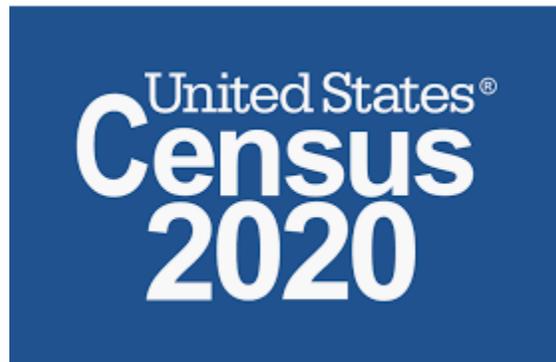


**CITY OF AURORA COMPLETE COUNT COMMITTEE**



**ACTION PLAN  
PREPARING FOR THE 2020 CENSUS  
APPROVED ON DECEMBER 11, 2019**

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## INTRODUCTION

**City Overview** - The US Bureau of the Census contacted the City of Aurora in 2018 to establish a partnership and request the formation of a Complete Count Committee for the 2020 U.S. Census. In 2010, the City established a joint Complete Count Committee which developed strategies and coordinated outreach activities with local partners. Efforts targeted hard to count census tracts. At the conclusion of the 2010 Census, the City of Aurora's population increased from 142,990 based on the 2000 Census to 197,899. The City has grown by about 55,000 people over the past 20 years and is now the 2<sup>nd</sup> largest city in the state of Illinois. And during that time, the city's minority population has grown significantly – the number of Hispanic residents has almost doubled, and the number of Asian residents has tripled. Aurora is also unique in that it has city limits across 46 square miles, and stretches into four counties – Kane, DuPage, Kendall and Will.

**US Census Overview** - The United States Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. All responses to the Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. Residents' answers can only be used to produce statistics – they cannot be used against residents in any way. In fact, all Census Bureau staff take a lifetime oath to protect personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

The Census is used for many purposes – population totals from the census determine the number of seats each state has in the House of Representatives and states also use the data to redraw their legislative and school districts. The population totals also affect funding in our community, and data collected in the census help decision makers know how your community is changing. Approximately **\$675 billion** in federal funding is distributed to communities each year. According to research reported in Crain's Chicago Business, Illinois could stand to lose \$1.2 billion in funding over the next decade should the 2020 Census undercount the State's population with a 1% undercount. Approximately **\$350,000** in funding would be lost by Aurora each year with such an undercount and over **\$3.5 million** over the next ten years. Moreover, Census data is used to forecast future transportation needs for all segments of the population, help determine areas eligible for housing assistance and rehabilitation loans, and assist in designing facilities for people with disabilities, the elderly, and children.

The U.S. Census Bureau has assisted states and units of local government in establishing and training Complete Count Committees (CCCs). In June 2019, Aurora City Council established the Aurora Complete Count Committee, which is a volunteer advisory committee of city, county, non-profit organizations, educational institutions, health and human service organizations, cultural and faith based organizations, and others to increase awareness and motivate residents to respond to the 2020 Census. On August 28, 2019, the Census Bureau conducted a training session for the Aurora Complete Count Committee that emphasized the need for "trusted voices" in the community to advocate for the Census and how the CCC can help educate and inform

members of the public to respond. The training also provided resources to utilize, timeline for milestone completions, and contact information for regional Census employees.

## **AURORA COMPLETE COUNT COMMITTEE GOALS & OBJECTIVES**

The Aurora City Council passed a resolution to approve the establishment of a Complete Count Committee on June 11, 2019. The resolution directs the Committee to work with representatives of the Census Bureau, State of Illinois agencies, and local Complete Count Committees, and others “to ensure a timely and comprehensive outreach plan to educate City of Aurora residents as to the importance of a complete and accurate 2020 Census count. The Aurora CCC currently has members from surrounding CCCs, local schools, nonprofit agencies, and City officials.

The main goals established for the Aurora CCC include the following:

- Focus on establishing relationships with different stakeholders to increase community awareness and participation in the 2020 Census.
- Develop strategies to increase the count of populations defined as hard to count (Appendix B).
- Promote the availability of US Census jobs to Aurora residents and surrounding communities.

Five subcommittees have been established to meet the three goals outlined above and will be responsible for coordinating specific outreach tasks, as they were used in 2010. Subcommittees will report back to the CCC and oftentimes will partner with other subcommittees. As part of outreach efforts, the following subcommittees have been established and charged with the responsibilities indicated.

**Business Subcommittee** – This subcommittee will be responsible for managing partnerships with local businesses, chamber of commerce(s), and other business affiliates located within the city limits.

Key deliverables include:

- Promote the census to businesses by distributing information to include in storefronts and business websites as well as networking events.
- Engage businesses to provide information to clients and customers for a variety of businesses including restaurants, banks, gyms, relators, apartments, and grocery stores.
- Encourage employers to engage their employees with Census information including providing information about the Census in paychecks, posters in break rooms, and providing time to complete the Census during work hours.

**Communication and Technology Subcommittee** – This subcommittee will be responsible for expanding awareness on social media platforms, marketing efforts, IT infrastructure needs, and overall communications.

Key deliverables include:

- Utilize the resources provided by the US Census Bureau to publicize local census efforts where applicable.
- Help to develop a group-appropriate census kit complete with information in Spanish and English.
- Develop additional collateral as necessary for events and promotions.
- Use the website [www.aurora-il.org/AuroraCensus2020](http://www.aurora-il.org/AuroraCensus2020) as a central source for community information regarding the census and related activities through April 2020.
- Take the lead in organizing communitywide activities to promote the census including the Community Partners Rally in November and a citywide rally in late march with other smaller events in between.
- Collect data from other subcommittees that are important to communicate with residents, businesses, and grantors (i.e. number of events attended, etc.).
- Work with the City of Aurora IT Department to make sure the most efficient and current technology is used as community residents register online.

**Education Subcommittee** – This subcommittee will be responsible for managing partnerships with Aurora school districts and other educational institutions including pre-school, early childhood, K-12, and colleges throughout the city.

Key deliverables include:

- Include Census 2020 infographics / public service announcements at district events, parent events, and announcements in weekly newsletters reaching district families.
- Post-secondary activities including hosting campus events and awareness activities on how to register and the importance of the 2020 Census.
- Early childhood initiatives include visiting laundromats with technology in-hand with the purpose of registering families onsite for the 2020 Census.

**Community-Based Subcommittee** – This subcommittee will be responsible for managing partnerships with non-profits, service groups, local government, special needs facilities, and park district. These partnerships will assist in creating strategies to count residents identified as hard to count individuals.

Key deliverables include:

- Disseminate Census information through a variety of marketing platforms including videos and flyers to community-based agencies such as nonprofit agencies, section 8 housing clients, and other local community agencies.
- Empower community based agencies as Census ambassadors by providing presentation materials to educate their respective partners and clients served.

**Faith-Based Subcommittee** – This subcommittee will be responsible for managing partnerships with faith-based organizations located within the city limits. This subcommittee will attempt to partner with both small and large organizations regardless of religious affiliation in an attempt to establish partnerships and further outreach of the 2020 Census.

Key deliverables include:

- Generate a substantial and diverse contact list of faith based and religious groups that serve the city of Aurora.
- Disseminate Census information through a variety of marketing platforms including videos and flyers to entities included on the faith-based and religious groups contact list.
- Identify opportunities to visit the operating locations of different faith groups and religious institutions when congregants/members/parishioners/etc. are present in order to share census information.

**CENSUS AND AURORA COMPLETE COUNT COMMITTEE TIMELINE**

<b>Timeline</b>	<b>US Census Activities</b>	<b>City of Aurora Activities</b>
August – October 2019	Address canvassing begins to ensure list is accurate and complete.	<p>Establishment of Aurora Complete Count Committee and formation of 5 subcommittees to formulate action plan.</p> <p>9/7/19 – Chair and Vice Chair participated in Illinois state legislators’ “Census Tour.”</p>
November – December 2019	Final review of address canvassing and data to prepare for Census.	<p>11/15/19 – Chair spoke at Area Planning Council 516 meeting.</p> <p>11/26/2019 – Aurora Census 2020 Community Partners Rally.</p> <p>December 2019 - Complete Aurora CCC Action Plan to identify goals and deliverable activities.</p> <p>December 2019 - RFQ released to award grant funds for Project Outreach positions and Project Coordinator position.</p>
January – February 2020	US Census releases media advertisements through television, radio, print, and other means on events taking place in 2020.	<p>February 2020 – Census water bill mailers will be distributed to 49,087 households over next two months.</p> <p>February 2020 – Billboards in high traffic areas including New York St, Farnsworth, Lake St, and Orchard Road will be installed.</p> <p>February 2020 – Mayor Irvin will begin his iCount Campaign including school tours and neighborhood visits.</p> <p>2/4/2020 – Aurora Chamber of Commerce – Economic Pulse Event – Impact of 2020 Census.</p>

		2/8/2020 – League of Women’s Voters – You Count Census 2020 Meeting.
March 2020	Focus on motivating residents to complete census and education about what the Census is and when it will take place.	<p>March 2020 – Aurora Counts citywide newsletter to be mailed to 66,712 households.</p> <p>March 2020 – Joint Neighborhood Group meeting with focus on the census.</p> <p>3/3/2020 – City of Aurora – State of the City Address.</p> <p>3/5/2020 – Republican Hernandez Census Outreach Event</p> <p>3/9/2020 – Aurora Disability Advisory Board</p> <p>3/9/2020 – All Aurora Public Library facilities to launch Census Centers</p> <p>3/11/2020 – West Aurora High School Census Night</p>
April 1, 2020	4/1/2020 is US Census Day. Media and other events regarding the importance of the Census will be released.	The City of Aurora utilized social media to promote the Census and recognize US Census Day.
April 2020	Due to the COVID-19 pandemic, the US Census is preparing to make adjustments to the remaining schedule for the 2020 count. An update will be completed when new information becomes available.	Due to the COVID-19 pandemic, all in person events have been cancelled until further notice. Social media activities, direct mail, and other strategies will be explored.
May 2020	Due to the COVID-19 pandemic, the US Census is preparing to make adjustments to the remaining schedule for the 2020 count. An update will be completed when	Due to the COVID-19 pandemic, all in person events have been cancelled until further notice. Social media activities, direct mail, and other strategies will be explored.

	new information becomes available.	
June – August 2020	Due to the COVID-19 pandemic, the US Census is preparing to make adjustments to the remaining schedule for the 2020 count. An update will be completed when new information becomes available.	Due to the COVID-19 pandemic, all in person events have been cancelled until further notice. Social media activities, direct mail, and other strategies will be explored.
December 2020	Due to the COVID-19 pandemic, the US Census is preparing to make adjustments to the remaining schedule for the 2020 count. An update will be completed when new information becomes available.	Due to the COVID-19 pandemic, all in person events have been cancelled until further notice. Social media activities, direct mail, and other strategies will be explored.
March 2021	Due to the COVID-19 pandemic, the US Census is preparing to make adjustments to the remaining schedule for the 2020 count. An update will be completed when new information becomes available.	Due to the COVID-19 pandemic, all in person events have been cancelled until further notice. Social media activities, direct mail, and other strategies will be explored.

## **AURORA COMPLETE COUNT COMMITTEE CENSUS GRANTS RECEIVED**

As of Jan. 1, 2020, the City has received three grants for the Complete Count Committee effort, totaling more than \$155,000.

**Grant #1 – Received from Forefront - \$40,000**

**Grant #2 – Received from the Illinois Secretary of State’s Office - \$87,575**

**Grant #3 – Received from the Metropolitan Mayors Caucus -- \$30,000**

The first grant, for \$40,000, was awarded by Forefront to a partnership of the City of Aurora and Fox Valley United Way. The second grant, for \$87,575, was awarded by the Illinois Secretary of State’s Office to the City. And the third grant, for \$30,000, was awarded by the Metropolitan Mayor’s Caucus to the City.

The grant funds will assist in hiring workers who will spread out through Hard-To-Count (HTC) areas of Aurora to make sure these residents know of the importance of taking part in the Census count. Funding also will be used to purchase laptop computers for use by residents who do not have access to computers or the Internet. The Complete Count staff will bring these laptops to neighborhood gatherings or community meetings in low-income areas and to areas with high numbers of minority residents, senior citizen housing complexes, and other HTC populations.

Also included in the grant budgets are the cost of fliers, banners and other promotional materials; public service announcements and grant discussion videos to be presented on Aurora Community Television and made available for use on websites by the City and partnering agencies; development of bilingual videos; fliers to be distributed with City water bills sent to more than 48,000 residences; and promotional T-shirts/caps for the Complete Count staff, the Complete Count Committee, and volunteers in the campaign.

The Forefront grant period is April 15, 2019, to June 30, 2020. The Secretary of State grant period is June 1, 2019, to Dec. 31, 2020. The Metropolitan Mayors Caucus grant period is Dec. 30, 2019, to June 30, 2020.

## APPENDIX ITEM A

### Who to Count

Anyone who is living at your residence as of April 1, 2020. This includes anyone who is living and sleeping there most of the time.

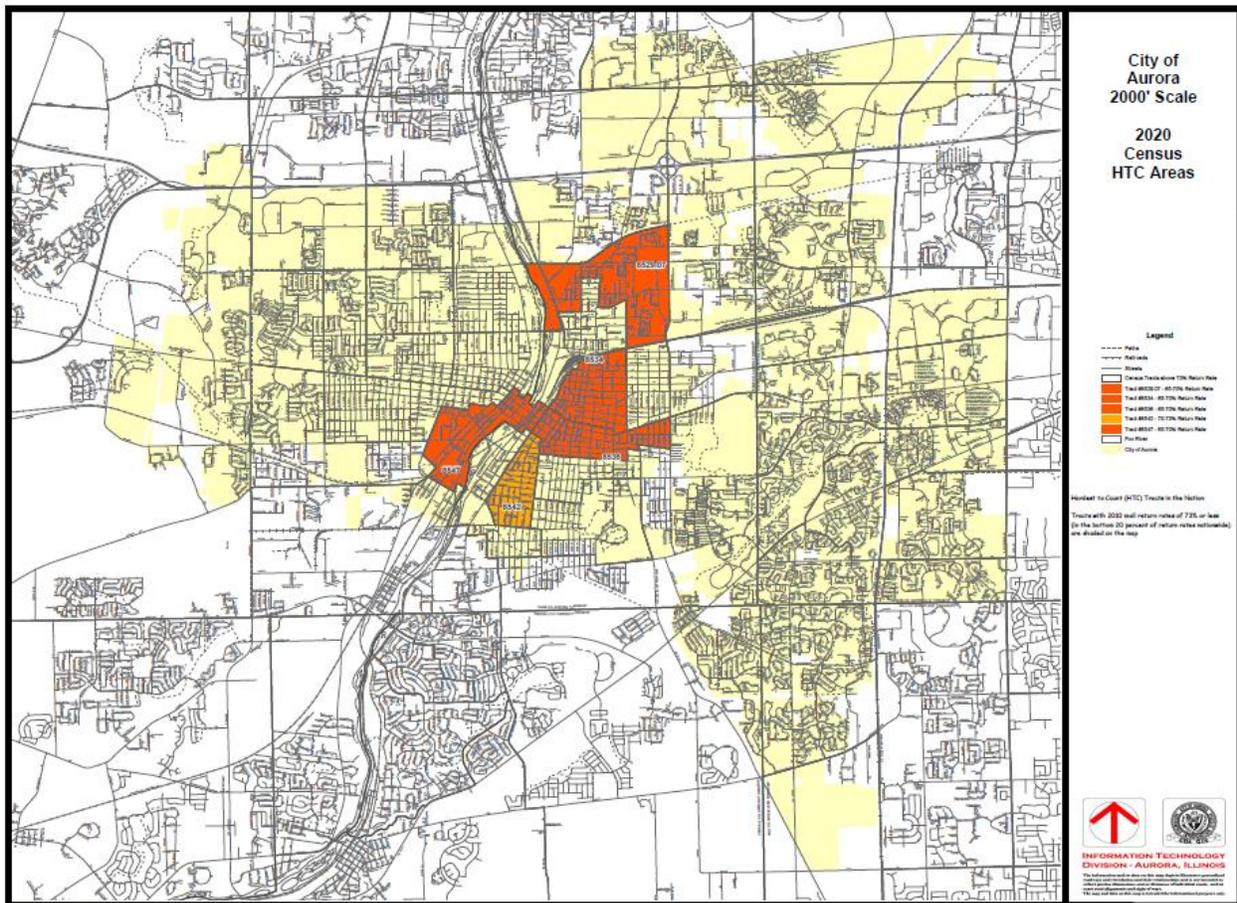
- **Newborns.** This includes newborn babies, even those who are still in the hospital on April 1, 2020. Babies born after April 1, 2020 should not be counted.
- **The Deceased.** People who are alive for any part of the day on April 1, 2020, should be counted. People who die before April 1, 2020, should not be counted.
- **Relocating.** People who move on April 1, 2020 should count themselves just once, and in one residence. If you move into your new residence on April 1, 2020, you should count yourself at the new residence. If you move out of your old residence on April 1, 2020 but have not yet moved into your new home, then you should count yourself at your new residence.
- **Foreign citizens in the United States.** Citizens of foreign countries who are living in the United States, included members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of the time. Citizens of foreign countries who are visiting the United States on vacation or a business trip on April 1, 2020 should not be counted.
- **Students.** Boarding school students below the college level should be counted at their parental residence. College students who are living at home should also be counted at their parental residence. College students who live away from home should count themselves at the on- or off-campus residence where they live and sleep most of the time, even if they are home or on break on Census Day.
- **U.S. Military Personnel.** Members of the U.S. Military who live on base often have special procedures for being counted.
- **People in Shelters.** People who are living in emergency and transitional shelters (with sleeping facilities) for people experiencing homelessness should be counted at the shelter. People displaced by a natural disaster should be counted where they live and sleep most of the time. If they do not have a residence where they usually live and sleep, they should be counted where they are staying on April 1, 2020.
- **People in Prisons and Correctional Facilities.** People who are living in any of the following on Census Day should be counted at the facility: correctional residential facilities, federal detention centers, federal and state prisons, local jails and other municipal confinement facilities.
- **People in Health Care Facilities.** The following patients should be counted at the residence where they live and sleep most of the time, rather than the facility. In other words, patients in hospitals for routine stays, patients at VA hospitals, patients at in-patient hospice facilities should be counted where they normally sleep rather than the facility.

## APPENDIX ITEM B

### Populations Identified as Hard to Count

According to the Illinois Department of Human Services (DHS), the following indicates those people who may be considered hard to count:

Racial and ethnic minorities (African American, Arab American, Asian American, Hispanic or Latino)	Children younger than 5 years old
Foreign-born individuals	People living close to or below the poverty line
Renters	People experiencing homelessness
People who are young and mobile	People with disabilities (including deaf and hard of hearing)
Undocumented immigrants	Older adults
People who distrust the government	People with limited English proficiency



Response Outreach Area Mapper (ROAM) - <https://www.census.gov/roam>

## APPENDIX ITEM C

### Aurora Complete Count Committee Membership

Brian Caputo, College of DuPage – **Chair**  
Angela Thomas, Kane County Board Member – **Vice Chair**  
Ralph Jordan, Aurora Housing Authority  
Cat Battista, Aurora Interfaith Food Panty  
Michaela Haberkern, Aurora Public Library  
Kristine Walker, Aurora Regional Chamber of Commerce  
Harish Ananthapadmanabhan, Aurora Regional Hispanic Chamber of Commerce  
William Catching, Aurora Township  
Sarah Russe, Aurora University  
Edward Bugg, City of Aurora Alderman  
Sherman Jenkins, City of Aurora Alderman  
Patty Smith, City of Aurora Alderman  
Daniel Barreiro, City of Aurora  
Adrienne Holloway, City of Aurora  
Alex Minnella, City of Aurora  
Clayton Muhammad, City of Aurora  
Chuck Nelson, City of Aurora  
Chris Ragona, City of Aurora  
Vince Smith, City of Aurora  
Dee Hakala, City of Aurora  
John Russell, City of Aurora  
Juany Garza, City of Aurora Alderman  
Karina Garcia, City of Aurora  
Christina Campos, City of Aurora Interfaith Community Liaison Team  
Darrin Johnson, Family Focus  
Ivan Chambers, Fox Valley Park District  
Jim Pilmer, Fox Valley Park District  
Michael Meyer, Fox Valley United Way  
Hugo Saltijeral, Hesed House, Public Action to Deliver  
Diane Renner, Marie Wilkinson Food Pantry  
Brad Traywick, Quad County African American Chamber of Commerce  
Theodia Gillespie, Quad County Urban League  
Anna Gonzalez, School District 129  
Lisa Morales, School District 131  
Jennifer Norrell, School District 131  
Lisa Schwartz-Barry, School District 204  
Theresa Komitas, School District 308  
Ana Meneses, Senior Services Associates  
Trish Rooney, SPARK  
Barbara Hernandez, State Senate 83rd District  
Linda Holmes, State Senate 42nd District  
Rick Guzman, The Neighbor Project  
Amy Baudouin, VNA Health Care  
Antonio Rodriguez, Waubensee Community College  
Birnie Harper, Wayside Cross Ministries  
Ana Mejia, Family Counseling Service  
Ana Gonzales, District #129  
Jeff Craig, District #129  
Jessica Lindergallo, Aurora Chamber of Commerce  
Kevin Scanlan, Healthy Aurora

# APPENDIX ITEM D

## Aurora Complete Count Subcommittee Members

Updated 3/4/2020

CCC Census  
2020

COM/TECH  
COMMITTEE

EDUCATION  
COMMITTEE

COMMUNITY-  
BASED  
COMMITTEE

BUSINESS  
COMMITTEE\*

FAITH-BASED  
COMMITTEE\*

CHAIR: CLAYTON  
MUHAMMAD

CHAIR: ANA GONZALES

CHAIR: AMY BAUDOUIIN

CHAIR: JESSICA LINDERGALLO

CHAIR: ADRIENNE HOLLOWAY

Angie Thomas  
Dee Hakala  
John Russell  
Adrienne Holloway

Jeff Craig, Brian Caputo  
Antonio Rodriguez  
Edward Bugg, Trish Rooney  
Lisa Barry-Schwarz

Ivan Chambers, Chris Ragona  
Amy Baudouin, Barbara Hernandez  
Linda Holmes, Ralph Jordan  
Darrin Johnson, Suely Cabral  
Hugo Saltijeral, Rick Guzman  
Ana Mejia, Kevin Scanlan

Alex Minnella  
Sherman Jenkins  
Chuck Nelson,  
Jessica Linderghallo  
Juany Garza, Alex Minella  
Karina Garcia, Thomas Spicer  
Michaela Haberkem  
Kathy Gilmore

Adrienne Holloway  
Birnie Harper, Christina Campos  
Cat Battista, Dan Barreiro

Social media  
Marketing  
IT  
Communications

K-12  
College  
Early Childhood  
Pre-school

NON-Profits  
Service Groups  
Local Gov't. /Elected officials  
Special Needs/ Transient

Chamber of Commerce  
Local Businesses

Faith Based Agencies

**APPENDIX ITEM E**

**U.S. 2020 Census Resource Links**

<b>Website</b>	<b>Link</b>
U.S. Census Main Website	<a href="https://www.census.gov/">https://www.census.gov/</a>
City of Aurora Complete Count Committee	<a href="http://www.aurora-il.org/AuroraCensus2020">www.aurora-il.org/AuroraCensus2020</a>
DuPage County Complete County Committee	<a href="https://www.dupageco.org/County_Board_Committees/DuPage_Complete_Count_Committee/60653/">https://www.dupageco.org/County Board Committees/DuPage Complete Count Committee/60653/</a>
Response Outreach Area Mapper (ROAM)	<a href="https://www.census.gov/roam">https://www.census.gov/roam</a>
Metropolitan Mayors Caucus 2020 Census Ideas Exchange	<a href="https://mayorscaucus.org/2020-census-municipal-ideas-exchange/">https://mayorscaucus.org/2020-census-municipal-ideas-exchange/</a>
Census Accelerate Page	<a href="https://accelerate.census.gov/">https://accelerate.census.gov/</a>
Creatives for the Count	<a href="https://www.creativesforthecount.org/">https://www.creativesforthecount.org/</a>
The Opportunity Project Data Hub	<a href="https://opportunity.census.gov/">https://opportunity.census.gov/</a>
US Census Real Time Mapper	<a href="https://2020census.gov/en/response-rates.html">https://2020census.gov/en/response-rates.html</a>