external factors, like pandemics, social unrest, and changing timelines and deadlines), is perhaps the most profound takeaway.

This program report explained how the program was managed, who was involved, the type of outputs created, and ways Cook County ensured that the program succeeded. The following points reiterate the lessons learned and best practices gathered by the County along the way.

### Stakeholder Management and Communications

TWEG served as the Program Administrator for the Cook County Census 2020 outreach project from October 2019 through December 2020. This year-long engagement, designed to increase the Census self-response rate in HTC communities, was directly managed by the BED. BED program managers and leadership directly engaged with the TWEG team on all project matters, including grantee management, marketing and media, communications, and other grassroots efforts. While directly accountable to the BED, TWEG also engaged with several other stakeholder groups in this project. This included the County Commission, a group of 19 community and business leaders, and in particular the Chair and Co-Chairs of the County Commission, Commissioners Stanley Moore, Dennis Deer, Alma Anaya, and Luis Arroyo, Jr.

Further, TWEG, by way of the BED, was also accountable to the Cook County Board of Commissioners, who advocated for outreach in their 17 distinct districts in Cook County, the marketing and media team at the County, and the President's office.

Additionally, BED managed relationships with partners, like the City of Chicago, State of Illinois, Forefront and the Joyce Foundation, as well as County departments and agencies.

Recommendations:

- Appoint a project manager or project manager office on the client-side (County) early in the process and funnel all communications and decisions through this office/person.** A significant and noteworthy step in the successful implementation of this program was the appointment of a dedicated project manager from the BED. The County appointed Vanessa Uribe early in the project as the main conduit for TWEG and the direct supervisor of all efforts. She engaged with the project manager on TWEG team daily. She served as the conduit between TWEG, the County Commission, the Board of Commissioners, and the other departments at Cook County. On a large-scale project, stakeholder communications must be filtered and funneled through one person or office to keep priorities, scope, and structure intact.

- Hold regular meetings with stakeholders to provide and receive information and data.** TWEG had two weekly sessions with BED leadership, a weekly meeting with the County Commission leadership team, monthly meetings with the County Commission, and as-needed meetings with all 17 Cook County Commissioners. BED hosted weekly meetings with the City and State to share information and align resources and also scheduled regular check-in meetings with Commissioners. Regular meetings between the BED and TWEG were critical and became a lynchpin for all efforts every week. County Commission leadership meetings, in which statistics, outreach plans, and plans were discussed, also proved valuable because they provided an opportunity to review self-response rates, areas needed for focus, and collaboration on upcoming events and engagements. As noted by 2nd District Commissioner Dennis Deer's office, "the weekly updates with the BED and TWEG were very insightful. The information provided gave us a greater outlook of the response rates in the 2nd County District."
- Manage project scope early in the process.** The BED, President's office, media team, Board of Commissioners, and the County Commission all had varying and sometimes conflicting priorities and wishes for TWEG. Challenges arose in prioritizing support for HTC over non-HTC communities, planning and coordinating events, developing individualized maps and/or materials. Clarifying the roles a Program Administrator plays in the project, the definition of HTC focus areas, resource allocation, and the activities in-scope and out-of-scope early in the process will help eliminate misinformation about roles and structure and can prevent communication misfires.
- Involve City of Chicago and State of Illinois Census Commissions and/or representatives in the County Commission.** Collaboration between the City, State, and U.S. office was ongoing. However, there was not a formal partnership between Census commissions. As noted by Commissioner Anaya, "when the (County) Commission was launched and convened, representatives from the Census Bureau, City of Chicago, and the State of Illinois were invited to share updates on Census work from their offices. This was a beneficial aspect of the meetings because it helped to align efforts. However, it lasted only a few meetings, and this format was no longer integrated."
- Coordination with the County Census Commission and its committees is key.** Specify roles and structure early, with clear expectation setting to manage project scope. Develop an engagement strategy for Commission Members to plug into the larger program and identify opportunities for Commission Members to serve as champions to amplify the County's efforts to their networks. Unfortunately, Census committees did not coordinate closely with the broader Census program. To increase our collective impact, it would be beneficial to align with and tap into the expertise of the Commission committees.

## Grantee Selection and Grantee Management

TWEG's primary role in this project was to select grantees to run Census outreach campaigns and manage, counsel, and advise these grantees to increase the Census Count in HTC communities. In the opening months of the project, TWEG and the County held two rounds of applications, from which TWEG and the County stakeholders selected and approved 84 grantees to receive up to \$25,000 in grant funding each. After determining and awarding funding, TWEG ensured the funds were used on Census activities and with fiscal responsibility.

Recommendations:

- **Provide small grants to several organizations, using an equity distribution model.** Cook County could have chosen to offer larger grants to fewer organizations. Instead, the County decided that small grants to many organizations was a more apt strategy in reaching those hardest to count communities. Funding to grantees ranged from \$2,300 to \$25,000. The program leaders found that small grants dedicated to County Census work were less likely to be used by grantees to fund regular operating expenses and were easier to track and monitor. Further, funding 84 grantees increased the grantees' diversity and multi-directional reach into Cook County. This made for a dynamic campaign, with no two agencies competing in the same space. It allowed TWEG to monitor the spending and outreach without being overwhelmed by volume. Offering many smaller grants both increased the diversity of the campaign and made it more likely that funds would be directed specifically at County Census efforts. An important note is that a larger grantee network also requires sufficient management staff to support their work and track outcomes, hence the success of our Census Liaison structure. For future census efforts, grant funding should be allocated to communities based on Hard-To-Count need.
- **Require grant applicants to specify their service area using a consistent metric or format.** The grant application allowed applicants to determine the HTC groups and locations they were to target, but the way this was labeled or described was up to the grantees' interpretation. Part of that strategy was to make the application easy to complete and accessible, yet it indirectly resulted in a challenge for mapping service areas. Some agencies noted neighborhoods they would target, some zip codes, some Census tracts, and some certain demographic groups. When asked to provide maps, coverage areas, and district funding amounts, TWEG was unable to do so 100% accurately because the data was not consistent. Similarly, in outreach tracking reports, grantees should be required to report outreach using consistent formats and using consistent labels. Doing so allows for better data reports and less room for error. According to Commissioner Alma Anaya, "there seemed to be a disconnect with obtaining and confirming information from the applicants (ex. capacity, location, and connection to the community) to ensure that their goals aligned with the need for outreach in those areas." This is likely attributable to a lack of consistent data provided by the grantees and local governments regarding their intended outreach plans and something that can be improved in the future.
- **Articulate clearly how to become an LGCCC/LCCC on the application.** The County required grantees to file as a LGCCC or LCCC to qualify for funds. Especially in the first round of applications, both the County and prospective grantees were confused on how or when to file as an LCCC or LGCCC. Filing as an LGCCC or LCCC required a simple proclamation from the grantee after winning the grant award. This should have been made clearer at the project's onset to avoid confusion and to not deter potential agencies from applying for the grant.
- **Articulate clearly how to become an LGCCC/LCCC on the application.** The County required grantees to file as a LGCCC or LCCC to qualify for funds. Especially in the first round of applications, both the County and prospective grantees were confused on how or when to file as an LCCC or LGCCC. Filing as an LGCCC or LCCC required a simple proclamation from the grantee

after winning the grant award. This should have been made clearer at the project's onset to avoid confusion and to not deter potential agencies from applying for the grant.

- **Articulate grant spending rules on the application without ambiguity.** After the application was already live, the County decided to cap technology purchases at \$1,000, to require each agency to use no more than 10% for administrative costs, and to cap the amount of other Census funding an agency could receive at \$250,000. Other nuances about spending rules, like the definition of a "stipend," were left to some interpretation on the application. Clearer definition of these rules and regulations on the application would have improved the program. The grantee program would have benefited from earlier planning that would provide time to address some of these elements.
- **Divvy up grantees into groups managed by Census Liaisons.** TWEG assigned six Census liaisons to manage 10-20 grantees each. This assignment proved to be a useful technique in terms of grantee management. The Census liaisons developed personal relationships with grantee leadership, aided communication, and reduced their financial and reporting burdens. Census liaisons communicated with each grantee weekly, logged this communication, and provided persistent reminders about the usage of funding, accounting procedures, and use of the County logo. Providing support and guidance to grantees proved invaluable, especially as COVID-19 impacted grantee workplans and adjustments were required, and as the deadline loomed many grantees responded to guidance from TWEG on which Census tracts to focus their efforts.
- **Encourage on-site completion and provide resources, in addition to education outreach.** As the campaign kicked into high gear in the later summer, many grantees targeted specific Census tracts with low response rates and planned outreach in those areas. Census liaisons guided grantees to these communities and encouraged them to provide onsite Census completion assistance, with a mechanism for completion such as tablets or cell phones. Although many grantees focused on outreach, materials, and education for Census promotion, the most effective strategy for increasing response rates was providing actual Census completion access and assistance.
- **Send weekly newsletters to each grantee (What's Up Wednesday).** Many grantees noted the weekly newsletter helped them stay abreast of the program overall, Census developments, and ways to stay involved. While requiring significant human resources, regular and steadfast communication with grantees proved worthwhile, and the County should duplicate this structure in any effort in the future to manage large groups of community-based organizations and keep them updated on general program information and opportunities to stay engaged.
- **Choose a user-friendly online file-sharing system to log expenses and receipts and train grantees on how to use it.** TWEG used SharePoint, which allowed both TWEG and grantees to keep track of spending, perform audits, and submit the necessary supportive documentation (receipts). However, TWEG discovered that some were unable to provide timely receipts or ledgers of expenditures due to technical or bandwidth limitations for some grantees. Future endeavors should spend considerable time and investment in user-friendly financial management software beneficial to the agency and easily accessed by the local user. TWEG held

seven in-person training sessions with grantees on this system. That effort should be duplicated or even expanded upon in future endeavors.

- **Award 50% of the grantee funds upfront and 50% after showing these funds' successful usage and reporting.** TWEG recommends this tactic as it provides a mechanism for financial accountability while not burdening agencies with the need to pay for initial activities out of pocket. With this process, it is imperative to specify the rules for funding release early in the project, as noted above.

## Outreach activities

Cook County's 84 grantees logged approximately 3,200 unique engagements with HTC communities over the project, from February 2020 through September 2020. These activities included door-to-door canvassing, phone banking, social media campaigns, advertising, events and meetings, food/PPE distribution, car caravans, and more. Additionally, TWEG participated directly in several outreach activities, including arranging a street team that attended 15 events in September, appearances at food banks and other community events, and special contests and programs designed to encourage Census completion. Collectively, these activities reached millions of Cook County residents.

Recommendations:

- **Run "street team" campaigns early and often.** The street team (teams of 3-4 staffers who attended various community gatherings, like food banks, and signed people up for the Census) was a complete success. In the month of September, street teams signed up nearly 600 families for the Census and connected with over 2000 individuals. The return on investment (calculated by the cost of the month-long effort divided by the number of surveys completed) was approximately \$30 per household. When contrasted with an estimated \$1,400 per year per person lost due to an undercount, the effort proved worthwhile. Commissioner Anaya noted that "the street teams were good, but they should have been available earlier on, not at the end, and there should have been a plan to have street teams more often." Future endeavors may want to consider a more considerable investment in centrally managed street teams early in the process.
- **Infuse social and current events into Census messaging.** The 2020 Census co-existed with a global pandemic, a historic presidential election and combative Administration, a surge from the Black Lives Matter movement, and tensions around the country dealing with immigration. Grantees and TWEG incorporated these messages into their messaging framework. For example, Census yard signs also thanked health care workers and first responders. The importance of the Census was connected to civil rights, healthcare resources, and representation. As Roll Call noted, they were "able to outreach hundreds of people, bringing awareness to the Census and how important it is, assist some in filling out the questionnaire, while supplying the community with much-needed PPE products & other resources and making it fun."
- **Make sure Census materials are available in residents' native languages.** According to 15th District Commissioner Kevin Morrison, sharing Census messaging in prevalent languages like Hindi, Spanish, Cantonese, Polish, Korean, and others was critical to his office's successful outreach. He noted that timely receipt of materials in alternate languages was not always possible. Future endeavors should build in a robust plan and budget to translate, print, and

distribute materials in several languages, including but not limited to the most popular languages in the County, and if necessary be available upon request.

- **Encourage creative and customized outreach techniques.** Creative outreach activities like mobile RVs or Census caravans, production of digital Census campaigns and contests, collaborating with artists on creative outreach events, and creating Census "pods" where people could complete the Census worked best because they were customized approaches to target HTC populations. The COVID-19 pandemic altered the plans of everyone involved in Census outreach and required outside the box thinking. Instead of in-person BBQs, grantees held drive-thru BBQ pickups and helped people complete the Census from their cars. Ingenuity in terms of reaching HTC people should be emphasized and rewarded in future efforts.
- **Door-to-door outreach is critical and must be timely.** Several grantees, including Hope Charities, noted that their "door-to-door canvassing proved very instrumental." These efforts need to occur early in the Census timeline, because when enumerators begin going into the community, it is best practice to cease door-to-door operations from non-Census personnel. In some cases, due to the pandemic, grantees were unable to go door to door. They substituted these efforts with phone banking or even invited residents to come out of their houses to get critical supplies, like PPE. The main takeaway is that person to person outreach from trusted members of the community is essential in promoting the Census.
- **Be flexible.** Nearly all grantees surveyed noted that the project's biggest challenge was the onset of COVID-19 and its aftermath. It is worthwhile in future endeavors to have a back-up plan for these types of natural or man-made disasters by ensuring each grantee has built-in flexibility to implement activities amidst crises, societal unrest, or other unforeseen events. TWEG was a critical piece in assisting non-profits and governments with pivoting their plans quickly and effectively. If an agency is flexible and prepared, changes in plans can ultimately be even more successful than previously planned. PASO West Suburban Action project noted that the pandemic and the resulting plans allowed them to "connect to the community in places and times that we haven't done before."
- **Start earlier and encourage robust planning.** Over 2/3 of the 61 grantees who responded to a survey about what they could have done differently noted starting the planning earlier, planning for the pandemic or similar external disruption, and preparing for better ways to collaborate with other partners as their main takeaways. According to Commissioner Alma Anaya, "the biggest lesson is to start outreach a year or more prior to Census day."

## Marketing and Media

The Cook County Census 2020 outreach project had a relatively small advertising budget at just over \$220,000. This pales in comparison to the U.S. Census budget, estimated at \$373 million. Similarly, the City of Chicago and the State of Illinois' budgets were considerably greater. Given this limited budget, Cook County's goal was to focus on hyperlocal HTC communities.

The marketing and media program included creating marketing materials, managing a network of Census Champions, running paid media on radio, print/digital, and billboards, executing a social media campaign, and amplifying the Census messages by securing press and other earned media opportunities. We utilized

a three-phased strategy, which included building awareness, educating, and activating people to complete the Census form.

Recommendations:

- **Phase marketing and media dollars to account for inevitable changes in the Census process and messaging.** During this decennial, the federal government moved the original deadline date from July 31 to (ultimately) Oct. 15 due to the COVID-29 pandemic. In August, to account for the extension and the fact that grantees' work in the community was mostly complete, the marketing and media team used the remaining funding to execute the street team. This type of outreach was unexpected at the project onset and its success illustrates the idea that marketing resources should be withheld for these types of changes. Further, the COVID-19 pandemic, the Black Lives Matters protests, and confusing communications from the federal government intended to discourage people from completing the Census required altered messaging during several occasions in the Census timeline. The congruence of these movements with the need to complete the Census could not have been predicted when the campaign started. While rigorous planning of marketing and media spends is advisable at the beginning of the campaign, just as critical is accounting for potential changes in messaging along the way and phasing spending to accommodate shifts in the program.
- **Focus on purchasing collateral that is creative and useful to the community.** TWEG's largest "swag" purchase was for face masks, which during the pandemic were extremely popular and well-received. Other creative purchases included the purchase of prayer mats by the Illinois Muslim Civic Coalition and tortilla bag stickers by Viva en Forma. The eagerness for which community members asked for these types of creative materials proved that these thoughtful and purposeful purchases will have more success in changing behaviors. When purchasing swag or print materials, culturally competent and creative uses of swag should precede all spending decisions.
- **Streamline Media Protocols.** Setting a media response protocol between the program administrator and the County early in the planning of any large-scale project is imperative. Creating these protocols and enforcing them will shorten the response time for earned media interviews requests and other press opportunities and will in turn ensure a diverse and cohesive County viewpoint is included in more articles and on more stations.
- **Engage with the County Commission and its marketing committee earlier and more often.** Connecting to the County Commission was vital for outreach, and the opinion pieces secured via the County Commission were well-received. Connecting to this group earlier in the process and more often would have expanded earned media outreach opportunities. A more integrated process for how the marketing committee participated in the County media plan would have been beneficial, such as establishing the marketing committee within the Commission early, setting a meeting cadence, and outlining roles between partners.
- **Set up channels of communication between the marketing teams of the County, City, and State.** Because of the County's limited ad budget, coordinating with the City and State more

closely and earlier in the process would have benefitted all of the stakeholders and made sure advertising spends were in alignment and procuring the best possible advertising rates.

- **Stand out and differentiate advertising.** When developing creative advertising for a campaign of this length in a saturated Census messaging market, it is crucial to use culturally appropriate imagery and timely, relevant ads. Ads for print publications should showcase diverse communities like Latinx multi-generational families, LGBTQ households, African Americans, Asians, and other demographics. The team used LGBTQ images and themes during pride month, social equity ads in the wake of George Floyd's death, black pride ads during Juneteenth, and ads showing the intersection between the Census and mask-wearing during the pandemic. Making advertising fun is also essential, like when our advertising celebrated National Emoji day and nurse appreciation day. Identifying these moments of mass appeal and finding a connection with the Census is key to continuing to share the same message (fill out your Census) in new ways.
- **Identify, educate, and mobilize local champions using short, simple messages.** TWEG identified and recruited a pool of community leaders throughout the County. It started by engaging them with a monthly call to action distributed in the form of a monthly e-newsletter. After a few iterations of the e-newsletter, we shifted to a shorter, weekly call to action that included 3-4 action items. More straightforward calls to action were more effective and increased awareness and activity among the group of champions. We recommend weekly, short calls to action to advocates. Additionally, it is recommended to engage further with this group - potentially in-person (which was not possible due to COVID) or via Zoom for idea sharing and collaborative action.
- **Carefully consider the timing and scope of special contests and events.** The We Count Challenge poster contest execution was a challenge because it launched right after the stay-at-home order was implemented. Families were grappling with remote learning, technology shortfalls and a digital divide. Parents were struggling to split their time with their own remote work and the new task of at-home learning. We recommend a poster contest to be rolled out in formal partnership with school districts. Although outreach was conducted to school districts, engaging teachers earlier to include the contest as part of a civic, history or art class would increase participation. Working with schools would offer drop off locations for posters and an in-person celebration or gallery of winning art would provide much needed additional incentive for participation.

## Other

- **BED should begin work with the Cook County Office of Procurement a few years before the start of the next Census.** To allow adequate time to create and publish a RFP for a program administrator, BED, the Office of the President, and procurement should come to a consensus on the action plan of the Cook County Outreach Program at least 2 years in advance of the Census. This will allow adequate time for the County's procurement process. This should lead to a smoother rollout and transition of power to the awarded program administrator.

- Create a Cook County Census Office.** The Cook County Board President and Board of Commissioners should create, by ordinance, the establishment of the Cook County Census Office. The office will be housed under the Office of the President and serve as a central hub to manage all program, procurement, and grant management activities. Funding for the office should be allocated within the 2027 fiscal year budget and fully staffed by November 2028. A dedicated office is essential to manage a large-scale effort involving multiple Cook County departments, collaboration with the Board of Commissioners, and other internal and external stakeholders
- Increase investment for the Cook County 2030 Census Program.** The Cook County 2020 Census investment was responsive to Chairman Stanley Moore’s and Board of Commissioners call for adequate resources to support a countywide marketing, outreach, and community engagement plan. While the community appreciated the County’s funding, there were concerns expressed about sufficient fiscal resources to support media buying, grant program, and street outreach canvassing.

Cook County should invest a minimum of \$2.50 per person or \$13 million for the 2030 Census Program. Funding sources could include annual budget appropriations, advocacy for inclusion in the State of Illinois budget, and grants from private and community foundations. Allocating the funds are essential to build an expansive Census outreach and engagement program given the amount of federal funding and political representation at stake.

- Establish an Intergovernmental Agreement to form a Census Coalition.** An intergovernmental agreement between the State of Illinois, Cook County, and the City of Chicago is key for effective Census coordination. The 2020 Census efforts for cross-government collaboration got off to a slow start but gained traction as Cook County leveraged its relationships to bring the State of Illinois and City of Chicago leaders to the table. It is recommended to develop an intergovernmental agreement prior to the start of the 2028 fiscal year. Items in the agreement should include data sharing; pro-bono engagement with marketing and communications companies; and usage of government assets such as real estate and others to promote the Census.
- Develop a request for proposal with an opportunity for multiple vendors.** The Cook County 2020 Census Program was awarded to one vendor via the County’s competitive procurement bidding process. It is suggested that multiple vendors should be used for future programs, considering the complexity of a countywide efforts. The 2030 Census Program should include the creation of a Request for Proposal process that unbundles the Program Administrator Role and allows for specialized companies to competitively bid on the Census. Areas include: 1) Media buying; 2) Communications strategy and execution; 3) Grant Management. Leveraging multiple vendors will be beneficial to the success of the 2030 Census.



## Appendices

Appendix A: Grantee Outreach Application



---

# Outreach Application

---

## **NOTICE OF CENSUS OUTREACH APPLICATION AVAILABILITY**

### **SECTION 1: INVITATION**

Cook County seeks to support community-based education, outreach and assistance efforts for hard-to-count (HTC) communities across Cook County in the Census 2020 with the assistance of local municipalities and community organizations.

Motivating HTC residents in Cook County to participate in the Census 2020 will require robust and coordinated outreach by community-based organizations (CBOs) and local government. Given their deep relationships with and knowledge of HTC populations, CBOs and local governments are trusted messengers and will be critical to success in ensuring HTC residents are counted.

As part of its program to motivate HTC residents to participate in the Census 2020, Cook County is allocating up to \$1,000,000 for outreach initiatives of community-based organizations (LCCCs) and local bodies of government (LGCCCs) that are approved by the Cook County Complete Count Commission. Accordingly, Cook County invites community based-organizations and local bodies of government to submit applications for funding for their proposed outreach initiatives to reach HTC communities regarding the Census 2020.

### **SECTION 2: DEFINITIONS**

**Cook County Complete Count Census Commission** means Cook County's commission to guide the County's work on the 2020 U.S. Census and encourage participation, increase public awareness and ensure Cook County is accurately represented.

**County** means Cook County, Illinois

**Hard-to-Count or HTC** communities include, but are not limited to, racial and ethnic minorities, Immigrants and Refugees, People with Disabilities, LGBTQIA individuals and families, Homeless Individuals and Families/Nonconventional Housing, Seniors/Older Adults, Children 0-8 and Households with limited English proficiency and non-native English speakers. HTC communities are identified by census tracts within Cook County that have had a history of low response rates during previous Census counts and can be found at: <https://maps.cookcountyil.gov/census2010mailreturnrate/>

**Local Complete Count Committee or LCCC** means a non-government body, typically made up of a two or more community based organizations in a particular geographic area or census tract(s) within Cook County, who collaborate to develop their outreach plans for their respective communities in order to raise awareness of the need to participate in the census and maximize the strength of their outreach efforts. Applications for a LCCC must identify and be submitted by a lead organization that is a tax-exempt community-based organization and identify the names of the collaborating organizations.

**Local Government Complete Count Commission or LGCCC** means an established body or bodies of local government formed for the purpose of coordinating and implementing census awareness and activities in their respective communities.

**Program** means the initiative of Cook County which sets out to increase awareness, promote self-response, and improve the response rate in Hard-to-Count communities with Cook County's residents during the Census 2020 count.

**Program Administrator** means the person or entity working with Cook County to manage the County's Census 2020 Complete Count outreach and communications program which sets out to increase awareness, promote self-response, and improve the response rate in hard-to-count communities with Cook County's residents during the Census 2020 count.

### **SECTION 3: LCCC and LGCCC FUNDING and REPORTING REQUIREMENTS**

#### **Funding**

This program is utilizing County funds appropriated by the Cook County Board of Commissioners and may also utilize State funds appropriated by the Illinois General Assembly should such funds become available.

LCCC's and LGCCC's will be eligible for up to \$25,000 per approved Applicant. The amount of the award will be based upon anticipated costs associated with the proposed Census outreach activities that are necessary and reasonable for the performance of the award. Funding awards will be approved in a manner to ensure equitable allocation of funding among hard to count communities. Funding will only be provided for prioritized activities as described in Section 5 and not for operational expenses or salaries.

Funding for approved applicants will be made following the execution of an agreement with the Program Administrator. Obligations of the County or Program Administrator to fund these Census outreach activities will cease immediately without penalty or further payment being required if the funds are not available to the County or the Program Administrator.

#### **Reporting**

The funding for each LCCC and LGCCC will also come with reporting requirements. The following reports will be completed and transmitted to the Program Administrator by each successful applicant:

1. Narrative and financial reports showing expenditures of awarded funds by line item of Census activities that support the application submitted.
2. A final financial report showing all receipts of expenditures of awarded funds and the return of any non-expended funds.
3. A final narrative report evaluating the degree to which the applicant achieved the goals and objectives of the project.

The County and/or the Program Administrator may request additional information and data from any recipient.

LCCCs and LGCCCs shall maintain books and records relating to the expenditure of awarded funds. Books and records, including information stored in computer systems, shall be maintained by the recipient for a period of three years from the later of the date of the final payment or the completion of the projects for which the funds were issued. Books and records required to be maintained under this section shall be available for review or audit by the County. Failure to maintain books and records required by this Section

shall establish a presumption in favor of the County for the recovery of any funds paid by the County or the Program Administrator.

#### **SECTION 4: GENERAL INFORMATION**

##### **Application Dates**

Notice of Application Posted: August 14, 2019

Application Deadlines: First (1<sup>st</sup>) Round – October 1, 2019  
Second (2<sup>nd</sup>) Round – January 1, 2020  
Third (3<sup>rd</sup>) Round – April 1, 2020

All funding is subject to the continued availability of funds for the LCCCs and LGCCCs. Therefore, Applicants are encouraged to submit their completed applications as soon as possible after applications have been posted by the County on August 14, 2019.

The County will not accept applications after 5:00 p.m. (CST) on April 1, 2020.

##### **Application Contact**

Applicants are to contact Jamila McMillon via email at [Jamila.Mcmillon@cookcountyil.gov](mailto:Jamila.Mcmillon@cookcountyil.gov) with questions concerning this application.

##### **Application Availability**

Applicants shall use the application format prepared and made available by Cook County beginning at p. 7 of this document. This document, including the application, are available on the County's website by going to: <https://www.cookcountyil.gov/census>. The County will not accept applications that do not use the version available on the County's website.

##### **Submitting the Application**

Completed applications should be emailed to the Program Manager at the Cook County Bureau of Economic Development at: [Info.Edev@cookcountyil.gov](mailto:Info.Edev@cookcountyil.gov). The email plus any attachments should be no larger than 25MB. If necessary, please use zip software for your attachments.

If the Applicant is unable to email their application, then deliver seven (7) hard copies of it, Monday through Friday, 9:00 a.m. – 4:00 p.m., to:

Census 2020 Program Manager  
Cook County Bureau of Economic Development  
69 W. Washington Street, Suite 2900  
Chicago, Illinois 60602

##### **Application Revisions**

If it becomes necessary to revise or amend any part of this document, the County will publish a revision by

written addendum and post said addendum on its website. It will be the responsibility of all prospective Applicants to obtain any addenda.

## **SECTION 5: APPLICATION CONTENTS**

The application beginning at p. 7 of this document is divided into two parts and the applicant must include the following information:

- Part 1: General Information
  1. Applicant Organization
    - Primary lead contact name and title
    - Address (city, state and zip code)
    - Phone number
    - Email address
  2. Organization Mission Statement
  3. Description of Applicant including whether it is a LCCC or LGCCC. Each LCCC shall provide the name of the lead organization and describe its tax-exempt status, along with the names of the collaborating organizations.
  4. Amount requested
  5. Duration of project (in months)
  6. Project budget and narrative - describe key expense line items and what they will support.
  7. Brief description, in one or two brief sentences, of your strategy and activities to increase Census 2020 participation and the targeted HTC's
  8. 990 Form (for CBOs only)
- Part 2: Project Narrative
  9. Detailed description of your proposed Census 2020 plan for census outreach including your goals, strategies, activities and timeline of activities (e.g. # of workshops, etc.)
  10. Describe how your proposed plan aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, please describe how your Census 2020 outreach plan advances those strategies.
  11. Indicate the specific activities for which you are requesting funding. Prioritized activities include, but are not limited to, public education campaigns, communications, community outreach, trainings, special events, and organizing.

12. Describe your organizational capacity to implement the project. Please include staffing for the proposed project, whether you are committing any of your own resources, identify other sources of funding for Census efforts, and your experience with census outreach (or similar outreach efforts) if applicable.
13. Indicate the geographic areas and census tracts that will be served by the proposed plan. If you are unsure about HTC census tracts, you have the option of listing zip codes of the areas you will serve.
14. Indicate to which primary HTC populations you plan your outreach.
15. Describe your organization's past or ongoing engagement in the community you will be working with and effective strategies you have identified for these specific populations and/or geographic areas (e.g. technology, social media, volunteer engagement, etc.)
16. List any networks, coalitions, and/or local partners with which you are engaged as part of your Census project.

## **SECTION 6: REVIEW OF APPLICATIONS and SELECTION FOR AWARD**

### **Overview**

Submitting an application does not guarantee that it will be approved. Accordingly, every LCCC and LGCCC application received by the County will be reviewed by the Program Administrator. The Program Administrator's review of applications will include an initial determination of completeness, and those that are incomplete may be removed from consideration. As part of its review of applications, the Program Administrator may reach out to an applicant for additional information, clarifications, and/or interview. Upon completion of its review of each application, the Program Administrator will make its recommendation of award to the County's Complete Count Census Commission for their approval.

All LCCCs must be a tax-exempt entity, authorized to conduct business in Illinois. Additionally, all LCCC's must be in good standing with the Illinois Secretary of State. Accordingly, if a LCCC is not in good standing with the Illinois Secretary of State or is not authorized to conduct business in Illinois then it may be removed from consideration.

All applicants will be notified whether their applications have been approved. Notice to applicants approved for funding will specify the terms, including the amount of funding and the funding schedule. Further, applicants approved by the County's Complete Count Census Commission will execute an Agreement with the Program Administrator before funds will be distributed.

All approved applicants shall enter into an Agreement with the Program Administrator before funds will be distributed. Fifty percent (50%) of the amount of approved funds will be provided in advance following execution of the Agreement. The balance of funding will be payable after submission to the Program Administrator of proper documentation and receipts of allowable expenditures showing the use of such funds for the conduct of the approved Census outreach activities and all reports specified hereunder.

The Program Administrator will not discriminate on the basis of race, color, religion, gender, age, disability, marital status, sexual orientation, or military status in the awarding of funding.

### **Application Review Criteria**

In reviewing applications, the Program Administrator will consider the following criteria:

1. Administrative and Organizational Capacity: Does the Applicant have adequate staffing and qualifications to accomplish the proposed project?
2. Project Description: Has the Applicant provided a clear and comprehensive description of the proposed project, including details about goals, methods, activities and services to be provided?
3. Fit with Existing Mission: Does the Applicant's existing work and/or organizational goals align with its proposed project? If the Applicant is engaged in civic engagement and movement building, does the proposed project advance those strategies?
4. Target Audience and Need: Has the Applicant identified the intended HTC audience and its need for the proposed project? Has the applicant identified the HTC census tracts and geographic areas that will be served by their project?
5. Collaboration: If the applicant is proposing to work with any networks, coalitions and/or local partners, who they plan to engage (or are already engaged with) as part of their project and whether the partnership(s) and role(s) of each partner are fully explained.
6. Project Schedule: Does the Applicant's timeline clearly illustrate appropriate scheduling of proposed actions and activities?
7. Experience: Applicant's experience in community engagement, social impact campaigns, and/or civic engagement activities.
8. Experience with HTCs: Whether the applicant has experience working with HTC audiences and issues that impact these communities and the quality of the experience.
9. Budget: Whether the proposed budget is reasonable, necessary, appropriate and adequate to implement the proposed project, and whether the applicant is committing any of their own resources.
10. Other: Any other criteria that the County or Program Administrator may deem relevant.

## APPLICATION FOR LCCC AND LGCCC CENSUS 2020 PROJECT FUNDING

---

**INSTRUCTIONS:** Please carefully read and complete this application in its entirety. The Program Administrator may not consider incomplete applications. Should a section of the application not apply, please indicate with a response of "N/A".

If more pages are necessary to provide the requested information, then attach them to this application. Clearly indicate each section on the additional sheets.

Type or write in either blue or black ink the responses below.

---

### Part 1 – General Information

Name of Applicant (Lead Agency):

Name of Applicant's Contact for this application:

Address:

Phone Number:

Email address:

Organization Mission Statement (a copy can be attached in lieu of completing this section):

Is the Applicant a LCCC or LGCCC?

If the Application is for a LCCC indicate if the applicant is a community-based organization with tax-exempt status:

Please list the collaborating organizations:

Project Description (include a brief description of the strategies and activities to increase Census 2020 participation and the targeted HTCs):

Duration of project (beginning and end month and year):

Amount of funding requested (up to \$25,000):

(numbers)

Project budget and narrative (describe key expense line items and what they will support):

Attach 990 Form (for CBOs only)

Continue to Next Page

**Part 2 – Project Narrative**

Describe your proposed Census 2020 plan for census outreach including your goals and activities:

Provide a timeline of your activities:

Week/Month	Activity

Describe how your proposed plan aligns with your existing work and/or organizational goals. If your organization is engaged in civic engagement and movement building, please describe how your Census 2020 outreach plan advances those strategies.

Indicate the specific activities for which you are requesting funding:

Describe your organizational capacity to implement the project. Please include staffing for the proposed project, whether you are committing any of your own resources, identify other sources of funding for Census efforts, and your experience with census outreach (or similar outreach efforts) if applicable.

List any networks, coalitions, and/or local partners with which you are engaged as part of your Census project.

Indicate the geographic areas and census tracts that will be served by the proposed plan. If you are unsure about HTC census tracts, you have the option of listing zip codes of the areas you will serve.

Indicate which primary HTC populations your proposed plan intends to serve.

Describe your organization’s past or ongoing engagement in the community you will be working with and effective strategies you have identified for these specific populations and/or geographic areas (e.g. technology, social media, volunteer engagement, door-to-door canvassing, etc.)

**Signature Page**

I (typed or printed name of person signing) \_\_\_\_\_  
do solemnly affirm that I have read and understood the contents of this application and to the best of my knowledge, information and belief, the facts and representations set forth in this application are true and correct and not materials facets have been omitted.

**Criminal Code:** By signing this document, the applicant hereby certifies that they are not barred from submitting an application as a result of engaging in or being convicted of: (a) bid-rigging in violation of Section 3; or (b) bid rotating in violation of Section 4, of the Illinois Criminal Code of 1971, as amended (720 ILCS, 5/33E-3 and 4), or any similar offenses of any state of the United States. An applicant who makes a false statement material to this certification commits a Class 3 felony.

**Debts, Debarment, and Suspension:** The applicant hereby certifies that they do not owe any debts to the County. The applicant further certifies that they are neither debarred nor suspended from doing business with the County.

**Anti-Collusion:** The applicant hereby certifies the application was not made in the interest of or on behalf of any undisclosed person, partnership, company collusive or sham, and they have not been a party to any agreement or collusion among applicants in restraint of freedom of competition by agreement to propose a fixed price, or otherwise, or to refrain from proposing, and has not, directly or indirectly, by agreement, communication or conference with anyone, attempted to induce action prejudicial to the interest of the County or of any applicant or anyone else interested in this application.

**Tax Delinquencies:** The applicant hereby certifies that they will comply with all applicable conditions of Section 65 ILCS 5/11-42.1-1 of the Illinois Municipal Code and Illinois Department of Revenue 65 ILCS 5/11-L/Z 1-1 (1992) concerning delinquent taxes and certifies that it is not delinquent on any such tax.

Applicant Name (the LCCC or LGCCC lead agency) \_\_\_\_\_

Signature of Applicant (person whose name is above) \_\_\_\_\_

Title of Person Signing \_\_\_\_\_

Date \_\_\_\_\_



## Appendix B: Scoring Rubric for Grantees- Round 2

## Cook County Census Outreach Applicant Evaluation Form

The Cook County Census Outreach Applicant Evaluation is based upon an applicants' qualifications, experience and capacity to effectively educate, assist and perform outreach in delivering messaging to a high volume of census survey respondents in hard to count (HTC) communities.

- A. Applicants are given a score in each of the eleven categories below to determine their approval for a grant. Some categories will receive higher point allocations given their critical role in achieving Census goals.
- B. Based on factors contained within the application, each application is to be assigned a recommended grant award.
- C. A list of recommended grantees will be compiled and presented to the Cook County Count Complete Count Commission for approval.

### **Application Review Categories**

In reviewing applications, the Program Administrator will consider the following criteria:

- 1. Administrative and Organizational Capacity:**  
Does the Applicant have the required staffing and qualifications to accomplish the proposed project?
- 2. Project Description:**  
Has the Applicant provided a clear and comprehensive description of the proposed project, including details about goals, methods, activities and services to be provided?
- 3. Fit with the Applicants Existing Mission:**  
Does the Applicant's existing work and/or organizational goals align with its proposed project? If the Applicant is engaged in civic engagement and movement building, does the proposed project advance those strategies?
- 4. Target Audience and Need:**  
Has the Applicant identified the intended HTC audience and its need for the proposed project? Has the applicant identified the HTC census tracts and geographic areas that will be served by their project?
- 5. Collaboration:**  
If the applicant is proposing to work with any networks, coalitions and/or local partners who they plan to engage (or are already engaged with) as part of their project, and whether the partnership(s) and role(s) of each partner are fully explained.
- 6. Project Schedule:**  
Does the Applicant's timeline clearly illustrate appropriate scheduling of proposed actions and activities?
- 7. Experience:**  
Applicant's experience in community engagement, social impact campaigns, and/or civic engagement activities.
- 8. Experience with Hard to Count Communities:**  
Does the applicant have experience working with HTC audiences and issues that impact these communities, and what is the quality of this experience?
- 9. Budget:**  
Whether the proposed budget is reasonable, necessary, appropriate and adequate to implement the proposed project, and whether the applicant is committing any of their own resources.
- 10. Other:**  
Additional information such as HTC innovative messaging, usage of social media, and ability to magnify the message to other areas across the County.
- 11. Gap Analysis:**  
Does the Applicant's proposed project target HTC geographic areas or demographic populations that are not being covered by agencies currently receiving round 1 funding from the County?

**Cook County Census Outreach Applicant Evaluation Form**

**REVIEW FORM**

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Reviewer: \_\_\_\_\_

Reason Rejected: \_\_\_\_\_  
\_\_\_\_\_

<b>Approved</b>	<input type="checkbox"/>
<b>Rejected</b>	<input type="checkbox"/>

<b>Score Totals:</b>			
	Max	Score	Comments
Admin and Organization capacity	6		
Project Description	24		
Fit with Existing Mission	6		
Target Audience and Need	18		
Collaboration	9		
Project Schedule	6		
Community Engagement Experience	6		
Experience with HTCs	12		
Budget	9		
Other	9		
Bonus - HTC Geographical Gap Coverage	20		
Bonus - HTC Demographic Gap Coverage	20		
<b>Total</b>	<b>145</b>		

**Budget Recommendation**

Item	Proposed Amount	Approved Amount	Comments
<b>Total Amount Recommended</b>			

## Cook County Census Outreach Applicant Evaluation Form

SELECTION CRITERIA	Score	REVIEW FACTORS			
Administrative and Organizational Capacity		<i>Applicant has staff to accomplish the proposed project.</i>	<b>3</b>	The staff identified exceeds the necessary required resources.	
			<b>2</b>	The staff identified meets the necessary required resources.	
			<b>1</b>	The staff identified is too low to complete the plan as illustrated.	
			<b>0</b>	No indication was given of staffing resources.	
		<i>Applicant has demonstrated experience from past projects.</i>	<b>3</b>	Applicant details three or more similar projects or three or more years working in projects of similar scope.	
			<b>2</b>	Applicant has participated in two past projects or has at least two years of experience in a similar scope.	
			<b>1</b>	Applicant has participated in one past project or one year of experience in a similar scope.	
			<b>0</b>	Applicant has never performed work similar in scope to what it is proposing.	
Project Description		<i>Applicant has a clear and comprehensive project description.</i>	<b>6</b>	Project description is thoroughly detailed, clear and shows success factors	
			<b>4</b>	Project has moderate details, or description lacks clarity but demonstrates the capacity to have an impact.	
			<b>2</b>	The applicant has a project description, but it is unclear from the description how the project will be executed, and it also lacks the potential to have a significant impact	
			<b>0</b>	Applicant did not indicate a comprehensible or executable project description.	
		<i>Applicant has clear project goals.</i>	<b>6</b>	Goals are specific, measurable, relevant, and time bound.	
			<b>4</b>	Goals are listed and articulated, but are not specific, measurable, relevant, and/or time bound.	
			<b>2</b>	Goals are vague and not easily definable.	
			<b>0</b>	No indication of project goals was made.	
		<i>Applicant has a clear project methodology and/or strategy.</i>	<b>6</b>	Project strategy is completely articulated, logical and executable.	
			<b>4</b>	Methods and strategies are indicated and described but lack some clarity.	
			<b>2</b>	Methodology to be used is not clearly described.	
			<b>0</b>	There is no methodology or strategy indicated in the project description.	
		<i>Applicant details the project activities or services to be provided.</i>	<b>6</b>	Activities/services to be performed are clearly indicated and executable and are provided with sufficient detail.	
			<b>4</b>	Activities/services are indicated, but the level of detail is lacking.	
			<b>2</b>	The project activities/services are indicated without any detail.	
			<b>0</b>	Applicant fails to mention the project activities or services.	

## Cook County Census Outreach Applicant Evaluation Form

Fit with Existing Mission	<i>This project and the work of the organization are aligned.</i>	3	The proposed project is included in the work that the applicant has defined in their mission statement.		
		2	The proposed project is similar to work outlined in the applicant's mission statement.		
		1	There is little or no correlation between the organization's mission statement and the identified project.		
		0	There is no mention of a mission in the proposal.		
	<i>The organization currently engages in community outreach and/or civic engagement.</i>	3	Applicant currently engages in community outreach and civic engagement as their main activity.		
		2	Applicant sometimes engages in activities that are described as community outreach or civic engagement.		
		1	Applicant rarely engages in any activities defined as civic outreach or community engagement.		
		0	Organization never engages in civic outreach or community engagement.		
Target Audience and Need	<i>The proposed project plan reaches a hard to count population in Cook County.</i>	6	Proposed project identifies and has a defined plan to reach the HTC population of Cook County.		
		4	Proposed project identifies HTC but needs additional clarity on how it will reach them.		
		2	Intended outreach hits some HTC populations, but may not concentrate fully on HTC populations.		
		0	Intended audience is not specified or is not considered HTC.		
	<i>Applicant has identified the specific HTC census tracts or geographic areas that will be served by their project.</i>	6	Applicant has identified specific tracts, groups or locations of HTC outreach that will be targeted.		
		4	Applicant has generalized locations of HTC tracts and or groups.		
		2	HTC audience is referred to, but it is not clear where these communities reside or how they will be reached.		
		0	Project plan does not address HTC areas.		
	<i>Applicant has identified specific areas noted by project stakeholders as a priority.</i>	6	Proposed plan directly correlates with Project Administrator's identification of HTC areas.		
		4	Area targeted is loosely correlated to the Project Administrator's identification of HTC areas.		
		2	Area targeted is HTC but is potentially outside of the Project Administrator's HTC priority areas.		
		0	Project plan does not address HTC areas.		
Collaboration (agency works with others)	<i>Project includes partners or networks to be engaged</i>	3	Project incorporates more than 2 partner agencies or networks to engage.		
		2	Project includes 2 partners or networks to collaborate with or to engage.		
		1	Project does not indicate it will work with a partner or network.		
	<i>Applicant has experience working with partners on prior projects</i>	3	Applicant has significant experience with proposed partners in similar roles.		
		2	Applicant some experience with partner or network groups.		
		1	Applicant has a small amount of experience working with partners or network groups.		
		0	Applicant indicates it will not work with any partner orgs or networks.		
	<i>Project collaborators serve HTC communities.</i>	3	Collaboration partners/networks work directly in the HTCs.		
		2	Collaboration partner/networks are in HTC communities via proxy.		
		1	Collaboration partners are not in the HTCs.		
		0	Applicant indicates it will not work with any partners/networks		

**Cook County Census Outreach Applicant Evaluation Form**

Project Schedule	<i>Project timeline aligns with census schedule and timeline.</i>	<b>3</b>	Applicant notes accurate deadlines, dates, and events as related to the Census, and project plan is coordinated to these dates.
		<b>2</b>	Applicant notes Census dates and deadlines but does not align project plan to these dates.
		<b>1</b>	Applicant does not note any relevant census dates or milestones.
		<b>0</b>	Project timeline is in contradiction to Census dates and milestones.
	<i>Applicant is able to complete activities in proposed timeline</i>	<b>3</b>	Timeline proposed is realistic and completion can be met in proposed time.
		<b>2</b>	Timeline proposed is realistic but presents a small risk of failure.
		<b>1</b>	Applicant is at risk of not meeting project timeline as proposed.
		<b>0</b>	Project timeline is not mentioned.
Experience in Community Engagement	<i>Applicant has listed and provided details on experience in community engagement</i>	<b>3</b>	Applicant has three or more relevant community engagement experiences noted in application.
		<b>2</b>	Applicant has one - two relevant community engagement experiences noted in application.
		<b>1</b>	Applicant has no relevant community engagement experience.
	<i>Applicant provides strategies for success from prior engagements</i>	<b>3</b>	Applicant shows that prior community engagements were successful, with demonstrated data and examples of success.
		<b>2</b>	Applicant has demonstrated success in prior engagements but lacks proof of said success.
		<b>1</b>	Applicant has no demonstrated success in prior engagement
Experience with HTC	<i>Applicant has experience working with HTC communities</i>	<b>6</b>	Applicant has three or more years, or three or more instances of working directly with HTC communities.
		<b>4</b>	Applicant has two years, or two instances of working directly with HTC communities.
		<b>2</b>	Applicant has one year, or one instance of working directly with HTC communities.
		<b>0</b>	Applicant has no experience working with an HTC community.
	<i>Applicant outlines and understands the issues that impact these HTC communities</i>	<b>6</b>	Applicant clearly articulates social issues affecting HTC communities, and notes how these issues could be solved.
		<b>4</b>	Applicant outlines the social issues that impact HTC communities, but does not present solutions.
		<b>2</b>	Applicant does not outline the social issues that affect a HTC community.
		<b>0</b>	Applicant does not appear to understand the social issues that affect a HTC community.

## Cook County Census Outreach Applicant Evaluation Form

SELECTION CRITERIA	Score	REVIEW FACTORS			
Budget		<i>The proposed budget is reasonable and adequate in relation to project proposal.</i>	<b>3</b>	Applicant accurately defines actual costs of project and has itemized these items by line.	
			<b>2</b>	Applicant has itemized line items, but the costs associated with the line items are not accurate or do not represent appropriate costs.	
			<b>1</b>	Applicant has not itemized line items and the costs associated with the project does not seem reasonable or attainable.	
			<b>0</b>	Applicant appears to have spent no time and/or consideration to note budget issues in proposal.	
		<i>Applicant will commit its own resources to help make the project successful</i>	<b>3</b>	Applicant outlines a clear plan to dedicate its own resources to the project.	
			<b>2</b>	Applicant will devote some resources to the project.	
			<b>1</b>	Applicant indicates it may provide its own resources on the project if necessary.	
			<b>0</b>	Applicant will not commit any of its own resources to the project.	
		<i>The proposed budget is appropriate and void of salaries and capital expenditure</i>	<b>3</b>	Proposed budget indicates only prudent expenditures, per the application, and "stretches" the dollars to its best ability.	
			<b>2</b>	Proposed budget does not indicate any non-compliant expenditures per the application.	
			<b>1</b>	Proposed budget indicates usage of funds for items that may not be approved expenditures.	
			<b>0</b>	Proposed budget is inaccurate and does not accurately reflect project goals.	
Other		<i>Applicant and proposed plan show innovative and unique ways to reach the targeted audience.</i>	<b>3</b>	Plan is completely unique in its approach and methods and provides innovative ways to reach HTC communities.	
			<b>2</b>	Plan takes an innovative approach to the project.	
			<b>1</b>	Plan does not show any creative or unique elements.	
			<b>0</b>	Plan lacks all attempts at creativity.	
		<i>Applicant and proposed plan show the ability to magnify Census messages via social media</i>	<b>3</b>	Applicant and plan demonstrate the ability to connect with thousands of people via social media.	
			<b>2</b>	Applicant and plan will use social media in a wide capacity (hundreds of views, etc.)	
			<b>1</b>	Plan uses social media, but to a very small degree.	
			<b>0</b>	Plan does not mention any magnification via social media.	
		<i>Applicant and proposed plan show the ability to magnify census messages across the county via traditional media, events, or other large-reaching initiatives.</i>	<b>3</b>	Beyond HTC audience, the general public will benefit greatly from orgs efforts at Census outreach.	
			<b>2</b>	The proposed plan may reach some non-HTC unintended audience members and have an effect on them.	
			<b>1</b>	Non-HTC, mainstream audiences may have very little interaction with proposed plan.	
			<b>0</b>	Plan does not have any "spillover" into other markets beyond that which is defined.	
HTC Geographical Gap Coverage		<i>HTC Geographical coverage per round 1 gap analysis</i>	<b>20</b>	<i>The proposed project plan reaches geographic areas that are HTC AND not covered by agencies who received funding in round 1</i>	
			<b>0</b>	<i>The proposed project plan reaches HTC geographic areas that are not designated as gap areas needing additional coverage based on round 1 funding analysis.</i>	
HTC Demographic Gap Coverage		<i>HTC Demographic coverage per round 1 gap analysis</i>	<b>20</b>	<i>The proposed project plan reaches HTC demographic groups NOT covered by agencies who received funding in round 1</i>	
			<b>0</b>	<i>The proposed project plan reaches HTC demographic groups that are not designated as gap areas needing additional coverage based on round 1 funding analysis.</i>	



---

## Appendix C: Sample of What's Up Wednesdays Communication

# What's Up Wednesdays

Volume 11.1 | May 13, 2020



## Shout Out of the Week: TRUE LOVE CENTER

Shout-out to Cook County grantee [True Love Center](#) for their work this past week distributing Census goodie bags and face masks to people experiencing homelessness and other residents in Roseland, Woodlawn and Park Manor.

On Saturday May 9th the agency distributed materials to almost 300 residents -- many of these coming from some of the lowest-responding areas in Cook County.

True Love Center has been extremely active as of late. In the last few weeks alone, they've done several other goodie bag distributions (one to a women and childrens' shelter!), placed flyers on cars at a local Walmart, and performed direct mailings to residents on the Census. Well done, and keep it up!

---

## Did you know?

### MAKING THE CENSUS "HIT HOME"

Just like voting, the act of completing the Census can seem abstract, pointless, and untied to everyday life.

But one of the best ways to connect the Census to residents is to explain what

federal programs are tied to Census data.

The [top federal programs affected by funding in Illinois](#) are Medicare, Medicaid, SNAP, roads and highways, and money for children's health insurance, school lunches, and Head Start.

Consider your audience and your messaging -- do any these programs affect your constituents? Odds are they do. Explaining this can potentially lead to the Census "hitting home" for residents -- and may lead to better results.

## Funding received by Illinois from 40 of the largest census-guided federal programs in 2017

Illinois ▾

Program	Department	FY2017 Funding
Medicare	HHS	\$29,473,293,000
Medicaid	HHS	\$9,949,814,000
Other programs	Others	\$7,089,094,000
Supplemental Nutrition Assistance Program	USDA	\$2,930,325,000
Highway Planning and Construction	DOT	\$801,973,000
Title I Grants to Local Education Agencies	ED	\$675,047,000
State Children's Health Insurance Program	HHS	\$547,395,000
Special Education Grants	ED	\$517,935,000
National School Lunch Program	USDA	\$461,574,000
Head Start	HHS	\$360,265,000

## Social Media Corner



**Your  
response  
matters**

**BE COUNTED.** In the 2020 CENSUS 

Please take a moment to post the following content and image on your social media pages this week:

Fill out the Census & represent the underrepresented. Your count=Your voice. For more information on how to fill out the 2020 Census, please visit [www.2020census.gov](http://www.2020census.gov) #CookCountyCensus #BeCounted

## Housekeeping

### USING THE COOK COUNTY LOGO AND IMAGES

Please don't forget to use the Cook County Census 2020 logo and the various "faces" imagery.

We want to ensure a consistent brand and also make sure that people see your affiliation with the Cook County Census efforts.

These materials are always available to you in the [digital toolkit](#). Your Census Liaison can assist you with usage and customization of these images. Let us know how we can help!



## Appendix D: Training Program for Grantees



SENSIBLE SOLUTIONS | SEAMLESS TECHNOLOGY



**BE COUNTED.**

[CookCountyIL.gov/Census](https://CookCountyIL.gov/Census)  
@cookcountygov  
#CookCountyCensus



*Presentation to the:*

Cook County Census Community Organizations





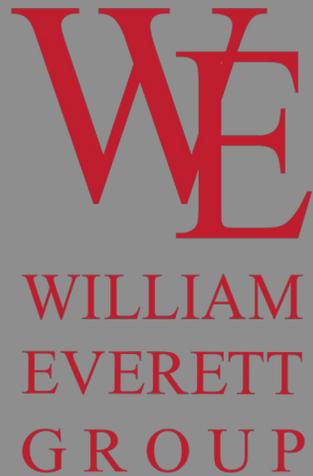
# AGENDA

- Introductions
- Census Statistics
- Program Administrator Activities
- Reporting and Feedback
- Additional Resources
- Census Champions
- Becoming an LCCC/LGCCC
- SharePoint Site Demonstration
- Next Steps

# Introductions



Cook County Bureau of Economic Development



Ellen Rozelle Turner, President & CEO  
Robin Stearn, Program Manager  
David Schwab, Senior Project Manager  
Chaka Kureva, Practice Director, Management Consulting  
Nelly Benitez, Business Analyst  
Courtney Brunson, Coordinator and Marketing Lead  
Ifeyanyi Ezurike, Communication Administrator  
Cristina Vera, Community Outreach Lead  
Patricia Andrews-Keenan, Media, Marketing and Advertising Team

## Contact Information

[Community@wegrp.com](mailto:Community@wegrp.com)  
312-564-5680

## Key Census Statistics and Facts



**5,194,675**

*Cook County residents, per Census 2010*

- **Ethnically and racially isolated,**
- **Non-English speakers,**
- **People with disabilities,**
- **Formerly incarcerated individuals,**
- **Elderly,**
- **Children 0-5 years old,**
- **People without access to the internet,**



*Cook County residents considered hard-to-count.*



*Cook County residents who speak a language other than English at home*



*Cook County residents who are foreign-born*



*Cook County residents without a HS diploma*

Commonly reported reasons for non-completion of the Census include trust and privacy issues, lack of understanding, translation, mobility and inability to complete the Census.

## Program Administrator Activities

- Evaluate LCCC/LGCCC applications
- Provide workshops, training opportunities and support to grantees for technical and financial issues
- Manage the SharePoint site, used for:
  - secure financial reporting,
  - document and marketing materials sharing,
  - census outreach activity reporting, and
  - shared calendars
- Provide in-person and offline training and support to those grantees without technology access
- Provide webinar meeting opportunities and conference calls to provide support
- Monitor outreach metrics and create/distribute reports on LCCCs/LGCCCs Census activities, developments, and progress
- Provide assets and tools such as flyers, posters and digital toolkit
- Support for events (large and small scale)

## Reporting and Monitoring

All grantees will be given 50% of their awarded amount upon grant agreement submission.

To receive second half of funding Program Administrator must receive second installment of County funding for distribution.

Grantees must be cleared to receive the second funding by:

- Properly recording their census activities and expenditures
- Providing proof that expenditures adhere to agreed project activities

# Reporting and Monitoring

The following reports will need to be submitted and recorded to demonstrate that grantees are in good standing. These reports will be found in the SharePoint site given to each grantee.

## **Activity Log**

Completed after each census activity indicating what HTC you serviced, where you serviced them and describing what you did.

## **Project Status**

An updated list of all performed census activities.

## **Financial Report**

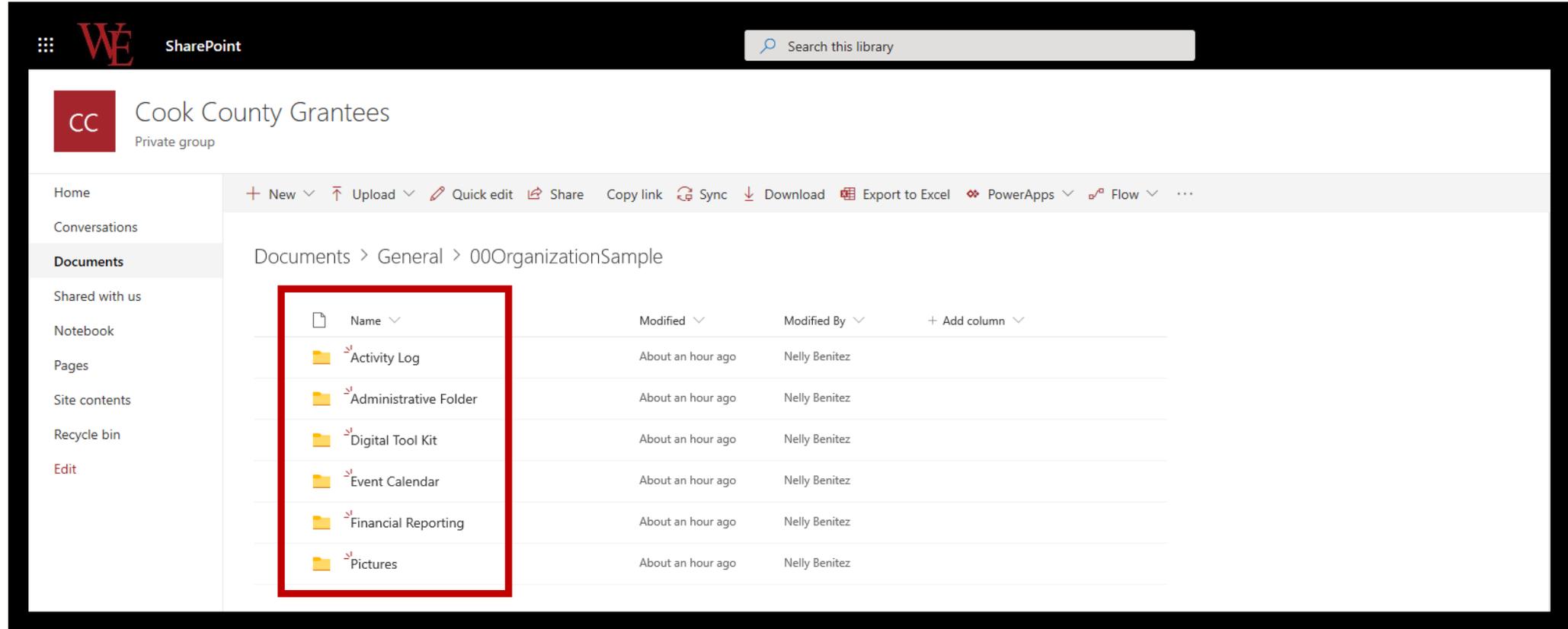
All Census expenditures must be recorded, and a copy of receipt is to be submitted as proof of payment. For stipends, timesheets must be attached.

*Financial reports and Project status need to be updated by the 10th and 25th of each month.*

*Funding can be denied if there are no reports, updates or receipts. Expenditures not approved or not reported can result in grant agreement breach.*

# SharePoint Site

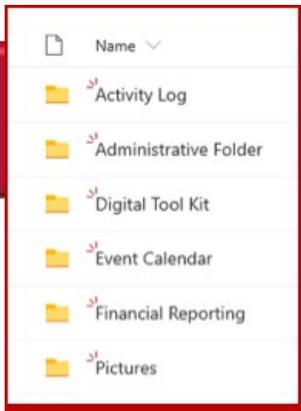
Upon signing the grant agreement each organization contact person will receive an email with access to their SharePoint site.



This site will be where you report all census activity, expenditures, and have access to all census marketing material.

# Activity Log

A census activity can be an event, workshop, post, or advertisement. This form is found in your Activity Log Folder and the completion of each activity will be used as the verification of what is reported in your project status.



### Census Activity Log

Hi Nelly, when you submit this form, the owner will be able to see your name and email address.

\* Required

1. What is the name of your Organization \*

2. What kind of organization are you? \*

LCCC  
 LGCCC  
 Census Champion  
 The William Everett Group

3. Provide a small description of the census activity.\*

4. What date did this activity take place? \*

9. Please select all the hard to count populations outreached at census activity? \*

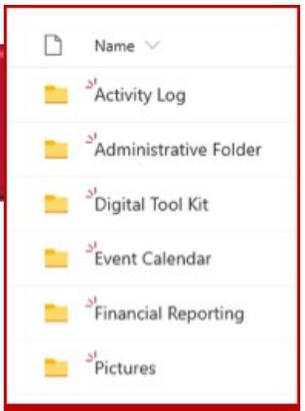
Low Income  
 Limited Education  
 Non-Conventional Housing  
 Homeless  
 LGBTQIA  
 Veterans  
 Returning Citizens  
 Differently Abled (Disabled)  
 Immigrant/Refugee  
 Young Adults

10. What age groups were outreached at census activity? (select all that apply) \*

0-18  
 19-40  
 41-64  
 65-up

11. Number of people reached, via event attendance or viewings? \*

# Project Status



In the Administrative Folder find the project status report. The project status will inform on any progress and raise awareness to any issues and risks.

A list of all the items your census projects

Date task begins and expected date to complete the task

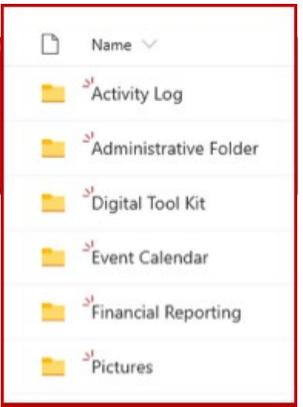
This section will continuously change demonstrating progress towards completing goal

Indicate whether task has been completed or in progress

1	Project Goals	Start Date	End Date	Progress	Status	Any Risk
2	Door to Door tracts 2044	1/30/2020	1/31/2020	printed 600 door hanger, have six confirmed volunteers	In progress	
3	Door to Door tracts 2042					
4	Workshop at St. Helen					
5	Workshop at St. Mary					
6	Workshop at St. Joseph					
7	Social Media post in January	1/10/2020	1/30/2020	Posted the holiday census flyer on website	Completed	
8	Social Media post in February					
9	Social Media post in March					
10						

Identify any problems that can impact your ability to complete the task

# Financial Report



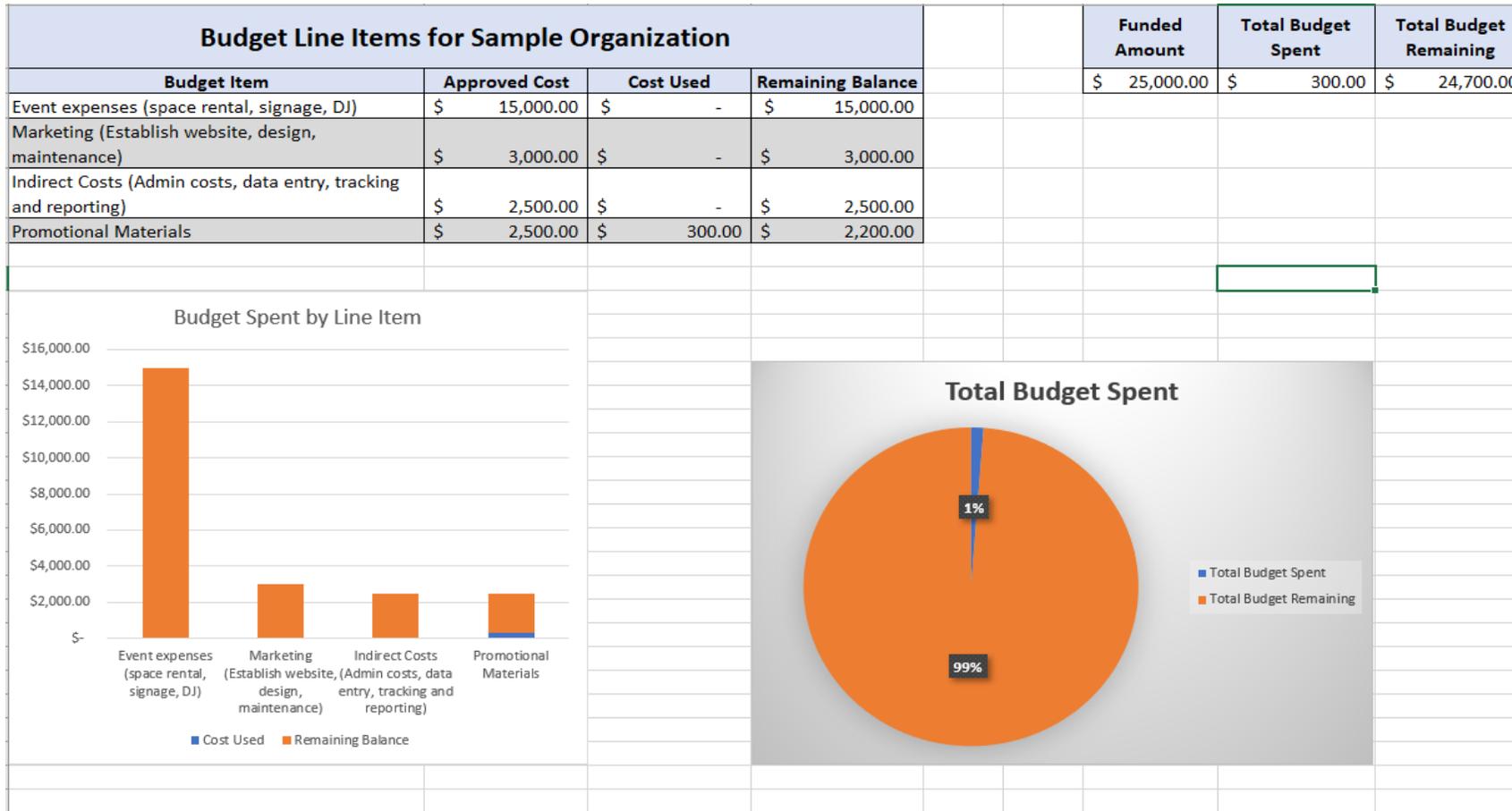
All Census expenses must be reported and with them a copy of the receipt as proof of confirmed purchase must be uploaded to the Financial Reporting Folder.

Report of Money Spent by Sample Organization						
	Date	Category	Item	Total Cost	Budget Line Expense	Receipt?
1	1/3/2020	Promotional Items	Census t-shirts	\$ 300.00	Promotional Materials	Yes
2	1/7/2020	Food	Offie Depot- Office Supplies and binders	\$ 67.20	Indirect Costs (Admin costs, data entry, tracking and reporting)	
3						
4						
5						
6						
7						
8						

- **Date:** date of purchase
- **Category:** drop down list of categories of spending to properly associate cost to the transparency website
- **Items:** products or services purchased
- **Total Cost:** actual cost of purchase shown on receipt (including tax)
- **Budget line expense:** a drop-down list of options tailored to the expenses in your project description
- **Receipt:** indicate yes or no if a receipt for item can be seen in the folder

# Financial Report

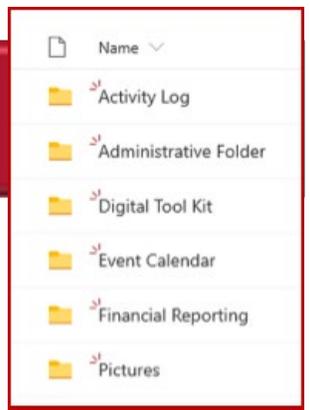
*A budget display table and chart can be seen in your report providing a view on how expenses are being allocated.*



## Additional Resources

Additional resources can be found in your SharePoint Site to provide outreach support and awareness:

- **Digital Toolkit:**  
Gives you access to all Cook County Census marketing material and informational flyers
- **Calendar:**  
All scheduled public events should be updated on the calendar. Events will be placed on the County Census website to increase awareness and attendance
- **Pictures:**  
During Census activities, grantees are encouraged to take pictures and upload them to the SharePoint site. These pictures will be used for newsletters and recognition of census activities occurring in your community

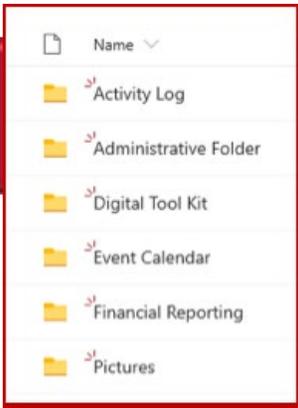


## Digital Toolkit - Customizing Census Artwork

Grantees will have access to the digital toolkit and the ability to download and customize Census marketing material. If you are customizing the digital toolkit content email [community@wegrp.com](mailto:community@wegrp.com), to have your artwork reviewed and approved before printing.



# Calendar



List all public events that the organization plans on attending or hosting on the calendar. The program administrator will update the County website with these events to maximize attendance. If an event is canceled or changed please notify the program administrator via email at [community@wegrp.com](mailto:community@wegrp.com) and updated spreadsheet as soon as possible.

	A	B	C	D	E	F	G	H
1	<b>Calendar of Events</b>							
2	Name of Organization	Name of Event	Location	City	Zipcode	Date	Time	Description
3	Example INC.	Local Block Festival	35 E. Upper Wacker Dr.	Chicago	60601	1/2/2020	3:00 PM	We will set up a table and hand out flyers to educate people about the census.
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								

- **Description:** provide a small narrative of the Census event

# Pictures

## Picture Consent Form:

We encourage that all photos taken at events have the consent of the participant. In the picture folder on SharePoint we have attached a photo consent form you can display at events, that allows participants to know photos will be taken.



PLEASE BE AWARE THAT BY ENTERING THIS AREA:

1. You hereby give Cook County consent to record, videotape, and photograph your image and/or voice.
2. You authorize Cook County to alter, edit, copy, exhibit, publish, or distribute such recording, videotape, and photograph in any Cook County publication, including but not limited to print, digital, and internet, at any time and for any reason.
3. You acknowledge that you may not be informed of the specific use of the image and/or voice and waive any right to inspect or approve the finished product.
4. You authorize Cook County to retain, disclose, or dispose of such recording, videotape, and photograph as required or permitted under applicable law, including but not limited to the Illinois Local Records Act (50 ILCS 205) and the Freedom of Information Act (5 USC § 552).
5. You understand that no compensation will be provided for your use of image and/or voice.
6. You hold harmless and release and forever discharge Cook County from all claims, demands, and causes of action which you, your heirs, representatives, executors, administrators, or any other person acting on your behalf or on the behalf of your estate, have or may have by reason of this authorization.

DO NOT ENTER THIS AREA IF YOU DO NOT WISH TO BE SUBJECT TO THE FOREGOING.

CONNECT WITH COOK COUNTY GOVERNMENT

WWW.COOKCOUNTYIL.GOV

Photo consent form



UndesignTheRedlineYouthSummit\_11\_5

## Uploading Photos & Videos

All uploaded pictures and videos need to have the following information

- Name of event/activity
- Date of event/activity

# Census Outreach



## Census Champion Toolkit

A guide to talking with hard-to-count groups about the Census



### Contents

#### GET SMART

03 - 10

- Communities who are 'hard-to-count'
- Mindsets of people who belong to multiple 'hard-to-count' groups
- Profile of people who 'don't want to participate'
- Profile of people who are difficult to contact
- Profile of people who have limitations
- The 2020 Census timeline

#### REACH OUT

11 - 18

- Things to consider as you plan your outreach
- Tools to help you promote participation
- Additional Census messaging
- What you might hear during outreach
- Answering questions about the 2020 Census

#### LEARN MORE

19 - 21

- Additional Resources

The toolkit will be in the digital toolkit folder on SharePoint. These toolkits are designed to give you information on the importance of the census and how to outreach to different communities.

# Census Champions

Census Champions are identified and trusted voices in the community. Comprised of community leaders who are willing to outreach to their communities and inform them about the importance of the Census

- The purpose of this program is to combine outreach efforts between the program administrator and the leaders in hard to count communities.
- Census Champions will have access to the digital toolkit and will be given census updates from the program administrator
- On the right is a recruitment flyer that you can find in your Digital toolkit folder

Email any census champions you would like for us to recruit at [community@wegrp.com](mailto:community@wegrp.com)



## Cook County Census 2020 You can make a difference!

America gets just one chance, each decade, to count its population in order to inform how money should be spent on services such as schools, hospitals, roads, and other vital programs. Participating in the Census ensures your community receives the money it deserves.

The 2020 Census is predicted to be the hardest to count and you can make a difference.

We are looking for leaders like you who care about your community and who have built a legacy through your work and relationships with the people. You are a trusted voice in your community and we need you to be a Census Champion.

We ask for your help to ensure:

- Every person in your community understands the importance of the 2020 Census
- Residents (especially those that are historically hard to count) know how to complete the Census form
- Fear and myths of the Census are dispelled

We will follow up with you and provide:

- Outreach materials
- Talking points
- Digital toolkit (with social media assets)
- Training opportunities

Help us by taking the Census message to the places you already go such as church, local business, community based programs, etc.

## Be a Cook County Census Champion!

If you are interested in joining this vital effort for your community, please sign up today.

YOUR NAME \_\_\_\_\_

EMAIL | PHONE \_\_\_\_\_

Please give us the name of a community leader that would make a great Census Champion.

I RECOMMEND: NAME \_\_\_\_\_

EMAIL | PHONE \_\_\_\_\_



# Becoming an LCCC

All organizations must be LCCC/LGCCC certified in order to receive any grant funding. Below is a sample proclamation template on what you can use to be LCCC/LGCCC certified.

 **Local Complete Count Committee Proclamation**  
For Cook County Census 2020

Name of Local Complete Count Committee: \_\_\_\_\_  
Lead Organization Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Authorized Representative: \_\_\_\_\_  
Phone: \_\_\_\_\_

***WHEREAS,** the Local Complete Count Committee (LCCC) is a non-governmental body, made up of two or more community based organizations in a particular geographic area or census tract(s) within Cook County, who collaborate to develop outreach plans in order to raise awareness of the need to participate in the Census in 2020; and*

***WHEREAS,** the following organizations have formed a LCCC (insert list of collaborating organizations and contact name and number below):*

Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

***WHEREAS,** by forming a Local Complete Count Committee, the goal of \_\_\_\_\_, (insert name of LCCC), is to assist with census outreach in Cook County for the 2020 Census in an effort to ensure that all hard to count communities are accounted for.*

***NOW, THEREFORE,** I, \_\_\_\_\_, (insert name of authorized representative of lead organization), \_\_\_\_\_, (insert title of position), do hereby proclaim that \_\_\_\_\_, (Name of LCCC name) is a Local Complete Count Committee for Cook County Illinois.*

IN WITNESS WHEREOF, I, \_\_\_\_\_, (name of authorized representative of lead organization), \_\_\_\_\_, (insert title of position) do here-by affix my official signature of approval, on \_\_\_\_\_, (insert date of signature).

\_\_\_\_\_  
Signature



# SharePoint Site Demonstration

## Next Steps

- Complete the Exhibit B form and email it to [community@wegrp.com](mailto:community@wegrp.com)
- Agree and sign the Grant agreement
- Show proof of being LCCC/LGCCC certified
- Invoice the William Everett Group for half of your awarded amount
- Receive access to SharePoint site
- Continue doing Census outreach work

Thank You!





## Appendix E: Cook County Grantees

Table 1

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
Acclivus, Inc.	LCCC	\$16,954	African Americans, low income, and recently incarcerated people in the Auburn Gresham, Roseland, and Greater Grand Crossing areas.	Movie nights, PPE giveaways, text messaging, yard sign and door hanger distribution, DJ parties, social media posts, and WVON radio shows.
Action Coalition of Englewood	LCCC	\$24,725	African Americans, Latinx, low-income, non-conventional housing, and homeless communities on the south side of Chicago, specifically in the Englewood neighborhood.	Food drive, Census material giveaways, event for recently incarcerated individuals, financial health events, and placed flyers at locations like a PAWs event and others.
Africa Global Chamber of Commerce	LCCC	\$25,000	Immigrant communities, seniors, low-income households, and youths in the Chicago neighborhoods of Auburn-Gresham, Englewood, Rogers Park, Uptown, Chatham, Hoffman Estates, Hyde Park, Ravenswood, and Chicago Loop.	Social media posting, phone banking, community events and workshops, mail distribution, and canvassing.
Alivio Medical Center	LCCC	\$24,725	Latinx, low-income, and immigrant communities on Chicago's Southwest Side.	Distribution of Census information to health centers, Census Zumba classes, mobile unit canvassing, social media posts, phone banking, and tele help.
Another Chance Ministry	LCCC	\$25,000	Ethnic minorities, seniors, low-income households, youths, and returning citizens in the Chicago neighborhoods of Brainerd, Bronzeville, and Hyde Park and the South Suburban areas of the City of Harvey and Sauk Village.	Awareness workshops, canvassing, social media campaign, and census materials creation and distribution.
Arab American Family Services	LCCC	\$23,200	Arabic, Latinx, low-income, non-English speaking, immigrant/refugee, seniors, and limited educated communities in the South Suburbs, specifically in the Worth area.	Census video creation, Ramadan 2020 Census campaign, food giveaways to seniors, phone banking, and food drives.
Black United Fund of Illinois	LCCC	\$25,000	Ethnic minorities, seniors, low-income households, youths, homeless, and people with disabilities in South Chicago, South Shore, Greater Grand Crossing, and Lower Wacker.	Social media campaign, canvassing, community events, and media buys.
Bright Leadership Institute	LCCC	\$25,000	Homeless, elders, African Americans, and people with children under 5 in the Chicago communities of Austin, Garfield Park, and Humboldt Park.	Census presentations and trainings, mobile Census promo truck, social media posts and virtual Census events, phone banking, robocalls, and giveaways.
Brighton Park Neighborhood Council	LCCC	\$23,560	Children, immigrants, Latinx and Senior population in Back of the Yards, Brighton Park, Little Village and Pilsen.	Door-to-door canvassing, community events, phone banking, Census raffle, and community events.
Carey Tercentenary AME Church	LCCC	\$24,725	Ethnic minorities, seniors, low-income households and returning citizens. The agency operated in the City of Chicago within the North Lawndale, Washington Park and Woodlawn communities.	Community event, phone banking, and canvassing.
Casa Club Yuriria Chicago	LCCC	\$14,725	African American, low income, and people with limited technology in South Chicago, West Chicago and South west suburbs.	Canvassing, census events, virtual census chats, and census concerts.
Chatham Business Center	LCCC	\$25,000	Ethnic minorities, people with disabilities. Low-income families, youth, and older adults in the Chicago neighborhoods of Chatham, Auburn Gresham, Avalon Park.	Community events, advertising, canvassing, and promotional giveaways.
Chicago Lighthouse	LCCC	\$15,505	African American, Latinx, low income, veterans, and differently abled communities in Chicago, specifically the Uptown and Illinois Medical District area.	Paid social media advertisement, flyer distribution, telephone assistance line, outreach to the homeless, and tabling at grocery stores.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
Chinese Mutual Aid Association	LCCC	\$24,725	Asian, low-income, and immigrant communities on Chicago's North Side.	Census video, mailers to HTC households, virtual assistance, phone banking, and PPE distribution.
City of Berwyn	LGCCC	\$25,000	Seniors, differently abled individuals, and Latinx communities in HTC areas of Berwyn.	Census townhall meetings, newspaper advertisement, school lunch distribution, census parade, magazine advertisement, community events.
City of Calumet City	LGCCC	\$25,000	Latinx, African American and population older than 65 years old persons in and around Calumet City.	Social media posting, yard sign distribution, robocalls, and mailer distribution.
City of Harvey	LGCCC	\$25,000	African American, Latinx, low income, limited education, differently abled communities in the South Suburbs, specifically in the City of Harvey.	Mail distribution, food pantry visits, food giveaways, clothing drives, and radio advertisement.
City of Prospect Heights	LGCCC	\$21,800	Ethnic minorities, limited English speaking, renters, people with disabilities, immigrants, and low-income households in the City of Prospect Heights	Community events, workshops, social media campaign, Zoom meetings, sidewalk stencils, yard sign distribution, food distribution, and drive-in movie events.
City of Rolling Meadows	LGCCC	\$25,000	Low-income, veteran, homeless, LGBTQIA, immigrant, young adult, and Latinx communities in Rolling Meadows.	TV Advertisement, mail distribution, census registration table, ice cream social, mobile food distribution, and census videos.
Coalition for a Better Chinese American Community	LCCC	\$22,000	Asian, low income, limited education, and immigrant/refugee in Chicago, specifically Chinatown, Bridgeport, Armour Square, McKinley Park, and Brighton Park.	Social media posting, food distribution, printed advertisement, door-to-door canvassing, census caravan, and tabling outside of the Chinatown library.
Coalition for the Remembrance of Elijah	LCCC	\$25,000	African American residents on the South and West sides of Chicago, but the reach of the programming is County-wide.	Census TV shows and interviews and census advertisement.
Common Ground Foundation	LCCC	\$25,000	Hard-to-count people across Cook County and nationwide via the reach of its Founder Common and Stacey Abrams.	Professional Census video and promotion and social media posting.
El Valor	LCCC	\$24,725	Latinx and low-income people in Back of the Yards, Pilsen, and Little Village.	Univision townhall meeting, census mailers, phone banking, community events, computer lab days, and email blasts.
Esperanza Health Centers	LCCC	\$15,500	Latinx, African American, children, seniors and immigrants in communities in Chicago, specifically Little Village, Marshall Square, South Lawndale, Brighton Park and Marquette Park.	Flyer distribution, workshops, and PPE distribution.
Fathers Who Care	LCCC	\$24,725	Ethnic minorities, seniors, low-income households, youths, and returning citizens in West-Side Chicago neighborhoods Austin, East and West Garfield Park, North Lawndale.	Partnership with the police department, flyer distribution, community events, social media campaign, and email blasts.
Ford Heights Center	LCCC	\$22,500	African Americans, Latinx, low-income, differently abled, returning citizens, and homeless communities in the South Suburbs, specifically in Ford Heights.	Census flyer distribution to the homeless, tabling for young adults, street canvassing, social media advertisement, phone banking, and census awareness party.
Gads Hill Center	LCCC	\$23,020	Children, immigrants, Latinx and Senior population in Back of the Yards, Brighton Park, Little Village, Englewood, and Pilsen	Social media posting, phone banking, partnerships, food and census material distribution, virtual workshops, and caravanning.
Gathering Point Community Council	LCCC	\$25,000	African Americans and people with limited technology resources or education in the Chicago communities of Auburn Gresham, Chatham,	Press engagements, block club meetings, food and PPE distributions, social media posts, phone banking, and mailing.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
			Englewood, Roseland, and Greater Grand Crossing.	
<b>Greater Chatham Alliance</b>	LCCC	\$25,000	African Americans and people with limited technology resources or education in the Chicago communities of Auburn Gresham, Chatham, Englewood, Roseland, and Greater Grand Crossing.	Press engagements and advertisements, Block club meetings, food and PPE distributions, social media posts, and phone banking.
<b>HANA Center</b>	LCCC	\$25,000	Korean Americans limited English speaking, renters, people with disabilities, immigrants, and low-income households. The agency operated in the Des Plaines, Wheeling, Prospect Heights, Glenview communities.	Community events, canvassing, phone banking, and media outreach.
<b>Hope Charities</b>	LCCC	\$25,000	African, African American, low-income, limited education, and immigrant communities in the South Suburbs of Chicago, specifically in Lansing, Chicago Heights, and Olympia Fields.	Census presentations at Church, food drives, and newspaper advertisement.
<b>Illinois Muslim Civic Council</b>	LCCC	\$25,000	Culturally, racially, and socio-economically diverse Muslims in Irving Park, Chicago Lawn, Peterson Park, and the Near West Side of Chicago.	Host workshops and lectures, phone banking, food distribution, EID celebration and caravans, and social media engagement.
<b>Islamic Society of NW Chicago Suburbs</b>	LCCC	\$15,000	Ethnic minorities, limited English speaking, people with disabilities and immigrants the agency operated in the Rolling Meadows, Schaumburg, Arlington Heights, Palatine, Wheeling communities.	Educational workshops, robocalls and robotexts, Facebook postings, What's App engagement, Zoom meetings, and face mask distributions.
<b>Kids Korna Youth Organization</b>	LCCC	\$25,000	African American, Latinx, low income, homeless, differently abled, LGBTQIA, young adults, and senior communities in the south suburbs and on the south side of Chicago.	Easter giveaway, drive-through events, census events for the homeless, Facebook interviews, and Census Saturdays.
<b>Kingdom Builders</b>	LCCC	\$24,960	African American, low income, limited education, and non-conventional housing persons in Calumet City, Dolton, Harvey, Lansing, and Burnham.	Social media postings, food drives, flyering, and phone banking.
<b>Korean American Association of Chicago</b>	LCCC	\$25,000	Differently abled and Korean Americans in Northbrook, Glenview, Morton Grove, Skokie, Lincolnwood, Arlington Heights, Riverwoods, and Schaumburg.	Social media postings, newspaper advertisement, speaking engagements, flyering, and food distribution.
<b>Life Builders Outreach Mission and Ministries</b>	LCCC	\$25,000	Low-income, homeless, veteran, young adult, and Black populations in Harvey, Markham, Dolton, South Holland, Glenwood, and Calumet City.	Radio advertisement, robocalls and robotexts, Facebook PSA, and community events.
<b>Lights of Zion Ministry</b>	LCCC	\$22,500	African Americans, Latinx, low-income, veteran, limited education, and homeless communities in the South Suburbs and Chicago, specifically in Riverdale, Altgeld Gardens, and West Pullman.	Church events, Valentine's Day event, phone banking, community leader census events, street canvassing, and census awareness party.
<b>Literacy Works</b>	LCCC	\$8,600	African American, Latinx, low income, limited education, and immigrant/refugee persons in Chicago, specifically in Logan Square and Garfield Park.	Informational training, social media campaign, and tabling events.
<b>Logan Square Neighborhood Assn - LSNA</b>	LCCC	\$24,600	Latinx, Children, Seniors and Immigrants in the Logan Square, Avondale, and Belmont Cragin area.	Flyer distribution, census questionnaire virtual support, educational seminars, community events, and social media campaigning.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
<b>Monroe Foundation</b>	LCCC	\$25,000	Ethnic minorities, seniors, low-income households, youths and returning citizens in the City of Chicago and West Chicago Suburbs, within the Englewood, Maywood, Bellwood, Austin, and Hillside communities.	Community events, workshops, canvassing, social media campaign, virtual events, and public giveaways.
<b>Mosque Foundation</b>	LCCC	\$24,725	Arabic, Latinx, low income, limited education, young adult, and immigrant/refugee persons in Bridgeview.	Social media campaign, phone banking, Eid Celebration, and food pantry events.
<b>Muslim Community Center</b>	LCCC	\$25,000	Muslims of Indian, Pakistani, Bangladeshi, Sri Lanka, Bosnia, Somalia, Palestine, Iraqi descent, as well as people who do not speak English, across various communities in Morton Grove, Niles, Chicago, Skokie, and Park Ridge.	Workshops, trainings, phone banking, automated text messaging, email blasts, help desks, drive-through goodie bag distributions, and social media postings.
<b>My Community Plan Foundation</b>	LCCC	\$25,000	African American, African, Latinx, low income, limited education, differently abled, LGBTQIA, young adults, seniors, and returning citizens all over Cook County, covering every district.	Radio advertisement, weekly radio shows, census videos, senior outreach, television commercials.
<b>National Pan-Hellenic Council of Chicago</b>	LCCC	\$24,725	Ethnic minorities, seniors, low-income households, youths and returning citizens. The agency operated in the South Chicago Suburbs, West Chicago Suburbs Southside of Chicago neighborhoods and Westside Chicago neighborhoods.	Canvassing, social media posting, video creation and distribution, zoom meetings, and promotional item giveaways.
<b>Northwest Side Housing Center</b>	LCCC	\$18,000	Children, immigrants, Latinx and Senior population in Belmont Cragin, Hermosa, and Humboldt Park.	Workshops, phone banking, outdoor events, flyering, and food distributions.
<b>Oakdale Christian Academy</b>	LCCC	\$25,000	Ethnic minorities, seniors, low-income households, youths, and returning citizens. The agency operated in the Chicago neighborhoods of Brainerd, Washington Park, Auburn Gresham, South Side Chicago.	Community events, canvassing, zoom meetings, social media campaign, and email blasts.
<b>Outreach Family Services and Community Center</b>	LCCC	\$14,725	Hispanic, low income, limited education, and young adult persons in communities in Chicago communities, specifically Garfield Park.	Social media campaign, phone banking, senior wellness checks, and outdoor tabling.
<b>PASO - West Suburban Action Project</b>	LCCC	\$20,000	Latinx, African American, Children, Seniors and Immigrants in Melrose Park and Cicero.	Social media campaign, canvassing, phone banking, census event presentations, and PPE distributions.
<b>Pilgrim Baptist Church</b>	LCCC	\$18,713	Ethnic minorities, limited English speaking, people with disabilities, low-income families, youth, and older adults in South Chicago, Hegewisch, Roseland, Bush Community and East Side of Chicago.	Community outreach events, flyer distribution, robocalls, canvassing, phone banking, and community events.
<b>Proviso Leyden Council for Community Action</b>	LCCC	\$24,500	African Americans, Latinx, people with low income or limited education in Proviso and Leyden Townships (Maywood, Bellwood, Broadview).	Community events, informational sessions, phone banking, E-newsletters, food distribution, media and advertisement, Covid-19 test centers, and mobile caravanning.
<b>Puerto Rican Cultural Center</b>	LCCC	\$24,725	African American, Latinx, and low-income communities in Chicago, specifically East Garfield Park, Humboldt Park, Ukrainian Village, Garfield Park, Belmont Cragin, Palmer Square, and West Humboldt Park.	Census webinars, canvassing, phone banking, and partnership with Telemundo.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
<b>RCCG Fountain of Life</b>	LCCC	\$15,000	Young children, highly mobile persons, racial and ethnic minorities (Nigerians, African Americans, Latinx), households with limited English proficiency, low-income persons, persons experiencing homelessness, undocumented immigrants, persons who distrust the government, and persons who do not live in traditional housing in Chicago's Northwest Suburbs.	Census materials creation and distribution, census awareness workshops, and radio advertisement.
<b>Real Freedom</b>	LCCC	\$25,000	African American, low income, limited education, LGBTQIA, non-conventional housing, homeless, young adults, and differently abled communities on the South Side of Chicago, specifically North Lawndale, West Garfield Park, and Englewood.	Street canvassing, food drives, census resource fairs, community events, and street census promotion.
<b>Roll Call</b>	LCCC	\$25,000	African Americans, Latinx, homeless, and people with limited access to technology in North Lawndale, East and West Garfield Parks, and surrounding communities on Chicago's West Side.	Phone banking, mailing, street team canvassing, social media advertisement, community events, and mobile canvassing.
<b>Sankofa Safe Child Initiative</b>	LCCC	\$17,670	Ethnic minorities, seniors, low-income households, youths, and returning citizens. The agency operated in the Chicago neighborhoods of Austin and North Lawndale.	Boosting posts on social media, robocalls, email blasts, canvassing, community events, newspaper advertisement, and workshops.
<b>Schaumburg Township</b>	LGCCC	\$2,340	Seniors, differently abled, Latinx, and Indian communities in hard to count areas of Schaumburg	Social media canvassing, postcard distribution, virtual informational sessions, food distribution, and virtual bingo.
<b>South Suburban College</b>	LCCC	\$25,000	Low-income persons, African Americans, Latinx, young adults, and veterans in Markham, Dolton, Harvey, Glenwood, Dixmoor, and South Holland.	Census advertisement in school schedules, social media campaign, posterboards and flyers, informational postcards, and billboard advertisement.
<b>South Suburban Mayors and Managers Association</b>	LCCC	\$25,000	African American, White, Latinx, low income, young adult, limited education, LGBTQIA, and immigrant/refugee communities in the South Suburbs of Chicago.	Census kickoff event, newsletter creation and distribution, television advertisement, radio advertisement, and digital sign and billboard advertisement.
<b>Southland Ministerial Health Network</b>	LCCC	\$25,000	African American communities in Harvey, Markham, Dolton, Ford Heights, and Phoenix.	Census door hanger distribution, Covid-19 pop-up event, radio advertisement, charity events, back to school giveaways, and care package giveaways.
<b>Spanish Coalition for Housing</b>	LCCC	\$25,000	Latinx and low-income people in Belmont Cragin, Hermosa, Pilsen, East Chicago, and Little Village.	Door-to-door canvassing, tabling events, phone banking, and social media campaign.
<b>Stone Community Development Corp</b>	LCCC	\$22,000	African American, low income, and people with limited technology in South Chicago, West Chicago and Southwest suburbs.	Robotexts, robocalls, PPE distribution, food distribution, cleaning supply distribution, and Covid-19 testing.
<b>Talented Tenth College Prep. &amp; Career Mentoring</b>	LCCC	\$17,300	African American, Latinx, low income, limited education, veterans and differently abled persons in Chicago, specifically Auburn Gresham, Englewood, West Englewood, Woodlawn, Kenwood, and Hyde Park.	Census video creation and distribution, robocalls, community events, and social media campaign.
<b>Telpochalli Community Education Project</b>	LCCC	\$24,725	African American, Latinx, low income, and people with limited technology in South Chicago, Pilsen, Little Village and Back of the Yards	Community resource fairs, canvassing, social media campaign, food distribution, virtual info sessions, tabling events.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
<b>The Council of Islamic Organizations of Greater Chicago</b>	LCCC	\$18,000	Asian, African American, low income, limited education, and immigrant/refugee persons in South Chicago, Deering, Belmont Heights, and Austin.	Social media postings, phone banking, speaking engagements, and promotions on Muslim TV networks.
<b>The Resurrection Project</b>	LCCC	\$25,000	seniors, children, African American, Latinx, and low-income communities in Pilsen, Little Village, and Back Yards.	Canvassing, pop-up events, social media campaign, informational sessions, and phone banking.
<b>Total Resource Community Development Organization</b>	LCCC	\$25,000	Ethnic minorities, seniors, low-income households, youths, and returning citizens in South-side Chicago and South Suburb neighborhoods of Posen, East Beverly, Ford Heights, Pullman.	Community events, workshops, social media campaign, canvassing, and media advertisement.
<b>Town of Cicero</b>	LGCCC	\$25,000	Latinx, African American, Children, Seniors and Immigrants in the Cicero area.	Hygiene kit distribution, census caravan, and food distribution.
<b>Trickster Art Gallery</b>	LCCC	\$25,000	Native American, Latinx, low-income, and veteran communities on Cook County's Northwest side.	Census events, food drives, social media postings, and census discussion panels.
<b>True Love Center</b>	LCCC	\$25,000	African American, Latinx, low income, limited education, differently abled, non-conventional housing, children, homeless, and veteran communities in the South Suburbs and South side of Chicago.	Census outreach to the homeless, outreach to single mothers and people in transitional housing, door hanger distribution, digital signs and billboard advertisement, food drives, and community events.
<b>True Star Foundation</b>	LCCC	\$25,000	African Americans and Latinx communities, people under the age of 25 in the Chicago communities of Austin, Roseland, Garfield Park, South Shore, and Bronzeville.	Flyer distribution at local businesses, social media postings, street team canvassing, community events, and poetry series and virtual concert series.
<b>United African Organization</b>	LCCC	\$24,725	African, Arabic, African American, low income, limited education, immigrant/refugee, and differently abled communities in Chicago, specifically the South Shore and Grand Boulevard area.	Census related interviews on the radio, community leaders roundtable, phone banking, social media campaign, and food drives.
<b>United States Hispanic Leadership Institute</b>	LCCC	\$25,000	African American, Latinx, low income, and people with limited technology throughout the Chicagoland area.	Social media campaign, phone banking, E-blasts, canvassing, door hanger distribution.
<b>Vietnamese Association</b>	LCCC	\$25,000	Asian American, low income, limited education, and immigrant/refugee persons in communities in Cook County Districts 2 and 10.	Social media campaign, phone banking, care package giveaway, and purchased magazine advertisement.
<b>Village of Bellwood</b>	LGCCC	\$25,000	African American, Latinx, children, low income, young adults, immigrant/refugee, homeless, and veteran communities on Chicago's West Suburb, specifically in Bellwood.	Census yard sign distribution, television infomercials, mail distribution, phone banking, and community events.
<b>Village of Flossmoor</b>	LGCCC	\$22,670	Low-income, limited education, veteran, young adult, and Black populations in Flossmoor.	Census videos, door hanger distribution, social media postings, and email blasts.
<b>Village of Hoffman Estates</b>	LGCCC	\$25,000	Low-income, limited education, veteran, young adult, Black, LGBTQIA, homeless, immigrant, and Latinx populations in Hoffman Estates.	Census community events, material distribution, giveaway events, and census bag distribution.
<b>Village of Maywood</b>	LGCCC	\$22,000	Latinx, African American, low income, limited education, LGBTQIA, differently abled, young adult, and immigrant communities on Chicago's West Suburb, specifically in Maywood	Community events, phone banking, weekly Covid-19 testing, census events at the park, and ice cream giveaways.

Agency	LGCCC / LCCC	Funded amount	HTC areas and demographics served	Activities
Village of Mount Prospect	LGCCC	\$25,000	Asian, low-income, and Latinx communities in Mount Prospect	Census related community events, census registration kiosks, social media campaign, and PPE distribution.
Village of Phoenix	LGCCC	\$23,500	African American, White, returning citizens, and young adult communities in the South Suburbs, specifically in the Village of Phoenix.	Drive through giveaways, food drives, and computer day sessions.
Village of River Forest	LGCCC	\$25,000	Racial and ethnic minorities, households with limited English proficiency, Latinx community members, low-income individuals in the Village of River Forest.	Census material giveaways, food distribution, social media campaign, mailers, and mask and flyer distribution.
Village of Robbins	LGCCC	\$25,000	African American, Latinx, low income, limited education, young adults, homeless, veterans, and non-conventional communities in the Village of Robbins.	Citizen First meetings, newsletter distribution by mail, giveaway events, census balloon release, and health conscience census events.
Village of Stone Park	LGCCC	\$25,000	Latinx, low-income, limited education and immigrant/refugee persons in and around the Village of Stone Park.	Census help desk, social media campaign, flyer distribution at restaurants, community events, and raffles.
Vive en Forma	LCCC	\$25,000	Seniors, children, African American, Latinx, and low income in South Chicago, East Chicago, Roseland, Calumet City, and Hegewisch.	Census book marker distribution, digital truck canvassing, and social media campaign.



## Appendix F: Media Plan Version 1



# Marketing + Media Plan for Hard-to-Count Populations

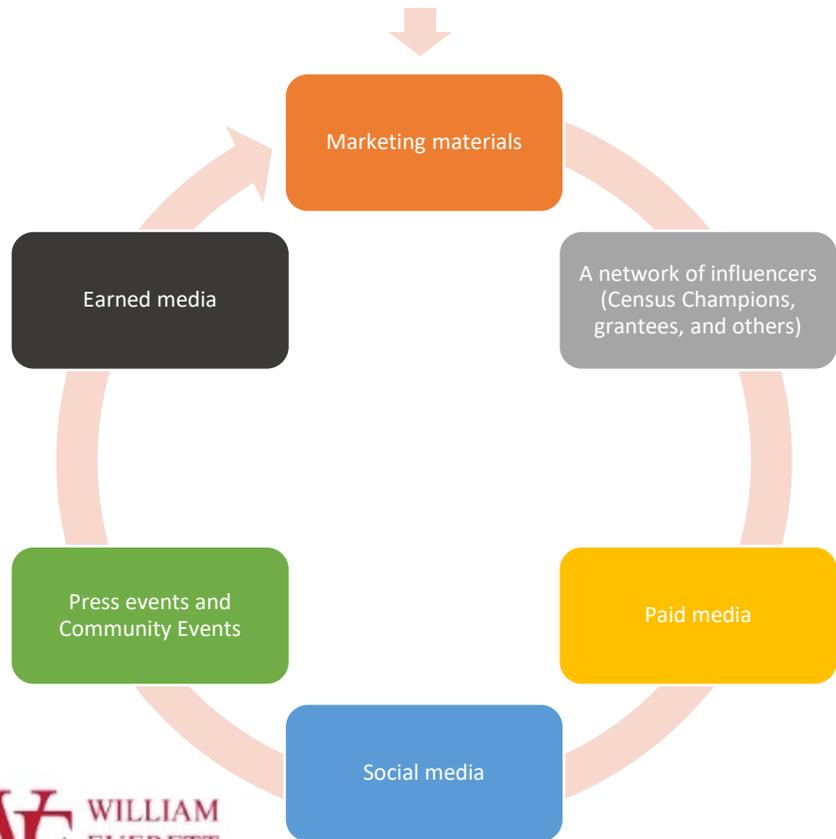
February 19, 2020



**BE COUNTED.**

# PURPOSE AND GOALS OF THIS DOCUMENT

This document will show how the Program Administrator will use:



Goals of the 2020 Cook County Census media outreach campaign include:

- Generating a high 2020 Census completion rate among populations living in areas historically considered hard-to-count (HTC).
- Designing an integrated multi-media advertising and grassroots campaign that will inform, educate and activate individuals living in areas, and among populations, historically considered HTC on the 2020 Census.
- Inspiring and motivating individuals living in HTC areas to complete the 2020 Census utilizing ads, earned media, and grassroots efforts including a network of trusted voices such as community, faith-based and business leaders.

# IMPLEMENTATION STRATEGY

## PHASE I: DEC – MAR | AWARENESS AND CALL FOR COLLABORATORS

Strategically place ads across multiple platforms, identify and attend local events, and develop and activate a network of local community leaders to launch the Cook County **Census** 2020 Awareness Campaign with **the dual** intent of generating general awareness of the upcoming Census and recruitment of Census Champions and potential **Local Complete Count Committees (LCCCs)** and **Local Government Complete Count Commissions (LGCCCs)**.

## PHASE II: JAN – MAY | INFORM AND EDUCATE

Utilize multi-media platforms and earned media for widespread and grass-roots messaging to HTC populations regarding importance and benefits of completing the 2020 Census with clear Call to Action. Network of influencers are identified and equipped.

## PHASE III: APR – AUG | ACTIVATE AND MOBILIZE

Activate a call-to-complete the 2020 Census, utilizing mobile advertising and digital media that allows for immediate access to the Census form, with urgent messaging to complete the 2020 Census. Networks of influencers mobilized with message of urgency through grassroots, in-person efforts.

\*Note: Messaging to be used in press materials, op eds, social media posts and other public facing materials.



**BE COUNTED.**

# CENSUS MESSAGING – PHASE 1 EXAMPLES

The 2020 Census is a simple survey of everyone living in your home on April 1:

- All residents age 0 and above in your household should be included in the Census
- The Census, counting every person who is in the United States, has been held every 10 years since 1790
- For the first time in the history of the Census, the survey can be completed online
- Information about the 2020 Census will begin arriving by mail in mid-March
- The confidentiality of your responses is constitutionally protected
- Your information is not shared with any other government agency including the IRS, DHS or ICE

# CENSUS MESSAGING – PHASE 2 EXAMPLES

- Cook County wants to ensure that all 5.3M of its residents are counted in the 2020 Census
- During the 2010 Census many areas in Cook County were deemed Hard To Count (HTC) because less than 73% of residents completed the Census survey
- Hard to reach communities consist of:
  - those living in historically underserved communities
  - those with language barriers
  - those with transient living conditions
  - immigrant populations
  - those age 0 – 5
  - those who have a distrust of government
- A complete Census count determines how millions of dollars of funding for schools, hospitals, emergency and social services and infrastructure are allocated to Cook County

# CENSUS MESSAGING – PHASE 3 EXAMPLES

- You can begin responding to the 2020 Census online at **2020census.gov** in March
- You can complete the Census now on-line; over the phone or by mail
- To ensure a complete and accurate count, the Census Bureau counts people at their usual residence, which is the place where they live and sleep most of the time.
- Each household will have a unique Census ID number to use when completing the form online
- Census Day is April 1.
  - Everyone is encouraged to complete the Census by April .
  - Returning a partially filled-out questionnaire may result in a follow-up phone call or visit from a census worker.
- Census takers go door to door from May – July to count people who have not responded.
- Census takers are Census Bureau employees and will provide proof that they are official government personnel.

# MARKETING MATERIALS

The following artifacts will be utilized during the marketing campaign:

## POSTCARDS

Postcards will be provided to residents to inform and educate about the Census

## STICKERS

Starting in January, stickers will be distributed at outreach events through grantees and Census Champions

## WINDOW SIGNS

Window signs placed in strategic locations across the County will be beneficial for the media outreach effort. These window signs will be placed in grantee locations, elected official's offices, local businesses, places of worship and locations identified through the Census Champion initiative

## POSTERS

Posters will be placed in grantee locations, elected official's offices, local businesses, places of worship and locations identified through the Census Champion initiative



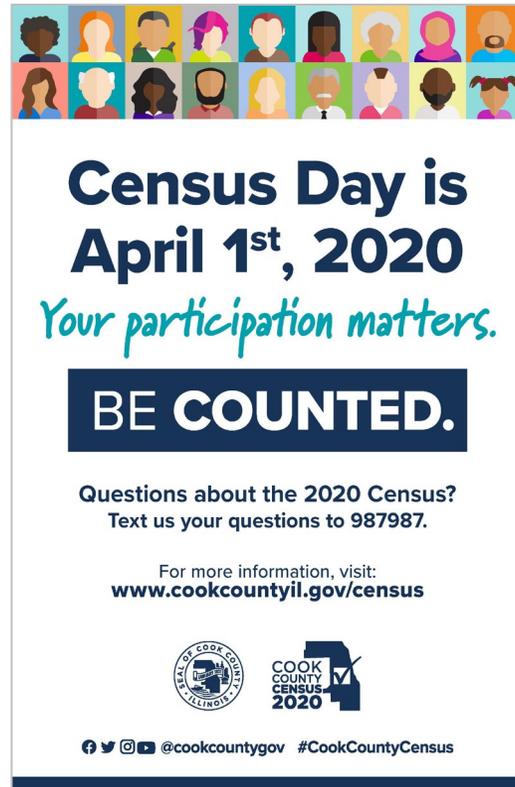
**BE COUNTED.**

# MARKETING MATERIALS

## Window Signs

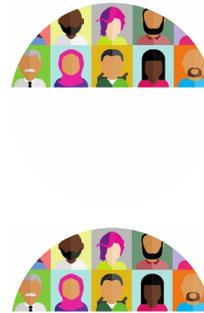


## Posters



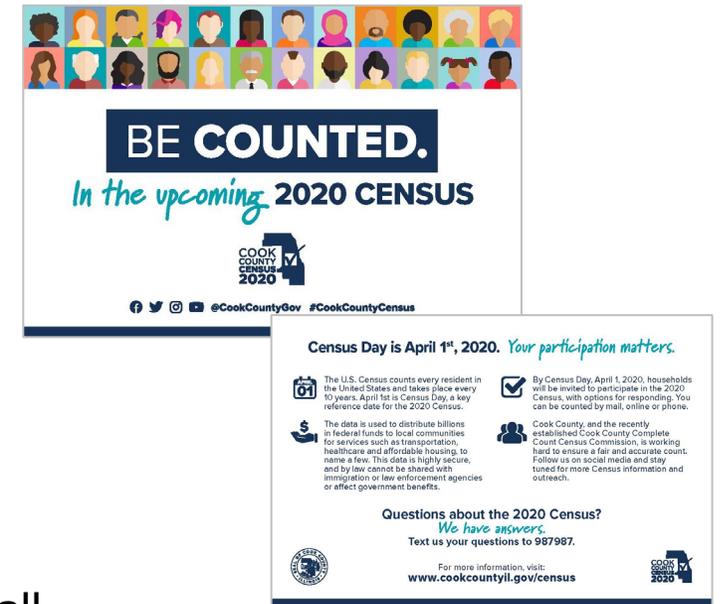
Also available in Spanish

## Stickers



[Click link](#) to download all promo materials.

## Post Cards



Also available in Spanish

# NETWORK OF INFLUENCERS

## CENSUS CHAMPIONS

Program Administrator will identify, recruit and activate a network of influencers including non-profit leaders, business owners, faith-based ministers and others who are trusted voices within the HTC communities such as immigrants, parents of young children, seniors, formerly incarcerated and more.

## GRANTEES

Starting in February, grant recipients will be activated and encouraged to be influencers and share Census media looks in their respective communities.

## TWEG will provide the following:

- Develop and maintain a listserv of Census Champions
- Produce and distribute a toolkit, marketing resources, talking points, t-shirts and digital resources including social media assets
- Create and distribute a [monthly newsletter](#) with on-going resources and county-wide outreach highlights
- Develop a [Champions Toolkit](#) - a comprehensive booklet that provides guidance, resources and messaging for multiple HTC outreach scenarios



**BE COUNTED.**

2020 CENSUS CHAMPIONS: OUTREACH NEWSLETTER

Issue #1

December 20, 2019

**Welcome to the Cook County 2020 Census  
Champions Outreach Newsletter**



**BE COUNTED.**

# PAID MEDIA METHODOLOGY

Paid media will target publications that reach HTC populations and are trusted voices in the community. Messages will be delivered in-language as needed.

**The following are key principals guiding our decision for selecting paid media vendors:**

- Added value opportunities (e.g. additional runs)
- Additional advertorials/coverage/runs/spots
- [Social Media](#)
- Event participation, e.g. speaking opportunities

**Media Buy Categories**

- Out-of-Home – Billboards
- Radio – Local Radio targeting HTC populations
- Television – Public Access Television
- Print – Community Papers targeting HTC Populations
- Digital – (On hold) On-Line Resources targeting HTC Populations. Daily e-blasts, website communities
- Target consortiums that represent HTC groups and leverage collective's reach. e.g. Reader Consortium of publications for print and SM.

# EARNED MEDIA METHODOLOGY

Earned media involves leveraging news coverage of Census 2020 to deliver a steady stream of positive, inspirational messaging about the importance and safety of the Census, specifically as it relates to Hard-To-Count (HTC) populations. It involves responding to breaking news and crafting fact sheets, talking points, and multimedia materials for use by the media.

## Potential Media Pitches

- “What’s at stake for Cook County during 2020 Census” (Preckwinkle)
- “Taking a stand – Why immigrant voices need to be represented in 2020 Census” (Anaya)
- “Personal Reflection - “I completed my 2020 Census on-line – here’s what happened.” (HTC Resident Suburbs)
- “Community Reflection – “How we’re ensuring our community counts.” (HTC community)
- “Personal Reflection - “I completed my 2020 Census on-line – here’s what happened.” (Latinx)
- “Community Reflection – “How we’re ensuring our community counts.” (Latinx)
- “Day in the life of a 2020 Census canvasser”

**Opinion Pieces** – Editorial pieces from trusted community voices

**Primary Spokesperson:** President Toni Preckwinkle

## Other Spokespersons:

- Commissioner Stanley Moore, 4th District, Chairman of the Complete Count Census Commission (Lead)
- Commissioner Dennis Deer, 2nd District, Vice Chair
- Commissioner Alma Anaya, 7th District, Vice Chair
- Commissioner Luis Arroyo Jr., 8th District, Vice Chair



**BE COUNTED.**

# MEDIA BUY ROADMAP

		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Out of Home	Mobile		██						
	Billboard		████████████████						
Radio	iHeart Media Consortium	██							
	NPR - Vocalo	██							
	Midway Broadcasting	████████████████							
	Media Broadcasting		██						
	UNIVISION		████████████████						
Print	Chicago Independent Media Alliance		██						
	The Gate		██						
	Rolling Out		██						
	Citizen Newspapers		████████████████						
	Lawndale News		██						
	El Dia		████████████████						
Social	Social Media - Chicago Reader Consortium	██							
Digital On Hold	BronzeComm		██						
	Truth B Told		██						
	Chicago Latino Network		██						
	Being Single		██						
	LATINEXT (May Join Reader Consortium)		██						
	BeanSoup Times		██						

# SAMPLE ADS

## OUT-OF-HOME

Billboard advertising will be displayed in proximity to HTC communities, along major highways, surface streets and intersections. **36 Posters 10.5 x 22.8' – 2 designs**  
**30 in Suburban Cook County, and 6 in Chicago**  
[Link here](#) for list of billboard locations.



## MOBILE

Using geo-mapping and geo-fencing technology, messages will be sent to mobile devices with reminder notices and links that take individuals to survey completion site or connect them with partners and services to receive Census completion assistance.



**BE COUNTED.**

# SOCIAL MEDIA

[Social Media Ads](#) will be placed on identified social media (SM) sites that have demonstrated appeal to HTC populations. These sites include special interest and ethnic websites, podcast/internet radio sites, Facebook, Instagram, Snap Chat and Twitter.

## TWEG will:

- Leverage grantee partners Social Media, tag them and have them repost information on their social media sites.
- Utilize Census Champions, especially, in HTC communities, to share messages about being counted.
- Work with The Chicago Reader consortium of publications on Social Media outreach campaign that includes 19 outlets.



# SOCIAL MEDIA

Non-paid social media can be placed on identified social media (SM) sites that have demonstrated appeal to HTC populations. These sites include special interest and ethnic websites, podcast/internet radio sites, Facebook, Instagram, and Twitter. We will also create SnapChat geofilters.



Instagram Frame



SnapChat filter



## NON-PAID SOCIAL MEDIA SCHEDULE

	# Feb Posts	# Mar Posts	# Apr Posts	# May Posts	# Jun Posts
County FB/IG Page	6	8	Daily	10	10
County Twitter Page	6	8	Daily	10	10
Commissioner Social Media Pages	4	4	6	6	4
LCCC/LGCCC Pages	4	4	6	6	4
Champion/Other CBO Social Media Pages	4	4	6	6	4
Gov't Partner Pages	4	4	6	6	4



**BE COUNTED.**

# SOCIAL MEDIA CALENDAR

See the [Social Media Calendar](#) in BED Teams folder.

Channel	Image	Copy	Hashtags	Asset Type (Image, Video, Gif, Boomerang etc.)	Post Date
Instagram + Facebook		<p><b>What is the timing of the 2020 Census?</b>            In mid-March, homes across the country will begin receiving invitations to complete the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. Some important dates you should know include. Got questions about the 2020 Census and how it impacts Cook County, text them to 987987.</p>	#BeCounted #CookCountyCensus	Image	2/14
Instagram + Facebook		<p><b>Reaching hard-to-count-populations</b>            Hard-to-Count (HTC) communities are those in which less than 73% of the population completed the Census in 2010 and include those living in historically underserved and ethnic communities, those with language barriers, transient living conditions, immigrant populations, and those who have a distrust of government. Cook County has a special focus on HTC populations and wants everyone to #StandUpandBeCounted. Got questions about the 2020 Census and how it impacts Cook County, text them to 987987.</p>	#BeCounted #CookCountyCensus	Image	2/15
Instagram + Facebook		<p><b>The Cook County Complete Count Commission</b>            In an effort to get the most accurate count possible The Cook County Complete Count Census Commission was formed to educate and get the word out about the 2020 Census. Chaired by Commissioner Stanley Moore (4th District), with Commissioners Dennis Deer (2nd District), Alma Anaya (7th District) and Luis Arroyo, Jr. (8th District) serving as vice chairs, their focus is ensuring that every Cook County residents completes the 2020 Census. Joining them are business and civic leaders from across the County who are equally committed to making sure everyone #StandsUpandGetsCounted. Got questions about the 2020 Census and how it impacts Cook County, text them to 987987.</p>	#BeCounted #CookCountyCensus #ICount	Image	2/16



# PRESS EVENTS

The TWEG Media Team will support the County in publicizing key events and activities, including producing press materials and press events for the awarding of the grantees and for Census Day 2020.

Plans are currently underway for a Census Day Press Event on April 1 that will include County officials, grantees and Census ambassadors

The table to the right notes a sample “run-of-show” for a press event.

TIME	DURATION	ACTIVITY
8:00 – 9:45 am	1 Hour, 45 Minutes	Venue set up; Banners, Collateral Material, IT, PPT Presentation, Podium Set-Up Video Set-Up – Cook County Customized Census Videos (3) Press Gallery Set-Up
9:45 am – 10 am	15 Minutes	Pre-Program Photos
10:00 a.m.	1 Minutes	Doors open; Press Arrives
10:01 – 10:04 am	5 minutes	Welcome By Grantee Representative Introduction of President Toni Preckwinkle (Designee)
10:05 – 10:07 am	2 minutes	Census Videos
10:08 – 10:13 am	5 minutes	Remarks by President Preckwinkle
10 :14 – 10:17 am	3 minutes	Grantee overviews program
10:18 – 10:20 am	2 minutes	Acknowledgments
10:21 pm – 10:26 am	5 minutes	Q&A
10:30 am		Press Conference Concludes



**BE COUNTED.**

# COMMUNITY EVENTS

TWEG will research, secure and attend [Select Events](#) countywide that give us access to HTC communities. A monthly calendar of events will be shared with BED and Cook County Commissioners, so they are notified of events occurring in their district.

At events, we will:

- Distribute marketing materials
- Recruit Census Champions
- Interact with attendees and share Census messaging with attendees
- Provide Spanish speaking staff at events when appropriate
- Take photos and/or video for social media posting





Thank You!

Questions and  
Next Steps



## Appendix G: Sample of Thunderclap Communication



## “Each One Reach One” Social Media Thunderclap

Date and Time: Tuesday, August 4th from 11:30am-1pm

The Cook County “Each One Reach One” initiative highlights members of the community who are helping other members of the community complete the 2020 Census and pays Census Completion forward. And we want YOU to participate!

Post about the “Each One Reach One” initiative on your social media accounts between 11:30 AM and 1:00 PM on Tuesday, August 4th.

### **Each One Reach One - Cook County Census 2020 Initiative**

Our goal here is simple, get as many people as you can to complete the Census, and encourage others to do the same. Even if you’ve already completed the 2020 Census, there are still people you can help complete theirs to ensure their family and their neighborhood gets the funding they need.

Chances are, there are a few people that you’re close with who haven’t filled out the Census. Maybe you have friends or family who don’t trust the government, or English isn’t their first language so there’s a barrier for communication. Maybe they value their privacy although their information is not shared with anyone. It may be possible that they’re also concerned about their immigration status even though their information is anonymous and can’t be used against them.

Whatever the case, the more people you help complete the Census, the more good you’re doing for your community.

### **Why Participate**

This “pay it forward” philosophy for simply completing the 2020 Census makes Cook County a better place for years to come.

If you get 3 people to complete the 2020 Census, and those 3 people get 3 more people to complete the Census, then you’ve helped bring an estimated \$168,000 in Federal funding into your community for the next 10 years. Single-handedly bring thousands of dollars in essential funding into your community over the next decade with every person you get to complete the Census.

Census Takers will start showing up at peoples’ doors if they don’t complete the 2020 Census ASAP.

**BE COUNTED.**  
*In the* **2020 CENSUS**

Share one of the following sample posts on social media during the Thunderclap on Tuesday, August 4th from 11:30am-1pm

### Facebook & Instagram Sample Posts

#### Image Options:

- New artwork options link [HERE](#)
- Cook County Census images [HERE](#)

#### Caption Options:

- Cook County needs you! Shape the future of your community today. Help someone fill out the 2020 Census either online, by phone, or by mail. Don't forget to let your friends and family know you completed the Census! #EachOneReachOne #CookCountyCensus #MakeILCount
- Already complete your 2020 Census? Great, now help others with theirs. It takes everyone in the community to participate to achieve a complete count. Help your family, friends, and neighbors complete the Census. Feel free to share your photos with the people you've helped complete the Census #EachOneReachOne #CookCountyCensus #MakeILCount
- We challenge you to get everyone in your 'circle of trust' to complete the Census! Even if you've already completed your 2020 Census, help your family and friends complete theirs. Make sure you share you completed the Census with a post or photo! #EachOneReachOne #CookCountyCensus #MakeILCount
- Are language barriers holding your community back from completing the 2020 Census? Send them to [My2020Census.gov](http://My2020Census.gov), and for language support in 59 languages have them visit [2020census.gov/en/languages.html](http://2020census.gov/en/languages.html) #EachOneReachOne #CookCountyCensus #MakeILCount
- Bring thousands of dollars in essential funding into your community over the next decade with every person you get to complete the Census. It's never too early to start helping people in your community to complete the Census. Visit [My2020Census.gov](http://My2020Census.gov) to complete your Census today. #EachOneReachOne #CookCountyCensus #MakeILCount

#### Hashtags:

- #EachOneReachOne
- #CookCountyCensus
- #MakeILCount

**BE COUNTED.**  
*In the* **2020 CENSUS**

## Spanish Captions

- Ya completaste el Censo? Y tu familia y amistades tambien? Si cada uno alcanza uno podemos garantizar recursos para nuestra comunidad por los proximos 10 anos. Tu informacion es confidencial y no importa tu estado imigratoria. Hazlo hoy!  
#CadaUnoAlcanzaUno #HazteContar #CookCountyCensus
- ¿Sabías que puedes completar el Censo en español y otros 12 idiomas? ¡Dígale a sus amigos y familiares que visiten <https://2020census.gov/es.html> para completarlo hoy!  
¡Cada persona contada significa más recursos y representación para nuestra comunidad! #CadaUnoAlcanzaUno #HazteContar #CookCountyCensus

## Spanish Hashtags:

- #CadaUnoAlcanzaUno
- #HazteContar

## Sign Up To Become A Census Champion

Get the latest updates for Cook County Census Outreach and upcoming social media thunderclaps.

Button: [Sign Me Up!](#)

**BE COUNTED.**  
*In the* **2020 CENSUS**



## Appendix H: List of Census Champions

Confirmed Census Champion	Organization
Cesar Rolon	Stori, Inc.
Brian Pool	After School Matters
Latiyfa Fields	Metropolitan Mayors Caucus
Carrie Davis	The Joyce Foundation
Michelle Adams	Olive-Harvey College
Bryant Thompson	Red Level Entertainment
Cortez McKinney	City of Chicago
Derek Covington	Renewable Energy Concepts an Companies
Iris Milan	City Colleges of Chicago
Joanna Clinton	Public Narrative
Derek Brownlee	City of Chicago
Geary Yonker	WBEZ
Emily Krisciunas	City of Chicago
Ellisa Johnson	U.S. Census
Cory Stevenson	US. Census
Charlotte Schultz	AlphaGraphics Chicago North
Pierre Cooper	WVON/WRL
Amy de la Fuente	Reaching Across Illinois Library System
Alice Rooks	Univision
Jeanine Beasley	U.S. Census
Alice Cottingham	Alice Cottingham & Associates, LLC
Brenda Palms-Barber	North Lawndale Employment Network
Jeanett Wilson	Operation PUSH
Clara Hubbard	Senior Talk
Dana Garner	Centers for New Horizons
Katie Zeman	Dept. of Family and Support Services
Lauri Frichtl	IL Head Start Association
Seth Rich	Metropolitan Family Services
Vanessa Torres	The Miracle Center
Mary Roepke	Heartland Alliance
Edna Navarro	CPS
Marquinta Thomas	IL Action for Children
Sue Williams	Hazel Crest
Emma Younbg	Building Entrepreneurs Magazine/FB Page Census 20
Laura Jenkins	Chicago Public Library - Uptown
Shavonda L. Fields	Unchained Ministries
Johnnie Jordan	Raw Hope
Reshorna M. Fitzpatrick	Stone Temple Baptist Church
Mylon Shalom Pattom	University of Chicago
John Mitchell	Rainbow Push Coalition
Sueylee Chang	Xilin Association
Cherita Logan	Congress 7th District Member
Christine James	Greater Southwest Development Corporation
Kelwin Harris	Chicago Metropolitan Agency for Planning
Mary Clark	Chicago Public Library-Uptown
Danny Duran	24th District State Representative member

Olivier Kamanzi	Africa Global Chamber of Commerce
Imelda Salazar	Southwest Organizing Project
Rocio I. Varela	43rd Ward Member
Bogdan Puksza	Polish American Chamber of Commerce
Jeff McCarter	Free Spirit Media
Willie Fleming	Anti Eviction Campagin
Barbara Carney	Garfield Park conservatory Alliance
April Williams-Luster	Congresswoman Kelly Team Member
Avis Miller-Sims	27th Ward Team Member
Brandon Bradford	16th Ward Team Member
Raquel Torres	Bickerdike Redevelopment Corporation
Veronica Tirado-Mercado	33rd Ward Team Member
Andrew Johnson	Native American Chamber of Commerce of Illinois
Tim Blanks	Native American Chamber of Commerce of Illinois
Doug Rappe	Greater West Town Training Partnership
Talie Leeb	<u>Beverly Area Planning Association</u>
Dziennik Zwiaskowy	Dziennik Zwiaskowy Polish Daily Newspaper
Mary Ellen Brown	Garfield Ridge Chamber of Commerce
Neda Sharp	Chicago Minoroty Development Council
Nasir Blackwell	Inner - Citty Muslim Action Network
Brenda Palms Barber	The North Lawndale Employment Network
José Wilson	The North Lawndale Employment Network
Nathalie Rosado Ortiz	World Business Chicago
Kristina M. Wayne	Goldman Sachs in Partnership with City College of Chicago
Bishop Derrick M. Fitzpatrick	Stone Temple Baptist Church
David Robinson	Manufacturing Renaissance
Rev. Anthony Haynes	Chicagoland Manufacturing Renaissance Council
Ann Limjoco	Congresswoman Jan Schakowsky Team Member
Lana Shatat	Office of the Illinois Secretary of State
Verenise Alvarez	Spanish Center Get Out The Count
Cristina Aguirre	Hispanic American Construction Industry Association
Melivn Laureano	Illinois Public Health Association
Karina Willa	State Reprenstative 49th District
Vonita Causey	Family rescue Domestic Violence Reduction Unit 003 rd I
Faye Patterson	Chicago Police Department
Sebastian Gonzalez de Leon	Univision
Liana Bran	Illinois Hispanic Chamber of Commerice
Pastor Johnathan Brooks	Canaan Community Church
Graciela Guzmán	Healthy illinois
Tarrah Cooper Wright	Rise Strategy Group
Diane Burnham	South East chicago commission
Alderman Daniel La Spata (Contact: Alison ??)	1st Ward
Alderman Brian Hopkins (Contact: Lisa Ryan)	2nd Ward
Alderman Pat Dowell (Brian Friedman)	3rd Ward
Alderman Sophia King (No contact person provided)	4th Ward
Alderman Roderick Sawyer (Contact: Candace Briggs)	6th Ward
Alderman Gregory Mitchell (Alderman is the contact)	7th Ward

Alderman Michelle Harris (Contact: Barbara Williams)	8th Ward
Alderman Anthony Beale (Contact: Evann Johnson)	9th Ward
Alderman Susan Sadlowski Garza (Contact: Adrian Brizuel)	10th Ward
Alderman George A. Cardenas (Contact: Samie Martinez)	12th Ward
Alderman Marty Quinn (Contact: Gigi Alvarado)	13th Ward
Alderman Ed Burke (Contact: Selena Rodriguez)	14th Ward
Alderman Stephanie D. Coleman (Contact: TJ ??)	16th Ward
Alderman David Moore (Contact: Sharron McCoy)	17th Ward
Alderman Derrick Curtis (Contact: Chaquita Starks)	18th Ward
Alderman Matthew O'Shea (Contact: Tristen ??)	19th Ward
Alderman Jeanette B. Taylor (Contact: Candis Castillo)	20th Ward
Alderman Silvana Tabares (Contact: Ann ??)	23rd Ward
Alderman Michael Scott Jr. (Alderman is the contact)	24th Ward
Alderman Bryon Lopez (Alderman is the contact)	25th Ward
Alderman Walter Burnett Jr. (Contact: Tamara Tarver)	27th Ward
Alderman Chris Taliaferro (Contact: Pam Moore)	29th Ward
Alderman Felix Cardona Jr. (Contact: Alma Rivera)	31st Ward
Alderman Scott Waguespack (Contact: Elizabeth Gomez)	32nd Ward
Alderman Rossana Sanchez (Contact: Veronica ??)	33rd Ward
Alderman Carrie Austin (Contact: Ursula Coleman)	34th Ward
Alderman Carlos Ramirez-Rosa (Contact: Jessica Vasquez)	35th Ward
Alderman Gilbert Villegas (Contact: Vanessa Valentin)	36th Ward
Alderman Emma Mitts (Contact: Casandra Davenport)	37th Ward
Alderman Nicholas Sposato (Contact: Katherine Blonski)	38th Ward
Alderman Samantha Nugent (Contact: Erica Wozniak)	39th Ward
Alderman Vasquez, Jr. (Contact: Chad ??)	40th Ward
Alderman Anthony Napolitano (No contact person provided)	41st Ward
Alderman Brendan Reilly (No contact person provided)	42nd Ward
Alderman Michele Smith (Contact: McKay ??)	43rd Ward
Alderman Thomas M. Tunney (Contact: Chris ??)	44th Ward
Alderman James M. Gardiner (No contact person provided)	45th Ward
Alderman James Cappleman (No contact person provided)	46th Ward
Alderman Matthew J. Martin (Contact: Michael Sewall)	47th Ward
Alderman Harry Osterman (Contact: Ally ??)	48th Ward
Alderman Maria E. Hadden (Contact: Caleb ??)	49th Ward
Alderman Debra Silverstein (No contact person provided)	50th Ward
Carl West	Black United Fund
Salvador Cerna Mendoza	The Resurrection Project
Lovely Sardin	Inner-City Muslim Action Network (IMAN)
Rebecca King	Hope Works Community Development Corporation
Theresa Mah	State Rep Theresa Mah
James Rudyk	Northwest Side Housing Center
Tammi Love	Logan Square Neighborhood Association
Joanna	Grow Your Own Illinois
Debra Williams	Habilitative Systems, Inc.
Asiaha Butler	RAGE
Shirley Kelly	Pastors of Englewood

Gloria Williams	Voices of Englewood
Arla Rogers	Senator Mattie Hunter
Kathryn Welch	Senator Jackie Collins
Mary Flowers	Senator Mary Flowers
Carolyn Frugham	Dolton Parks
Demarius Love	Hazel Crest Mayor Vernard Alsberry
Jeaine Krull	Police Chief John Galvin
Anneie Arror Coulter	Ford Heights Village Hall
Beckie Harris	South Holland
Holly Wilson	Self Help Closet & Food Pantry
Barbra Burtch	The Salvation Army Norridge Citadel Corps
Michael Eujenio	The Experimental Station
Sam Waldorf	Old Town Merchants & Residents Association
Lisa Ramsey	St. Sabina Church
Ben Right	Mayor Thomas Hayes of Arlington Heights
Flo Trunk	Father Matt Foley, St. James Catholic Church (4,600 men)
Sherri ??	Patrick Horcher, Wheeling Village President
Peter Falcone	Mayor Nicholas J. Helmer Prospect Heights
Rita Scalleta	Kathy Gregg, ED, Friedman Place (visually impaired)
Linda Callahan	Neena Pottorre, ED, Wheeling/Prospect Heights Chamber
Michelle ??	Jim Patterson, Village President Glenview
Taneka Jennings	Taneka Jennings, Deputy Director, Korean American Res
Alicia Spitler	Austin Comes Together
Bradley Johnson	Build Chicago
Brad Cummings	Austin Voice Newspaper
Laura ??	Facing Forward to End Homelessness
Pam Kerr	The Boulevard
Rochelle ??	West Humboldt Park Portal Development Council
Armando Smith	Housing Forward
Thuong Phan	Vietnamese Assoc.
Jeff Esola	Lydia Home Association
Alnierys Venegas	Olive Harvey College
Michelle Adams	Olive Harvey College
Ramona Turner	Turn 2 Growth
Laura Valdez	City of Elgin
Eric Debellis	UPAC
Denise Sebane	North Pulaski Branch Library
Reema Syeda Kamran	IL Muslim Civic Coalition
Venton Hasku	Outreach Director Senator Ram Villivalam
Grace Vargas	State Representative Will Guzzardi COS
Jesse Reyes	Committee to Elect Jesse G. Reyes
Diane Burnham	ED South East Chicago Commission
Graciela Guzman	Campaign Director, Healthy Illinois
Tarrah Cooper Wright	CEO, Rise Strategy Group
Jori Daniels	Maywood Public Library
Jacqueline Veasey	Not available
Christopher Whitaker	Code for America/ChiHacks

Leighton Shell	Stickney-Forest View Public Library District
Trina Coleman	Commissioner Lowry's district
Derrick Johnson	Commissioner Lowry's district
JoAnn Coleman	Commissioner Lowry's district
Tony Robinson	Commissioner Lowry's district
Letonia Robinson	Commissioner Lowry's district
Lawrence Kennon	Attorney
Steven Kemsey	<a href="mailto:anton.fields64@gmail.com">anton.fields64@gmail.com</a>
Lawrence Clark	Commissioner Lowry's district
Shelia Jackson	Commissioner Lowry's district
Terry McConnell	Commissioner Lowry's district
Bernadette Limos	City Colleges
Silvia Toledo	State of Jalisco in Chicago
Blanca Vargas	Not available
Ferima Samake	Not available
Stefani Scott	Not available
Cristina Pacione-Zayas	Not available
Caroline Sanders Crozier	Not available
Hannah Norwood	Not available
Veronica Nieto	Not available
Lauren Murray	Not available
Mary Kurtz	Not available
Jennifer Plumey	Not available
Arturo Vargas	Not available



## Appendix I: Scoring Rubric for Grantees- Round 1

## **Cook County Census Outreach Applicant Evaluation Form**

The Cook County Census Outreach Applicant Evaluation is based upon an applicants' qualifications, experience and capacity to effectively educate, assist and perform outreach in delivering messaging to a high volume of census survey respondents in hard to count (HTC) communities.

- A. Applicants are given a score in each of the ten categories below to determine their approval for a grant. Some categories will receive higher point allocations given their critical role in achieving Census goals.
- B. Based on factors contained within the application, each application is to be assigned a recommended grant award.
- C. A list of recommended grantees will be compiled and presented to the Cook County Count Complete Count Commission for approval.

### **Application Review Categories**

In reviewing applications, the Program Administrator will consider the following criteria:

- 1. Administrative and Organizational Capacity:**  
Does the Applicant have the required staffing and qualifications to accomplish the proposed project?
- 2. Project Description:**  
Has the Applicant provided a clear and comprehensive description of the proposed project, including details about goals, methods, activities and services to be provided?
- 3. Fit with the Applicants Existing Mission:**  
Does the Applicant's existing work and/or organizational goals align with its proposed project? If the Applicant is engaged in civic engagement and movement building, does the proposed project advance those strategies?
- 4. Target Audience and Need (double weight):**  
Has the Applicant identified the intended HTC audience and its need for the proposed project? Has the applicant identified the HTC census tracts and geographic areas that will be served by their project?
- 5. Collaboration:**  
If the applicant is proposing to work with any networks, coalitions and/or local partners who they plan to engage (or are already engaged with) as part of their project, and whether the partnership(s) and role(s) of each partner are fully explained.
- 6. Project Schedule:**  
Does the Applicant's timeline clearly illustrate appropriate scheduling of proposed actions and activities?
- 7. Experience:**  
Applicant's experience in community engagement, social impact campaigns, and/or civic engagement activities.

**8. Experience with Hard To Counts:**

Does the applicant have experience working with HTC audiences and issues that impact these communities, and the quality of this experience.

**9. Budget:**

Whether the proposed budget is reasonable, necessary, appropriate and adequate to implement the proposed project, and whether the applicant is committing any of their own resources.

**10. Other:**

Additional information such as HTC innovative messaging, direct HTC outreach, social media outreach, fulfilling gap requirements discovered by Project Administration team.

**REVIEW FORM**

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Reviewer: \_\_\_\_\_

Approved

Reason Rejected: \_\_\_\_\_

Rejected

**Score Totals:**

	Max	Score	Comments
Admin and Organization capacity	6		
Project Description	24		
Fit with Existing Mission	6		
Target Audience and Need	18		
Collaboration	9		
Project Schedule	6		
Community Engagement Experience	6		
Experience with HTCs	12		
Budget	9		
Other	9		
<b>Total</b>	<b>105</b>		

**Budget Recommendation**

Item	Proposed Amount	Approved Amount	Comments

Census Program Administration 2020  
Cook County

Total Amount Recommended			

SELECTION CRITERIA	Score	REVIEW FACTORS		
Administrative and Organizational Capacity		<i>Applicant has staff to accomplish the proposed project.</i>	<b>3</b>	The staff identified exceeds the necessary required resources.
			<b>2</b>	The staff identified meets the necessary required resources.
			<b>1</b>	The staff identified is too low to complete the plan as illustrated.
			<b>0</b>	No indication was given of staffing resources.
		<i>Applicant has demonstrated experience from past projects.</i>	<b>3</b>	Applicant details three or more similar projects or three or more years working in projects of similar scope.
			<b>2</b>	Applicant has participated in two past projects or has at least two years of experience in a similar scope.
			<b>1</b>	Applicant has participated in one past project or one year of experience in a similar scope.
			<b>0</b>	Applicant has never performed work similar in scope to what it is proposing.
Project Description		<i>Applicant has a clear and comprehensive project description.</i>	<b>6</b>	Project description is thoroughly detailed, clear and shows success factors
			<b>4</b>	Project has moderate details, or description lacks clarity but demonstrates the capacity to have an impact.
			<b>2</b>	The applicant has a project description, but it is unclear from the description how the project will be executed, and it also lacks the potential to have a significant impact
			<b>0</b>	Applicant did not indicate a comprehensible or executable project description.
		<i>Applicant has clear project goals.</i>	<b>6</b>	Goals are specific, measurable, relevant, and time bound.
			<b>4</b>	Goals are listed and articulated, but are not specific, measurable, relevant, and/or time bound.
			<b>2</b>	Goals are vague and not easily definable.
			<b>0</b>	No indication of project goals were made.
		<i>Applicant has a clear project methodology and/or strategy.</i>	<b>6</b>	Project strategy is completely articulated, logical and executable.
			<b>4</b>	Methods and strategies are indicated and described, but lack some clarity.
			<b>2</b>	Methodology to be used is not clearly described.
			<b>0</b>	There is no methodology or strategy indicated in the project description.
		<i>Applicant details the project activities or services to be provided.</i>	<b>6</b>	Activities/services to be performed are clearly indicated and executable and are provided with sufficient detail.
			<b>4</b>	Activities/services are indicated, but the level of detail is lacking.
			<b>2</b>	The project activities/services are indicated without any detail.
			<b>0</b>	Applicant fails to mention the project activities or services.

Census Program Administration 2020  
Cook County



Fit with Existing Mission	<i>This project and the work of the organization are aligned.</i>	3	The proposed project is included in the work that the applicant has defined in their mission statement.
		2	The proposed project is similar to work outlined in the applicant's mission statement.
		1	There is little or no correlation between the organization's mission statement and the identified project.
		0	There is no mention of a mission in the proposal.
	<i>The organization currently engages in community outreach and/or civic engagement.</i>	3	Applicant currently engages in community outreach and civic engagement as their main activity.
		2	Applicant sometimes engages in activities that are described as community outreach or civic engagement.
		1	Applicant rarely engages in any activities defined as civic outreach or community engagement.
		0	Organization never engages in civic outreach or community engagement.
Target Audience and Need	<i>The proposed project plan reaches a hard to count population in Cook County.</i>	6	Proposed project identifies and has a defined plan to reach the HTC population of Cook County.
		4	Proposed project identifies HTC, but needs additional clarity on how it will reach them.
		2	Intended outreach hits some HTC populations, but may not concentrate fully on HTC populations.
		0	Intended audience is not specified or is not considered HTC.
	<i>Applicant has identified the specific HTC census tracts or geographic areas that will be served by their project.</i>	6	Applicant has identified specific tracts, groups or locations of HTC outreach that will be targeted.
		4	Applicant has generalized locations of HTC tracts and or groups.
		2	HTC audience is referred to, but it is not clear where these communities reside or how they will be reached.
		0	Project plan does not address HTC areas.
	<i>Applicant has identified specific areas noted by project stakeholders as a priority.</i>	6	Proposed plan directly correlates with Project Administrator's identification of HTC areas.
		4	Area targeted is loosely correlated to the Project Administrator's identification of HTC areas.
		2	Area targeted is HTC but is potentially outside of the Project Administrator's HTC priority areas.
		0	Project plan does not address HTC areas.
Collaboration (agency works with others)	<i>Project includes partners or networks to be engaged</i>	3	Project incorporates more than 2 partner agencies or networks to engage.
		2	Project includes 2 partners or networks to collaborate with or to engage.
		1	Project does not indicate it will work with a partner or network.
	<i>Applicant has experience working with partners on prior projects</i>	3	Applicant has significant experience with proposed partners in similar roles.
		2	Applicant some experience with partner or network groups.
		1	Applicant has a small amount of experience working with partners or network groups.
		0	Applicant indicates it will not work with any partner orgs or networks.
	<i>Project collaborators serve HTC communities.</i>	3	Collaboration partners/networks work directly in the HTC's.
		2	Collaboration partner/networks are in HTC communities via proxy.
1		Collaboration partners are not in the HTC's.	

			0	Applicant indicates it will not work with any partners/networks
Project Schedule	<i>Project timeline aligns with census schedule and timeline.</i>	3	Applicant notes accurate deadlines, dates, and events as related to the Census, and project plan is coordinated to these dates.	
		2	Applicant notes Census dates and deadlines, but does not align project plan to these dates.	
		1	Applicant does not note any relevant census dates or milestones.	
		0	Project timeline is in contradiction to Census dates and milestones.	
	<i>Applicant is able to complete activities in proposed timeline</i>	3	Timeline proposed is realistic and completion can be met in proposed time.	
		2	Timeline proposed is realistic, but presents a small risk of failure.	
		1	Applicant is at risk of not meeting project timeline as proposed.	
		0	Project timeline is not mentioned.	
Experience in Community Engagement	<i>Applicant has listed and provided details on experience in community engagement</i>	3	Applicant has three or more relevant community engagement experiences noted in application.	
		2	Applicant has one - two relevant community engagement experiences noted in application.	
		1	Applicant has no relevant community engagement experience.	
		0		
	<i>Applicant provides strategies for success from prior engagements</i>	3	Applicant shows that prior community engagements were successful, with demonstrated data and examples of success.	
		2	Applicant has demonstrated success in prior engagements, but lacks proof of said success.	
		1	Applicant has no demonstrated success in prior engagement	
		0		
Experience with HTCs	<i>Applicant has experience working with HTC communities</i>	6	Applicant has three or more years, or three or more instances of working directly with HTC communities.	
		4	Applicant has two years, or two instances of working directly with HTC communities.	
		2	Applicant has one year, or one instance of working directly with HTC communities.	
		0	Applicant has no experience working with an HTC community.	
	<i>Applicant outlines and understands the issues that impact these HTC communities</i>	6	Applicant clearly articulates social issues affecting HTC communities, and notes how these issues could be solved.	
		4	Applicant outlines the social issues that impact HTC communities, but does not present solutions.	
		2	Applicant does not outline the social issues that affect a HTC community.	
		0	Applicant does not appear to understand the social issues that affect a HTC community.	

SELECTION CRITERIA	Score	REVIEW FACTORS			
Budget		<i>The proposed budget is reasonable and adequate in relation to project proposal.</i>	3	Applicant accurately defines actual costs of project and has itemized these items by line.	
			2	Applicant has itemized line items, but the costs associated with the line items are not accurate or do not represent appropriate costs.	
			1	Applicant has not itemized line items and the costs associated with the project does not seem reasonable or attainable.	
			0	Applicant appears to have spent no time and/or consideration to note budget issues in proposal.	
		<i>Applicant will commit its own resources to help make the project successful</i>	3	Applicant outlines a clear plan to dedicate its own resources to the project.	
			2	Applicant will devote some resources to the project.	
			1	Applicant indicates it may provide its own resources on the project if necessary.	
			0	Applicant will not commit any of its own resources to the project.	
		<i>The proposed budget is appropriate and void of salaries and capital expenditure</i>	3	Proposed budget indicates only prudent expenditures, per the application, and "stretches" the dollars to its best ability.	
			2	Proposed budget does not indicate any non-compliant expenditures per the application.	
			1	Proposed budget indicates usage of funds for items that may not be approved expenditures.	
			0	Proposed budget is inaccurate and does not accurately reflect project goals.	
Other		<i>Applicant and proposed plan show innovative and unique ways to reach the targeted audience.</i>	3	Plan is completely unique in its approach and methods and provides innovative ways to reach HTC communities.	
			2	Plan takes an innovative approach to the project.	
			1	Plan does not show any creative or unique elements.	
			0	Plan lacks all attempts at creativity.	
		<i>Applicant and proposed plan show the ability to magnify Census messages via social media</i>	3	Applicant and plan demonstrate the ability to connect with thousands of people via social media.	
			2	Applicant and plan will use social media in a wide capacity (hundreds of views, etc.)	
			1	Plan uses social media, but to a very small degree.	
			0	Plan does not mention any magnification via social media.	
		<i>Applicant and proposed plan show the ability to magnify census messages across the county via traditional media, events, or other large-reaching initiatives.</i>	3	Beyond HTC audience, the general public will benefit greatly from orgs efforts at Census outreach.	
			2	The proposed plan may reach some non-HTC unintended audience members and have an effect on them.	
			1	Non-HTC, mainstream audiences may have very little interaction with proposed plan.	
			0	Plan does not have any "spillover" into other markets beyond that which is defined.	



## Appendix J: Media Plan Version 2



# BE COUNTED.

*In the* **2020 CENSUS**



    @CookCountyGov #CookCountyCensus

---

PROPOSAL

Phase II:

# Census 2020 Marketing and Advertising

Prepared by: The William Everett Group  
June 14, 2020

## Table of Contents

Summary .....	3
Goal .....	3
Objectives .....	4
Bonuses.....	4
Challenges .....	4
Project Outline .....	4
Proposed Media Buys.....	5
MOBILE MEDIA .....	5
DIGITAL.....	6
PRINT.....	7
RADIO.....	8

---

## THE WILLIAM EVERETT GROUP

### Summary

Phase II of the 2020 Census Marketing and Advertising Campaign is designed to target and impact low responding (LR) communities. It shifts the Phase I general census awareness effort that targeted hard-to-count (HTC) communities, to urgent census completion messages targeting (LR) communities. Weekly low-response census tracking reports provide empirical data that supports the strategic shift from a broad HTC focus to a “hyper-local” LR community focus targeting primarily African American and Hispanic communities.

Proposed Integrated media platforms include mobile, digital, radio, and print outlets that build upon the successes of Phase I and allow for optimal reach to LR communities. The COVID-19 pandemic necessitated a strategy pivot that resulted in strengthening mobile and digital initiatives. Mobile advertising with OUTFRONT consistently outperformed industry high performance benchmarks delivering an average 40% Click Through Rate (CTR) that landed individuals on the census survey site. An enriched mobile advertising initiative will be activated in Phase II with NCM which tracks movie-going audiences to popular OTT (over the top) entertainment streaming sites. In addition, COVID safe OTT and mobile ads provide a vehicle to target specific LR census tract areas using zip code geo-tracking technology.

Marketing alignment initiatives with our city, state and federal partners will inform creative design, ad, and message placement decisions. Earned Media opportunities will deepen the impact of the planned media buys. Earned media options include, stories generated from press releases, placement of OpEd’s and public service announcements by census stakeholders. Other media outreach includes webinars, digital town hall meetings and podcasts done in association with allied partners including census champions and grantees.

This media campaign runs in conjunction with grantee outreach efforts that include social media, phone banking and other approved social distancing outreach to inform residents about the census, the urgent need for an accurate survey response and the options available to complete the survey.

### Goal

Our primary goal is to raise the percentage of HTC/LR community census responses from 2010 levels to reach a more complete and accurate count of all Cook County residents in 2020.

### Objectives

- Encourage online, phone or return mail survey completion
- Dispel census myths and remove other barriers that prevent census completion
- Promote inclusion of traditionally hard-to-count communities

**THE WILLIAM EVERETT GROUP**

**Bonuses**

- COVID 19 shelter-in-place mandates have created balloon audiences for radio, mobile and digital platforms, meaning more people will be exposed to census messaging on these platforms.
- Phase II is ushered in with the benefit of residual OOH Phase I billboard placements that remain in place at several of the 36 designated HTC communities.

**Challenges**

- Implications of COVID-19 led to the extension of the Census end date creating a marketing and advertising budget allocation hardship. Effective campaigns require repetition that could not be financed with the remaining Phase II funds.
- Lengthy approval processes cause ad placement schedule disruptions and can result in additional costs for ad placements.
- Direct communication with Complete Count Census committee representatives is needed to ensure fair representation in earned media opportunities with their desired outlets.

**Project Outline**

Phase II is scheduled to begin immediately with the Mobile Media engagement continuing through mid-October.

MEDIA	MAY	JUNE	JULY	AUG	SEPT	OCT
MOBILE						
DIGITAL						
PRINT						
RADIO						

THE WILLIAM EVERETT GROUP

PROPOSED MEDIA BUYS



**MOBILE & OTT MEDIA - NCM**

**Video Streaming to TVs Soared 85% in U.S. in First Three Weeks of March, Nielsen Says**

During the coronavirus pandemic, Americans are staying home — and...streaming more than ever. Variety

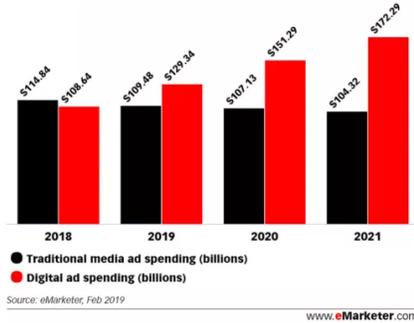
The mobile media engagement is expanded in Phase II based upon the Phase I mobile media campaign success. Phase 1, Mobile Messaging via Out Front Media allowed direct targeting of HTC zip codes and behavioral tracking. The campaign run dates are 3.30.20 through 7.19.20 and included a direct link to [my2020census.gov](http://my2020census.gov). The campaign, in English and Spanish, was designed to deliver 1M impressions or views of the creative. Each month we receive reports detailing click through rates (CTR), the number of people who visited the Census site, and action rates (SAR). The campaign goal is to optimize the “action rates” of the campaign and we have been consistently at 3% SAR rate. Should the trend continue to the end of the campaign it could result in 30,000 direct connections to [www.my2020census.gov](http://www.my2020census.gov).

SUMMARY				
ORDER	CONTRACTED IMPRESSIONS	IMPRESSIONS DELIVERED	CLICKS	CTR
Proximity	1,000,000	622,158	2,460	.40%
ORDER	CONTRACTED IMPRESSIONS	IMPRESSIONS DELIVERED	CLICKS	CTR
Behavioral Audience	200,000	124,991	568	.45%

NCM brings the added value of accessing movie goes that stream entertainment programs online for viewing on mobile devices or television screens for the same \$8,000 investment. Over the top (OTT) video streaming is up significantly as individuals seek shelter-in-place entertainment options in response to the COVID-19 pandemic. The engagement includes mobile messaging banner ads and video ads within OTT streamed programming. The campaign will deliver 978K impressions. Placing more mobile banner ads vs video OTT ads will increase impressions to over one million. Placements will be zip code targeted to include specific LR census tracts and communities. All messaging will link to [my2020census.gov](http://my2020census.gov) allowing for CTR and SAR tracking.

**Digital vs. Traditional Ad Spending**

United States, 2018-2021



**DIGITAL**

Consistent with national media buy trends, Phase I digital/social media advertising with the Chicago Reader delivered a cost-effective impact and will be used again in Phase II. The six weeklong campaign generated close to 600,000 impressions at a cost of \$5,000. The engagement included 11 Chicago Reader Media Alliance partners with each delivering census messages via their respective Facebook, Twitter, Instagram landing pages and websites. The Chicago Latino Network executed a one-time Cinco de Mayo initiative that produced 77,000 impressions and over 2,500

click throughs to the [www.my2020census.gov](http://www.my2020census.gov) website for a \$1,500 investment.

DIGITAL	HTC	RUN	REACH	COST	THE BUY
BLOCK CLUB	GENERAL	July-Sept.	400,000 FB wky 82,000 E mail Daily	\$2500	5 Newsletter posts 1FB Post,, 1-IG
THE TRIIBE	LGBTQI/AA	Aug.	50,000	\$1,500	PKG: SM, Web banners, articles, Newsletter
BEING SINGLE	YG AD	July-Aug.	150,000 monthly	\$2500	Monthly Banner Ads , 2 wkly Newsletter, ads or content, 2 Article

The Phase II campaign is designed to target specific “gap” HTC LR populations i.e. single Black young adults through Being Single Magazine Online, LGBTQIA communities with The Tribe and LR neighborhoods through Block Club Chicago that offers “hyper-local” reach to the following communities: Austin, Garfield Park, North Lawndale, Bridgeport, Chinatown, McKinley Park, Edgebrook, Edison Park, Sauganash, Lakeview, Boystown, Wrigleyville, South Chicago and East Side.

## THE WILLIAM EVERETT GROUP

### PRINT

Phase 1 print media buy was focused on hyper-local publications that targeted HTC communities. With each publication, in addition to the ads we purchased, we received editorial/earned coverage, including articles and OpEds.

Purchasing ads through the Reader Consortium we were able to leverage our buying power to receive ads in multiple publications reaching diverse HTC audiences, while working through one entity and paying one invoice. Papers included African American, Hispanic (In-Language), Pilipino, LGBTQ+ and the homeless. The consortium members included: The Chicago Reader, Streetwise, LaRaza, Crusader, Hyde Park Herald, Windy City Times, South Side Weekly, Austin Weekly News, ViA Times (Philipino), Chicago Citizen Newspapers

LR data indicates Hispanic and African American communities are the low responding communities to-date. The print campaign targets these communities utilizing “hyper local” respected and, in most cases, Commissioner recommended newspaper outlets. All have the added value of online access. Additionally, ads will address themes that provide synergistic support of city, state, and federal government messaging “Thunderclap” initiatives and other collaborations. Phase II Newspaper Outlets include: El Dia, North Lawndale Community News, The Voice Newspaper Group including: N/S Lawndale Voice and E/W Garfield Park Voice; Chicago Citizen Newspaper, Village Free Press, Windy City Times (replacing Windy City Word), Alternative Options: India Bulletin and Lawndale News (Latinx)

PRINT	HTC	Run	Circulation	Digital	Zip Codes	Communities	Cost	The Buy
THE AUSTIN VOICE NEWSPAPER GROUP, E/W Garfield and N/S Lawndale voice (SM & BLOGS)	Black	Aug.-Sept.	36,000	80,000	60651 60644 60639 60624 60623 60612 60302	Austin, e/w Garfield Park, North Lawndale, W Humboldt Park, Galewood	\$1,500	6 half page ads
NORTH LAWNSDALE COMMUNITY NEWS	Black /Latin	July-Sept (bi-wkly)	15, 000	added value	NA	N & S Lawndale, E&W Garfield, Park, Austin, Humbolt Park,	\$1,500	6 half page ads
VILLAGE FREE PRESS	General Older	June	3,000 circ., 10K readership	FB wkly 10K twit fb 7000 weeks 7500 website	NA	Melrose Park, Maywood, Broadview, Bellwood	\$1,475 50	5 digital banner rectanglar ad, 4 print
CITIZEN NEWS PAPER	Black	June	121,000+ (400K)	15,000 wkly	60617, 60619,60649,	South Side & S/ SW Suburban	\$650	1 ad
WINDY CITY TIMES	LGBTQ	June	9,000 (bi-wkly)	125,000		Cook County		

## THE WILLIAM EVERETT GROUP

### RADIO

In Phase 1, The iHeart campaign included :15 Weather & Traffic messages about the Census on 18 iHeart affiliated stations in Spanish and English. iHeart traffic reaches an estimated 187M listeners, making our total reach of 935M. The campaign also included :30 and :60 Commercials on WVAZ, WGCI and WGRB reaching HTC communities. Total commercials 690. Additionally, iHeart provide us 180 :15 commercials to promote the #WeCountChallenge at no charge. Those spots ran from March 30 – April 26th.

The WVON Campaign ran from January to the end of March and included the WVON newsletter, digital ads and Social Media. Additionally, we continue to do interviews across a number of WVON shows including having Ellen Turner and Barbara Lumpkin (CCCCC) on the Perri Small Show. President Preckwinkle and grantees including the YWCA have appeared on a number of shows and continue to do so. The pre-COVID-19 engagement with WBEZ radio provided a well-received public appearance with President Preckwinkle at the 2020 February Winter Block Party event and a spot run through March.

In addition to the paid media placements, each selected radio station in Phase II is offering earned media opportunities via on-air interviews with census representatives and companion social media promotion of scheduled interviews. Consideration of cultural nuances that exist among Hispanic communities was top of mind in selecting radio stations to ensure Puerto Rican, Mexican and Caribbean representation. Radio station ads in Phase II run through July. Placements were aligned with recognized, high influence radio personalities such as Ray Rubio on 1240am World Radio and former host of the Puerto Rican Fest. Christian Giannotti has a solid following with his financial talk program on 1450am WRLL. Broader Hispanic outreach is achieved through both WLEY and WOJO (Univision). African American communities will continue to be reached through standard and brokered programs on WVON.

RADIO	HTC	RUN DATES	REACH	COST	THE BUY
WLEY	LatinX	June 1- 8	3.2 mil	\$1,500	45 Spots
WRLL/1450 am, Christian Giannotti	Lx Seniors	June	1.472m	\$500	30 Spots 2 interviews
WOJO (Univision)	LatinX	June (4wks)	2.8 mil	\$10,200	95 spots
WSBC 1240am World Radio Ray Rubio	LatinX	June-July	Internet	\$500	32 Spots 2 interviews
WVON	LatinX	July-Aug	1.472m	\$1,500	(pending)