



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Grants Management Division

m e m o r a n d u m

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.

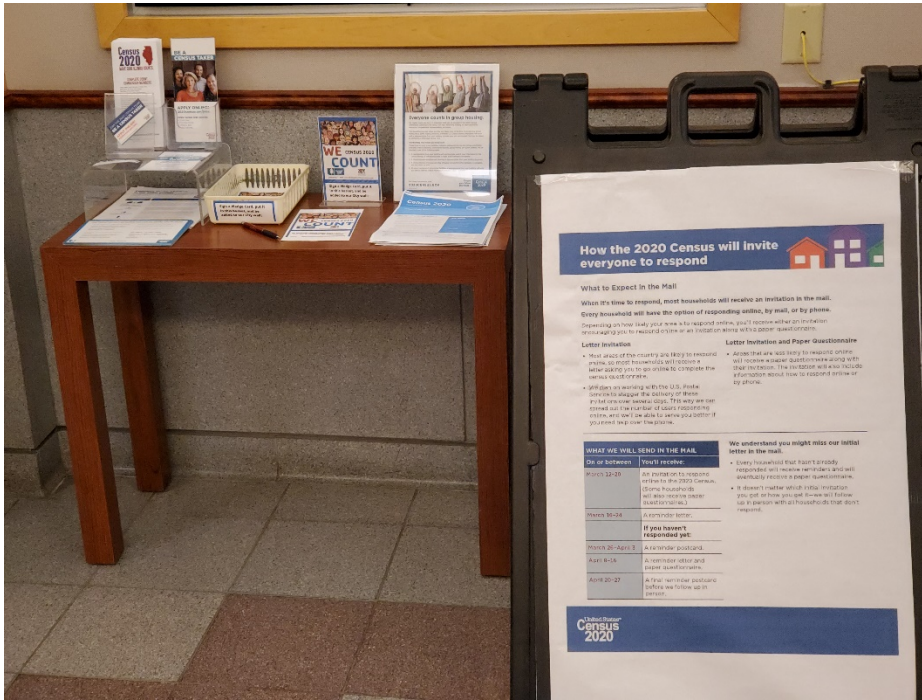
A 16,354 piece mailing was sent on February 25, 2020 to Urbana renters. The mailing was done in four languages: English, French, Mandarin, and Spanish.



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

**CENSUS
EDUCATION
TRAINING**

United 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?



United States®
Census
2020

Connect with us
@uscensusbureau

REQUIRED BY THE
CONSTITUTION

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

HAPPENS EVERY 10
YEARS

9 Question Form

WHAT IS THE CENSUS?

<https://youtu.be/Eq-FMB4epyw>

Shape
your future
START HERE >

United States*
Census
2020

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!

APRIL

Census takers count everyone in group quarters

MAY-JULY

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

DECEMBER

The Census Bureau will deliver counts to the President & Congress



Under age 5



Low-income



Young & mobile /
renters



Migrants and
minorities



Complex
households

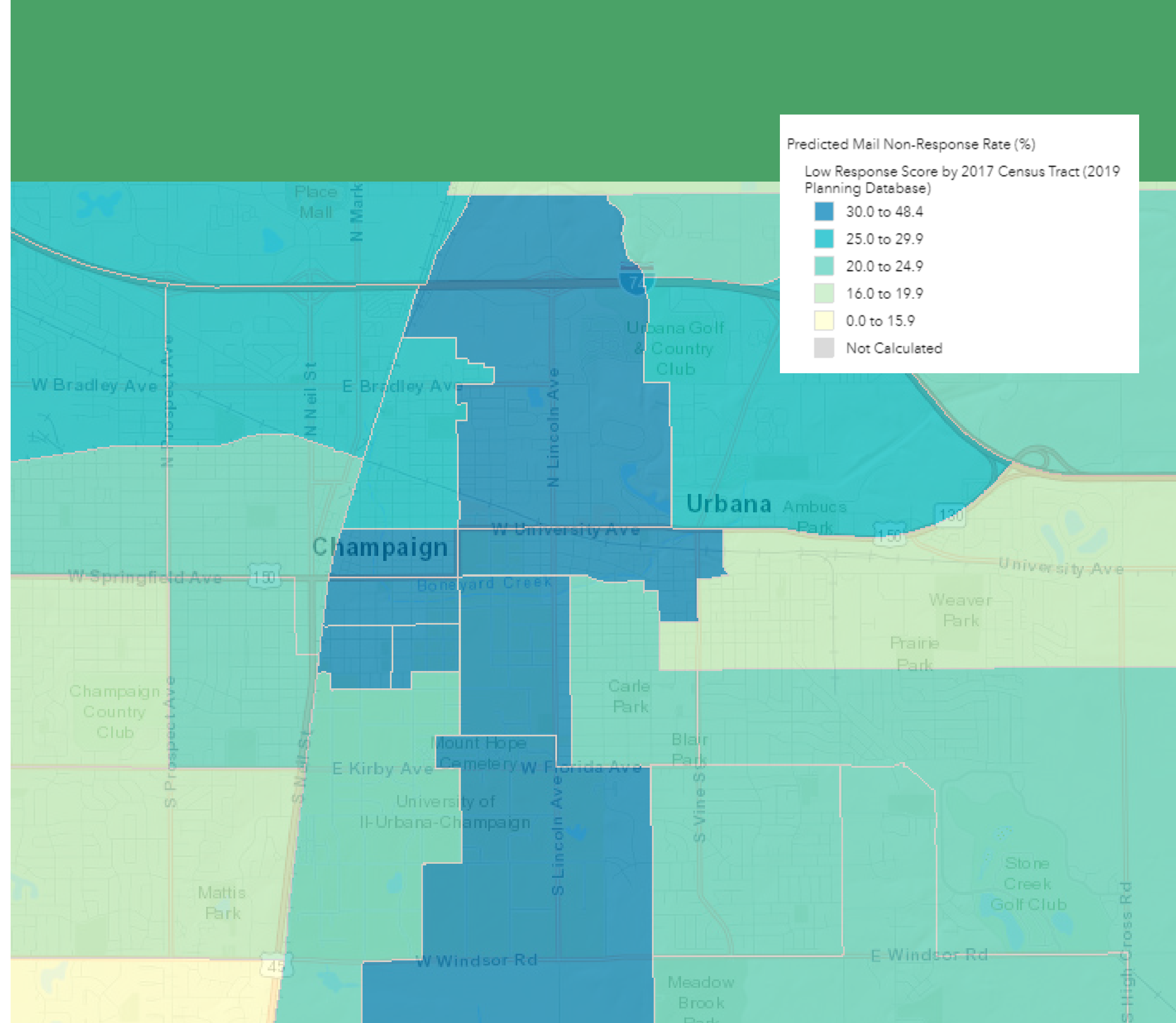


Elderly, non-English
speaking, and persons
with disabilities

WHO GETS COUNTED?

WHERE DO HARD-TO-COUNT POPULATIONS LIVE?

The City is focusing outreach
to renters and students.



www.census.gov/roam



Counts everyone



Civic duty



Redistricting



Data used to
make informed
decisions



\$1,400 lost for each
person not counted

**WHY DOES THE
CENSUS MATTER?**

HOW CAN YOU HELP?

CENSUS 101

You can help.

You are the expert—
we need your ideas on the best
way to make sure everyone in
your community gets counted.



United States
Census
Bureau


TALK ABOUT THE
CENSUS!

SIGN A PLEDGE
CARD.

CENSUS 101

Taking part is your civic duty.

Completing the census
is required: it's a way to
participate in our
democracy and say
"I COUNT!"



United States
Census
Bureau

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.