

**Minutes of the 2020 Census Complete Count Committee
Tuesday, October 15, 2019
City Hall – Conference Room #2**

Present: Erin Jason (Chairman), Tom Trosien (Vice-Chairman), Mike Kopp, Kassondra Schref, Eileen Franz, Annie Bertels, Matt Plyman, Alyssa Murphy, John Quigley, Marsha Baker, Michael Emerson, Jackie Crnkovich, Kari Felkamp

Absent: Destiny Contreras, Cathy Jordan, Beverly Redmond

Also Present: Reema Kamran, Heidi Forbush, Grace Kleat

Call to Order

Chairman Jason opened the meeting at 10:00 a.m. noting a quorum was present.

Public Comment

Reema Kamran

An Elmhurst resident and Executive Director of the IL Muslim Civic Coalition, Reema stated she serves on the DuPage County Complete Count Committee and has been in contact with Chairman Jason regarding working with the Elmhurst CCC to amplify social and civic efforts to reach hard to count populations for the 2020 Census. She shared marketing strategies and examples of the Coalition's current efforts to increase Census participation with local faces and personalized stories.

Heidi Forbush

In the absence of CCC member Cathy Jordan, Heidi stated she was present to observe and participate on behalf of the Elmhurst Senior Commission.

Grace Cleat

Grace introduced herself as an alternate representative for the League of Women Voters.

Committee Introductions

Chairman Jason welcomed everyone and explained the primary function of the CCC is community outreach to ensure an accurate 2020 Census count of Elmhurst residents. Working with community leaders to provide public engagement, education, and encouragement the CCC will work towards each and every resident of Elmhurst being counted accurately and in the right place. She explained that the committee is comprised of a 50/50 split between City staff

and representatives of community organizations including the Library, Chamber of Commerce & Industry, League of Women Voters, Elmhurst College, Elmhurst Senior Commission, Elmhurst Park and School Districts, and Elmhurst Walk-In Ministry.

The Committee went around the room and each member introduced themselves, their connection to Census 2020, and how their organization hopes to participate in sharing the Census message. Members also discussed links to other Census CCC groups and organizations working towards a complete count including but not limited to the DuPage County CCC, Metropolitan Mayors Caucus, and League of Women Voters.

Discussion: 2020 Census Overview

Jason explained that in order to achieve a higher count Elmhurst wants to reach out to those identified as being part of a “hard to count population,” including but not limited to seniors, college students, those who speak English as a second language, and those experiencing poverty and homelessness. To date the City has created a Census page on the City’s website, pushes out basic information on the Census coming in 2019 editions of the Front Porch, and requested dollars for Census specific marketing in the 2020 City Budget. Jason is also working with a communications/marketing class at Elmhurst College on how best to target College students on and off campus and other young mobile residents and talking with businesses who may want to partner with the City in 2020 to help spread the message on Census safety and importance.

Vice-Chairman Trosien gave a brief review of Elmhurst’s past Census results and participation. The Elmhurst Population rose from 42,762 in 2000 to 44,121 in 2010 and with the addition of a Special Census in 2015 the Elmhurst population is now at 44,454. He stated the Census allocation of public funding comes from Income Taxes, Motor Fuel Taxes, and the State Use Tax. In 2019 Elmhurst received \$152/resident (approximately \$6mill and goes directly into funding projects such as road resurfacing). In 2020 the allocation is estimated at \$164/resident.

Marsha Baker stated the League of Women Voter’s would be hosting a Census Forum at the Library on October 24th, *What You Need to Know About the 2020 Census*. The informational meeting will feature Georgia Logothetis of Common Cause as well as representatives from the CCC’s in Elmhurst and Bensenville.

Alyssa Murphy stated the Elmhurst Public Library plans to host several Census related programs in March, will provide the Census Bureau with meeting space for programs and training, and will host a Drop-in-Day on April 1st to provide easy access to patrons wanting to fill out the Census online.

The group discussed having a presence at the St. Patrick’s Day parade on March 7th and other opportunities to capture large crowds and remind them of the importance of the Census. Discussion continued on other options for targeting hard to count populations such as on-site information at locations such as the Elmhurst Walk-In Ministry and Park District facilities, media

partnerships, producing a local faces & voices campaign - utilizing social media and community partners to share the messages, and clarifying the two main messages of safety and importance to all persons within Elmhurst. Discussion ensued on Census data points, connecting with businesses, and reaching school families and seniors.

Other Business

None.

Announcements

The next EDC Business Outreach Committee meeting is scheduled for Tuesday, November 19, 2019 at 9:30 a.m. at City Hall.

Adjournment

Eileen Franz moved to adjourn the meeting, Michael Emerson seconded. Voice vote, unanimous. Motion carried. The meeting was adjourned at 11:02 a.m.

Submitted by Erin Jason.