DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES



Grants Management Division

memorandum

TO: Mayor Diane Wolfe Marlin and City Council Members

FROM: Lorrie Pearson, AICP, Community Development Services Director

Sheila Dodd, Manager, Grants Management Division

DATE: March 5, 2020

SUBJECT: Census 2020 Update

The City of Urbana is working in partnership with the C-U Public Health District and many other community partners to educate the community on the 2020 Census. City accomplishments to date are:

- Attended stakeholder meetings
- Mailed an information card in four languages to 16,354 residents
- Met with Public Works, Police, Fire, Community Development Services Departments as well as hosted a Lunch and Learn
- Created videos in Mandarin, French, Spanish, and English to air on UPTV
- Fire Department staff is meeting with the RSO's on campus to educate the students living in student housing.
- Placed magnetic signs on Public Works, Building Safety, and Parking Enforcement vehicles

Next Steps:

- Staff will attend the Market In the Square throughout March to do more outreach to the community as well as Market at the Square starting in May.
- Community Meeting at Urbana Neighborhood Connections on March 12

Finally, the Census Team continues to meet with hard to reach populations to educate them on the importance of the census as well as to dispel myths. Most recently this included the Congolese and Muslim population.

Attached is the February report submitted to Public Health on Urbana's accomplishments. Any questions on census efforts can be sent to Wendy Hundley, Alyssa Jaje, or Bridget Broihahn.

Census February Events

City of Urbana Lunch and Learn was held in the Urbana Council Chambers on February 20, 2020 – Noon An hour presentation with question and answer was given to 27 Urbana staff members. The event was very engaging with lots of questions for the presenters.

The City of Urbana lobby has a kiosk and the Finance department has a tablet for the public to use. The City will be a hub for citizens to complete the survey.

City of Urbana census team met with Urbana Public Works employees on February 28, 2020 at 7:30 a.m. An hour presentation with question and answer was given to 30 Urbana staff members. The event was very engaging with lots of questions for the presenters.

City of Urbana census team met with Urbana Department Directors on the importance of the census on February 11, 2020 at 10:30 a.m. Staff requested the Department Directors encourage all staff to participate in telling the importance of the census. Fifteen staff attended.

Census team met with the Communications and Outreach team and gave a presentation on the importance of the census. The meeting was held on February 19 at 10:00 a.m. with six people attending.

City of Urbana staff had a table at the Start and Grow Business Expo at the Champaign Public Library. Staff took census materials and passed out to 77 visitors at the February 27, 2020 meeting from 6:00 – 8:00 p.m.

City of Urbana census team created four videos to air on Facebook and UPTV in four languages: English, French, Mandarin, and Spanish.

A 16,354 piece mailing was sent on February 25, 2020 to Urbana renters. The mailing was done in four languages: English, French, Mandarin, and Spanish.



Magnetic Signs posted on Public Works, Parking Enforcement, and Community Development Vehicles – total of 15 magnetic signs.



We Count Pledge cards posted in atrium of Urbana City Building



Display Table in City Building Atrium



Lunch and Learn Training in Council Chambers



Display Table at City of Champaign Public Library



Urbana Census Team

2020 CENSUS PROGRAM

Name of RI: Linda Steinberg

Monthly Expenditure Report for Sub-Recipient

Month Reporting: February 2020

Date: 3/15/2020

			EXPENDITURES SUBMITTED AND APPROVED FOR PAYMENT									
		Contracted									Expenditures	Remaining
Census Sub-Recipients		Budget	November	December	January	February	March	April	May	June	todate	Balance
Champaign County Regional Planning Commission	1											
City of Urbana	2	\$ 56,404.00	\$0.00	\$3,888.94	\$597.28	\$3,291.66	\$11,922.88	\$0.00	\$0.00	\$0.00	\$19,700.76	\$ 36,703.24
The University of Illinois YMCA	3											
EC IL Refugee Center	4											
Vermillion County Health Dept. (VCDH)	5											
Ford County Health Dept. (FCHD)	6											
Douglas County Health Dept. (DCHD)	7											
Community Health Partnerships (CHP)	8											

2020 CENSUS ACTIVITIES REPORT

For the month of : January 2020 Subrecipient: City of Urbana

Name of RI: City of Urbana

Contact person for the report: Sheila Dodd (sedodd@urbanaillinois.us)

ACTIVITIES	Project goal (8.5 months)	Reporting month	Cumulative Results	Progress toward goal	Feb	March	April	May	June
TOTAL NUMBER OF PERSONS EXPECTED TO REACH THROUGH VARIOUS ACTIVITIES									
A. COMMUNITY EDUCATION									
1. Organize and participate in community gatherings, events, and other forums to encourage the public to									
participate in the census.									
Number of events	8	5	8	100.00%	5				
Total number of persons reached via events	1000	155	214	21.40%	155				
Total number of locations established where census information is disseminated		5	17		5				
Total number of flyers/education materials distributed	3000	16754	16979	565.97%	16754				
2. Media and other outreach activities (list specific activities)									
Radio and media - Estimated number of ads/announcements/opportunities									
Total Estimated number of person reached									
B. DIRECT ENGAGMENT									
Implement direct engagement activities, which include in-person activities.									
Door knocking/canvasing - total number persons reached									
Phone banking - total number persons reached									
Social media posts - total number of posts	150	36	69	46.00%	36				
Social media posts - total number of reposts		12	20		12				
Social Media metrics- total number reached					944				
Text messaging systems - total number of opt-ins									
Text messaging systems - total number reached									
Text messaging systems -total number pf opt-outs									
UPTV Video Total Reach/Minutes Viewed					2384/1086				
2. Other activities									
Webinars and Trainings- reported in hours		8	12	n/a	8				
Presentation Prep/Meetings - reported in hours		15	55	n/a	15				
Media Prep - reported in hours		13	17	n/a	13				
Misc. Census Planning - reported in hours		8	13	n/a	8				
2. Engage, train, and utilize trusted messengers and sources to encourage members of the public to participate									
in the census.									
Number of trusted messengers trained	15	8	8	53.33%	8				
Total number persons reached by trusted messengers									
C. QUESTIONNAIRE ASSISTANCE									
1. Use trusted messengers and sources to assist the public in responding to the questionnaire - total number									
persons assisted with the help of trusted messengers									
2. Establish, manage and announce locations where the HTC communities may receive information regarding									
the census in their native language and assistance completing the census questionnaire when necessary -									
projected number of persons reached									
Total number of locations	5	1	1	1					
Total number of persons received assistance									
3. Establish or utilize comfortable, trusted and confidential environments with internet access where the HTC									
communities can complete the census questionnaire -									
Total number of locations	5	1	1	1					
Total number of persons received assistance									

CENSUS EDUCATION TRAINIG

Curited States® Census 2020

OUTLINE

What is the Census?
When does the Census happen?
Who gets counted?
Where do hard to count
populations live?
Why does the Census matter?
How can you help?





REQUIRED BY THE CONSTITUTION

Counts every person in the United States and where they are located

HAPPENS EVERY 10 YEARS

9 Question Form

WHATISTHE CENSUS?

https://youtu.be/Eq-FMB4epyw



WHEN DOES THE CENSUS TAKE PLACE?

MARCH 12-20

Households begin receiving official
Census Bureau mail with info on how to respond

MARCH 30-31

Individuals
experiencing
homelessness
counted

APRIL 1

Census Day!

Census takers count everyone in group quarters

MAY-JULY

Census takers will
visit homes that have
not responded or
answered every
question completely

DECEMBER

APRIL

The Census Bureau will deliver counts to the President & Congress



Under age 5

Low-income

Young & mobile / renters



Migrants and minorities

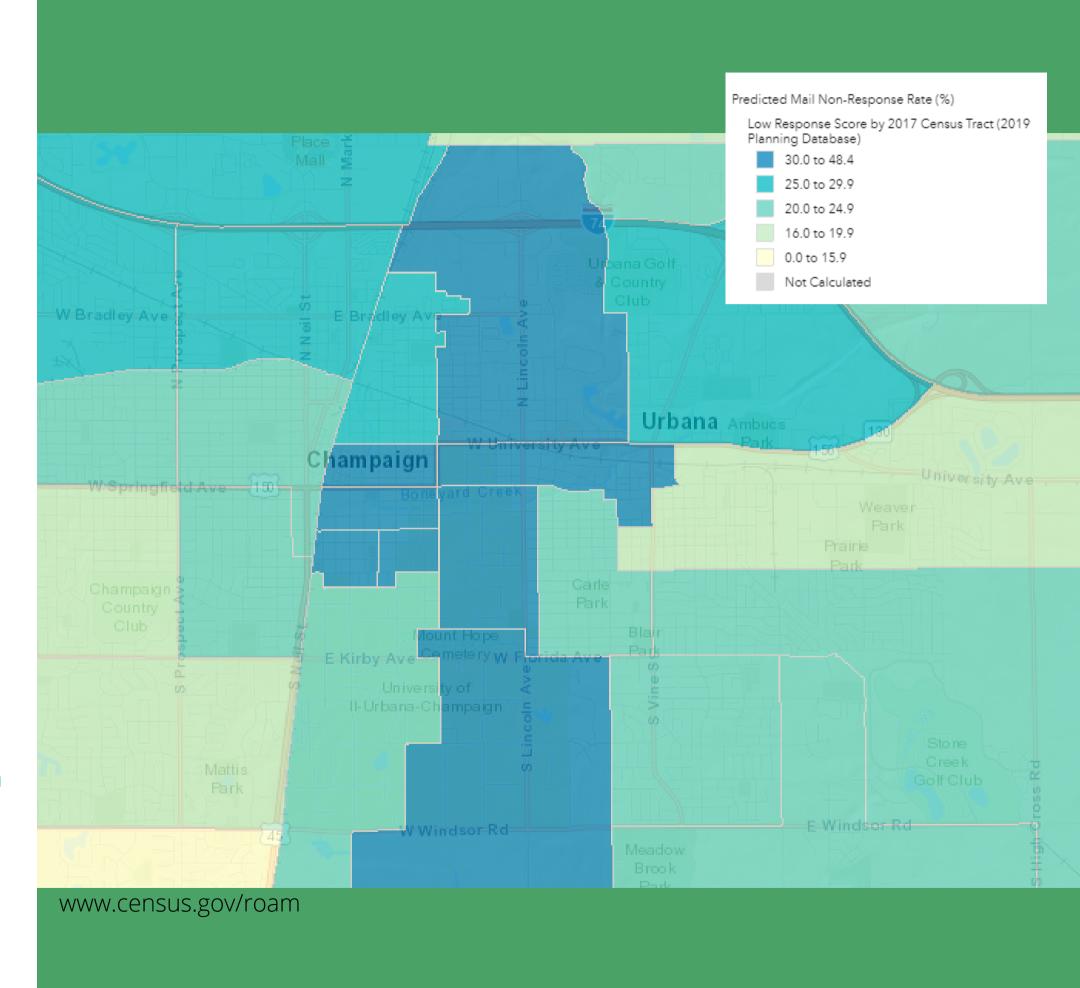
Complex households

Elderly, non-English speaking, and persons with disabilities

WHO GETS COUNTED?

WHERE DO HARD-TO-COUNT POPULATIONS LIVE?

The City is focusing outreach to renters and students.





Counts everyone



Data used to make informed decisions



Civic duty



\$1,400 lost for each person not counted



Redistricting

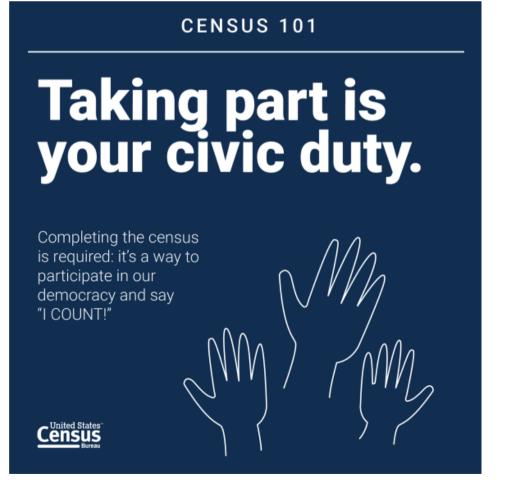
WHY DOES THE CENSUS MATTER?

HOW CAN YOU HELP?



TALK ABOUT THE CENSUS!

SIGN A PLEDGE CARD.



SHARE
INFORMATIONAL
MATERIALS WITH
YOUR WARD.

MORE INFO

URBANA CENSUS COMMITTEE

Alyssa Jaje
Bridget Broihahn
Wendy Hundley
Sheila Dodd

CENSUS WEBSITE

2020census.gov

CENSUS PHONE

800-923-8282.