



COOK COUNTY COMPLETE COUNT CENSUS COMMISSION

February 18, 2020

2:00 p.m. – 3:30 p.m.

Cook County Building

118 North Clark Street, 5th Floor, Board Room

Chicago, Illinois 60602

ATTENDANCE

Present: Chairman Moore, Vice Chair Anaya, Vice Chair Arroyo, Jr., Vice Chair Deer, Banerji, Ford, Flores, Garcia, Gonzalez, Logan, Lumpkin, McMorris, Samuel, and Wilbon (14)

Absent: Everett, Garrett, Kang, Lightford, and Valentin (5)

PUBLIC TESTIMONY

Chairman Moore asked the Secretary to the Board to call upon the registered public speakers, in accordance with Cook County Code.

George Blakemore, Concerned Citizen.

COMMISSION MINUTES

Approval of the minutes from the meeting of 01/13/20.

A motion was made by Vice Chair Arroyo, seconded by Vice Chair Deer, to approve the meeting minutes. The motion carried by the following vote:

Ayes: Chairman Moore, Vice Chair Anaya, Vice Chair Arroyo, Jr., Vice Chair Deer, Banerji, Ford, Flores, Garcia, Gonzalez, Logan, Lumpkin, McMorris, Samuel, and Wilbon (14)

Absent: Everett, Garrett, Kang, Lightford, and Valentin (5)

Update from The William Everett Group, Census 2020 Program Administrator

- Robin Stearnes, Senior Consultant, The William Everett Group
 - Application Overview
 - Round 2 Funding
 - Requested funding: \$3,064,505
 - 146 applicants applied (6 were duplicates or applicants awarded in Round 1)
 - 15 applicants recommended for award
 - Recommended funding amount: \$334,600
 - Total Funding
 - Total requested funding: \$4,950,397
 - Total applications received and reviewed: 225
 - Total agencies recommended for funding: 84
 - Total anticipated award: \$1,922,81
 - Hosted grantee application webinar
 - Attended community events to promote round 2 application
 - Monroe Foundation Application Event – African American
 - Civic Complete Count Coalition Event – Latinx
 - City of Berwyn – Latinx
 - South West Organizing Project – Latinx
 - Chicago Urban League –African American
 - Evaluation Process
 - Conducted reviews of rubric questions (capacity, project plan, target audience, etc.)
 - Conducted review of HTC geographic gap analysis
 - Conducted review of HTC demographic gap analysis
 - Priority points given to HTC tracts
 - Reviewed budgets for approved expenditures per County rules
 - Final recommendations based on top applicant score
 - Funding selections were made from those agencies in the highest need areas based on the following criteria:
 - Areas without significant Cook County funding in round 1 are denoted by green overlays
 - Agency's in harder to count areas are prioritized for selection
 - 2020 Census Round 2 Grantee Recommendations

A motion was made by Vice Chair Deer, seconded by Commissioner Flores, to concur with the recommendations of the William Everett Group to approve the round two grantee recommendations. The motion carried by the following vote:

Ayes: Chairman Moore, Vice Chair Anaya, Vice Chair Deer, Ford, Flores, Logan, Lumpkin, and McMorris (8)

Present: Vice Chair Arroyo, Jr., Banerji, Garcia, Gonzalez, Samuel, and Wilbon (6)

Absent: Everett, Garrett, Kang, Lightford, and Valentin (5)

Update from The William Everett Group, Census 2020 Program Administrator

- Robin Stearnes, Senior Consultant, The William Everett Group
 - 2020 Census Engagement Project Updates
 - Commissioners & Commission Members
 - Created and distributed the 1st edition of the Cook County Census 2020 Quarterly Report
 - Began engagement and outreach efforts with Count Commission Committee members
 - United Way will include Census 2020 article in the UW Newsletter this month that will go out to over 100K donors
 - Census Champions
 - Over 230 Census Champions have been recruited
 - Created a recruitment flyer, digital toolkit, and map of Census outreach events to encourage Census Champion engagement
 - 1st edition of the Census Champions monthly newsletter was distributed in January
 - Media
 - Created content for social media posts for the month of February
 - Vocalo - President Preckwinkle interview at Winter Block Party
 - A detail medial buy plan and roadmap has been created. Paid media starts in February
 - Shared social media posts with round 1 grantees to support and encourage upcoming outreach activities
 - Social Media
 - Social Media Ads are being placed on identified social media (SM) sites such as special interest and ethnic websites, podcast/internet radio sites, Facebook, Instagram, Snap Chat and Twitter
 - Non-paid social media are being placed on identified social media (SM) sites that have demonstrated appeal to HTC populations
 - SnapChat geofilters have been created for major events such as the Chicago Auto show and NBA Allstars weekend
 - Grant Agreements
 - Grant agreements have been finalized for round one funding. To date, TWEG has awarded 57 grantees \$668,228

Census Commission Subcommittee Updates

- General subcommittee updates were given by:
 - Vice Chair Anaya and Commissioner McMorris – Community and Faith-Based Organizations
 - Commissioner Garcia – Marketing and Communications
 - Chairman Moore Staff – Education



ADJOURNMENT

A motion was made by Vice Chair Deer, seconded by Commissioner McMorris, to adjourn the meeting. The motion carried by the following vote:

Ayes: Chairman Moore, Vice Chair Anaya, Vice Chair Arroyo, Jr., Vice Chair Deer, Banerji, Ford, Flores, Garcia, Gonzalez, Logan, Lumpkin, McMorris, Samuel, and Wilbon (14)

Absent: Everett, Garrett, Kang, Lightford, and Valentin (5)

A video recording of this meeting is available t <https://cook-county.legistar.com>