



****DRAFT****

2020 City of North Chicago Census Outreach Plan

Background

The U.S. Constitution mandates that a census is conducted. It is one of the very few duties of the federal government that was spelled out by the Founding Fathers in 1787. Further legislation requires a census every 10 years. The goal of the decennial census is to conduct an enumeration of every person residing in the 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The decennial census, conducted by the U.S. Census Bureau, is the country's largest nonmilitary mobilization of a workforce and its data are of paramount importance to the nation, determining each state's number of representatives in Congress and the allocation of billions of dollars in funding for many federal programs, the boundaries for voting and school districts, and countless other decisions that benefit local governments in all 50 states and the territories. Businesses of all sizes depend on census data to make decisions about where to locate, hire, and invest.

Among all government services, the decennial census is also unique because of its constitutionally mandated public service role. The U.S. Constitution requires that the Census Bureau not just attempt to offer information or a service to the population (as is the case with other federal government programs like voter registration, Social Security enrollment, and the use of national parks), but that the Census Bureau actually reach and count every person living in the United States and its territories—of all ages, residence statuses, and locations—whether or not they desire to participate, and regardless of whether they are difficult to find, reach, and count. Core to this mission is the Census Bureau's steadfast commitment to protect the confidentiality of all data it collects. This is an obligation that remains among its highest priorities for the 2020 Census.

Census Bureau overview and key assumptions

The Census Bureau plans for the 2020 Census include implementing methods that help achieve its goal of counting everyone once, only once, and in the right place. It is also designed to deliver significant cost savings to the Census Bureau and taxpayers through reducing field work by optimizing self-response. A notable component of the operational plan is the introduction of a widely promoted online response option, which will allow people to respond using their smartphone, tablet, or computer, with or without a Census-assigned ID number. The online response option joins the traditional mail and the new telephone option for self-response.

This new strategy taken by the U.S. Census poses significant issues for the City of North Chicago (CNC). CNC is considered a "hard-to-count" community. The 2010 Census had tracts with extremely low response rates and one that had a zero response rate. Moving from enumerators in the field to a self-response model requires a strong communication and outreach component from both the U.S. Census Bureau and the CNC.

This means the Census Bureau and CNC must:

- Educate the population on the value of the census and its importance to the nation and our democracy, as well as to every state, community, and neighborhood—particularly the impact on local schools, health care, emergency response, and other community services.
- Explain the available means for response to make it easy for everyone to participate.
- Communicate with audiences through the communications channels and languages most appropriate for reaching them.
- Reach out to communities using trusted local voices via the partnership program.

The Census Bureau states they will be closely tracking their communications results real-time to allow for the adjustment to their strategies. CNC has been told that this real-time data will be available for our outreach.

Hard-to-Count and Hard-to-Reach Populations are typically less likely to participate in the census should be a key priority for the Census Bureau, and is the priority for CNC as the city is a hard – to – count community. Hard – to – count audiences include:

- Low income.
- Not speaking English, not speaking it fluently, or having limited English proficiency (LEP).
- Renting a residence.
- Being young and mobile (e.g., young adults who move frequently).
- Not having a high school diploma.
- Not having a high school diploma.
- Residency in places difficult for enumerators to access, such as buildings with strict doormen, gated communities, and basement apartments.

Purpose

There's a lot at stake for the 2020 Census and there is a clear need for aggressive outreach, communication, coordination and organizing to ensure a fair and complete count in North Chicago.

First, the City is at risk of losing critical revenue for programs and services. Public officials use Census data and the number of people counted to determine distribution of federal funds. The city has estimated that it could lose approximately \$500,000 in federal funding from the loss of population as forecasted from the declining trend taken from the U.S. Census Bureau's American Community Survey of 2017.

Second, those with the most to lose from an undercount are the hardest to count, including communities of color, immigrants, young children, the homeless, and those traditionally served by nonprofits. Moreover, the City of North Chicago is especially at risk of being an under-represented community due to high rental rates, a university, low-income and military community, and high percentage of non-English speaking residents. 2010 census data shows that North Chicago had a lower response rate at 33-percent compared to the county average at 51%.

Third, the Census Bureau is facing budget constraints, resulting in the bureau planning to collect the majority of Census information online; decrease the number of regional and local Census offices by 50-percent; and scale back door-to-door outreach by official Census enumerators. Due to distrust in

government, it is also likely that many individuals from the hardest-to-count groups will be hesitant to complete the Census and provide information to the government.

When Census information is not accurate, it renders our residents as invisible. Required by the Constitution, Census data is used to reapportion the 435 U.S. House of Representatives seats among the states, and to draw legislative districts within the state. It also assigns the electoral college delegation as the number of **electors** equals the number of members in its Congressional **delegation**.

In 2020 we are likely to experience a significant undercount as the demographics are shifting toward an increasingly older, more diverse, lower income, and ultimately more vulnerable population with limited access to technology and greater discomfort engaging with government. Developing a clear and consistent message is essential to effective communication in any organization.

This plan identifies audiences, communication channels, frequency, messages, feedback, and standards. The framework ensures relevant, accurate, and consistent information while increasing awareness of the 2020 Census.

Goals and Objectives

The goal of this plan is to provide a framework for creating clear and consistent, messaging in all communication with the City's population. It promotes the dissemination of accurate information to residents in a manner that is informative, user-friendly, and that contributes to the ongoing culture of the City of North Chicago.

The following objectives support this goal:

1. Ensure understanding and use of communication framework;
2. Ensure clear and consistent communication to recipients;
3. Educate constituents on the Census;
4. Solicit feedback.

These goals and objectives are accomplished by:

1. Acquiring, designing, writing, and distributing up-to-date information in support of the 2020 Census;
2. Maintaining a standard identity for all written materials;
3. Creating announcements and advertisements relevant to our constituency;
4. Creating and participating in special events to promote the 2020 Census;
5. Maintaining relevant information in all communication channels;

To ensure a higher level of participation in the 2020 census, the City of North Chicago plans to launch a mass PR campaign in both English and Spanish that will include distribution through multiple media streams, visual aids throughout the city, press releases, residential newsletters, local advertisements, event staffing, and will leverage social media marketing. This campaign will help residents understand the census and how it impacts our community.

To expand our reach, a Census Count Committee (CCC) has been formed. Collaboration with organization leaders will support efforts to encourage support for our complete count efforts. The CCC chairpersons are City Clerk Lori Collins and Second Ward Alderman Bonny Mayfield.

In addition to the CCC, the city has identified key organizations that may be able to help with outreach:

Government-City of North Chicago	Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs and identifying other resources for CCC activities
Mano a Mano	Work directly with Hispanic populations to empower immigrants and their families living in Lake County, Illinois to become full participants in American life.
Citizens Advisory Committee	Group of active and engaged North Chicago residents who work to improve relations within the City of North Chicago between its citizens and the local government.
North Chicago Community Unit School District 187 and North Chicago Community Partners	Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use U.S. Census Bureau Statistics in Schools materials.
Rosalind Franklin University	Facilitates census awareness for students and faculty at the university. (Crafting their own Census communications plan)
Naval Station Great Lakes	Communicate with the military community stationed at Naval Station Great Lakes. (Group quarters)

Committee member tasks may include:

- Actively spread the message of the 2020 Census
- Develop ways to reach the hard-to-count residents
- Build trust of the Census among their stakeholders
- Implement outreach strategies in his/her own community or organization
- Tracking and reporting progress and efforts
- Recruit other members to support the CCC
- Attend meetings of the CCC
- Convene community meetings

City staff will preside assist the CCC, provide guidance, and Census materials for the CCC members.

The tasks of staff may include:

- Organize CCC meetings
- Request materials from the U.S Census Bureau
- Store and keep track of Census materials
- Liaison between the CCC and the U.S. Census Bureau

Communication Channels

Media/Press

- Schedule Census stories including the Census importance, why participation matters, upcoming events, how to get involved, and any other information of importance disseminated from the Census Bureau.
- Main press outlets will be the Lake County News-Sun and the Daily Herald because they have the largest circulation in Lake County.
- Secondary press outlets will include: Great Lakes Bulletin, The People's Voice and What's Happening.

Paid Advertising

- Paid advertising in print and online publications The Peoples' Voice, Reflejos, and Puro Futbol with customized messages for the audience/circulation
- Paid advertising "Trusted Voices" campaign at 8 Pace bus stop locations for 8 weeks
- Branded light pole banners along the city's main thoroughfares, including Argonne Ave and Adams Street, for a total of 100 banners
- Branded fence banners (Qty 10)
- Construction screen displays (2) along thoroughfares with heavy traffic
- Billboard advertising at Buckley Road and Green Bay Road

Social/Digital Media

- Utilize the City's website, Facebook and Twitter presence to amplify messaging about the importance of the Census importance, why participation matters, upcoming events, how to get involved, and any other information.
- If available, utilize press outlets' and CCC partners' social media presence to further reach audiences with Census information and published stories.

Events

- City of North Chicago Organized Events
 - Census kick-off – Community Days in August
 - Outreach at
 - Ward Meetings (Various)
 - 5th Monday Meetings (Various)
 - AfroFest (August)
 - Public Safety Fair (October)
 - Tree Lighting Ceremony (December)
 - Senior Breakfast (December)
 - Shop With A Cop (December)
 - "Come to Your Census" Day (March)

Frequency

Communication is regular and as needed to ensure that all audiences are aware of critical and important information.

The Communication Matrix

Task	Due Date
Compile a list of potential members of the Complete Count Committee	Feb. 8, 2019 - Completed Update as needed
Census Project Management Dashboard	Completed
Census Forefront Grant	Completed - Awarded
Census Meetings Forefront /Secretary of State/Other	Ongoing
IL Secretary of State Grant	Completed - Awarded
Develop Census Outreach/Communications Plan	This document - Complete
Complete Count Committee Action Plan	TBD
Meet with census officials on the city's readiness, share action plan and discuss our HTC populations	November 20, 2019 - Completed
Use City's social media presence to amplify messages and educate city about the upcoming census (English and Spanish)	Weekly 2019-2020
Hold public events to promote civic engagement and the 2020 Census participation	Community Days Aug. Public Safety Fair Oct. Shop with a Cop Dec. Tree Lighting Ceremony Dec. Senior Breakfast Dec. Meals on Wheels Dec. Fifth Monday Dec

Census Information/Pledge	Community Days Aug. 3, 2019 Weekly 2019-2020
2020 Census Countdown calendar	Once available
2020 Census Texting App and Chatbot	Chatbot - Complete Text App – December - April 2020 (see attached calendar)
Census pledge graphic on website	Completed
Display educational marketing posters at all public facilities	Monthly 2019-2020
Census Job Fair: <ul style="list-style-type: none"> • Facebook Ad Boost/Posters • Flyers distributed in backpack mail • Events/Press Release 	Completed December 5 – 18, 2019
Census Pledge Facebook/Twitter Ad Boosts	February and March 2020
Census messaging on all staff email signatures	January 2020
Census messaging on all utility bills	December 2020 (see attached)
Pre-recorded information about the census to message for all inbound calls on-hold	January 2020
Advertisements for census – print <ul style="list-style-type: none"> • The Peoples Voice • Reflejos • Puro Futbol 	January – April 2020
Advertisements for census – online – including OTT (streaming) – 30 sec spot in English and Spanish	January – March 2020

<p>Local Business Partners Campaign:</p> <ul style="list-style-type: none"> • Create badge “census supporter” • Census Supporter window flier • Press release recruiting business partners • Utilize business marquee signs 	<p>February - March 2020</p>
<p>Billboard Advertising – Buckley and Green Bay</p>	<p>Complete Will run January – April 2020</p>
<p>School District Outreach</p>	<p>December 2019 – April 2020</p>
<p>Recruitment of Census Ambassadors</p>	<p>December 2019 – January 2020</p>
<p>Direct Mail Ad Campaign</p>	<p>January 2020 – March 2020</p>
<p>Social Media Campaign</p>	<p>January 2020 – March 2020</p>
<p>Poster Campaign to CNC businesses</p>	<p>February 2020 – April 2020</p>
<p>Flyer distribution in school backpack mail</p>	<p>December 2019 – April 2020 Census Job Fair - Complete Census 101 - Complete</p>
<p>Census Job Fair Prep/Execution</p>	<p>Flyer distributed in backpack mail - completed Posters in city hall – complete Press Release On public events calendar Flyers to library and Foss Park</p>

Come to your Census Meeting(s)	(TV Raffle?- Ald. Allen) March 2020
Hispanic Church Leader Outreach	January – February 2020
Announcements at high school athletic games (15 messages @ 30 sec each – English and Spanish)	February – April 2020
Transit Advertising – 8 Pace Bus stop locations for 8 weeks	February – April 2020
Census Day	Self-reporting starts March Census Day - April 1, 2020

Census 2020 Texting App Messaging Calendar

Month	Date	Topic
January	Wednesday, January 1	Happy New Year - It's a Census Year!
	Wednesday, January 8	How to Participate - Online, Mail, or by Phone
	Tuesday, January 14	School Ambassador Program Push
	Monday, January 20	MLK Day - Become a Faith-Based Partner / Meet Our Faith-Based Partners
	Monday, January 27	Join the Complete Count Committee Push
February	Thursday, February 6	Become a Business Sector Partner / See Our Business Partners
	Tuesday, February 11	View a Sample Census Form
	Monday, February 17	President's Day - Census is in the Constitution!
	Monday, February 24	Why It Matters: Funding for Schools, Hospitals, Etc.
March	Monday, March 2	Internet Self-Response Begins! Get Help Completing the Census Online
	Monday, March 9	Your Data is Secure, Private and Never Shared
	Tuesday, March 17	Primary Election in IL - Census will determine your Representatives!
	Monday, March 23	Everyone Counts! (Infants, Children & Seniors too)
April	Wednesday, April 1	CENSUS DAY - Find Locations to Help you Complete the Census Questionnaire
	Thursday, April 9	Census workers visit group housing (colleges, senior centers, etc)
	Wednesday, April 15	Tax Day - Importance of Census in Funding Our Communities
	Wednesday, April 22	Reminder to Complete Census by Phone, Mail, or Online
	Thursday, April 30	FYI: Census Workers to visit homes in May (Nonresponse follow up)

Conclusion:

The Communication Plan serves as an overall framework for communication. Successful communication results from a committed effort from each CCC member in using the channels and guidelines presented in this plan. Such a commitment ensures that the CCC and the 2020 Census provides relevant, accurate, and consistent information of its service community.

