

2020 CENSUS



MAKING IT COUNT: DOCUMENTING AND BUILDING ON THE CIVIC INFRASTRUCTURE OF THE ILLINOIS 2020 CENSUS PROGRAM

JANUARY 21, 2021



ACKNOWLEDGEMENTS

This report is a collaborative effort of the University of Illinois at Chicago's Department of Public Administration Census Team (UIC DPA Census Team), Rob Paral & Associates, the Census Office, and Regional Intermediaries.

The diverse team at the University of Illinois at Chicago compiled and wrote this report with special thanks to: Dr. Kathleen Yang-Clayton, Co-Principal Investigator, for guiding the scope of the report, and the UIC Great Cities Institute who facilitated focus groups and conducted one-on-one interviews with on the ground staff to collect, synthesize, and produce unbiased, qualitative data for use in this report; Drs. Teresa Córdova and Timothy O. Imeokparia from UIC Great Cities Institute for their expert advice and insight on the final draft of this report; Rob Paral, expert analyst, consultant, and principal of Rob Paral & Associates gave freely of his time and expertise to refine and co-facilitate interviews with outreach partners, to contribute to data reports included in this report, and to contribute to the editing and writing of this report.

The Regional Intermediary working group provided valuable feedback on the scope and content of this report, with special thanks to: Janae Price (Clay County Health Department), Michael Holmes and Kirkston Spann (Community Assistance Programs), Patricia Easley and Deborah Williams (Habilitative Systems Inc.), Maria Fitzsimmons (Illinois Coalition for Immigrant and Refugee Rights), Lynden Schuyler (Illinois Public Health Association), Crispina Ojeda-Simmons and Kyle Smith (Metropolitan Mayors Caucus), Paul Naranjo and Victor Soria (Pilsen Wellness Center), Amy de la Fuente (Reaching Across Illinois Library Systems), Ruben Feliciano (Rincon Family Services), and Regan Sonnabend and Angela Accurso (YWCA of Metropolitan Chicago).

Written by:

Kathleen Yang-Clayton, PhD, Census 2020
Co-Principal Investigator, UIC College of
Urban Planning and Public Affairs and
Research Fellow, Great Cities Institute

Allyson Nolde, MPP, Census 2020 Outreach
Coordinator and Trainer and Research
Specialist, UIC College of Urban Planning
and Public Affairs

Austin Zamudio, MPA, Senior Project Manager,
UIC College of Urban Planning and Public
Affairs

Alex Linares, MUPP, Economic Development
Planner, UIC Great Cities Institute

Rob Paral, Principal at Rob Paral & Associates
and Senior Research Specialist at UIC Great
Cities Institute

Jackson Morsey, MUPP, AICP, Urban Planner,
UIC Great Cities Institute

Michael Collins, Census 2020 Outreach
Coordinator and Trainer, UIC College of
Urban Planning and Public Affairs



Dear Stakeholders and Illinois Residents,

We are pleased to forward *Making it Count: Documenting and Building on the Civic Infrastructure of the Illinois 2020 Census Community Outreach Grant Program* (final report & documents) submitted by the University of Illinois at Chicago (“UIC”) and produced in collaboration with UIC, Rob Paral & Associates, and various 2020 Census Regional Intermediaries. This final report details the Illinois’ 2020 Census efforts and outcomes as well as, lessons learned and recommendations for the 2030 Census effort.

With a population of over 12 million strong, Illinois is the largest state in the Midwest and accurately reflects the diversity and the changing demographics of the nation. An accurate count of Illinois’ population is essential to ensure that the State receives the funding it needs to properly care for its residents and provide critical services and programs. According to a [study](#) from George Washington University, in 2017 Illinois received over \$55.8 million in crucial federal funding based on census data.

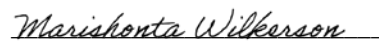
On June 20, 2019, Governor J.B. Pritzker signed Executive Order (“EO”) 2019-10 establishing the inaugural Illinois’ Census Office within the Illinois Department of Human Services (IDHS). This EO was accompanied with a \$29 million appropriation (an additional \$14.5 million appropriation was made for fiscal year 2021), allowing the State to establish a strategy centered on reaching those residents who are hardest to count (HTC). Our multilayered approach was mainly led by 31 Regional Intermediaries, who established coalitions of subrecipients- this allowed the Illinois 2020 Census Office to fund over 400 local organizations (a mixture of nonprofits, libraries, and municipal governments) to conduct Census outreach, education, and questionnaire assistance across the state. Focusing on Illinois’ HTC communities, we supported targeted outreach and coalitions focused on reaching children, veterans, the LGBTQ community, older adults, communities of color, rural resident, and many more.

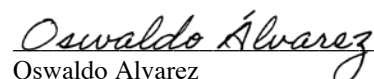
Our hub and spoke coalition strategy proved to be successful, even amidst the COVID-19 pandemic. At the close of the 2020 Census, Illinois ranked #1 among states with over 9 million people, and #7 among all states. With the recent political controversy around threats of a citizenship question, data exclusion, and social unrest, our community partners worked tirelessly to reverse the narrative, helping communities reclaim the same Census that was used instill fear in them. Our organizations applied a “trusted messenger” model in which residents themselves became ambassadors of the Census and pulled their community towards civic engagement.

The Illinois 2020 Census Office led one of the largest civic engagement efforts ever conducted by Illinois state government. We learned a lot about working at a grassroots level while mobilizing people to complete the Census and rebuilding trust in the government.

We thank Governor J.B. Pritzker for creating the 2020 Census Office, the General Assembly for appropriating funds for the Census program, the State Census Advisory Panel for advising and guiding us along the way, IDHS for housing the Census Office and providing administrative support, the entire mosaic of stakeholders and partners who helped us uplift this work and the #MakeILCount message, and Illinois residents for completing the Census questionnaire- all which contributed to Illinois receiving a complete and accurate count. Through this report you will learn about specific approaches and activities that allowed us to lead in the 2020 Census as well as, lessons learned and recommendations that Illinois can use to be a leader in 2030!

In partnership and service,


Marishonta Wilkerson
2020 Census Office Co-Director


Oswaldo Alvarez
2020 Census Office Co-Director



EXECUTIVE SUMMARY

The United States Constitution mandates that every person living in the United States be counted to ensure fair distribution of resources and political representation. An accurate and complete count of Illinois' population is, therefore, crucial. One, Census numbers determine the amount of federal dollars that states receive to help administer public programs and services. Two, the critical demographic data provided by the Census is used to inform policy decisions for the subsequent 10 years. Three, Census data is used to determine the apportionment of U.S. Representatives across the states.

In promoting the 2020 Census count, Illinois was faced with the difficulties of reaching a wide range of communities, including urban, suburban and rural areas with extremely different levels of income, many different types of housing, varying citizenship statuses, multiple home languages, and a wide range of other social and economic characteristics. Achieving a successful Census of the state's 4.8 million households was a substantial undertaking requiring mobilization of stakeholders across the state. Thanks to the combined efforts of state and municipal governments, nonprofit organizations and philanthropies across Illinois, as well as an unprecedented state investment in public outreach, Illinois's 2020 response surpassed its 2010 response. Importantly, while the state's average self-response rates consistently ranked among the highest in the nation, there were major disparities across the state.

The IDHS Illinois 2020 Census Grant Program was a statewide outreach effort to prioritize the hardest-to-count Illinoisans in the Census numbers. As an innovative strategy, the state implemented a networked governance model, often referred to as a "hub and spoke" model, which focused on convening partners called Regional Intermediaries (RIs) anchoring regions across the state that, in turn, supported networks of Subrecipients (SRs) with deep roots within many local communities. The state's efforts focused on:

- building the capacity of these intermediary partners and those on the ground to do direct outreach,
- coordinating outreach endeavors throughout the state, and
- collaborating with other local government efforts such as Cook County and the City of Chicago.

In preparation for the Census count in 2030, as well as in an effort to inform future civic engagement initiatives, the recommendations in this report focus on how the state can learn immediate and long-term lessons on how to effectively engage with the broader public in addition to hard-to-count communities (HTCs) across the state. Key to the IDHS Illinois 2020 Census Grant Program was an established network of diverse organizational partners from social services, nonprofit, municipal governments, large public agencies, libraries and public health organizations. It is critical to continue to leverage this initial investment so that gains in new partnerships, innovations and capacity do not diminish between 2020 and 2030. The

general consensus among IDHS and the Regional Intermediaries (RIs) was that the networked governance model (colloquially referred to as hub and spoke) was the proper approach for the Illinois 2020 Census outreach initiative. Challenges with the networked governance approach were mostly the result of insufficient time to plan.

Therefore, the immediate lessons learned from the Illinois 2020 Census Grant Program are relevant and actionable today. With respect to constructing a comprehensive and effective outreach effort towards the 2030 Census, this report presents feedback and practices that strongly encourage the following:

- Continuing investment in the new collaborations and partnerships created for census outreach that incorporate civic engagement messages and activities that strengthen trust between the public and government agencies, especially as COVID-19 vaccination efforts continue to test the limits of this trust
- Analyzing the self-response rates with the final Census numbers in conjunction with specific outreach strategies to Hard-to-Count communities and regions such as seniors, families with young children, homeless, formerly incarcerated and those with disabilities to inform outreach strategies for ongoing programs
- Addressing self-identified capacity gaps by grantees and IDHS staff to continue refining and building the structures and processes needed to fully support a networked governance model of community engagement through social service delivery
- Incorporating partners in strategic planning early in the process and building program governance structures that allow for innovation and collaborative decision making as the program unfolds

Strengthening the public's trust in government is as urgent today as it will be in 10 years.

TABLE OF CONTENTS

1 INTRODUCTION	
1 Background	
2 Purpose of This Report	
2 Methodology	
3 Organization of the report	
5 STRATEGIC OVERVIEW	
5 What's at Stake for Illinois	
6 2020 Complete Count Challenges	
7 1. COVID-19 Pandemic.	
8 2. Distrust in Government	
9 3. Uncertainty Caused by Administrative Deadline Changes	
9 Notable Findings on Self-Response Rates	
10 Notable Findings on Demographic Trends	
20 Illinois Self-Response Compared to Other States	
21 Self-Response Trends	
22 Rural-Urban Response Rates	
23 Self-Response Rates Among Communities of Color	
25 THE ILLINOIS 2020 CENSUS GRANT PROGRAM AND KEY ACTORS	
25 Overview	
27 How the Outreach Program Was Administered	
27 The Role of Regional Intermediaries and Subrecipients	
28 Community-wide education	
28 Direct engagement	
28 Questionnaire assistance	
29 Becoming a Regional Intermediary	
30 Reporting Guidelines	
30 Partners and Coordination	
30 Key partnerships	
32 UIC's Department of Public Administration (DPA) Census Team	
33 Convening and Coordinating Regional Intermediaries	
35 Learning-driven Capacity Building and Technical Assistance	
39 FINDINGS ON THE ILLINOIS 2020 CENSUS	
39 Overview	
39 Trusted Messengers	
40 What We Heard	
41 Advantages of the Networked Governance Model	
42 Planning Time	
42 The State and IDHS	
44 RIs and Subrecipients	
44 Project Management	
44 The State and IDHS	
45 RIs and Subrecipients	
46 Successful Strategies Across Illinois	
46 Trusted Messengers	
47 Targeted Messaging	
48 Targeted Messaging That Worked for African American Groups	
49 Targeted Messaging That Worked for Latino Groups	
50 Targeted Messaging That Worked For Southern And Rural Areas	
51 Targeted Events	
51 Targeted Events That Worked For African American Groups	
51 Targeted Events That Worked For Latino Groups	
52 Targeted Events That Worked In The Collar Counties And Suburbs	
52 Targeted Events That Worked For Southern And Rural Areas	
53 Targeted Locations	
53 Targeted Locations That Worked For African American Groups	
53 Targeted Locations That Worked For Latino Groups	
54 Targeted locations that worked for Collar Counties and the Suburbs	

54 Targeted locations that worked for Southern and Rural Areas

55 TIMELINE FOR 2030

55 Recommended Timeline
58 Planning and Engagement
58 Lessons Learned
59 Recommendations for 2030
60 Administrative Burden Reduction
60 Lessons Learned
60 Recommendations for 2030
60 Capacity Building for Training and Management of Subrecipients
60 Lessons Learned
61 Recommendations for 2030
61 Co-Production of Field Plans and Reporting Platforms
61 Lessons Learned
62 Recommendations for 2030
62 Stronger Business-Government-Community Partnerships
62 Lessons Learned
63 Recommendations for 2030

64 APPENDIX A - Advisory Panel Members

65 APPENDIX B - LIST OF REGIONAL INTERMEDIARIES AND THEIR SUBRECIPIENTS (LOCAL ORGANIZATIONS)

65 Illinois Primary Health Care Association
65 Illinois Association of Community Action Agencies
65 CHICAGO REGION
65 Community Assistance Programs
65 Habilitative Systems Inc.
66 Illinois Action for Children
66 Illinois Coalition for Immigrant and Refugee Rights
66 Pilsen Wellness Center
66 Puerto Rican Cultural Center
67 Rincon Family Services

67 University of Illinois/Jane Addams
67 YWCA of Metropolitan Chicago
67 Reaching Across Illinois Library Systems

68 Metropolitan Mayors Caucus
68 United Way
68 NORTH CENTRAL REGION
68 Tri-County Regional Planning Commission
68 Illinois Association of Community Action Agencies

68 NORTHEAST CENTRAL REGION
68 Champaign Urbana Public Health District

69 NORTHERN REGION
69 Region 1 Planning Commission
69 NORTHWEST REGION

69 Illinois Public Health Association
69 SOUTHEAST CENTRAL REGION
69 Clay County Health Department
69 Illinois Association of Community Action Agencies

69 SOUTHERN REGION
69 Illinois Public Health Association
70 SOUTHWEST CENTRAL REGION

70 Teens Against Killing Everywhere
70 Illinois Association of Community Action Agencies

70 SUBURBAN COOK REGION
70 Illinois Action for Children
70 Illinois Association of Community Action Agencies

70 Illinois Coalition for Immigrant and Refugee Rights

70 Metropolitan Mayors Caucus

71 WESTERN REGION
71 Western Illinois Regional Council

72 APPENDIX C - The UIC Census Ambassadors Program

81 APPENDIX D – State Agencies Involved with 2020 Census Promotion

- 82 APPENDIX E - Illinois Count Me In 2020 Funders' Collaborative Members**
- 83 APPENDIX F - Illinois Complete Count Commission Members**
- 84 APPENDIX G - Rural Counties**
- 85 APPENDIX H - Illinois Census Regions Final Self-Response Rates**
 - 85 City of Chicago
 - 87 Suburban Cook
 - 90 Collar Counties
 - 91 Northern Region
 - 92 Northwest Region
 - 93 Northeast Central Region
 - 94 North Central Region
 - 95 Western Region
 - 96 Southeast Central Region
 - 97 Central Region
 - 98 Southwest Central Region
 - 99 Southern Region
- 100 APPENDIX I - Key Demographic Characteristics of Select Populations**
 - 101 Demographics for the African American Population in Illinois
 - 107 Demographics for the Latino Population
 - 113 Demographics for the Asian Population
- 119 APPENDIX J - NOFO Application**
- 119 APPENDIX K - Work Plan Template**
- 120 APPENDIX L - Focus Groups and Interviews**
- 122 APPENDIX M - HTC's and RI Assignments**





INTRODUCTION

Background

The United States Constitution mandates that every person living in the United States be counted to ensure fair distribution of resources and political representation. An accurate and complete count of Illinois' population is crucial to ensuring that the state receives the federal funding needed to help administer public programs and services. In 2015, Illinois received \$19.7 billion (roughly \$1,535 per person) in federal assistance for sixteen programs based on the 2010 census count¹. The critical demographic data provided by the Census is also used to inform policy decisions for the next 10 years.

The Census also determines the apportionment of U.S. Representatives across the states. Following the count in 2010, Illinois lost one Congressional seat based on population count. With the annual downtrend in Illinois population since 2013, Illinois was expected to lose another seat in Congress in 2020. In addition to improving census participation among communities that are the hardest to reach, an important goal of the Illinois 2020 Census outreach initiative was to prevent the loss of a second Congressional seat.

In promoting the Census, Illinois was faced with reaching a wide range of communities including urban, suburban and rural areas home to extremely different levels of income, many different types of housing, varying citizenship statuses, multiple home languages, and a wide range of other social and economic characteristics. Achieving a successful Census of the state's 4.8 million households is a substantial undertaking requiring mobilization of stakeholders across the state. Thanks to the combined efforts of state and municipal governments, nonprofit

¹ IDHS: Illinois 2020 Census <https://www.dhs.state.il.us/page.aspx?item=117935>

organizations and philanthropies across Illinois, as well as an unprecedented state investment in public outreach, Illinois's 2020 response surpassed its 2010 response.

Purpose of This Report

The 2020 Illinois Census Project was a statewide outreach effort to prioritize the hardest-to-count Illinoisans in Census numbers. As an innovative strategy, the state implemented a networked governance model, colloquially referred to as the “hub and spoke” model, which focused on convening partners called Regional Intermediaries (RIs) anchoring regions across the state that, in turn, supported networks of Subrecipients (SRs) with deep roots within many local communities. The state's efforts focused on building the capacity of these convening partners, coordinating outreach endeavors throughout the state, building the capacity of those on the ground to do direct outreach, and coordinating with other local government efforts such as Cook County and the City of Chicago. The effort intentionally focused resources on strategies that would deliver the best return on investment to improve the response rate to the Census questionnaire.

Whether it is messaging on fundamental civic practices such as filling out a Census form or urgent public health education on COVID-19 vaccine implementation, the immediate lessons learned from the Illinois 2020 Census Project are relevant and actionable today. With respect to constructing a comprehensive and effective outreach effort for the 2030 Census, this report presents feedback and practices that strongly encourage continued investment in the collaborations created for census outreach. Incremental investments in this network, strengthening some of the self-identified capacity gaps, and intentionally incorporating partners in strategic planning and implementation that includes strengthening the public's trust in government is as urgent today as it will be in 10 years for the 2030 Census.

This report was written to:

1. Document the Illinois Census Office's networked governance outreach strategy. Examples of outreach activities and approaches undertaken in 2020 are shared in order to inform future outreach efforts.
2. Convey the lessons learned based on feedback from grantees across the state. Where appropriate, this report outlines lessons learned regarding outreach approaches.
3. Make recommendations building towards the 2030 Census effort. A significant investment in state funding was made in 2020, which established a network of diverse partners from social services, nonprofit, municipal governments, large public agencies, libraries and public health organizations. This section will detail ways to best leverage this initial investment so that gains in partnerships, innovations and capacity do not diminish between 2020 and 2030.

Methodology

This final report was compiled and written by the Department of Public Administration's Census Team (DPA Census Team) and the Great Cities Institute, both part of the College of Urban Planning and Public Affairs at the University of Illinois at Chicago (UIC). The Department

of Public Administration's Census Team assisted the Illinois Department of Human Services' Census Project Team (IDHS) throughout the state outreach initiative with training, technical support, planning, and coordination for outreach partners. To help guide strategy for Census 2030, the UIC DPA Census Team was tasked with producing the Interim and Final Self-Response Rate Reports submitted to IDHS in July and December 2020 that reviewed response progress and final self-response rates as reported by the U.S. Census Bureau.

To collect more qualitative data for this report, the Great Cities Institute at UIC conducted 8 focus group sessions and 18 one-on-one interviews with outreach partners (Regional Intermediaries), external partners (Chicago, Cook County, and foundation partners), collected training materials and archived key documents and templates - many of which are available in the accompanying digital archive (see the list of interviewees included in Appendix K). An ad hoc Working Group of Regional Intermediaries was convened to ensure that feedback and guidance were collected from the very beginning of the report writing process and through the final draft. The Census Team at IDHS has been regularly consulted throughout this process. RIs and Census project staff, as well as researchers from the Great Cities Institute reviewed and provided feedback on the final draft of this report. These partners provided in depth feedback, which was compiled and included in this report as lessons learned and recommendations.

Organization of the report

The report is organized into five main sections:

1. Strategic Overview, which outlines the high stakes of the 2020 Census effort and the challenges the state faced. This section introduces the major regions and self-response rate results of the 2020 Census efforts.
2. Description of the Illinois 2020 Census Grant Program and Key Actors reviews the leadership and the role of the IDHS Census 2020 Project Office, the state agency infrastructure that supported the effort, and describes staff structure and resources. This section also explains the state's approach for the 2020 effort and the types of activities undertaken with limited resources and staff. This section shares examples of how the staff convened partners, coordinated with the U.S. Census Bureau and other government actors, and helped build the capacity of grantees by providing relevant tools and training.
3. Findings on the Illinois 2020 Census Grant Program highlights the reported advantages of the networked governance model, the main components of the program identified for improvement, and the details of the successful strategies to target HTCs in Illinois. These findings are based on research that included data from focus groups, interviews and currently available American Community Survey data. This section outlines the lessons learned and makes recommendations for each specific set of activities broken out into targeted messaging, events and locations. Given the limited time for this report, this section provides initial analyses of specific communities where data was most readily available and an initial analysis of Illinois' self-response rate compared to other states.
4. Timeline for the 2030 Census count with specific actions and recommendations for a yearly timeline. This timeline serves as a roll out plan for the 2030 Census effort.

5. Appendices A-I provide in-depth archival material intended to inform future planning efforts. The materials provided in this report and in the related digital archive are meant to record and document the efforts that went into the 2020 Census. These documents are not meant to be used as models for future planning without adequate review and revision by future Census staff.

NOTE: Defining Our Decade Digital Archive - Given the unique effort that the Illinois 2020 Census Grant Program represented to the people of the state, UIC was also tasked with documenting the enormous efforts put forth across the state. No one report could do justice to the level of detail and insight reflected in these efforts, but with the addition of a digital archive to deepen and enhance what is presented in this report, we hope that future efforts that require community education, direct engagement and direct assistance such as that found for the Census program can use these archived documents and resources as a baseline - <https://definingourdecade.org/>



STRATEGIC OVERVIEW

What's at Stake for Illinois

Federal funding, electoral college votes, and congressional representation are all on the line with Census 2020. The failure to count every Illinois resident would have devastating effects on Illinois' ability to meet the needs of its residents. In Fiscal Year 2016, Illinois received nearly \$35 billion under the 55 largest federal programs based on 2010 census data². Even a one-percent undercount would result in an annual loss of \$19,557,435 over the next ten years, resulting in a total loss of \$195,574,350 directly impacting all residents of Illinois, especially its most vulnerable.

As important, the number of seats Illinois has in the U.S. House of Representatives for the next 10 years will be determined by the census count in 2020. Illinoisans deserve proportionate representation in the U.S. Congress, and a fair and accurate census count is how we ensure that happens. Following the count in 2010, Illinois lost one Congressional seat due to declining population. With the estimated annual downtrend in state population since 2013, Illinois was expected to lose another seat in Congress in 2020 according to a 2018 report from the Election Data Services³. Illinois has the 6th largest population in the country, but ranks 49th in growth rate⁴. Based on projections from the Brennan Center for Justice⁵, a nonpartisan law and policy institute, it is unknown whether Illinois will lose a second seat; only final tabulation of population counts will determine this. The following map shows the projections for changes in congressional representation nationwide following the 2020 Census.

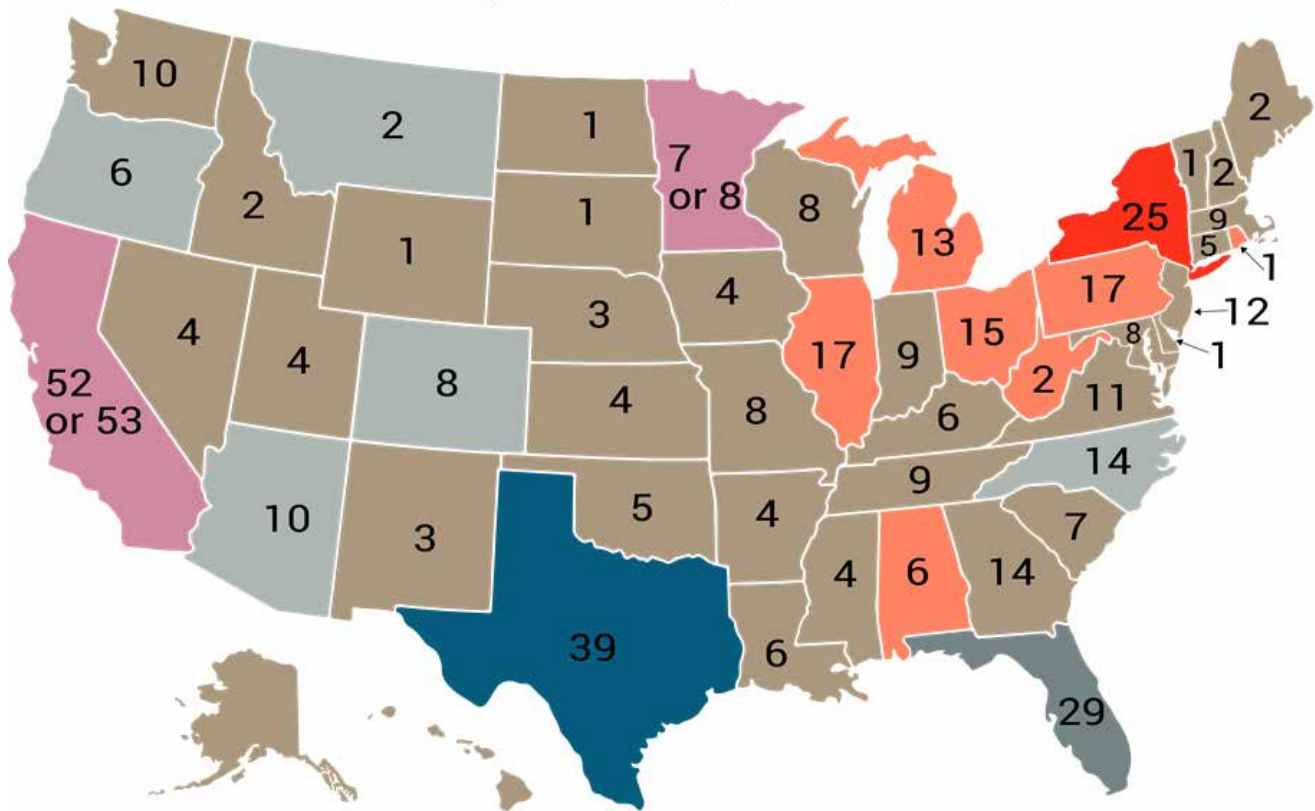
² Source: Chicago Urban League Report, 2019. [Chicago Urban League Report: A Census 2020 Undercount Would Mean Significant Loss of Money and Power for Illinois](#)

³ Full report: [Arizona Gains Rhode Island's Seat With New 2018 Census Estimates; But Greater Change Likely by 2020](#)

⁴ Source: National Conference of State Legislatures Brief. [Illinois and the Census](#)

⁵ Full article: Brennan Center for Justice, 2018. [Potential Shifts in Political Power After the 2020 Census](#)

Map 1. Census Projections for 2020 Congressional Reapportionment
 Net Change in Total Congressional Seats



**BRENNAN
 CENTER
 FOR JUSTICE**



Source: Election Data Services

Source: Brennan Center for Justice, 2018. [Potential Shifts in Political Power After the 2020 Census](#)

Lastly, census data is used by the Illinois General Assembly to redraw electoral maps in order to align with the principle “one person, one vote.” Illinois’ legislative maps will be redrawn, and this will impact the size and make-up of each district in the Illinois General Assembly.

2020 Complete Count Challenges

Despite COVID-19 and persistent racial and social inequities plaguing communities across the state, the impact of the state’s investment resulted in Illinois landing in the top 10 states with highest self-response rates and may have prevented the loss of more than one Congressional seat. This is an impressive testament to the numerous partnerships and efforts of elected officials, community leaders, government agency staff, front line workers and students.

One of the most notable benefits from the state’s investment is an emerging consensus among grantees for the need of a strong and continuous civic engagement purpose connected to all of the social services, libraries, schools, public health clinics and other public services that Illinoisians rely upon in their daily lives. In other words, based upon the challenges we face in

this Census cycle, there is an urgent need to continue to build more trust between communities and government, especially as collective public health messaging around the COVID-19 vaccine and recovery efforts take full effect in 2021. There is also an important need for the whole host of social services and public resources organizations such as libraries, schools, and municipal governments to continue to deepen their own skills in community engagement.

There were three main challenges that the Census Office faced:

1. COVID-19 Pandemic

On March 9, 2020, Governor JB Pritzker issued a statewide disaster proclamation due to Coronavirus Disease 2019 (COVID-19). The public health crisis continued to develop throughout the months when outreach for the decennial census would normally involve a great deal of in-person contact. COVID-19 had a significant impact on census outreach efforts as Illinois implemented shelter-in-place protocols and recommended physical-distancing. For the 400+ organizations promoting the Census, this drastically limited direct interactions with the public which were vital for community engagement. With little notice, the organizations were required to shift to alternative methods described later in this report. Colleges and universities were similarly affected, with the majority of students not counted in the communities where the schools are located since having to move off-campus, resulting in a significant undercount of the population in college towns and cities.

The chart below displays key events in Illinois related to COVID-19 that took place during the Census count.

Illinois Response to COVID-19

DATE	EVENT
March 9	All counties in the State of Illinois claimed as a disaster area (First Gubernatorial Disaster Proclamation)
March 11	Governor Pritzker declared all counties in State of Illinois as a disaster area (Second Gubernatorial Disaster Proclamation)
March 23	Gov. Pritzker issues Stay-at-Home order for State of Illinois
April 23	Stay at Home order extended from April 30 to May 30
May 5	Restore Illinois plan issued for increased testing, PPE, contact tracing, and research
July 15	COVID-19 mitigation plan issued to address resurgence in different regions across the state

Sources: State of IL Coronavirus (COVID-19) Response, IL Office of Governor JB Pritzker Press Releases

2. Distrust in Government

The Trump administration provided competing and contradictory messaging with respect to what and how data collected for the Census would be used by other government agencies. Starting in 2018, numerous administrative attempts were made to add a citizenship question to the Census, which culminated in a 2019 ruling by the Supreme Court to prevent the addition of this question primarily because of the lack of administrative justification for collecting such data. While the Trump administration claimed that this data was necessary for enforcement of the Voting Rights Act, Justice Roberts dismissed this claim, calling it “pretextual” (i.e., without merit)⁶. Additional attempts by the Trump administration to impose a wealth test on green card petitions (i.e. “public charge”) and increased raids and deportations by the Department of Homeland Security continued to amplify concerns and distrust among the immigrant community. In July 2020, the Trump administration released a memo arguing the case for excluding “illegal aliens” from the state population counts⁷. The Illinois Census Office partnered with the State of New York in a lawsuit against the memo.

At the same time, lower-income, rural and White communities also expressed similar concerns of “distrust in government,” mirroring many of the experiences of urban Hard-to-Count communities. Many of the organizations that worked on the Census in rural and downstate communities noted that residents continually cited issues of lack of economic opportunity, scarcity of access to government support and underfunded schools. Many of these communities have already suffered from years of family and community devastation due to opioids and other drug addictions.

Finally, African American communities echoed similar concerns that were elevated and amplified after the murder of George Floyd on May 25, 2020 in Minneapolis, MN by a white police officer, Derek Chauvin. This event only added to a list of hundreds of Black men and women who had been killed by police in the past decade, who are often seen as the front lines of “government.” The Black community’s “distrust in government” runs far and deep as police brutality is only one of several institutional patterns that land hardest on African American communities. Disinvestment in public schools, disproportionate closures of schools in predominantly Black (and Latino) neighborhoods, displacement and evictions during the pandemic all combined to exacerbate the collective “distrust in government,” even as lines grew longer and longer for public benefits provided by trusted messengers and with public funding.

Trust in the federal government was already at an all-time low. According to the Pew Research Center, only 17% of Americans said they trust the government to do what is right⁸. It is likely that distrust of the government, paired with fears around the citizenship status question, discouraged census participation among many HTC populations.

6 Source: <https://www.npr.org/2019/06/27/717635291/supreme-court-leaves-citizenship-question-blocked-from-2020-census> accessed on 11/20/20

7 Source: Presidential Memorandum, 2020. [Memorandum on Excluding Illegal Aliens From the Apportionment Base Following the 2020 Census](#)

8 Source: Chicago Urban League Issue Brief, 2019. [ISSUE BRIEF Money and Power: The Economic and Political Impact of the 2020 Census on Illinois](#)

3. Uncertainty Caused by Administrative Deadline Changes

The Illinois Census Office had to address the need to revise and update terms for contracting and budgeting for outreach partners due to COVID-19 and the uncertainty around the deadline for census completion. The U.S. Census Bureau (USCB) originally planned to complete 2020 census field operations by July 31, 2020, by which time the Illinois outreach campaign would have ended. From July to September the deadline for census completion was changed 6 times. This necessitated the renegotiation of contracts and budgets of the 400+ groups promoting the Census in Illinois and to the outreach partners supporting them. This also impacted outreach partners who relied on access to grant funds to continue their efforts.

The chart below shows the numerous USCB timeline revisions made for the 2020 Census.

Adjusted U.S. Census Bureau Operation Timeline

OPERATION	PLANNED SCHEDULE	REVISED SCHEDULE
Self-Response	March 12 - July 31	March 12 - October 15
Group Quarters (e-Response & Paper Enumeration)	April 2 - June 5	April 2 - September 3
Non-Response Follow Up	May 13 - July 31	July 16 - October 15
In-Person Group Quarters Enumeration	April 2 - June 5	July 1 - September 30
Service Based Enumeration	March 30 - April 1	September 22 - September 24
Count of People Experiencing Homelessness Outdoors	April 1	September 23 - September 24
Enumeration of Transitory Locations	April 9 - May 4	September 3 - September 28
Apportionment Data Sent to the President	December 31	December 31

Source: USCB website [2020 Census Operational Adjustments Due to COVID-19](#)

Notable Findings on Self-Response Rates

- At the time of this report, final Census data has not been released. This report provides analysis based on the self-response rates from the United States Census Bureau (USCB) and American Community Survey (ACS) data.
- Six out of the ten counties with lowest self-response rates are categorized as rural
- The Collar Counties had the highest median self-response rate⁹ (78.9%)
- Suburban Cook County had the second highest self-response rate (76.3%)

⁹ Median is weighted by households in each county, as for each of the 12 Illinois Census Regions

- The City of Chicago had the lowest self-response rate of the 12 Illinois Census Regions¹⁰ (60.9%)

Please note, the self-response rate is not the final count that is recorded by the USCB. During the non-response follow-up period (NRFU), enumerators (USCB field staff) are sent out to knock on doors and speak with neighbors, landlords and other community members to try to identify households who have not responded. Additionally, households are counted with administrative records, by neighbor proxy, and other scientific methods/calculations. While it has been reported that 99-100% of households have been “enumerated” by the United States Census Bureau (USCB) during this period, it is important to note that being “enumerated” does not mean that members of households were actually counted, only that door-knocking and attempts by field workers were recorded. It did not matter if a household was accurately counted or not, only that the USCB could confirm that attempts had been made. This is an important distinction since there is a high likelihood of an undercount in many of the “Hard-to-Count” (HTC) communities that are less likely to speak to enumerators. This negatively impacts these communities that rely heavily on government support services such as Head Start programs and access to public health clinics.

Notable Findings on Demographic Trends¹¹

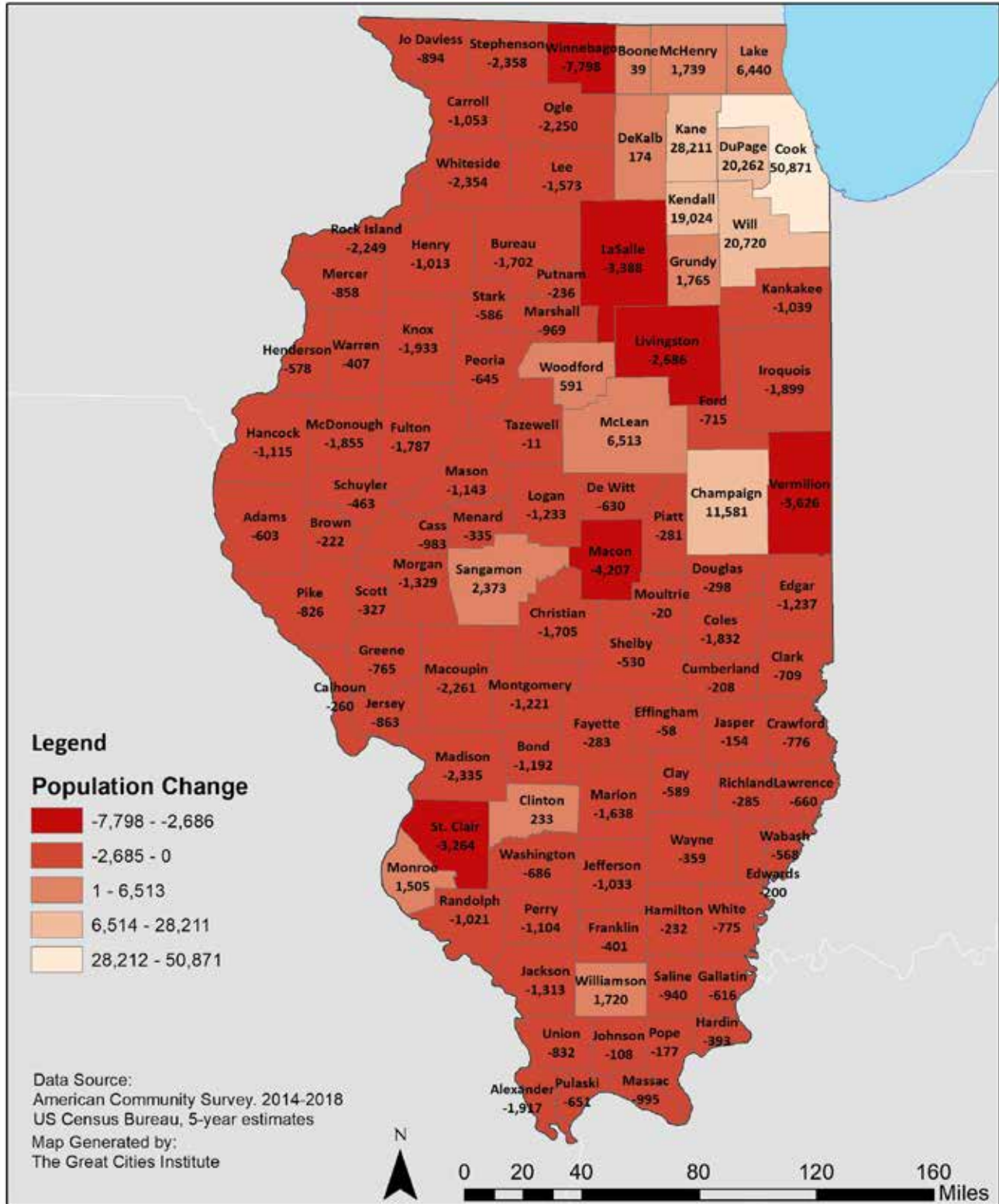
- The Collar Counties (counties surrounding Cook County) have seen population growth since the last census. Map 2 shows that there is estimated population growth in Lake County (6,440), McHenry County (1,739), DeKalb County (174), Kane County (28,211), Kendall County (19,024), and DuPage County (20,262).
- While there is an overall majority of Central Illinois counties that are decreasing in population size, there are four counties in that region that are increasing in population including Woodford County (541), McLean County (6,513), Champaign County (11,581), and Sangamon County (2,373). (See Map 2)
- While there is a similar trend of general population decreases in Southern Illinois, there is estimated population growth occurring in Monroe County (1,505), Clinton County (233), and Williamson County (1,720). (See Map 2)
- The census tracts¹² that contain the largest estimated population increases (2,228 to 6,772) in Collar Counties include Lake County, McHenry County, Kane County, and Kendall County. (See Map 4)
- Census tracts predominantly within the South Side of the City of Chicago in West Englewood, Englewood, Auburn Gresham, and Chatham neighborhoods are estimated to experience population declines despite the overall population increase in Cook County. (See Map 3 and 4)
- The census tracts with the largest estimated decreases in population size (from -525 to -1,554) are contained in Alexander County, Johnson County, St. Clair County, Jefferson County, and Union County. (See Map 5)

¹⁰ See map of Illinois Census Regions on page 15

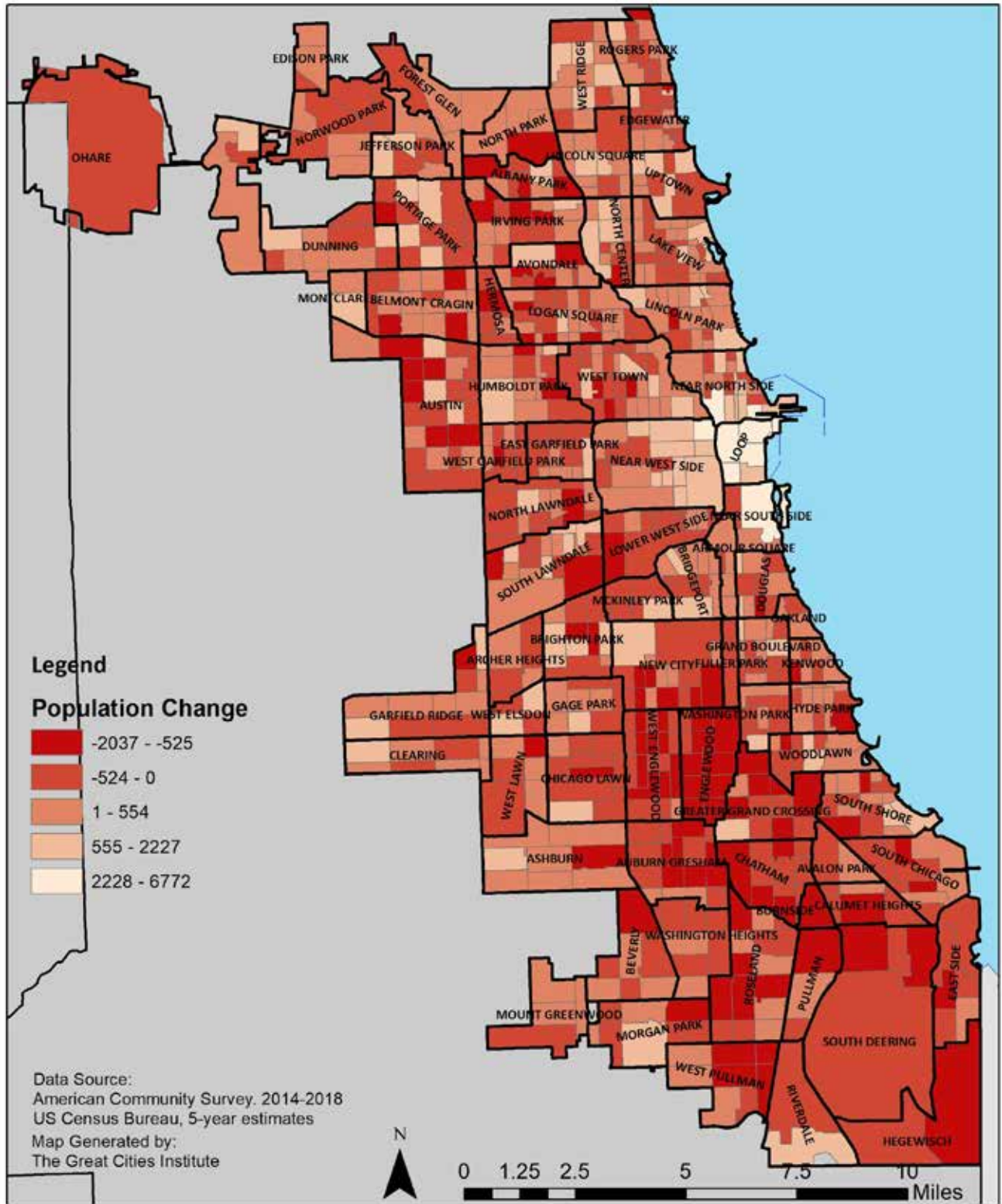
¹¹ U.S. Census Bureau. 2010 and 2018 American Community Survey, 5-year estimates.

¹² Census Tracts are small, relatively permanent statistical subdivisions of a county or equivalent entity that are updated by local participants prior to each decennial census as part of the Census Bureau’s Participant Statistical Areas Program. [Source](#)

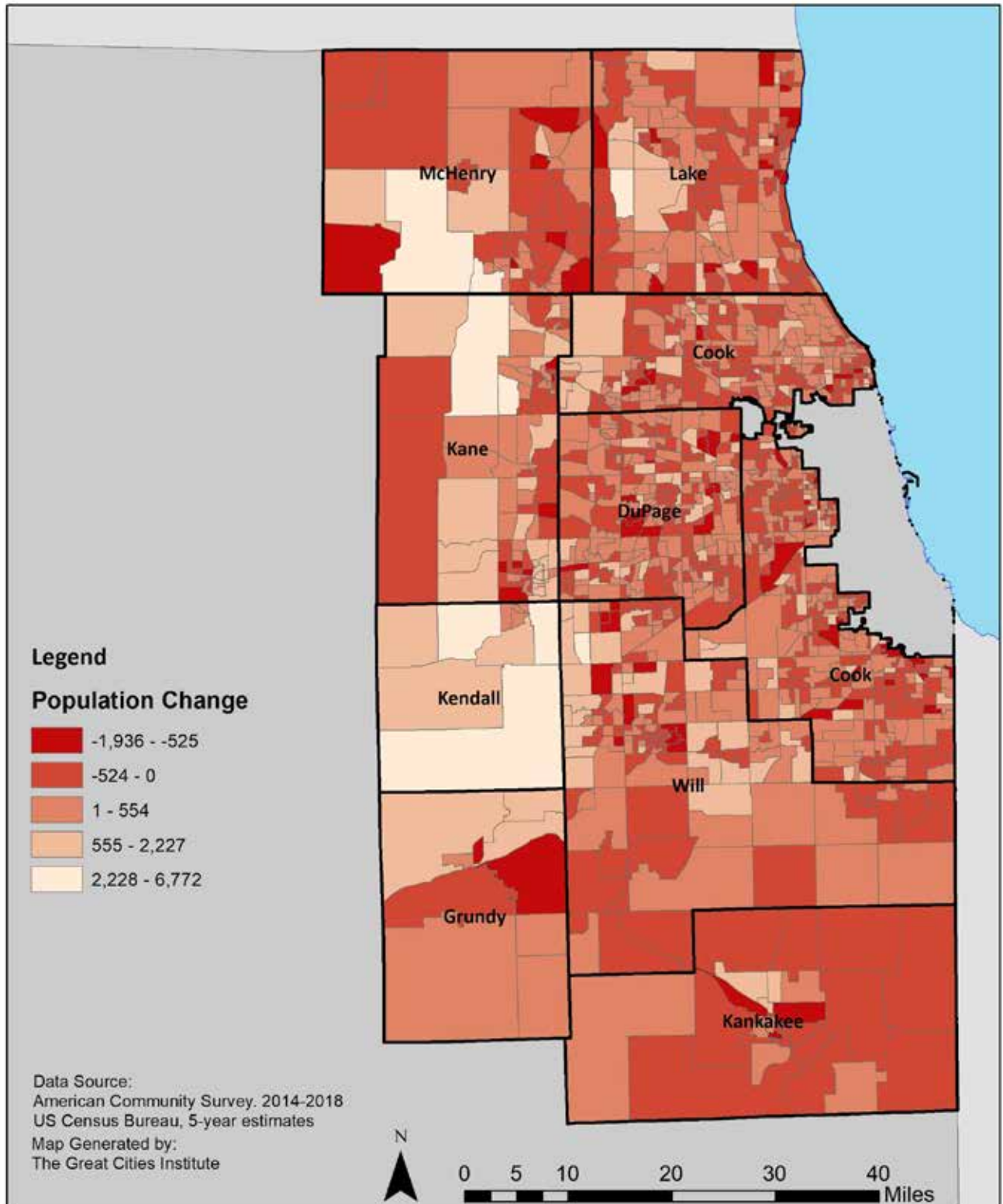
Map 2: State of Illinois, Population Change (2006-2010 to 2014-2018)



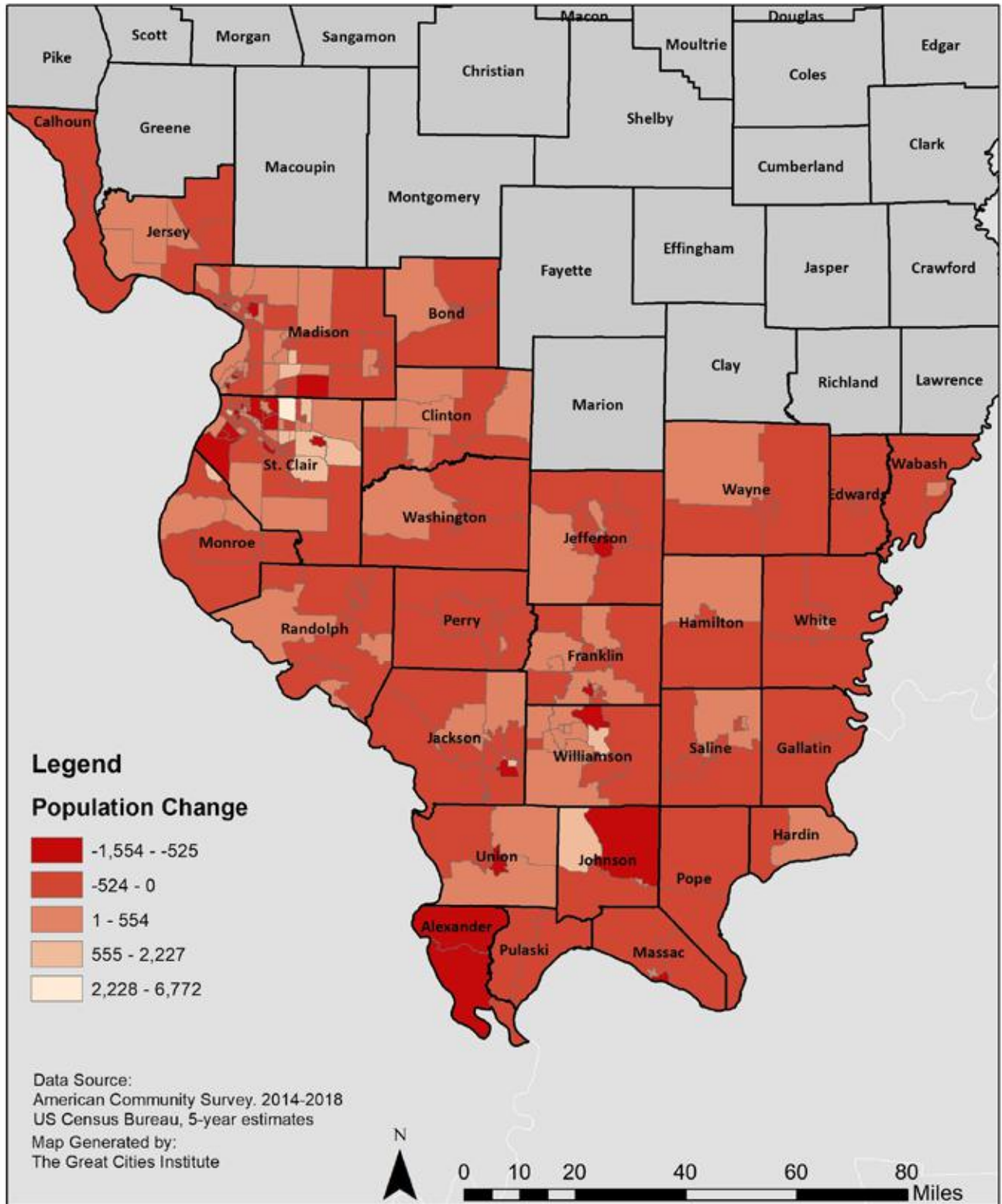
Map 3: City of Chicago Census Tracts, Population Change (2006-2010 to 2014-2018)



Map 4: Collar Counties and Suburban Cook, Population Change (2006-2010 to 2014-2018)

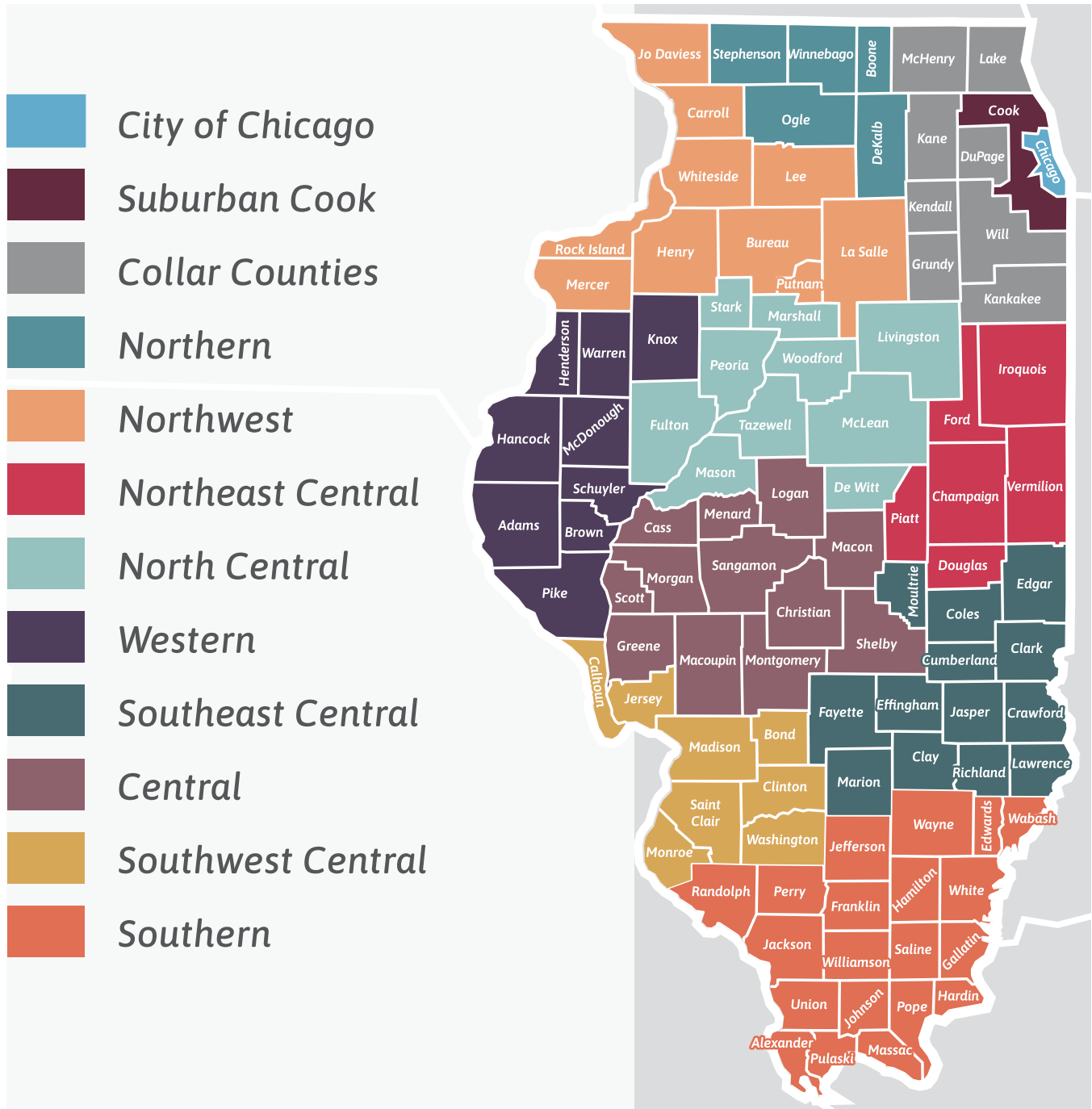


Map 5: Southern Illinois, Population Change (2006-2010 to 2014-2018)



Regional Intermediaries (RIs) and Subrecipients (SRs) were assigned across 12 Illinois Census Regions as seen in map 6 below (see Appendix B for a list of the RIs and SRs by region).

Map 6: Illinois Census Program Regions



Source: Illinois Department of Human Services [Illinois Census Office Region Map](#)

Table 1 below shows the median self-response rates for each of the 12 Illinois Census regions¹³ ranked by self-response rate.

TABLE 1. ILLINOIS CENSUS REGIONS RANKED BY SELF-RESPONSE RATE, OCTOBER 28, 2020		
Region	Households	Self-Response Rate
Collar Counties	1,215,229	78.9%
Suburban Cook County*	929,597	76.3%
Northern	213,404	74.8%
North Central	254,764	73.5%
Northwest	202,155	72.6%
Southwest Central	264,462	71.9%
Central	221,179	71.8%
Southeast Central	112,392	69.3%
Western	87,665	69.1%
Northeast Central	144,794	68.8%
Southern	164,053	65.6%
City of Chicago	1,055,900	60.9%

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)

*Unincorporated Cook County not included

Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

Note: Self-response rates represent a household-weighted median

The Collar Counties region had the highest median self-response rate at 78.8 percent as well as the largest number of households. By comparison, the Chicago region, which has the second-largest number of households, had the lowest median self-response rate at 60.9 percent.

The 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) in 2019 found that certain characteristics such as low educational attainment, low income, and racial or ethnic identity were related to “low levels of intent” to participate in the census,¹⁴ thereby identifying them as hard-to-count populations. The table below provides a comparison of important demographics between the Collar Counties and the City of Chicago that impact census participation.

TABLE 2. COLLAR COUNTIES AND CITY OF CHICAGO CHARACTERISTICS								
Census Region	Population	Change in Population Since 2010	Asian	Black	Latino	White (non-Latino)	Bachelor's Degree or Higher	Median Household Income
Collar Counties	3,427,905	1.3%	7.5%	7.3%	19.6%	64.6%	39.6%	\$84,154
City of Chicago	2,693,976	-0.10%	6.4%	30.1%	29.0%	32.8%	38.4%	\$55,198

Source: American Community Survey 2019 Estimates

¹³ Self-response rates represent a household-weighted median

¹⁴ Source: Census Bureau Report, 2019: [2020 Census Barriers, Attitudes, and Motivators Study Survey Report](#)

Taking a closer look at these and other relevant factors such as youth, spoken language, and Internet proficiency will help to inform outreach strategies for Census 2030 in reaching populations that are hardest to count and improving overall response for the state. We strongly recommend examining actual self-response rates with the final Census numbers, along with these factors to determine the likelihood of severe undercounts across the state.

The table below shows the top 10 Illinois counties with the highest self-response rates. Northern regions generally maintained higher self-response rates than southern regions, however Monroe County in the Southwest region shows the highest self-response rate at 82.9 percent. With the exception of Monroe in the Southwest region and Effingham in the Southeast Central region, all of the top 10 counties are in northern regions.

While Monroe ranks first in self-response, it is only the ninth largest by population. Effingham ranks last in self-response but is larger than Monroe by roughly 200 households. While DuPage County has the largest number of households, it ranks fourth in self-response. All of the counties with the top ten highest self-response rates are classified as urban with the exception of Cook County in which the City of Chicago is located.

TABLE 3. TOP 10 COUNTIES RANKED BY SELF-RESPONSE RATE, OCTOBER 28, 2020			
Rank	County	Households	Self-Response Rate
1	Monroe	13,349	82.9%
2	Kendall	41,364	82.3%
3	McHenry	112,669	82.3%
4	DuPage	342,195	80.8%
5	Boone	18,731	78.7%
6	Will	230,136	78.6%
7	Woodford	14,566	78.4%
8	Piatt	6,700	78.2%
9	Kane	182,223	77.5%
10	Effingham	13,555	77.3%

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)

The self-response rates for each of the twelve Illinois Census Regions and their residing counties, municipalities or localities can be found in Appendix G.

The map below shows a map of the 10 counties with the lowest self-response rates, followed by a table providing a comparison of county demographics ranked by self-response rate. Six of these 10 counties are classified as rural. Based on 2020 self-response rates and characteristics that impact census participation, these counties have been identified as the hardest to count.

Map 7: Counties with the Lowest Self-Response Rate in 2020

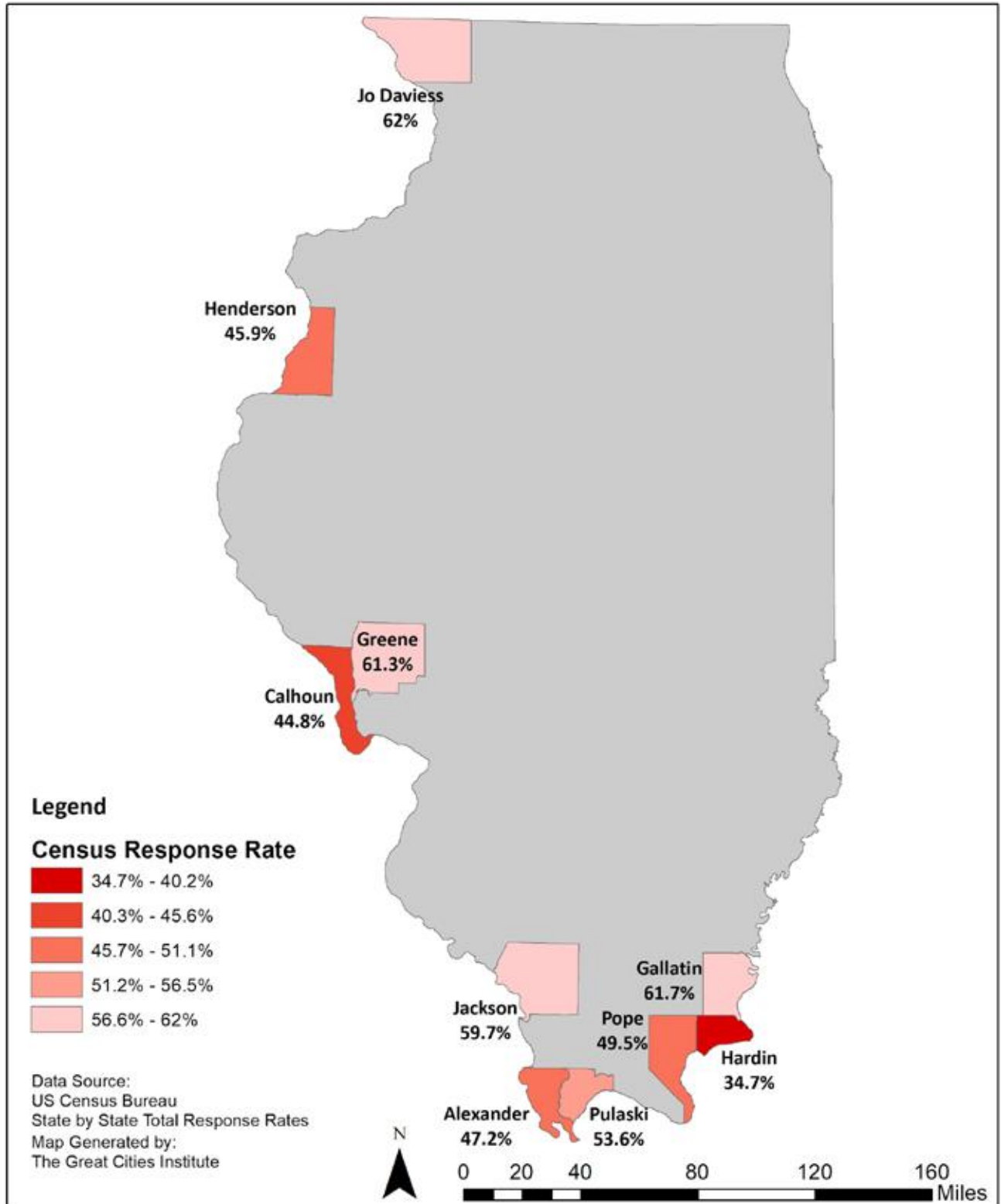


TABLE 4. HARD-TO-COUNT COUNTIES IN ILLINOIS

County	Population	Change in Population Since 2010	Oct 28, 2020 Self-Response Rate	Black	Asian	Latino	White (non-Latino)	Bachelor's Degree or Higher	Median Household Income	Rural
Jo Daviess	21,235	-6.4%	62.0%	0.8%	0.5%	3.2%	94.4%	23.8%	\$57,083	Yes
Gallatin	4,828	-13.6%	61.7%	0.7%	0.2%	1.6%	95.3%	9.9%	\$42,500	Yes
Greene	12,969	-6.6%	61.3%	1.3%	0.2%	1.3%	96.1%	12.4%	\$46,052	Yes
Jackson	56,750	-5.7%	59.7%	15.2%	3.5%	4.7%	74.0%	36.0%	\$37,802	No
Pulaski	5,335	-13.4%	53.6%	30.6%	0.4%	2.5%	63.3%	12.3%	\$33,799	Yes
Pope	4,177	-6.6%	49.5%	5.4%	0.4%	1.7%	90.5%	13.4%	\$40,671	Yes
Alexander	5,761	-30.1%	47.2%	31.8%	0.3%	1.9%	63.7%	11.3%	\$34,709	No
Henderson	6,646	-9.3%	45.9%	0.6%	0.5%	1.9%	95.6%	15.4%	\$52,712	No
Calhoun	4,739	-6.9%	44.8%	0.4%	0.3%	1.4%	97.1%	13.6%	\$54,392	No
Hardin	3,821	-11.6%	34.7%	0.4%	0.5%	2.4%	94.5%	11.2%	\$43,081	Yes

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)

Of the 10 counties with the lowest self-response rates, Jo Daviess had the highest response while having the second highest population and percentage of the population with at least a four-year degree. This county also has the highest median household income and the vast majority of the population is White (non-Latino). By comparison, Hardin County had the lowest self-response rate while having the smallest population and percentage of the population with at least a four-year degree, and is classified as rural. The vast majority of Hardin county is also White (non-Latino).

As racial or ethnic identity, low income, and low educational attainment have been identified in the Census Bureau's 2020 CBAM study as being related to "low levels of intent" to participate in the census, three counties stand out as the hardest to count with lower figures across these characteristics: Pulaski, Alexander, and Hardin.

- Pulaski County has the second largest percentage of the population that identifies as African American, the lowest median household income, and the fourth smallest percentage of the population with at least a four-year degree. Pulaski is also classified as a rural county, which previous censuses have identified as more difficult to count than their urban or suburban counterparts.
- Alexander County has the largest percentage of the population that identifies as African American, the second lowest median household income, and the second smallest percentage of the population with at least a four-year degree.
- Hardin County, while having the smallest population of all Illinois counties, had the lowest self-response rate. The vast majority of the population identifies as White (non-Latino). Of these counties with the ten lowest self-response rates, Hardin has the second smallest percentage of the population with at least a four year degree, the fifth lowest median household income, and is classified as rural.

Focusing on Pulaski, Alexander, and Hardin counties should be a priority for Census 2030.

Illinois Self-Response Compared to Other States

The 2020 census began in Illinois on March 12th. As of October 15th, 71.4 percent of Illinois households have voluntarily completed their census form online, by phone or mail. Of those 3.4 million households, 58.3 percent had responded online and roughly 41 percent by phone or mail. Illinois self-response rates consistently remained among the highest in the nation, and the state's 2020 response has surpassed its 2010 response. The table below shows the top 10 states with the highest self-response rates.

TABLE 5. TOP 10 STATES RANKED BY SELF-RESPONSE RATE, OCTOBER 28, 2020

Rank	State	Total Households	Self-Response Rate	Number of Households Responded
1	Minnesota	2,167,801	75.1%	1,628,019
2	Washington	2,800,423	72.4%	2,027,506
3	Wisconsin	2,343,129	72.2%	1,691,739
4	Nebraska	754,063	71.9%	542,171
5	Iowa	1,256,855	71.5%	898,651
6	Virginia	3,128,415	71.5%	2,236,817
7	Illinois	4,830,038	71.4%	3,448,647
8	Michigan	3,909,509	71.3%	2,787,480
9	Maryland	2,192,518	71.2%	1,561,073
10	Utah	957,619	71.0%	679,909

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)

Illinois ranks seventh among states with the highest self-response rates, but has the highest self-response rate among the top ten most populous states, as shown in the table below.

TABLE 6. TOP 10 MOST POPULOUS STATES RANKED BY SELF-RESPONSE RATE, OCTOBER 28, 2020

Rank	State	Total Households	Self-Response Rate	Number of Households Responded
1	Illinois	4,830,038	71.4%	3,448,647
2	Michigan	3,909,509	71.3%	2,787,480
3	Ohio	4,654,075	70.7%	3,290,431
4	Pennsylvania	5,025,132	69.6%	3,497,492
5	California	12,965,435	69.6%	9,023,943
6	New York	7,316,537	64.2%	4,697,217
7	Florida	7,621,760	63.8%	4,862,683
8	North Carolina	3,918,597	63.4%	2,484,390
9	Georgia	3,709,488	62.9%	2,333,268
10	Texas	9,553,046	62.8%	5,999,313

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)

Of the top ten states that invested the most in census outreach, Illinois made the third largest investment and holds the second highest self-response rate, trailing Washington by one percentage point.

Of the most populous states, Illinois made the third largest investment and had the highest self-response rate of 71.4 percent, followed by California at 69.6 percent, and New York at 64.2 percent.

The table below shows the top 10 states with the largest public investment ranked by per capita census funding.

TABLE 7. TOP 10 STATES WITH LARGEST PUBLIC DOLLARS INVESTED, RANKED BY PER CAPITA INVESTMENT					
Rank	State	2020 Census Funding by the Legislature	2019 Population Estimate	Per Capita Census Investment	Self-Response Rate, October 27, 2020
1	New Mexico	\$11,500,000	2,096,829	\$5.48	58.7%
2	California	\$187,000,000	39,512,223	\$4.73	69.6%
3	Illinois*	\$30,500,000	12,671,821	\$2.41	71.4%
4	Washington	\$15,464,000	7,614,893	\$2.03	72.4%
5	Oregon	\$7,730,772	4,217,737	\$1.83	69.2%
6	Nevada	\$5,000,000	3,080,156	\$1.62	66.6%
7	Michigan	\$16,000,000	9,986,857	\$1.60	71.3%
8	North Dakota	\$1,000,000	762,062	\$1.31	65.2%
9	Colorado	\$6,000,000	5,758,736	\$1.04	70.0%
10	New York	\$20,000,000	19,453,561	\$1.03	64.2%

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#), National Council of State Legislatures

*Illinois census investors not included in this table: City of Chicago, Secretary of State, Cook County, and private philanthropy

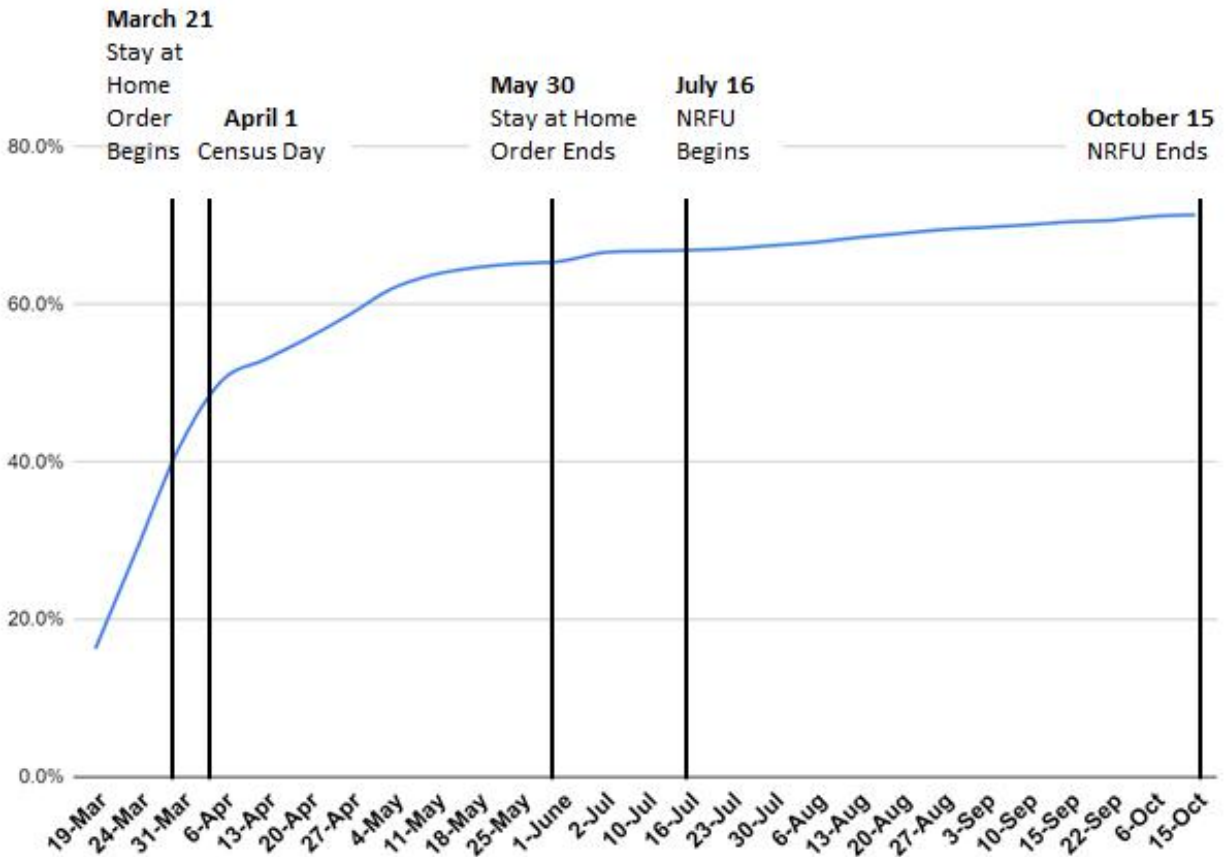
Note: This table shows FY20 state investments and does not include FY21 investments.

The following section reviews the weekly rate of growth in Illinois self-response, the self-response in urban versus rural counties, and self-response among census tracts that are majority White compared to those in tracts that are majority people of color across Illinois.

Self-Response Trends

Illinois saw the largest growth in self-response rates in the first three months of the self-response rate period, with roughly 3 percentage points weekly through May, with diminishing return on outreach efforts at less than 1 percentage point weekly through October. The graph below shows the weekly growth in Illinois self-response rates from March 12 through October 15, 2020, highlighting key events.

Figure 1. March - October Weekly Self-Response Rates



Sources: US Census Bureau [State by State Total Response Rates, 2020 Census Operational Adjustments Due to COVID-19](#), Illinois Dept. of Human Services [Executive Order 2020-10](#)

There were significant challenges to ensuring a complete count in Illinois. While self-response rates consistently ranked among the highest in the nation, there were disparities across the state.

Rural-Urban Response Rates

Rural areas nationwide have lower response rates than their urban counterparts. The U.S. Census Bureau’s “Update Leave” operation is designed to reach rural and other sparsely populated areas to ensure their communities are counted.

During “Update Leave,” census takers drop off 2020 Census invitation packets at households in areas where the majority of households may not receive mail at their home’s physical location, such as small towns where mail is only delivered to post office boxes or areas recently affected by natural disasters. According to the U.S. Census Bureau, this operation reaches approximately 6.8 million households in the United States and Puerto Rico. Without this process, these communities would be at greater risk of an undercount, losing more rather than gaining the resources and representation that they need.

Rural areas in Illinois faced challenges in responding to the 2020 Census. Update leave was suspended due to the pandemic but resumed in the end of June, which was after the majority of

counties had already received invitations in mail to respond online. Additionally, On average, rural communities have less access to broadband internet than more urbanized areas, and some rural areas have higher rates of poverty which are associated with lower Census response rates.

Counties in western and southern Illinois have shown lower response rates than in other regions of the state, and response rates in rural counties trailed behind their urban counterparts. Self-response rates for rural counties in Illinois generally trailed behind their urban counterparts by roughly 4 percentage points, with the largest gap of 5 percentage points in July and the smallest of just over 3 percentage points in October¹⁵.

For a full list of rural counties in Illinois, see Appendix G. The table below shows the median self-response rate for rural, urban, and all counties weighted by the total number of households in each category.

TABLE 8. RURAL-URBAN SELF-RESPONSE RATES, OCTOBER 28, 2020	
All Counties	71.4%
Urban Counties	72.0%
Rural Counties	67.1%

Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)
 Note: The self-response rates for urban and rural counties represent a household-weighted median.

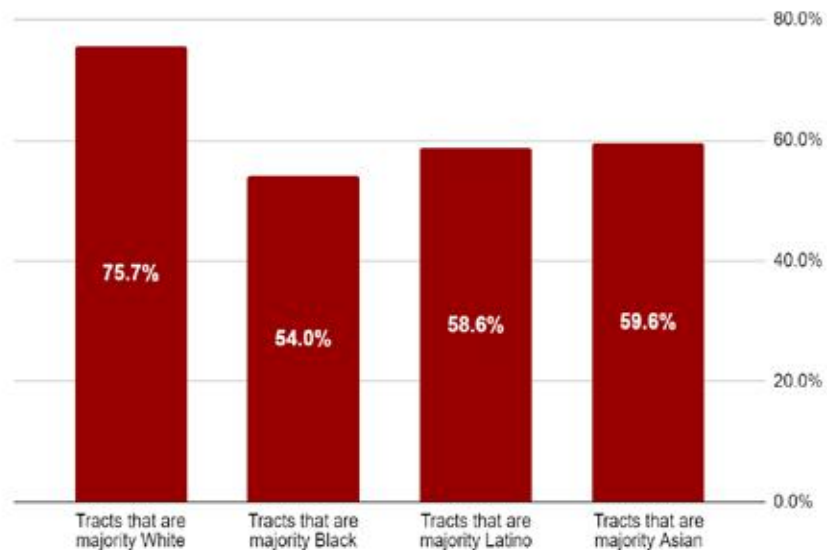
Self-Response Rates Among Communities of Color

Previous decennial censuses found that communities of color had relatively low response rates, and this trend continued into Census 2020. Self-response rates in Illinois census tracts that were majority people of color trended below the state average. By October, the gap in self-response rates between census tracts that were majority African American, Asian, and Latino narrowed, though tracts that were majority African American trailed behind others by four percentage points. Throughout outreach efforts, the self-response rate among tracts that were majority White (non-Latino) averaged roughly 20 percentage points higher than among tracts that were majority people of color.

The figure below shows the median response rates in Illinois for census tracts that are majority African American, Asian, Latino, and White as of October 15, 2020.

¹⁵ County region medians weighted by number of households

Figure 2. October 28, 2020 Illinois Self-Response Rates Based On Majority Population



Sources: US Census Bureau [State by State Total Response Rates](#), American Community Survey [2019 Population Estimates Census Data](#)
Note: Data are based on approximately 90% of Illinois census tracts for which both response rates and race/ethnic data are available.

Illinois census tracts that are majority African American had the lowest self-response compared to tracts that are majority White (non-Latino), majority Asian, or majority Latino. Majority African American tracts consistently trended below the national average. As of October 28, the median self-response for Illinois tracts that are majority African American were 13 percentage points lower than the national average. Taking into consideration the multiple challenges facing communities of color and rural areas, the IDHS broke down outreach into 12 regions so that organizations were able to target their outreach efforts and ensure that hard-to-count communities were effectively reached (see map 6 or appendix B for a list of the RIs and SRs by region).



THE ILLINOIS 2020 CENSUS GRANT PROGRAM AND KEY ACTORS

Overview

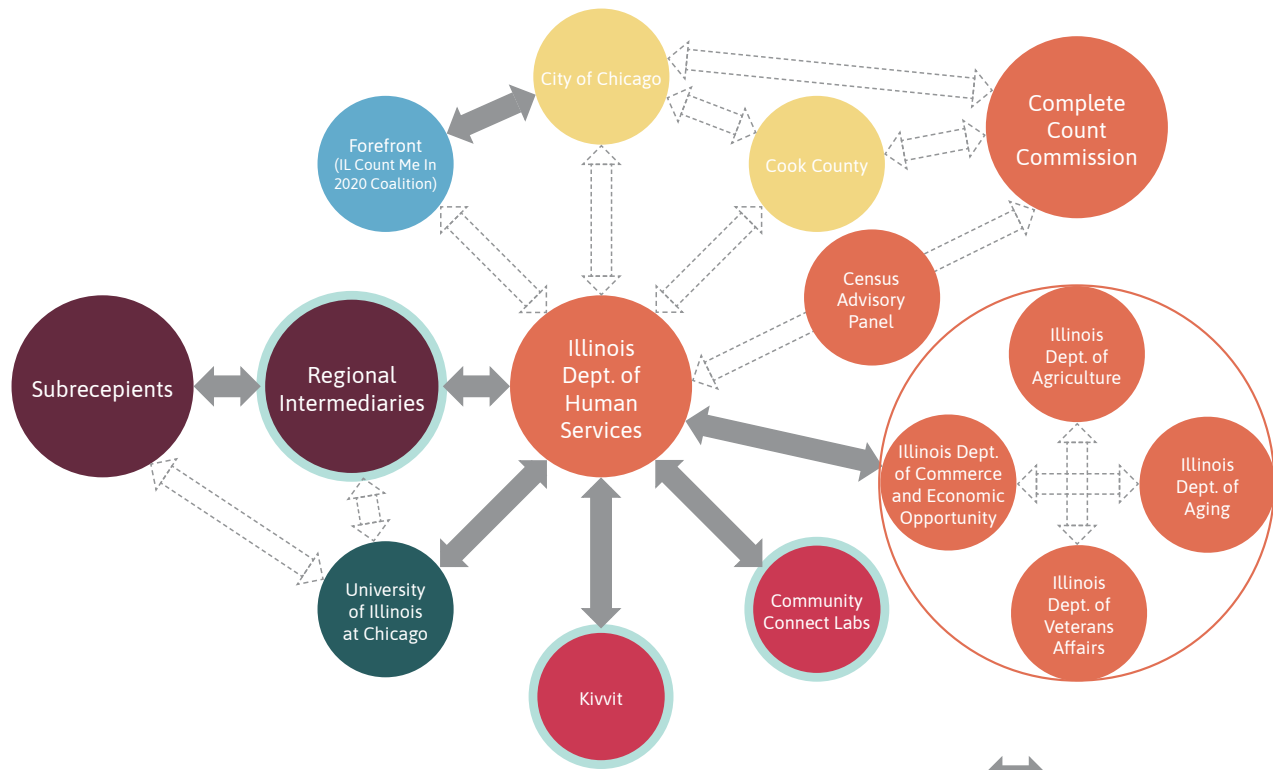
The Census Office within the Illinois Department of Human Services (IDHS) was created to lead and coordinate a comprehensive outreach effort and ensure a successful outcome for the Illinois 2020 Census. Great focus was placed on the 31 Regional Intermediaries (RIs), who in turn funded over 400 nonprofits and municipal governments as Subrecipients (SRs) across the state (see complete list of organizations in Appendix B). These organizations conducted outreach and education, as well as provided assistance to help Illinois residents complete the census questionnaire. As the result of COVID-19, the community-based efforts had to be re-organized to change from activities involving in-person contact to virtual contact. There were also important partnerships across all levels of government, agencies, complete count commissions and other leaders in the field that greatly informed and benefitted the Census Office work.

The networked governance model (known colloquially as the “hub and spoke model”) was a defining feature of the grant project. Spanning across the state, a group of 31 RIs anchored 31 networks by region, HTC or both. Some RIs anchored several networks at the same time. The concept of networked governance can also be used among agencies and municipalities that must deal with public policy issues that transcend geography such as public health, transportation, environment and shared services.

A general structure of the Illinois 2020 Census Community Outreach Grant program can be seen below. This organizational chart identifies the many actors at play and how they interacted with each other. A solid line represents a direct funded relationship, whereas a dotted line

represents an un-funded yet collaborative relationship. Each actor is color coded, with their respective responsibilities highlighted in text boxes below the chart.

Figure 3. Illinois 2020 Census Outreach Partners



↔ **Funded Relationship**
 ⋯↔ **Working Relationship**

STATE ACTORS			
Complete Count Commission Supported state agencies and organizations conducting the census educational campaign and public outreach	Census Advisory Panel Supported the selection and funding of Regional Intermediaries, supported census messaging for Hard-to-Count populations	Illinois Dept. of Human Services Selected Regional Intermediaries, managed grants, and co-hosted outreach trainings with UIC	
Illinois Dept. of Aging Conducted outreach to their own specific network of constituents about the census	Illinois Dept. of Commerce and Economic Activity Conducted outreach to their own specific network of constituents about the census	Illinois Dept. of Agriculture	Illinois Dept. of Veterans Affairs

OUTREACH ACTORS	
Regional Intermediaries Organizations that managed and trained Subrecipients and conducted outreach as Trusted messengers	Subrecipients Conducted outreach as Trusted messengers

PHILANTHROPIC
Forefront Intermediary organization of Illinois-based private foundations that formed the statewide advocacy coalition <i>Illinois Count Me In 2020</i> that organized outreach in Hard-to-Count communities and helped organizations educate and canvass for get-out-the-count efforts.

TECHNICAL ASSISTANCE
University of Illinois at Chicago Hosted statewide convenings, outreach and technical trainings, created the Map the Count online platform, and provided technical assistance and data analysis for Regional Intermediaries and Subrecipients

OTHER PUBLIC ACTORS	
City of Chicago	Cook County Supported the census educational campaign, social media and other outreach messaging

EDUCATIONAL CAMPAIGN		
Regional Intermediaries	Kivvit	Community Connects Lab
Conducted outreach to educate the public about the census		

DIGITAL ACTORS	
Kivvit Media strategies consulting firm that implemented a statewide advertising campaign for Census 2020 with special focus on Hard-to-Count communities	Community Connects Lab Technology tool consulting firm that managed a statewide texting campaign

How the Outreach Program Was Administered

In June of 2019, Governor Pritzker announced Executive Order 2019-10 creating the Census Office within IDHS. The order tasked the newly created Census Office with “conducting outreach and education, distributing critical funding to ensure an accurate and complete census count throughout Illinois, and providing grant oversight and assistance.”¹⁶ The order also created the Census Advisory Panel of 12 members, later expanded to 13 members, appointed by the Governor and both chambers of the legislature. A full list of panel members can be found in the Appendix A¹⁷. Monthly reports were produced detailing progress on census outreach.¹⁸

As part of Executive order 2019-10, IDHS convened monthly meetings with the Census Advisory panel to construct the parameters of the program and structure grant requirements.¹⁹ All parties at the state level understood that reaching hard-to-count populations such as African American, Latino, Asian, rural populations, children, migrants, and veterans, was the topmost priority as an undercount would severely reduce funding (see Appendix M for a complete list of HTCs, definitions, and RI assignments). As the Executive order noted, “even a one-percent undercount would result in the State losing \$19,557,435 per year for a decade, resulting in a total loss of \$195,574,350.”²⁰

The major strategy of the state’s 2020 Census self-response promotion was through the Illinois 2020 Census Outreach Grant Program, in which IDHS distributed \$36,128,866 to nonprofit, governmental and other public actors to educate and engage communities during fiscal years 2020 and 2021. A total of 31 grantees, known as Regional Intermediaries (RIs), and 400+ public and private organizations and municipal governments, known as Subrecipients, worked in 12 regions across the state. Sometimes referred to as networked governance, this “hub and spoke” model relies on a series of diverse and dispersed actors working toward a common goal. As opposed to a top-down hierarchy dictating orders, networked governance involves a lead grantee and on the ground contractors and clients negotiating program strategy, planning, and implementation. The interconnected relationships between IDHS administrators, private sector philanthropists, grantees and their vendors as well as the general public were all grounded by the work of RIs.

The RIs and Subrecipients worked as “Trusted Messengers” to encourage households to respond to the census. The Census outreach efforts supported all Illinoisans in completing their Census form, and as specified in the Executive Order, particular priority was placed on reaching Hard to Count (HTC) communities that were identified as having low response rates based on previous censuses.

The Role of Regional Intermediaries and Subrecipients

In early 2020 the Regional Intermediaries and their Subrecipients launched an aggressive community outreach campaign to reach as many of the 4.9 million households in Illinois as possible. The RIs and their Subrecipients’ activities broadly fell into 3 categories:

¹⁶ Executive Order 2019-10 [IDHS: Executive Order 2019-10](#)

¹⁷ Open Meetings [IDHS: Open Meetings](#)

¹⁸ Census Office Reports [IDHS: Illinois 2020 Census](#)

¹⁹ Areas for Discussion [IDHS: Areas for Discussion](#)

²⁰ Executive Order 2019-10 [IDHS: Executive Order 2019-10](#)

TYPES OF OUTREACH

Community-wide education	Direct engagement	Questionnaire assistance
<ul style="list-style-type: none"> • Television • Radio • Print media • Social media • Live-streamed virtual workshops • Mobile billboards • Transit advertisements • Seminars • Parent workshops • Promotional materials • Mailed materials 	<ul style="list-style-type: none"> • Severely curtailed due to Covid-19 • Direct outreach by phone and mobile texts • Supplied census materials to: <ul style="list-style-type: none"> – School lunch programs – Food distribution centers – Medical clinics and hospitals – Essential businesses such as grocery stores and laundromats 	<ul style="list-style-type: none"> • Also severely restricted due to Covid-19 • Telephone guidance • Facebook guidance • Staff and volunteers sent to: <ul style="list-style-type: none"> – Food pantry lines – Grocery stores – Other locations • Use of internet-connected technology to fill out the survey on the spot with residents

- **Community-wide education**

General messages delivered through traditional and social media outlets were customized by Regional Intermediaries. Groups promoted the Census through traditional television, radio and print outlets and also social media. Techniques included live-streamed virtual workshops, mobile billboards (such as vehicles circulating within neighborhoods), advertisements within transit systems, seminars, parent workshops, promotional materials, and materials sent to households through the U.S. Postal Service.

- **Direct engagement**

Direct engagement was severely curtailed given the restrictions driven by COVID-19 mitigation efforts across the state. In order to pivot, organizations directly reached individuals and households by using phone and text communications. They also supplied census materials to school lunch programs, food distribution centers, medical clinics and hospitals, and essential businesses such as grocery stores and laundromats that remained open during the pandemic.

- **Questionnaire assistance**

Questionnaire assistance also was severely restricted. Closures of community centers, libraries, city halls, faith-based organizations prevented in-person questionnaire assistance which was the cornerstone of many of the organizations' strategies to get to their hard-to-count community members. Households that needed help completing their census forms

received guidance by telephone and Facebook. Once Phase 3 and 4 were entered, more organizations sent out staff and volunteers to food pantry lines, grocery stores and other locations with internet-connected technology to help residents fill out their Census forms.

The RIs and their SRs were just one part of the statewide coalition working towards a complete count in Illinois. For a full list of participants, please see Appendix B. To assist in these efforts, three teams within UIC's College of Urban Planning and Public Affairs (CUPPA) provided technical assistance which is covered later in this section under the subsection "Partners and Coordination."

Becoming a Regional Intermediary

Per the Executive order, the DHS sought counsel from the Census Advisory Panel to produce a Notice of Funding Opportunity to invite grant applicants to serve as Regional Intermediaries for the 12 regions of the state.

To apply to become a Regional Intermediary, DHS required applicants to meet specific qualifications, including GATA compliance criteria.²¹ Regional Intermediaries were the "central coordinators" for census outreach and provided "subawards to Subrecipients" over specific regions of the state.²² The GATA pre-application requirements for RIs included:

1. Have an active or create an account in the Grant Accountability and Transparency Act Grantee Portal Website (GATA)
2. Have or obtain a Data Universal Numbering System (DUNS) number
3. Have or obtain registration with System for Award Management (SAM) account number
4. Have a current status or register with the Illinois Secretary of State
5. Complete and submit the Fiscal and Administrative Risk Assessment, known as the Internal Controls Questionnaire in the Grantee Portal
6. Access the IDHS Community Service Agreement (CSA) tracking system and Centralized Repository Vault (CRV)
7. Complete and submit the Programmatic Risk Assessment (PRA) issued with the Notice of Funding Opportunity (NOFO)

The pre-application requirements for Subrecipients were the same for the Regional Intermediaries, as listed above.

Organizations that met the pre-application requirements and submitted a complete application were then scored on a scale of 1-100. The application focused on 5 major areas of service:

1. Collaboration and Coordination of Subrecipients
2. Education, Outreach, and Communication
3. Direct Engagement
4. Questionnaire Assistance and Participation
5. Data Collection and Reporting

²¹ Applicant Checklist for 2020 Census Regional Intermediaries <https://www.dhs.state.il.us/page.aspx?item=118335>

²² Illinois Census Office - Notice of Funding Opportunity - 20-444-00-2174-02 <https://www.dhs.state.il.us/page.aspx?item=119505>

Merit Based Review Process

It was critical for the IDHS Census Office, the Panel, and legislators that the applicant reviewers were diverse in race, geography, and experience with HTC populations. The review process was structured to be a balance between state and non-state employees. It was expected that some applicants and communities would not have been satisfied with all of the RI selections, so the state made sure to have a process that they felt community members would see as fair and respectable. Further information on the Merit Based Review Process can be found through these links: [Merit Based Review Process for 2020 Census NOFO](#) and [IDHS October Report](#).

Reporting Guidelines

Organizations that successfully completed the application process were provided with Uniform Grant Agreement (UGA), which establishes the terms for the grant award and requirements. All of the selected grantees were required to submit a budget consistent with their program goals. Monthly, grantees were required to submit program and fiscal reports to the Census Office. The reports included: Periodic Performance Reports (PPRs)²³, Periodic Financial Reports (PFRs)²⁴, Program Activity reports and Program Administration Reports. Program Activity reports were primarily numbers driven to show progress towards goals, while the Program Administration report provided a narrative description of program management, and successes or challenges in meeting a grantee's projected outcomes. Samples of all documents can be found in the digital archive²⁵.

Partners and Coordination

As previously noted, the Illinois 2020 Census Outreach Grant Program required the development of many existing partnerships and programs related to the census. There were important partnerships across all levels of government, agencies, complete count commissions and other leaders in the field that greatly informed and benefitted the Census Office work.

Key partnerships

Partnerships for the Census ran broad and wide given that many public entities acknowledged the same shared fate of losing millions of dollars and Congressional representation if we were unable to prevent severe undercounts of our communities. The partnerships listed below either strengthened coordination or provided technical assistance as needed by the Census grantees.

- **The Illinois Census Advisory Panel:** In coordination with the Governor's Office and IDHS management, the Census Office staffs the monthly meeting with the Advisory Panel (full list of Advisory Panel members in Appendix A) to share updates on the progress of the Illinois 2020 Census effort. A total of 17 Advisory Panel meetings were held from June 2019 to December, 2020. The Census Office also manages the IDHS/Illinois 2020 Census website where a monthly report on the work of the Illinois Census program is posted. Information on RIs and status of the grants' expenditures are also made available. Through this website, the work of the Census Office is transparent and accessible to all Illinois residents.

23 Blank Template PPR: <https://uofi.box.com/s/pakk6i5gadeknamkj5qicfv32occmrqm>

24 Blank PFR template: <https://uofi.box.com/s/hpkbkr6plul8010x4l0h1obvejplec3p>

25 Administrative Planning and Oversight folder <https://uofi.box.com/s/l0h253amv4aht7v58a8cavjks4m7sv2p>

- **The College of Urban Planning and Public Affairs - UIC (CUPPA-UIC):** Under contract with IDHS, there were three teams that worked on the Census project. The Department of Public Administration (DPA) Team (authors of this report) provided training on community engagement techniques, data analysis and technical support to the Regional Intermediaries. The DPA Team regularly convened the RIs to discuss best practices and to provide technical support such as data analysis of census response rates within local communities. The Urban Data Visualization Lab of UIC developed measures to identify hard-to-count communities, provided an on-line data reporting and geospatial analysis portal for the RIs, and trained RIs and SRs on their platform²⁶. The Nathalie P. Voorhees Center for Neighborhood and Community Improvement worked on outreach to other universities and colleges in the state and monitored the efforts of the Census Bureau and other actors with respect to the formerly incarcerated population in the state²⁷.
- **Kivvit²⁸ and Community Connect²⁹:** Working with Kivvit and Community Connect, the Census Office enhanced community education efforts led by RIs via strategies marketing to areas with low response rates and high HTC populations. [Kivvit](#) is a well-recognized marketing and public relations firm that was the lead on all IDHS marketing strategies related to the Census. [Community Connect Labs](#) created a text-based messaging system based on a “987987” code that operated in several languages for Illinois residents to ask questions about the census and to sign up for reminders to fill out the Census once it came online in March of 2020. They had direct contracts with IDHS to provide services and their final reports are available on the digital archive that describes in depth what they did for Census 2020.
- **Public & Private Sector Coordinated Strategy:** The Census Office established periodic meetings and facilitated on-going communications to inform and coordinate census promotion efforts among state, county, local governments, as well as the philanthropic sector. Some activities included but were not limited to:
 - Coordinated over 15 Census events and press conferences alongside the Governor’s Office and the Lt. Governor’s Office across the state.
 - Coordinated with all Illinois Sister Agencies (full list in Appendix C), especially providing funds to support efforts led by DCEO, Aging, Agriculture, and Veteran Affairs.
 - Provided regular presentations and updates in various Complete Count Committees across the state (including local, Cook County wide and statewide committees).
 - Collaborated with the City of Chicago, Cook County, and philanthropic sector via Forefront (full list of philanthropic partners in Appendix D), and statewide advocates, such as Common Cause and MALDEF, on statewide events, including social media storms, Census conversations with community members, and joint press conferences.
- **Legislative Affairs:** The Census Office shared census outreach information and maintained frequent communications with members of the legislature, including

²⁶ A copy of UDVL’s final report to the IDHS Census team can be found in the Defining Our Decade digital archives.

²⁷ A copy of Voorhees Center’s final report to the IDHS Census team can be found in the Defining Our Decade digital archives.

²⁸ A copy of Kivvit’s final report to the IDHS Census team can be found in the Defining Our Decade digital archives.

²⁹ A copy of Community Connect’s final report to the IDHS Census team can be found in the Defining Our Decade digital archives.

providing responses to specific questions in particular legislative districts. Some key activities include:

- Briefing for General Assembly members.
 - Presentations and reporting with Black and Latino Caucuses (as requested), including presentations to various elected officials at the City, County, and Congressional level.
 - Coordinated Census events with the Caucus members, including the coordination of Black Census Day, Immigrant and Refugee Census Day, Asian Census Day, “Gospel” Census Sunday, and Hispanic Heritage Month Census Bus Tour.
 - Census promotional material distribution to RIs, Illinois State Board of Education/ Chicago Public Schools, IL legislators across the state, and other community groups.
- **Illinois Complete Count Commission:** The Commission was formed in 2017 to help educate communities, organizations, and Illinoisans about the 2020 Census. The commission formed Subcommittees to support education and canvassing efforts across the state. For a full list of members, see Appendix E.

UIC’s Department of Public Administration (DPA) Census Team

The focus of UIC’s technical assistance was on assisting RIs. While contact with SRs was welcome, UIC’s Department of Public Administration’s (DPA) Census Team was tasked with working directly with RIs, leveraging the networked governance model to build the training and analysis capacity of RIs so they could respond directly to their SR’s needs. This team provided in-person and online



UIC CENSUS AMBASSADORS PROGRAM

UIC staff educated the community about the importance of census enumeration starting in October of 2019. University staff held meetings across the campus community raising awareness about the upcoming census through guest lectures in large classes, luncheons, tabling and collaborating closely with student-led affinity groups. The Census Ambassadors (CAs) in particular were helpful with directly engaging the student body with tabling, flyering and engaging their peers in census outreach. One goal of the program was for the student-workers to connect their diverse home experiences to census outreach and enrich outreach efforts. After the implementation of physical-distancing, CA’s provided administrative and communication support to the UIC DPA Census Team and were looped into the larger project with the state. They led social media promotion efforts, assisted with archiving tools and templates, and even connected with several of the Regional Intermediaries. A memo on the Census Ambassadors program can be found in Appendix C. The document details the program structure, timeline, successes, challenges, and lessons learned in an effort to inform future civic engagement initiatives.

trainings on a variety of topics on engagement, canvassing and data analysis. The DPA Census Team also engaged in community education, direct engagement and direct assistance like any other RI for on-campus events through a student internship program called the “UIC Census Ambassadors.” DPA’s technical assistance was created in response to the experiences of front line workers.

Key lessons learned on the role and importance of technical assistance in a networked governance model:

- Maximize the number of participant-driven learning opportunities and topics: The DPA Team created a peer-to-peer learning network to support the goals of a networked governance model for the IDHS Census 2020 Grant Program. This required active facilitation and partnership-building among RIs who shared geographic or HTC responsibilities. Prior to the COVID-19 pandemic, DPA convened two state-wide meetings and one regional meeting to facilitate relationship-building across RIs. After the stay-at-Home order in March 2020, all activities were shifted online. DPA responded in kind by creating an online learning community that continues to meet informally to exchange information on Census and other civic engagement related issues.
- Center technical assistance around the specific needs of anchor organizations: A consistent message from RIs was that the flow of communication and dialogue facilitated by weekly “briefings” anchored by the UIC DPA team greatly benefitted their own preparation for trainings and technical assistance to their SRs. It was emphasized that the two-way dialogue between and among RIs outside of administrative updates provided by IDHS allowed peers to break out into smaller groups and process how they would deal with new challenges due to COVID-19 restrictions and to share best practices in real time with each other without excessive amounts of monitoring or filtering.
- Integrate online learning and collaboration with face-to-face relationship-building opportunities: DPA’s provision of technical training on topics like how to establish phone and text banking programs, marketing, demographic data analysis, publication of response rate data by specific geographies, visualization of response rate data and other technical analysis were vital. An online teaching and learning program specifically tailored to a networked governance model is an important part of the network meeting its full potential.
- Invest consistently and early in technical assistance platform development: More time was needed to fully realize the promises of a networked governance approach, especially to collaborate on analysis, training needs and testing new reporting platforms. Smaller investments over a longer time frame could yield greater engagement if organizations have sufficient time to collaborate and troubleshoot.

The UIC DPA Census Team was tasked with four major goals: 1) convene and coordinate Regional Intermediaries to “ensure collaboration and coverage of HTC communities,” 2) Produce maps and data to assist with programmatic and fiscal decision making and provide transparency to the public 3) Manage the performance off RIs and SRs through a digital tool, and 4) develop strategies to increase the participation of undercounted populations.

Convening and Coordinating Regional Intermediaries

UIC DPA Census Team deployed a variety of strategies to convene with Regional Intermediaries including peer-to-peer education, lectures by content area specialists, site visits and individualized counseling. The UIC DPA Census Team members were charged with developing ongoing relationships with Regional Intermediaries and provided ongoing support and guidance throughout the census process. In all, the UIC DPA Census Team held 4 convenings and 36 weekly meetings, and many short calls and video conferences to provide technical assistance to RIs and Subrecipients.

Timeline of RI Convenings Hosted by IDHS and UIC DPA

DATE	CONVENINGS
November 20, 2019	Statewide in-person convening featuring: launch by IDHS Secretary, an overview of the census, technical review of contracts and compliance and an introduction to IDHS partners like UIC
January 28, 2020	State-wide convening of RIs with sessions on: Technical assistance on State compliance and reporting, CommunityConnect Labs text service training, training on developing work plans and communications best practices.
May 6, 2020	Regional convening for urban communities with topics covering: interpreting census data, phone banking and peer learning.
May 13, 2020	Regional convening for rural and small communities with topics discussing: How to use data reporting platform, how to interpret census data and peer learning.
June 24, 2020	Statewide convening of RIs discussing: new COVID-19 guidelines, fostering intra-agency collaboration, targeted messaging and peer learning.
November 12, 2020	The final statewide convening highlighted the achievements of the group, described how census data will be used and created opportunities for participants to network and share their learnings.

Note: After the governor issued the executive order to begin “sheltering-in-place” on March 21, 2020, all meetings became virtual meetings using web apps like WebEx or Zoom. Three statewide convenings and the lionshare of bi-weekly meetings were held remotely.

In addition to all-day statewide convenings, the UIC DPA Census Team hosted twice-monthly meetings for Regional Intermediaries to ask questions, problem solve and receive training. Starting from mid-January and ending in September, the meetings were vital for sharing information and troubleshooting common problems. The full archive of meetings is available on YouTube.³⁰ Topics for these meetings varied broadly and included the following:

- **Census content and program management**
 - Introduction to the census and key concepts like hard-to-count
 - Discussion of communications best practices
 - Additional Funding opportunities
 - Best practices in promotional materials
 - How to develop communications plans with templates
 - Continual updates on COVID-19 and how it affects outreach
 - Periodic reviews of response rates

³⁰ Archive: [UICENSUS20](#)

- How to phonebank and text bank remotely
- How to participate in Forefront lead social media campaigns
- Best practices for working with the disabled
- Revised outreach practices for COVID-19 and social distancing
- Reviewing maps of hard-to-count populations
- Using the Social Media Calendar
- **Marketing and Social Media Coordination**
 - Media trainings provided by KIVVIT
 - An overview of the CommunityConnect Labs tool for Regional Intermediaries
 - A shared online social media calendar that allowed RIs and SRs to track Census-based posts from Facebook and Twitter accounts of all participating agencies
 - A series of short videos featuring speakers from the network called “Defining Our Decade” that was used to conduct outreach and education to HTC communities
- **Administration and reporting**
 - Training on how to use the Map The Count online reporting platform and Box.com archiving service
 - Technical assistance for RIs completing fiscal and program reports
 - How RIs can develop and review work plans with Subrecipients
 - Technical assistance on amending contracts with IDHS
 - Training on Fiscal Year 21 Grant Renewal Process

Learning-driven Capacity Building and Technical Assistance

There are many different ways in which capacity building and technical assistance can be delivered. UIC’s College of Urban Planning and Public Affairs has a long-standing reputation for community-engaged research and participatory practices. The Department of Public Administration (DPA) Census Team developed a learning-based approach which fostered peer-to-peer learning and innovation. The team was directed by IDHS at the beginning of the program to focus solely on RIs and to strengthen the RI’s abilities to train and capacity build among their Subrecipients. As the RIs and SRs were already on-board by the time the DPA Census Team was asked to join, there was a wide variation in the existing capacities of RIs and the kinds of specific technical assistance needed to support their efforts.

Given the large geographic dispersion of RIs and Subrecipients, conference calls and video meetings were a crucial tool for outreach, even before the stay-at-home order went into effect. To facilitate learning, the UIC DPA Census Team created a series of videos uploaded to YouTube so RIs and SRs could access trainings at their convenience. The full digital archive is [available online here](#).³¹ The videos consist of weekly check-ins with RIs where we troubleshoot issues, plenary sessions from state-wide convenings and specialized one-off training sessions. Training topics included items like “How to Use Box.com”³² a digital storage solution or a “Guide to Fiscal and Programmatic Reporting.”³³

31 DPA Training videos https://www.youtube.com/channel/UC7q_5rpJobsT42nQcQ1GlDA/videos

32 Box Instructional Video <https://www.youtube.com/watch?v=KKD-QXg0yOM>

33 IDHS-UIC Census 2020 Fiscal and Program Reports <https://www.youtube.com/watch?v=mmlqXblzxo>

In order to best support these varying capacities, the DPA team established a monthly calendar that included weekly 1-1 contact with a set number of RIs each week to identify training and data analysis needed. Weekly “briefings” on Mondays with the IDHS Census Team to address timely deadlines, administrative issues and Census content related to outreach and ultimately on how to pivot to online strategies once COVID-19 orders were issued. This consistent contact and emphasis on peer-to-peer learning and innovation was central to the DPA Team’s approach.

The DPA Team focused on capacity building in the three main areas of activity that IDHS had incorporated into all RI and SR contracts:

- 1) Community education - broad based messaging
 - a) After stay-at-home orders were issued, much of the community education and direct engagement moved online where coordinated social media thunderclaps - targeted messages sent simultaneously across multiple channels. Traditionally outreach would have taken the form of canvassing, flyering in high traffic pedestrian areas like supermarkets or Chicago Transit Authority (CTA) stops and having large in person events.
- 2) Direct engagement - direct contact with specific parts of the local population
 - a) The DPA team worked with RIs to develop physically distanced direct engagement opportunities. DPA provided training and materials for phone banking and text banking so contractors could continue to engage hard-to-count communities. This represented a shift in skill and capacity for many RIs. Remote outreach is particularly difficult because the tasks are repetitive and had to occur in isolation to preserve public health.
 - b) Some RIs were quick to activate existing volunteer networks to assist with outreach while some were structurally disadvantaged. Health centers and small towns found it particularly difficult to transition from passive strategies of outreach aimed at educating people while they came to high traffic areas like health clinic waiting rooms or city halls, to more active strategies like canvassing and phone banking.
 - c) DPA also acted as a clearing house for best practices, sharing unique events and approaches across the network of RIs and their SRs. Using an online messaging platform called Slack, DPA facilitated peer learning among RIs so they could ask questions and troubleshoot with other on-the-ground practitioners.



Source: <https://census-outreach.cs.uic.edu/calendar>

- d) DPA partnered with WEPO to develop a tool to collate digital events and track RI outreach. Wepo worked with IDHS and CUPPA to gather all the requirements and specifications of the project and developed a web platform to aggregate the social media activities of the organizations involved. The platform featured a historical dataset of U.S. Census Bureau response rates at different levels of geographic aggregation. The platform collected data using the Application Programming Interfaces of the social media platforms most commonly used by RIs and their SRs. Using Machine Learning, the platform classified the content retrieved from RIs social media profiles and collected content promoting various events, including webinars, online meetings, and virtual town halls.
- 3) Direct assistance - to fill out Census forms
 - a) Due to the stay-at-home orders, direct assistance was more difficult to execute. DPA assisted RIs as they attempted to help people complete census questionnaires virtually. While exact numbers are difficult to ascertain during the stay-at-home orders, one approach used by RIs was to post flyers at public spaces and ask community members to complete the census on their personal smartphones.
 - b) Capacity building centered around increasing text and phone banking outreach through pivoting staff who were working from home and, if possible, volunteers who could be trained and organized online.

A wide variety of training was conducted in several modalities to improve the skills and knowhow of RIs and their SRs. Given the broad range of community organizations that participated in census outreach, there was a broad range of technical ability. The DPA team provided technical assistance in two specific areas:

- 1) Subrecipient training and management
 - a) best practices in canvassing
 - b) how to set performance goals for Subrecipients
 - c) how to enter data into the Map The Count platform
 - d) how to interpret self-reported data
 - e) The team also responded to ad-hoc requests for training and troubleshooting, for example, traveling to an RI site to help Subrecipients create accounts for the Map The Count platform.
- 2) Data analysis
 - a) performed data analysis to help RIs target hard-to-count populations and sharpen their outreach activities.
 - b) provided weekly updates on census self-response rate data to estimate how many households needed to be contacted and broke the information down by census tract. The UIC DPA Census Team also provided breakdowns of response rates by county. A complete archive of response rate data by NOFO region is available in Appendix H.³⁴

34 Reporting Archive <https://uofi.box.com/s/vzkkgd1noeavvqyskd01lypxbhur7ib0>





FINDINGS ON THE ILLINOIS 2020 CENSUS

Overview

A key component of the Illinois Census Project was the use of a network governance model, through which a network of Regional Intermediaries (RIs) was built to maximize self-response rate among Illinois residents, especially hard-to-count populations. To begin the planning for the march toward the 2030 count, the DPA Census Team deemed it important to obtain feedback and insight from the Regional Intermediaries. As such, DPA involved UIC's Great Cities Institute to conduct a series of unbiased focus group sessions (8) and one-on-one interviews (18) with various outreach partners (Regional Intermediaries) and external partners such as foundations in Chicago, Cook County (See the list of interviewees included in Appendix K).

Based on this qualitative data, this section highlights the reported advantages of the networked governance model, the main components of the program identified for improvement, and the details of the successful strategies to target HTCs in Illinois. This section outlines the lessons learned and makes recommendations for each specific set of activities broken out into targeted messaging, events and locations. Given the limited time available to produce this report, this section provides an initial analysis of these findings and conveys lessons regarding outreach approaches.

Trusted Messengers

At the crux of many Census 2020 efforts was a concept called "trusted messengers." These are individuals and organizations that residents trust to be reliable sources of information and services in their community. They include social service agencies, schools, health clinics, libraries, faith-based leaders and municipal services at city and county halls. The tested assumption in this model is that the message about the importance of completing the 2020

census questionnaire could have been delivered more effectively if it was tailored to specific communities, and delivered by known and respected local leaders.

The enormous efforts and passion of these local trusted messengers cannot be underestimated, and this report provides a range of examples from across the state and from specific hard-to-count (HTC) communities: African American, immigrant, urban and rural. Additional analyses should be conducted to understand how trusted messengers were successful in reaching other HTC populations such as seniors, families with young children, homeless, formerly incarcerated and those with disabilities, but the timing and scope of this summary report precluded deeper analysis.

Some of the most common takeaways from the numerous focus groups and interview responses related to this strategy of using “trusted messengers” were that:

- “Trusted messengers” should also be treated as “trusted partners” in the up-front design and development of any community education and engagement project. Bringing them on primarily as conduits of one-way information flow was the least successful utilization of their insights and on-the-ground experience in planning the overall project plan. Incorporating them into a project structure that supported their local initiatives and innovation led to more engagement and empowerment.
- Broad and generic messaging laid a baseline to encourage general participation, but it is uncertain how effective these generic messages were in addressing the persistent and widespread response from many HTC communities - downstate to Chicago - in their “mistrust of government.” While “trusted messengers” are trusted and even funded by public agencies, this did not translate directly into individual community members “trusting government” with their information or with the fate of their community.
- Direct engagement in the form of Census modules inserted into existing workshops for access to social services, English language learners, senior programming, pre-kindergarten classes and library events was the most effective means to reach a broad audience that would not have self-selected just to learn about the Census itself.
- Direct assistance - the literal assistance to residents who did not have access to wifi or needed assistance in filling out the online or paper form - should have been a stronger guiding metric for successful engagement strategies. Given the ambiguous messaging from the U.S. Census Bureau on what constituted “direct assistance,” what was recommended under their guidelines along with the impact of COVID-19, many “trusted messengers” did not receive the stronger guidance on how to engage with residents that they might have received otherwise.

What We Heard

The general consensus among the Regional Intermediaries was that the networked governance model (colloquially referred to as hub and spoke) was the proper approach for the Illinois 2020 Census outreach initiative. Challenges with the networked governance approach were mostly the result of insufficient time to plan, signifying the importance of early planning for 2030.

A common refrain among most stakeholders was the need for additional time to plan, which would have addressed matters such as:

- Clearer guidelines for RIs on messaging and the use of incentives in census outreach
- Uniform training for Subrecipients on outreach strategies and reporting
- Sufficient time to set up internal staffing
- Additional time to vet RIs and Subrecipients.

The need for streamlined, efficient reporting methods was also identified by RIs as an area for improvement. Most reported that the Grant Accountability and Transparency Act (GATA) requirements were a potential obstacle for organizations with the necessary networks and local ties to reach HTC communities. Some reported that the GATA certification requirements discouraged local organizations from applying as Subrecipients. Most RIs also pointed to the inefficiency of reporting metrics, and that reporting systems should be streamlined into one platform. Streamlined reporting would reduce time spent on administrative work that could be better spent on assisting Subrecipients and community partners with strategic planning and direct outreach.

Many organizations mentioned that opportunities exist to improve overall project management. Coordination could be improved in the early planning phase by including RIs in the planning of advertising and targeted messaging to the various hard-to-count communities. They may be able to provide valuable feedback. More opportunities for feedback throughout the project by RIs and Subrecipients overall could also lead to more effective coordination. Some organizations mentioned that coordination between the Census office, the Complete Count Committees (CCC) and the State's efforts with RIs and Subrecipients could be improved.

Advantages of the Networked Governance Model

The networked governance model enabled certain network advantages as IDHS, RIs, and Subrecipients implemented the Illinois 2020 Census outreach initiative. The State of Illinois has very diverse communities, which represent different perspectives on the census. The networked governance model allowed RIs and Subrecipients to deepen their existing community relationships by providing additional funding and support.

One of the more important aspects of the networked governance model is that it allowed trust to be built between government agencies and the diverse communities of Illinois. The census count created privacy concerns to many Illinoisans, especially those from hard-to-count communities, but a network of trusted messengers allowed the development of trust in filling out census forms. The model allowed for a relatively easier use of a large network of trusted messengers from those communities to conduct education and outreach efforts. The model also gave agency to RIs to utilize their existing partnerships in local communities and contracting them as Subrecipients.

The networked governance model provided certain managerial advantages at the State level for IDHS:

- IDHS did not have sufficient staffing capacity - due to the Executive Order and the FY20 ILGA approved budget explicitly stating the dollars needed to be granted out - and

networked governance allowed for a manageable project given the time constraints to implement the census outreach initiative.

- IDHS has experience with the Networked Governance Model and has implemented it in other programs such as funding for homeless services the Continuum of Care network and childcare services through the Child Care Resource and Referral network.

Although networked governance was mentioned as the proper approach to implementing the Illinois 2020 Census outreach initiative by most stakeholders, there were certain issues in the planning and management of the program that could be improved. A large part of those issues pertained to the execution of the program due to the time constraints posed in the planning phase of the initiative. The main features and benefits of a networked governance model are:

- Distributed control that simplifies decision-making
- Responsibilities are focused (and liabilities reduced) along network ties for greater accountability and transparency
- Creating a systematic way to engage multiple stakeholders
- Fostering co-creation and co-regulation of programs with key stakeholders
- Allows for a mosaic of organizations and identities to coalesce and strategize under a single geography or population

However, this relies on key factors that were not fully in place before the launch of the Census 2020 project such as:

- Assessment and evaluation time prior to the awarding of grants that would have allowed IDHS staff the time needed to examine strengths and weaknesses in proposals and to better adjust the Merit Based Review process to reflect the needs of specific regions.
- Agreement on the shared governance procedures and impact that RIs would work together to achieve with IDHS
- Field-tested technology and communications platforms to support networked communication and coordination
- One centralized reporting structure that emphasized impact, innovation, and feedback mechanisms versus a “command and control” structure that required frequent reporting on activities and outputs
- Improved coordination (e.g., targeting of specific census tracts or neighborhoods in regions where self-response rates were falling behind) with other government agencies such as the Complete Count Committees, the Secretary of State Office and even within IDHS where many programs offer direct service delivery and could have been better incorporated into the overall IDHS effort.

Planning Time

The State and IDHS

While most stakeholders agreed more planning time was needed by all organizations, many saw the importance for additional planning time for the State in the census initiative due to its role in setting up external structures for both RIs and Subrecipients. Many organizations

mentioned the need for a minimum of at least one year of planning time before the launch of a major initiative such as the U.S. Census. The additional year of planning would allow the State the minimum ramp-up time needed to organize its internal structures, such as the assessment of staffing requirements. In hindsight, the inclusion of more full-time staff, a dedicated staff person to answer RIs questions for consistency, as well as Regional Coordinators would have eased coordination with the RIs and improved technical assistance outcomes.

The additional planning time would have also improved the external structures for RIs and Subrecipients. External structures mean clearer guidelines for RIs on monetary restrictions, a full scope of work on the administrative reporting requirements during the application process, and clearer development of RIs and Subrecipients goals and metrics. Some RIs mentioned there were unclear rules on messaging of what could or could not be said, event restrictions, and monetary restrictions which delayed outreach efforts. One example was the delay in issuing guidance on phone banking and whether robocalling was allowed. The rules on incentives, such as raffles, were not clear in the early phase of the project. These issues could be alleviated in the planning phase with clearer guidelines established before the start of outreach.

Capacity training on outreach and specific skills sets, such as phone banking, could have been executed more uniformly with additional time. Uniform training on the reporting of metrics could also improve the data quality from all Subrecipients. The guidelines in the Notice of Funding Opportunity (NOFO) were not clear on the reporting requirements of the project. Some RIs mentioned that prior knowledge on the capacity requirements for reporting would have led to different program structures to account for that time investment. Finally, the additional time would have extended the vetting process for RIs and given IDHS more time to assess each potential RI's level of community connections and organizational capacity to administer Subrecipients.

"I think there should have been a little bit more clarity around what's allowed with incentives for individuals to complete the census. I think the messaging varied quite a bit across the entire program. ... The City, the State, and the County, along with some private partners, and YWCA hosted a census contest where you could enter to win a prize if you completed your census. I think that if we had that tool at our disposal at the beginning, then we may have been able to see an uptick in the census."

-YWCA of Metro Chicago

While the business community was involved in the census initiative, additional planning time could increase the time spent networking with large retailers, wholesale distributors, and pharmacies with active foot traffic. Having those partnerships secured in the early stages would facilitate the work of RIs and Subrecipients when trying to engage those retailers in using their store locations for census outreach efforts. Those partnerships can also increase the visibility of the census.

RIs and Subrecipients

Some organizations mentioned that in future initiatives, inclusion of the RIs in the planning phase could greatly improve the identification of critical geographies and communities essential to outreach efforts. For example, some RIs mentioned that prior to the Illinois 2020 Census outreach initiative, there had already been some level of engagement with the census on targeted messaging and branding. Having more inclusion of RIs in the planning phase could have streamlined planning around targeted messaging for hard-to-count communities. This additional level of feedback could assist in further localizing messaging and toolkits in the various hard-to-count communities. In general, more feedback mechanisms and coordination among organizations improve the networked governance model.

Similarly, as with the State agency, RIs could also be involved in the planning phase to establish partnerships with businesses in the local community. The establishment of partnerships in the front end would facilitate the promotions of census related events and outreach efforts during the implementation phase. Local “high touch” businesses were identified as important in the education phase of the census. If the larger firms in similar high touch businesses in the service sector, wholesale distributors, and chain store supermarkets were also engaged with RIs sooner, this would have facilitated easier promotion of the Census to Illinois residents through local business networks.

While including partner organizations early in the planning process makes a lot of common sense, from the legal and fiduciary obligations of a state agency such as IDHS, including more organizations in the planning process as partners created a tension with the fact that they were also potential grantees. This is one of the main reasons we recommend in the Timeline for 2030 section that another state office or agency support the continuing work that is needed to build upon the investment and efforts that happened in 2020. This state office would be separate from the actual administration of the grants in 2030, but would be able to use the time between each Census to strengthen and leverage the network for other urgent civic engagement efforts such as those now centered around COVID-19 vaccine delivery.

Project Management

The State and IDHS

One of the most cited concerns by organizations was the need for streamlined and efficient reporting and data management. A key issue for future census efforts, which can also be evaluated into the early planning phase, is the use of customer relationship management (CRM) or management platforms, and its viability

“I love data. I love metrics. In theory, it’s phenomenal, but I think for this project, it would have been really helpful if we would have been given a tool that we could just hand over to our Subrecipients and say, as you are planning your outreach, this is how you are going to capture your numbers. We’re going to ask you to enter these metrics. I think that a lot of Subrecipients were not aware of this from the onset, and in how they planned their work.”

-Metropolitan Mayor’s Caucus

for streamlining reporting processes. One of the most common concerns for RIs was the time commitment on the various reporting systems which were not made clear in the NOFO. Subrecipients experienced various levels of reporting requirements that included:

- the GATA portal
- CSA tracking system
- Map the Count

The reporting requirements were demanding enough for RIs where recruitment of additional Subrecipients translated into capacity issues for the RIs who then had to assist with the reporting.

The allocation of RIs to Subrecipients also presented coordination and management issues for some organizations. Some organizations mentioned that they had Subrecipients that also partnered with two or three other RIs. This caused confusion in the Subrecipient's reporting of their metrics, and some RIs noted that a few Subrecipients used the same reporting metrics for multiple RIs. It presented accountability issues on the events and outreach the Subrecipients conducted for a targeted population or a geographic area.

Another common concern was the need for more coordination with Census CCCs, especially in terms of messaging and integration of outreach efforts. Prior to the Illinois 2020 Census outreach initiative, several organizations had been part of local CCCs and devoted substantial amounts of time for local branding and messaging. Once the State initiative began, the various marketing efforts and language had to be changed. Some CCCs were also not included, by choice, in the State's census initiative. Improved coordination from the outset between CCCs and the State's census initiative could have allowed an improved merger of marketing materials and toolkits.

RIs and Subrecipients

The various RIs and Subrecipients had differing levels of administrative and outreach capacity. As previously mentioned, IDHS had experience with networked governance through other state programs like homeless and childcare services, which included several organizations of one type specifically working with the homeless population. A unique challenge for IDHS in the census outreach initiative was working with organizations of many types. RIs and Subrecipients included:

- Community organizations
- Municipal governments
- Regional planning agencies
- Public health departments
- Public service providers

The multitude of organization types had differing levels of administrative and fiscal capacity versus on-the-ground community connections and outreach. The capacity level of the organizations also varied by region. Moreover, RIs had varying staffing capacity to manage the Subrecipients. While some of the more well-funded RIs had larger staffing capacity, which was warranted due to the large number of Subrecipients they had to manage, other RIs were staffed with relatively small teams. Some of those smaller RIs teams also lacked the necessary full-time

staff dedicated to the census outreach efforts. This posed capacity issues for those smaller teams, especially in the reporting outcomes of the various Subrecipients.

Some RIs mentioned that coordination between RIs and Subrecipients during the early phases of outreach was disjointed, but improved during later stages. A coordinated events calendar at the outset could have facilitated better coordination in the early stages. While there were weekly meetings between RIs, some RIs mentioned that more time in those meetings could have been spent on coordinating and collaborating on events and sharing best practices. Too much time was spent discussing troubleshooting. Some organizations also mentioned that Subrecipients would have benefited from more inclusion in stakeholder meetings to present opportunities for feedback on successful outreach strategies and messaging.

“We should just have one reporting platform. Map the Count was fantastic, but when we had to upload supporting documents, we had to place those into Box (a virtual file sharing service). It would have been wonderful if we could have placed those directly into Map the Count as well. You could enter your activities and your supporting documents together into one platform. That would have been fantastic.”

-Habilitative Systems Inc

Coordination could also have also been streamlined with the use of one or two communication tools. Keeping track of multiple communication tools caused confusion and added administrative duties, where Subrecipients could have used that time directly on outreach efforts.

Successful Strategies Across Illinois

Researchers from the Great Cities Institute, who were independent from the census outreach program, conducted focus groups and interviews with participants in the census program to begin understanding the most effective strategies for outreach. Due to time and funding constraints, the findings below represent early assessments and are not exhaustive. Further research and analysis should incorporate updated 2020 demographic data that as of this publishing has not been released. In the coming years, research should also investigate the experiences of Illinois unique hard-to-count populations.

Trusted Messengers

It was mentioned among focus group participants that communities of color have a general distrust in government. Most organizations stated the importance of involving grassroots organizations with strong ties to local HTC communities as one of the key factors in convincing individuals to complete their census forms, especially among people of color. Trusted messengers can be individuals with connections at the hyper-local level, organizations that work within HTC communities on a daily basis, or even local celebrities. Some local Trusted Messengers included:

- Government agencies such as consulates
- Libraries
- Schools

- Federally Qualified Health Centers
- Nonprofits
- Faith-based organizations
- Food pantries
- Local businesses

It was also mentioned that demographic representation in Trusted Messengers was important when targeting HTC communities. It was important to have outreach conducted by individuals from the same demographic as the communities they were engaging in the census.

Trusted messengers were also important in rural communities where some organizations reported they can be closed to outside agencies. Having outreach conducted by staff who were members of those rural communities was important in canvassing efforts. Organizations with high-touch access in HTC communities were also effective as trusted messengers because of their established relationships with their communities.

Trusted messenger organizations can also mean community organizations that provide service delivery or advocacy for specific groups. Organizations that serve homeless communities, for example, were key in conducting outreach in those areas.

Targeted Messaging

As different focus groups participants discussed specific messages that worked, what became clear was the importance of knowing the varying intersectionalities of the targeted demographics. Most of the organizations mentioned that messaging tailored to specific demographics was important in both census education and outreach to identify the unique concerns of each group. Targeted messaging could mean how the census is promoted, discussed in person, or distributed in social media channels.

Similar to trusted messengers, the messaging itself has to be tailored to match the concerns of the targeted area and demographic, whether they are seniors, opportunity youth, hard-to-count communities, etc. As such, the planning process should include discussion on micro-

“The idea that the people who were working in their communities were known to their communities is important. Particularly, I’m going to say in my southern areas, because they were so rural, and because they were very closed in the sense that they needed to know who was knocking on their door. They needed to know who was walking past and hanging something on their door knob. I know one of one of my people said that he felt like his successes...were that he could knock on any door, and if someone opened the door he could say, “hi, remember me? I went to school with your nephew” or “you and my mom were in the third grade together.” It was an immediate ability to establish a relationship. Certainly in any other way, this wouldn’t have worked.”

-Illinois Public Health Association

targeting demographics and include individuals from those targeted groups prior to developing advertising campaigns and marketing toolkits.

Targeted Messaging That Worked for African American Groups

Many of the participants, even when discussing targeted messaging, still discussed the importance of who was delivering the messages, whether it was via face to face canvassing or social media. Trusted messengers should be the main actors delivering the messages since, as some participants mentioned, communities of color can have a strong level of apathy or distrust of government. Using locals or “local celebrities” from the communities to canvass was important due to two very important traits. They were already familiar to the people they were engaging, and they had already developed a level of trust with their communities.

For example local celebrities who were popular and with established social media networks (Facebook, Twitter, Instagram, Snapchat) were often described as successful in reaching the African American community. Helping to identify those local celebrities is important, since they might not be well known outside the local community, but they are known locally and can serve as effective census ambassadors. As one participant mentioned, “people will open their doors for them.”

Many participants mentioned they had messages for every population of constituents. The messages should be tailored to each population and community. For example, when conducting outreach at schools to reach youth and parents, the messaging was tied to improving schools. When canvassing communities broadly, the messages were tailored to infrastructure, and how census completion could affect funding for roads and bridges in the future. Some participants mentioned that effective messages were usually short and aimed to quickly draw attention. This was especially useful for flyers and social media. Videos published online with this type of messaging were successful in grabbing the intended audiences’ attention as well.

Messaging was adapted to the changing circumstance following the social unrest after the murder of George Floyd. A few organizations used messages that framed civic engagement as an avenue for justice. These messages included voter registration and being counted in the 2020 census as a means toward justice and were promoted on flyers, social media hashtags,

“We use a young raptivist Bella Bahhs. She created a spoken word poem as it relates to the census. She was just amazing. We had her come to almost every single virtual event we had because her story is really powerful. She is connected to many communities across Chicago. In her spoken word poem she made the census accessible to people. In her spoken word poem, she talks about how she was able to learn what the census was. I think it made it more accessible to people who just learned about this and it says why it’s important, this is why the census matters to our community, here is why it matters to you and me. She’s young, she’s vibrant, and a powerful speaker. She was just a great trusted messenger.”

-YWCA of Metro Chicago

“We kept the messages as short and as simple as possible to keep people’s attention. Are you tired of seeing abandoned buildings? Make sure you complete your census. Tired of these potholes? Make sure you complete your census. Do you use IDHS programs such as links cards, WIC or medical cards? That all depends on your census. Very short and sweet.”

- Teens Against Killing Everywhere

and local newspapers. The census was also reframed as an avenue for social justice by discussing past school closures, and the lack of health clinics in some of the HTC communities. As one participant mentioned, “There used to be a clinic on this block, but now they’re not here anymore. Well that is because of the Census and underreporting.” Reframing past school closures and the lack of health clinics and other services can be effective ways of highlighting the importance of accurate census counts.

A few organizations thought that the terminology used within the census outreach

initiative itself should be changed. An example given was renaming Subrecipients to partners in the effort and labelling communities “hard-to-count” as areas that need to be engaged.

Targeted Messaging That Worked for Latino Groups

Targeted messaging for RIs and Subrecipients that focused on Latino populations was extremely critical given the confusion surrounding the inclusion of a citizenship question on the 2020 census. It is important to note, while findings in this section are specific to Latinos, that this is not comprehensive to other immigrant and ethnic populations. Although additional analysis should be conducted in the future to all immigrant populations, Latinos are considered here for population size and given the time constraints for this report.

Many individuals were concerned about the safety of their data, especially those that are undocumented. It was mentioned by RIs that many of the people with whom they engaged were scared and they felt like they weren’t being heard. A successful strategy to assuage concerns around citizenship status and data privacy was to have trusted messengers relay census information. It was important to have those that were doing work in HTC Latino communities to actually be from those

“There was a Subrecipient, who no longer was asking people, “Did you complete the Census today?” They just went straight into asking, “Can I help you complete the Census today?” I think that’s something that we also incorporated because people maybe didn’t hear you, or they brush you off and say, “Yes” but they don’t really pay attention. We ditched the question and went straight into asking, “Can I help you complete it today” or “Can I help you complete the Census right now?” Removing the possible obstacles, where people just say “Yes, I completed the Census” just to avoid a conversation.”

-Illinois Coalition for Immigrant and Refugee Rights

communities, and to be well known and respected. Tapping into trusted messengers, such as influencers, elected officials, and faith-based/community leaders, helped connect more effectively with Latino populations. The way questions were framed was also key.

COVID-19 complicated the ways RIs and SRs were able to engage with their communities, and because of that, organizations had to create new forms of messaging to tap into different audiences. One participant noted that because of COVID-19, many members of the Latino community were struggling with their mental health. In response to this, the RI's organization created messaging around mental health and how the census impacts the level of funding for mental health services. Targeted messaging like this made the census more relatable to the community and helped emphasize the issues they care about.

Targeted Messaging That Worked for Southern And Rural Areas

Several groups mentioned the need for earlier-planned, more united messaging campaigns and coordinated efforts between the Illinois Department of Public Health (IDPH), IDHS, and local census offices. All groups agreed that in-person community engagement was crucial to increasing census participation in more rural areas as those communities could have more limited Internet access. Additionally, there is a greater need for messengers that the communities know personally and trust. There was a great benefit to working with Subrecipients whose staff were members of the communities in which they were conducting outreach.

“The digital divide killed my area. We have so many parts of the Southern 20 Counties that are without internet access. We’re not talking about having internet service at an exorbitant amount of money. We’re talking about not even having access to it. In my southernmost counties, about 50% of that area does not have the opportunity to have internet service such as Wabash and Edwards. They don’t even have the option.”

-Illinois Public Health Association

Restrictions due to COVID-19 posed a significant challenge to encouraging census participation. When it was safe to resume in-person engagement, RIs and Subrecipients partnered with different organizations to reach specific populations:

- schools and teachers to reach students and families
- the local health department to reach smaller Amish communities
- the Illinois Migrant Council to reach migrant workers in the fields, packing plants, and other facilities
- local and small business owners to reach all community members and encourage them to participate in the census.

Targeted Events

Outreach has to meet populations and key location and time periods depending on the area and demographics. Some organizations mentioned that their background in advocacy was a natural

fit for outreach. Some of the more successful events included raffles, contests, and tabling at key stores with high levels of foot traffic in hard-to-count communities. Although as noted previously, census outreach efforts in event planning were modified due to the challenges of scheduling large public events due to restrictions from COVID-19. Many organizations had to pivot from their original planned events and opted for more unique events such as car caravans.

Targeted Events That Worked for African American Groups

A few organizations discussed specific events targeted by demographics. For example, one program targeting families at schools included educating students on how to track their family history, and also discussed the importance of the census, while using Ancestry.com. Events that were also successful included public officials that made public service announcements and mobile billboards to promote the census. The events that included elected officials were used as opportunities to give communities essential needs such as food and personal protective equipment (PPE). A few organizations mentioned that attending established events were just as effective. In those examples, the organization conducted canvassing at public parks during outdoor movie nights and exercise days to assist people with the census.

Targeted Events That Worked for Latino Groups

Partnerships were critical in ensuring successful targeted events for Latino populations. It was noted by multiple participants that partnering with elected officials, churches, local businesses, and sports clubs allowed for effective event engagement. The most noteworthy events are those that highly encouraged participation in festivities through census completion. One RI noticed a “Quinceañera bus”, organized by a local business, where individuals were entered into a raffle if they filled out the census. If they won, they received all the materials necessary, donated by the business, to throw a Quinceañera.

Similarly, taking the census was highly encouraged as admission to some RI events that had entertainment and food. Notable events mentioned were those that were tailored to a specific age group or met people where they were. One RI designed soccer jerseys and this allowed them to engage in sporting events where they captured teens and their parents. The same RI created a census themed art contest for young children, soccer giveaways for teens, and personal protective equipment (PPE) giveaways for adults. It was generally a good practice to host events that engaged the whole family.

Other successful events included tailored talks that connected the census to specific

“We created a “Laundry Day” with a very well known laundromat in La Villita. We created a dynamic event with an elected official, State Representative Edgar Hernandez. ... We had tamales, champurrado, and the people came. It was very well done. I remember in that case, in two hours we had around 120 families fill out their census. I think that to be in the community, in the places that are well known to the community, is very helpful.”

-Rincon Family Services

services (i.e. mental health), canvassing in transit hubs and busy streets, creating PPE giveaways and trainings, and general public events (Zumba in the park, canvassing during a Mexican Independence Day event). Once COVID-19 limited the amount of in-person engagement RIs were able to conduct, one RI heavily shifted towards phone-banking.

Targeted Events That Worked In The Collar Counties And Suburbs

Collar County RIs noted that face to face interaction was the most effective form of communication with residents. The traditional strengths of these organizations is face-to-face meetings to build trust, provide relevant services and inform residents. Early in the pandemic there was little clarity about what constituted a safe in-person interaction, so RIs created new forms of mobilization. One such tactic was the use of car caravans wherein an organization does a parade procession, but with all participants in their individual cars to adhere to physical distancing. This was used to great effect by the Subrecipient, Alivio Medical Center, which held a car caravan to the Mexican Consulate.

A variation on car caravans was the use of mobile advertisements affixed to trucks and vans. To increase participation among Spanish-speaking residents, Metro Mayors Caucus partnered with an ad firm to hire a census van that drove through high density areas.

Another creative strategy involved the voluntary participation of local small businesses in census outreach. Proviso Township held a restaurant week challenge encouraging local carry-out restaurants to promote the census as customers came to get their food.

Once physically distanced in-person meetings were safe, Collar County and Suburban participants noted that meeting residents at food pantries, and social service agencies produced a “great response.”

Targeted Events That Worked For Southern And Rural Areas

Some areas like Alexander County had less than 50% Internet access, and in Wabash, Edwards, Wayne and Hamilton counties roughly 25% have cellular phones. Due to the digital and cellular divide, the best method of contact for these areas, especially in Hardin County, was newspaper articles and ads dispelling misinformation about the census. The messaging also focused on funding for schools, food pantries, and Head Start programs. In-person engagement in southern and rural areas, however, was the most effective in increasing census participation.

Some groups handling outreach in these areas organized a region-wide “Last Chance Challenge” that engaged local businesses and public service providers such as barber shops; doctors; dentists; and fire departments in educating customers about the census. Contest participants encouraged their customers to talk to family and friends about the census, and some businesses even provided incentives such as discounts on service and distributed t-shirts. Businesses also posted pictures on social media of their staff wearing census shirts, urging their communities to take the census.

Some Subrecipients working in southern and rural counties found success in partnering with school districts and food pantries to distribute census literature and speak to community members.

Targeted Locations

The following section contains strategies for targeted locations that worked well based on interviews with focus groups participants and select one on one interviews. The socio-economic characteristics of select races and ethnicities in this section are not intended to be comprehensive. Select race and ethnicity data was selected to supplement the focus group information, and should not be considered as a full listing of race, ethnicity, and population data. A full update is recommended once 2019 American Community Survey data and official 2020 decennial census counts are available. American Community Survey population estimates should not be confused with decennial census counts.

Targeted Locations That Worked For African American Groups

Despite the challenges of holding large gatherings due to COVID-19, face to face interactions were still viewed by some as the best ways to educate people on the census, or have them complete their census. As one participant mentioned, “It is really important to meet people where they are.” When specifically targeting opportunity youth for example, one organization mentioned going outside to bars before the onset of COVID-19. They would meet people before they entered the bars, and explain to them how the census affected their community. They kept the messages short and simple.

As previously mentioned, local celebrities or well known individuals were successful in holding peoples’ attention. Some of those organizations used local celebrities or elected officials for census tabling and canvassing at high foot traffic areas, such as supermarkets or busy commercial corridors. One of the organizations mentioned conducting a walkthrough of a busy commercial corridor with the Lieutenant Governor and two other Subrecipients where they visited various businesses. That strategy, of combining a well known individual and canvassing or tabling an area with high foot traffic, was very successful in having individuals complete their census forms.

Other high foot traffic areas include faith based organizations and schools. The same strategies functioned well in rural areas where census education and outreach was conducted at potlucks. However, COVID-19 did affect the level of tabling and face to face interactions that would normally have been possible.

Targeted Locations That Worked For Latino Groups

A number of successful targeted locations were mentioned in the Latino focus group. These locations included: laundromats, dollar stores, outdoor sporting events/parks, churches, food pantries, nursing homes, clinics, hospitals, banks, and transit hubs. Some RIs were very intentional about the locations that they used to engage with the Latino community. This is reflected in how their organizations were extremely cognizant of the times they were at specific locations. One participant noted that they made sure to do outreach at a local Dollar Tree between 11:00 AM and 1:00 PM to engage with the senior population, and that the seniors were more likely to engage because they had the free time and were more relaxed. Another example

can be seen in how one RI conducted outreach at banks on the first Thursday of every month because that is the day when people go to obtain their social security checks. Furthering this notion that certain age groups had to be captured at specific locations, it was noted that teens were best met at public sporting events, adults were best met at their workplaces and churches, and seniors were best met at nursing homes, banks, and retail spaces.

Targeted locations that worked for Collar Counties and the Suburbs

The varied geography of demography of Chicago suburbs meant that RIs needed a diversity of approaches to find residents and encourage census participation. The economic crises that accompanied the pandemic also meant that retail and commercial strips that would normally have residents were closed or out of business and new patterns of engagement were needed.

In the South Suburbs, where there's been a decades-long population decline, traditional sites like commercial corridors were largely abandoned and disused. Instead, RIs in Chicago's southern suburbs turned their attention to shopping malls that attracted residents.

Other RIs noted the importance of doing outreach at the handful of essential businesses and services that remained open such as grocery stores, churches, schools and hospitals. One respondent noted that residents were more trusting and likely to listen when posting flyers at Cook County Health clinics or at local schools where parents were picking up food and school supplies. Meeting residents at locations where they regularly visited made them "More accepting of the message, safe and secure," especially for undocumented residents.

Targeted locations that worked for Southern and Rural Areas

With in-person connections as the most effective engagement method, there were several locations that seemed to work in southern and rural areas. Some groups found success in partnering with grocery stores by putting up posters, offering customer incentives like weekly customer gift certificate giveaways, and adding flyers to shopping bags and grocery deliveries. Other locations that seemed successful were high-traffic areas such as outside Dollar General and convenience stores, farmers markets, food trucks, and outdoor concerts where RIs and Subrecipients were able to help community members complete their census form on tablets.

In counties like Wayne and Hamilton where there are large farms, the key to outreach was posting yard signs on the property and along major thoroughfares. In the "Southern 7" (southern and rural areas of Illinois), the key to effective outreach is capitalizing on high-traffic locations that offer essential products and services.



TIMELINE FOR 2030

Recommended Timeline

Many lessons were learned from the hundreds of individuals and organizations that participated in the IL 2020 Census efforts. From our content analysis of hundreds of hours of focus group and 1-1 meetings, there were five main areas that were prominently featured in the feedback we received which we go into detail after the timeline chart:

FIVE AREAS TO ADDRESS IN PREPARATION FOR 2030

1. Planning and Engagement
2. Administrative Burden Reduction
3. Capacity Building for Training and Management
4. Co-production of Field Plans and Reporting Platforms
5. Stronger Business-Government-Community Partnerships

Based upon these five areas, and examining the plans of other states (specifically California which had already produced a sample timeline for its 2020 efforts), we have distilled the lessons learned into a timeline for 2030. In this section, we first present an ideal timeline table, and then include more detailed subsections on each of the bullets above. While we recognize the potential hurdles of implementing some of these suggestions, they are still included in an effort to open the discussion and invite other solutions in the future.

PHASE I: FOUNDATIONAL PLANNING AND BUILDING CIVIC INFRASTRUCTURE

<p>2021-2022</p>	<ul style="list-style-type: none"> UIC continues to monitor, analyze, distribute new reports and convene Census partners on new Census data results and other analyses related to demographic shifts in IL and nationally.
<p>2023-2024</p>	<ul style="list-style-type: none"> The Governor convenes a 2030 Census Advisory Committee including the IL 2020 Complete Count Commission (2020 CCC), staff from the IL Census Project from IDHS, outreach partners, philanthropy and state leaders, to review the results and findings of Census 2020 and begin the 2030 strategic outreach plan.
<p>2025</p>	<p>Mid</p> <ul style="list-style-type: none"> The Census Advisory Committee recommends an adequate budget and project scope for 2030 outreach and provides guidance on staff activities until the Illinois 2030 Complete Count Commission (2030 CCC) members are appointed in 2027.
<p>2026</p>	<p>Early</p> <ul style="list-style-type: none"> The Governor appoints the staff for the 2030 Complete Count Commission (in 2020, this was the IL Census Project inside the IL Department of Human Services but can be configured into another agency or with an external partner). We will refer to them as “Census staff.” <p>Mid</p> <ul style="list-style-type: none"> The Governor’s Office and Legislature allocate a multi-year budget for the 2030 Census that takes into account smaller initial investments that will increase the efficiency and effectiveness of moving more resources in 2029 and 2030. <p>Late</p> <ul style="list-style-type: none"> The IL 2030 Census staff meets with the U.S. Census Bureau, and local and regional governments and establishes the Census 2030 website to be the clearinghouse for toolkits, materials, and calendars.
<p>2027</p>	<p>Early</p> <ul style="list-style-type: none"> The IL 2030 Census staff engages potential corporate and business partners, foundations, and nonprofits, and K-12 school districts, higher education, and other important sector partners; conducts a “Needs Assessment” by engaging local, on-the-ground partners in HTC counties. <p>Mid</p> <ul style="list-style-type: none"> The Governor’s Office provides direction to state agencies on their involvement in Census 2030; a State Agency Working Group, composed of staff in charge of coordinating Census outreach for their state agency, is convened (and meets through June 2030). <p>Late</p> <ul style="list-style-type: none"> The Governor appoints the Illinois 2030 Complete Count Commission to provide guidance on outreach from a local, sector, or interest-based perspective. The 2020 CCC will convene the 2030 CCC meetings and consult with the Members on decisions (including those below).

PHASE II: ENGAGE STATEWIDE PARTNERS

2028	<p>Early</p> <ul style="list-style-type: none"> • The IL 2030 Census staff (in partnership with the IL 2030 CC) holds the “Regional Readiness Assessment” with local community leaders to help them develop their outreach plans; holds the first 2030 CCC meeting, inviting the U.S. Census Bureau to participate. (2030 CCC meets quarterly through summer 2030.); distributes initial funding to the HTC counties. • The IL 2030 Census staff begins to test any new reporting platforms and shared technology that will be required for grantees and partners with the emphasis on minimizing reporting burdens, and testing the efficacy of platforms for ease of use and relevancy of data and analysis provided. <p>Mid</p> <ul style="list-style-type: none"> • The IL 2030 Census staff holds training for the Assembly Budget Committee, Legislative Analyst’s Office, and Department of Finance. • The IL 2030 Census staff begins a process to co-create a comprehensive field plan and grant application process with community partners that includes all major sectors that will be engaged in community education, direct engagement and direct questionnaire assistance. The field plan should include key details such as: <ul style="list-style-type: none"> • shared communications and the role that marketing will play in outreach efforts for the state versus the grantees • reporting platforms and other technical reporting requirements • coordination responsibilities among the grantees, and then between the grantees and other key sectors such as the business community, the IL 2030 Complete Count Commission, other government agencies and entities • clear and relevant metrics that measure successful engagement and Census form completion • The IL 2030 Census staff convenes statewide experts to analyze the 2020 HTC self-response rates and discuss how to allocate resources. <p>Late</p> <ul style="list-style-type: none"> • The IL 2030 Census staff begins planning for grant application workshops and community outreach to engage Trusted Messengers early.
2029	<p>Early</p> <ul style="list-style-type: none"> • The IL 2030 Census staff (in partnership with the IL 2030 CC) holds workshops for local and state elected officials on providing Census outreach materials. • The IL 2030 Census staff finalizes grant applications and allocations at the beginning of the new fiscal year (2030) to minimize administrative burdens on grantees. <p>Mid</p> <ul style="list-style-type: none"> • The IL 2030 Census staff (in partnership with the IL 2030 CC) holds “Big Tent” regional events for local leaders to present their local outreach plans to their communities and the U.S. Census Bureau. <p>Late</p> <ul style="list-style-type: none"> • The IL 2030 Census staff finalizes a comprehensive field plan that includes all major sectors that will be engaged in community education, direct engagement and direct questionnaire assistance • The IL 2030 Census staff convenes statewide experts to analyze the 2020 HTC self-response rates and discuss how to allocate remaining resources.

PHASE III: CRITICAL OUTREACH AND “CENSUS CAMPAIGN” MODE

2030	<p>Early</p> <ul style="list-style-type: none">• The IL 2030 Census staff and any technical assistance partners provide direct support through 1-1 technical support, peer-to-peer workshops and convenings, and data analysis and mapping to enhance the targeting efforts of grantees and partners.• The IL 2030 Census staff (in partnership with the IL 2030 CC) holds “Big Tent” regional events with local leaders through the end of the Non-Response Follow-Up period. <p>Mid</p> <ul style="list-style-type: none">• The IL 2030 Census staff is retained through the Non-Response Follow-Up period. <p>Late</p> <ul style="list-style-type: none">• The IL 2030 Census staff and technical assistance partners conduct surveys and assessments for a final report and planning for the next Census.
------	---

Planning and Engagement

Sufficient time in the planning phase would help improve many aspects of networked governance. At minimum, one year of planning time before the selection of RIs and Subrecipients was mentioned as a proper timeline for the planning phase. This would give sufficient time for the State to review various high level decisions such as budgeting, internal staffing requirements, external guidelines, management and reporting systems, and sufficient time to vet RIs and assist them in identifying Subrecipient partners.

Lessons Learned

- Sufficient planning time is necessary to properly identify the varying capacities and skill levels of each RI and find additional RIs in regions with more needs. Some regions in the State did not have sufficient RI applications submitted, and there were differing levels of work output by both RIs and Subrecipients, which varied by region.
- While there are many examples of RIs and Subrecipients that went above and beyond their work standards, it should be noted that some organizations did the baseline level of work quality and quantity. A more transparent structure and process where RIs were expected to share their contracts with each other and to establish common metrics and outcomes would reduce the likelihood of underperformance.
- Finding the partnerships between RIs and Subrecipients that work best in handling all or most of the tasks is essential in the vetting process of both RIs and Subrecipients. While RIs were essentially managing communication, budgeting, and top-level tasks, Subrecipients were conducting the on the ground outreach work.
- RIs reported that certain administrative expectations such as meeting and reporting requirements were not properly covered in the NOFO. A few organizations mentioned that during the project, administration of the grant became more work than managing the Subrecipients. Knowing those requirements would have affected how organizations could have structured their staff and programs to more effectively meet those requirements.

- There was insufficient time to hire Regional Coordinators as originally planned. Each Regional Coordinator would have covered two regions and they would have been tasked to give feedback on the progress of regions and provided technical assistance as well. While part-time staff that were assigned to the census project were given the duties of Regional Coordinators, with no full-time Regional Coordinators or a dedicated team of solely full-time staff, IDHS was not at full capacity to implement the Illinois Census Grant Program. This led to additional difficulties for tracking RIs, and upholding standards for the differing capacity by regions. Regional Coordinators would have allowed other IDHS staff to assist RIs with on-the-ground problem solving, especially with the constant pivoting due to COVID-19.
- Full capacity would have allowed the RI's questions to be answered more uniformly, especially on spending restrictions. Instead, the part-time IDHS staff spent much time referring to contractual obligations and legal counsel for guidance.

Recommendations for 2030

- Allow additional planning time for potential RIs and Subrecipients to conduct self-assessments on whether the census outreach program is in alignment with their organization's mission and available capacity.
- Increase the time period dedicated to the vetting process. This would allow the State agency to know more deeply about the RI's network and community connections, and their level of administrative and technical capacity. This would allow for more consistent accountability across all regions in the State.
- The guidelines should be more prescriptive on items such as spending requirements (marketing for example).
- Guidelines on messaging and spending (of how funds can or can not be utilized) should be completed prior to any outreach efforts and articulated in the NOFO. This would allow RI's to more effectively prepare their budgets before grant application submission, be able to communicate expectations to interested Subrecipients, and prepare an MOU or other agreement for working with Subrecipients.
- There needs to be clearer guidelines for the varying organizational types. RIs and Subrecipients that function as government agencies have different approaches to outreach than community based organizations.
- NOFO and GATA requirements should be made explicitly clear prior to the vetting process of RIs to set expectations on organizational capacity for both outreach and administrative work. This also ensures potential RIs and Subrecipients are clear on those expectations at the start of the program.
- The State should use the additional planning time to finalize the internal structures of the State office coordinating the census outreach efforts. This includes the development of staffing requirements, such as the need for full-time staff or the hiring of additional personnel such as Regional Coordinators.

Administrative Burden Reduction

Assuming that the networked governance model will be improved upon and utilized for the 2030 Census, one important aspect is the need for more simplified and efficient systems in the application process for State programs. The networked governance models allow for more distributed forms of engagement to HTC's, however the systems in place for applying to those programs can be detrimental in allowing grassroots organizations with strong ties to HTC's to be involved.

Lessons Learned

- Many organizations mentioned that some of the community based organizations had the necessary on the ground presence in local communities, but had difficulties with the GATA application process. While general guidelines are necessary, the GATA process can act as a barrier for potential Subrecipients that have the necessary advocacy skills and high levels of trust with local communities to best function as outreach workers.
- The GATA application process can actually be more burdensome on hard-to-count communities, or the less populated rural areas that may not have the same amount of high capacity organizations than wealthier regions. Many organizations reported that the GATA certification process was time intensive and prevented community organizations with deep ties in hard-to-count communities to apply as potential Subrecipients.

Recommendations for 2030

- The State can build upon their current assistance with GATA certification by continuing to include workshops for Subrecipients to complete GATA certification, videos or webinars on GATA accounting and best practices, and having examples of items and documentation to include in the application forms.
- Having a single point of contact at the State level to answer questions on the GATA process and application can also be effective.
- Long term planning to identify paths to ease bureaucracy and the application process, especially for GATA compliance, would allow smaller grassroots organizations to join outreach efforts for the census and other programs.

Capacity Building for Training and Management of Subrecipients

The RIs and SRs structure of the networked governance model requires strong capacity building to establish more uniformity in the various technical, outreach, communication, and administrative skills to effectively carry out the model across all regions. It has been established that there is regional variance in terms of organizational capacity, however capacity building in the planning phase can minimize those effects.

Lessons Learned

- Organizations who work in hard-to-count communities may not have full reach to their targeted populations, so there are opportunities to conduct training on communication and outreach strategies for those organizations.

- Many RIs conducted their own internal training with Subrecipients based on their needs and targeted populations. One organization identified that the challenge of COVID-19 required additional training on phone banking, as outreach pivoted away from large gatherings. The RI provided training on phone banking for the organizations that most needed it.
- There was a varying degree of experience on different outreach strategies, such as canvassing or phone banking among Subrecipients.
- Several organizations reported that they spent a considerable time investment in teaching Subrecipients how to complete their reporting and to follow up on required documentation for monthly reports. That administrative work truncated the time that could have been used on engagement and strategy development with Subrecipients.
- There was a large gap between the administrative capacity of Subrecipients. Some organizations required more technical assistance on the part of RIs to ensure consistent and quality data entry for the Map the Count Platform. The data entry process for Map the Count was inconsistent and some Subrecipients lacked the ability to properly quantify their activities, which led to unreliable metrics on census outreach efforts.

Recommendations for 2030

- More uniform training on key outreach strategies such as phone banking, canvassing, and targeted messaging could improve outreach tactics overall and ensure consistent outreach skills across the various regions of Illinois.
- Uniform training on communication systems and reporting platforms prior to the project implementation would decrease the amount of technical assistance needed by Subrecipients during the project. Training on reporting platforms overall would lead to better data entry quality.

Co-Production of Field Plans and Reporting Platforms

The available communication and platform technologies 10 years from now would be difficult to predict. However, any adoption of reporting systems or management platforms needs a thorough assessment in the early planning phases of the project to assess whether it is best to create a new platform customized to the specific needs of a project, such as the census initiative, or if preexisting management platforms would suffice for generating metrics and project management.

Lessons Learned

- The census initiative specifically rolled out a new platform, Map the Count, for developing metrics on Subrecipient census outreach efforts. However, the timeline for development of Map the Count was considerably short with insufficient time for testing, user engagement and feedback.
- Premature roll out of the Map the Count platform led to the reporting of bugs at the start of census outreach efforts. Those early bugs would have been tested during a normal product development cycle.
- The initial user engagement prior to deployment of the platform would have also assisted in finalizing data entry categories based on user, activity, and event types.

- Many users of the platform were unsure or did not understand how to best quantify their actions as metrics due to insufficient training time.
- Some respondents reported that the Map the Count platform did work great once initial bugs were fixed, however improved user experience in the early stages of the project would have led to more general engagement with the platform by Subrecipients. This led to some RIs largely taking responsibility for the data entry due to the limited capacity of Subrecipients.
- Many organizations reported that there were several reporting and communication tools utilized during the census outreach initiative. That increased the level of administrative work particularly for smaller RIs that did not have the same level of full time staff capacity as other larger RI organizations.

Recommendations for 2030

- The decision to develop a new platform specific to the Census is best done at the very early planning phases of the project. If a new platform is designed specific to the Census, the timeline for developing, testing, user engagement, and feedback are critical.
- Training for any platform or management tools should be done for RIs and Subrecipients prior to project implementation.
- The various types of user roles such as RIs, Subrecipients, community organizations, public health agencies, public libraries, municipal governments, day care centers, etc., would have probably worked best if the platform had been customized for those roles.
- Any platform, whether already established or launched as a new platform, requires sufficient time to train users to ensure consistent data entry quality.
- The platform metrics themselves should be designed to ensure they are understood by all actors. The metrics should be designed and then explained to users, on how data collection could lead to better performance, tactics, and strategies on the ground.
- Ensuring that a streamlined platform which functions as a single tool for communications, reporting of real time performance metrics, and the exporting administrative reports, would reduce confusion and the time spent on administrative work.

Stronger Business-Government-Community Partnerships

The networked governance model requires good communication and collaboration between all stakeholders. While the collaboration between IDHS, RIs, and SRs was able to create a broad network across the State of Illinois to reach HTC, collaborative efforts could have been improved with other government programs, such as the Census's Complete Count Committees, and corporate and local business partners.

Lessons Learned

- Some organizations mentioned that the business community could have been more engaged early in the process to develop stronger partnerships.
- Many organizations pointed to the success of conducting canvassing and tabling in food and service orientated businesses.

- “High touch” businesses such as grocery stores, restaurants, laundromats, salons, and barber shops were all considered effective locations for census outreach.
- A few organizations pointed out that partnerships with large wholesalers and chain grocery supermarkets early on would have helped to increase the visibility of the census during the education phase. It was also difficult for organizations to access larger chain stores for potential outreach, with some corporate businesses requiring approval from higher level management to allow posters and flyers in their stores.
- The smaller businesses that were engaged demonstrated that effective outreach could be done in partnership with the business community. Examples include postcard inserts, and posters. Raffles, and food and swag giveaways on behalf of businesses were immensely effective in promoting and stirring excitement for the census.
- Many SRs were already members of Complete Count Committees and had language and materials prepared months ahead of time. They then had to change it when the Illinois 2020 Census Grant Program began. If toolkits had been released at the beginning of the process, they could have been used more, but instead came out too late in the outreach process.

Recommendations for 2030

- Establish partnerships early in the planning process to facilitate visibility to census outreach efforts overall.
- Leveraging the State’s role to develop corporate partnerships early on would facilitate access to businesses during implementation of outreach efforts. Securing those partnerships would be effective in promoting the census especially in larger retail stores, pharmacies, supermarkets and other high touch industries.
- More coordination between the State agency and with the USCB Regional Census offices. RIs obtained important information and resources from the USCB Census offices, and some RIs began their census operations before the Illinois 2020 Census Grant Program. Those RIs had already prepared toolkits, materials, etc. Better communication and coordination between IDHS, the USCB Regional Census offices, and the Complete Count Committees could have improved the rollout of those materials.

APPENDIX A - ADVISORY PANEL MEMBERS

Advisory Panel Members

Deborah Bennett, Senior Program Officer at Polk Bros. Foundation

Former Representative Mike Fortner

Maria Pesqueira, President of Healthy Communities Foundation

Representative André Thapedi

Representative Carol Ammons

Representative Elizabeth (Lisa) Hernandez

Representative Ryan Spain

Representative Theresa Mah

Senator Andy Manar

Senator Dan McConchie

Senator Iris Martinez

Senator Kimberly Lightford

Senator Jil Tracy

APPENDIX B - LIST OF REGIONAL INTERMEDIARIES AND THEIR SUBRECIPIENTS (LOCAL ORGANIZATIONS)

The comprehensive list of Regional Intermediaries (bold font and their Subrecipients represents over 400 organizations across the state that engaged in the Illinois 2020 Census Outreach Program. Some organizations worked in multiple regions and therefore are identified multiple times consistent with the regions where their outreach work was conducted. The “indented” organizations are additional organizations working directly with Subrecipients to support their census program objectives.

CENTRAL REGION

Illinois Primary Health Care Association

Cass County Public Health Department

Central Counties Health Centers

City of Decatur

Oasis Daycare Center

City of Springfield

Crossing Healthcare

Economic Development Council of Shelby County

Faith Coalition for the Common Good

Macoupin County Public Health Department

Phoenix Center

SIU School of Medicine

Illinois Association of Community Action

Agencies

Faith Coalition for the Common Good

Illinois Valley Economic Development

Corporation

CHICAGO REGION

Community Assistance Programs

100 Black Men of Chicago

A Knock at Midnight, NFP

Ada S McKinley Community Services, Inc

C.C.E Enterprises, LLC

Centers for New Horizons

Chicago Area Project

Cook County Southland Juvenile Justice Council

Fathers, Families Healthy Communities

Global 360 Marketing

Human Resources Development Institute

IPAE Faith and Community Action Network

Lakeside Community Committee

Lights of Zion Ministries

Roseland Ceasefire Project, Inc

South Central Community Services

Habilitative Systems Inc.

Above and Beyond Family Recovery Center

Alternative Schools Network

Chicago Excel Academy

Austin Childcare Providers’ Network

Austin Peoples Action Center

Bobby E. Wright Comprehensive Behavioral Health Center, Inc

Chicago Family Partnership

Chicago Westside NAACP

Communities United

Family Guidance Centers

Fathers Who Care

First Ladies Health Alliance NFP

Garfield Park Community Council

Haymarket Center

Introspect Youth Services

Laura B. Collins Community Development Center Inc

North Lawndale Employment Network

People’s Community Development

Association of Chicago

Phalanx Family Services

Project Exploration

Proviso Leyden Council for Community Action
Sankofa Safe Child Initiative
Sinai Community Institute
St. Agatha Catholic Church
Teamwork Englewood
The Answer
The Chicago Lighthouse
The Loretto Hospital
University of Illinois at Chicago Disability and
Human Development
VAS Networking Services
Westside Health Authority
Illinois Action for Children
A Just Harvest
Alivio Medical Center
BUILD, Inc
Carole Robertson Center for Learning
Community and Economic Development
Association of Cook County, Inc
Centers for New Horizons
Eyes on the Future Child Development Center
I AM ABLE Center for Family Development,
Inc.
**Illinois Coalition for Immigrant and Refugee
Rights**
Alliance of Filipinos for Immigrant Rights and
Empowerment
Asian Americans Advancing Justice Chicago
Asian Human Services Family Health Center
Brighton Park Neighborhood Council
Centro de Trabajadores Unidos: United
Workers' Center
Centro Romero
Chicago Chinatown Chamber of Commerce
Chinese Mutual Aid Association
Coalition for a Better Chinese American
Community
Communities United
Council of Islamic Organizations of Greater
Chicago
Enlace Chicago
Erie Neighborhood House
Esperanza Health Centers

Family Focus
Federación de Clubes Michoacanos en Illinois
HANA Center
IL Muslim Civic Coalition
Indo-American Center
Institute for Latino Progress
Latino Organization of the Southwest
Latino Policy Forum
Logan Square Neighborhood Association
Middle Eastern Immigrant and Refugee
Association
Midwest Asian Health Association
Mujeres Latinas en Accion
Muslim Women Resource Center
Northern Illinois Justice for Our Neighbors
Northside Community Resources
Northwest Side Housing Center
Organizing Neighborhoods for Equality:
Northside
Pilsen Neighbors Community Council
Polish American Association
Project VISION
Pui Tak Center
Sinai Community Institute
South-East Asia Center
Southwest Organizing Project
Spanish Coalition for Housing
Syrian Community Network
Taller de Jose
The Resurrection Project
United African Organization
Vietnamese Association of Illinois
Vote Assyrian
Workers Center for Racial Justice
Xilin Association
Pilsen Wellness Center
SGA Youth & Family Services
Puerto Rican Cultural Center
Bickerdike Redevelopment Corporation
Center for Changing Lives
Centro Sin Fronteras Community Services
Network
Chicago Commons Association

Dr. Pedro Albizu Campos High School
Rincon Family Services
 AIDS Healthcare Foundation / CALOR
 ASI
 ASPIRA Inc of Illinois
 Association House of Chicago
 Caritas
 Healthcare Alternative Systems
 Norwegian American Hospital
 Northwest Side Housing Center
 Puerto Rican Arts Alliance
 Spanish Coalition for Housing
 St Augustine College
 United States Hispanic Leadership Institute
University of Illinois/Jane Addams
 Alliance of Local Service Organizations
 Acclivus, Inc
YWCA of Metropolitan Chicago
 Affinity Community Services
 AIDS Foundation of Chicago
 All Chicago Making Homelessness History
 Association of Latinx Motivating Action
 (ALMA)
 Center on Halsted
 Chicago Black Gay Men's Caucus
 Chicago Commons
 Chicago State University
 Chicago Urban League
 City Colleges of Chicago
 Equality Illinois
 Equiticity
 Federacion de Clubes Michoacanos en
 Illinois/Casa Michoacan
 Howard Brown Health Center
 Increase the Peace
 Institute for Nonviolence Chicago
 La Casa Norte
 LGBT Chamber of Commerce of Illinois
 My Block, My Hood, My City
 Pride South Side
 SGA Youth and Family Services
 South Asian American Policy & Research
 Institute

Taller de Jose
 The Southwest Collective
 UCAN
 Women's Justice Institute
 COLLAR REGION
**Illinois Association of Community Action
 Agencies**
 Grundy County
 Crisis Line of Will and Grundy County
 Kendall County
 Will County Center for Community Concerns
**Illinois Coalition for Immigrant and Refugee
 Rights**
 Arab American Family Services
 Catholic Charities of the Archdiocese of
 Chicago
 Chicago Workers Collaborative (Colaborativa
 de Waukegan)
 Chinese Mutual Aid Association
 Community Health Partnership of Illinois
 Council of Islamic Organizations of Greater
 Chicago
 DuPage Federation on Human Services
 Reform
 Family Focus
 Federacion de Clubes Michoacanos en Illinois
 Hispanic American Community Education and
 Services Inc
 Illinois Migrant Council
 IL Muslim Civic Coalition
 Mano a Mano
 Northern Illinois Justice for Our Neighbors
 Southwest Suburban Immigrant Project
 Spanish Community Center
 Vietnamese Association of Illinois
 Xilin Association
 YWCA Elgin
Reaching Across Illinois Library Systems
 Addison Public Library
 Aurora Area Interfaith Food Pantry
 Aurora Public Library
 Bartlett Public Library District
 Batavia Public Library

Bensenville Community Public Library
Child Care Resource & Referral
DuPage County
DuPage County Health Department
Glen Ellyn Public Library
Glenside Public Library District
Highwood Public Library
Joliet Public Library
McHenry Public Library District
North Chicago Public Library
Oswego Public Library District
Poplar Creek Public Library District
St Charles Public Library District
University Park Public Library District
Vernon Area Public Library District
Warrenville Public Library District
Waukegan Public Library
West Chicago Public Library District
Wheaton Public Library
Zion-Benton Public Library
Metropolitan Mayors Caucus
AgeGuide – Northeastern Illinois Agency on
Aging
City of Aurora
City of Crest Hill
City of Elmhurst
City of Highland Park
City of Joliet
City of Kankakee Economic and Community
Development Agency
City of Warrenville
City of West Chicago
City of Woodstock
Latino Policy Forum
Village of Bartlett
Village of Beach Park
Village of Bensenville
Village of Bolingbrook
Village of Glendale Heights
Village of Grayslake
Village of Hawthorn Woods
Village of Lombard
Village of Mokena

Village of Mundelein
Village of Roselle
Village of Woodridge
South Suburban Mayors and Managers
Association
Village of Beecher
Village of Crete
Village of Monee
Village of University Park
United Way
United Way of Lake County
County of McHenry

NORTH CENTRAL REGION

Tri-County Regional Planning Commission

City of Canton
City of East Peoria
City of Pontiac
Community Action Partnership of Central
Illinois
DCC Marketing
Fulton County
Henry Public Library
Marshall County
McLean County Regional Planning
Commission
Stark County
Tazewell County
Toluca Public Library
Village of Dwight
Woodford County Health Department
**Illinois Association of Community Action
Agencies**
Peoria Citizens Committee for Economic
Opportunity
May I
Illinois Migrant Council

NORTHEAST CENTRAL REGION

Champaign Urbana Public Health District

Champaign Community Unit School District 4
Champaign County Regional Planning
Commission

City of Urbana
Community Health Partnership of Illinois
Douglas County Health Department
East Central Illinois Refugee Mutual
Assistance Center
Ford County Public Health Department
University YMCA
Urbana Neighborhood Connections Center
Vermilion County Health Department

NORTHERN REGION

Region 1 Planning Commission

Blackhawk Hills Regional Council
City of Belvidere
City of DeKalb
City of Freeport
City of Oregon
City of Rochelle
City of Rockford
DeKalb County
Greater Freeport Partnership
Northern Illinois University
Regional Access and Mobilization Project
Vocational Rehabilitation Management, Inc
Winnebago County
Winnebago County Health Department

NORTHWEST REGION

Illinois Public Health Association

Abilities Plus
Blackhawk Hills Regional Council
Carroll County Health Department
Community Health Partnership of Illinois
Gateway Services Inc
Henry and Stark County Health Department
Illinois Chapter American Academy of
Pediatrics
Illinois Migrant Council
Jo Daviess County Health Department
Lee County Health Department
Mercer County Better Together
Mercer County Health Department
Moline Public Library

Princeton Public Library
Quad Cities Interfaith
Rock Island County Health Department
Western Illinois University (WQPT/PBS)
Whiteside County Health Department
YWCA of the Sauk Valley

SOUTHEAST CENTRAL REGION

Clay County Health Department

Clark County Health Department
Coles County Health Department
County of Effingham
Crawford County Health Department
Cumberland County Health Department
Embarras River Basin Agency
Fayette County Health Department
Jasper County Health Department
Lawrence County Health Department
Moultrie County Health Department

Illinois Association of Community Action

Agencies

BCMW Community Services

SOUTHERN REGION

Illinois Public Health Association

Carbondale Branch NAACP #3002
Carbondale Main Street
City of Anna
City of Benton
City of Mt. Vernon
City of Sesser
Egyptian Area Agency on Aging
Egyptian Health Department
Franklin-Williamson Bi County Health
Department
Hamilton County Health Department
Illinois Migrant Council
Jackson County Health Department
Jefferson County Health Department
Mount Vernon Illinois Branch NAACP
Perry County Health Department
Randolph County Health Department
Southern Five Regional Planning District

Southern Seven Health Department
Village of North City
Wabash County Health Department
Wayne County Health Department

SOUTHWEST CENTRAL REGION

Teens Against Killing Everywhere

BCMW Community Services
Community Development Sustainable
Solutions
Illinois Valley Economic Development
Corporation

**Illinois Association of Community Action
Agencies**

BCMW Community Services
Illinois Migrant Council
Madison County Community Development
Quad City Community Development Center

SUBURBAN COOK REGION

Illinois Action for Children

A Just Harvest
AgeOptions
Children's Home & Aid
Good Shepherd Center for Exceptional
Children
Harold Colbert Jones Memorial Community
Center
Homewood Science Center
Restoration Ministries
Township of Proviso

**Illinois Association of Community Action
Agencies**

Community and Economic Development
Association of Cook County, Inc
Housing Action Illinois
Alliance To End Homelessness
BEDS Plus
Connections For The Homeless
Housing Choice Partners
Impact BHP
NW Compass
Open Communities

Rebuilding Together
Respond Now
South Suburban Housing Center
South Suburban PADS
Together We Cope
United Palatine Coalition

**Illinois Coalition for Immigrant and Refugee
Rights**

Alliance of Filipinos for Immigrant Rights and
Empowerment
American Association of Retired Asians
Arab American Action Network
Arab American Family Services
Centro de Información
Chinese Mutual Aid Association
Coalition for a Better Chinese American
Community
Council of Islamic Organizations of Greater
Chicago
Erie Neighborhood House
Family Focus
Federación de Clubes Michoacanos en Illinois
HANA Center
Indo-American Center
Mujeres Latinas en Accion
Northern Alliance for Immigrants
PASO - West Suburban Action Network
Township High School District 214
Vote Assyrian
Xilin Association

Metropolitan Mayors Caucus

Ageoptions
City of Berwyn
City of Blue Island
City of Chicago Heights
City of Country Club Hills
City of Evanston
City of Harvey
City of Markham
City of Prospect Heights
Southland Black Mayors Caucus
Town of Cicero
Township of Proviso

Village of Alsip
Village of Brookfield
Village of Burnham
Village of Calumet Park
Village of Dixmoor
Village of Dolton
Village of Elk Grove
Village of Ford Heights
Village of Glenview
Village of Glenwood
Village of Hanover Park
Association of Retired Asians
Northwest Hispanic Chamber of Commerce
Village of Hoffman Estates
Village of Homewood
Village of LaGrange
Village of Lansing
Village of Lemont
Village of Lynwood
Village of Matteson
Village of Maywood
Village of Mount Prospect
Village of Oak Park
Village of Olympia Fields
Village of Orland Park
Village of Park Forest
Village of Phoenix
Village of Richton Park
Village of Riverdale
Village of River Forest
Village of Robbins
Village of Sauk Village
Village of Schaumburg
Village of Schiller Park
Village of Skokie
Village of South Barrington
Village of Wheeling
Village of Wilmette

City of Galesburg
City of Macomb
City of Monmouth
City of Mt Sterling
City of Quincy
County of Knox
Hancock County Economic Development
Corporation
Henderson County
McDonough County
Schuyler County
Two Rivers Resource Conservation and
Development
Warren County
Western Illinois Regional Council-Community
Action Agency

WESTERN REGION

Western Illinois Regional Council

Brown County
City of Carthage

APPENDIX C - THE UIC CENSUS AMBASSADORS PROGRAM

The UIC Census Ambassadors Program



Purpose

This memo serves as a way to comprehensively document the UIC Census Ambassadors program. Identified in this memo is the program structure, a summary of the program timeline, successes, challenges, and areas to improve. This memo has been constructed with the intent of serving as a template for the 2030 Census, or for other future civic engagement endeavors.

Overview

In 2019 the State of Illinois awarded organizations across the state a total of \$29 million to engage in outreach for the 2020 Census. Among the recipients, the College of Urban Planning and Public Administration (CUPPA) was awarded grant money to offer technical assistance to these organizations, as well as conduct student outreach on the University of Illinois at Chicago (UIC) campus. This grant was moved through the Nathalie P. Voorhees Center (NPVC), and allocated between 3 Co-Principal Investigators (PIs): Janet Smith, Co-director of the Nathalie P. Voorhees Center; Kathleen Yang-Clayton, Director of Undergraduate Studies and Civic Partnerships for the Department of Public Administration (DPA); and Moira Zellner, Director of the Urban Data and Visualization Lab (UDVL).

The Census Ambassadors (CA) program was created and managed by Austin Zamudio, the Senior Project Manager working alongside Dr. Yang-Clayton from the Department of Public Administration. Funding for the project came through the Nathalie P. Voorhees Center, and was managed by teams from NPVC and DPA. In the spring 2020 semester alongside Mr. Zamudio, Allyson Nolde, MPA, from the DPA team helped supervise the students; and from the Nathalie P. Voorhees Center, Rukaya Abdallah, MUPP candidate, and Karen Yates, MUPP candidate, helped supervise as well. The Asian American Resource and Cultural Center (AARCC) also partnered by lending a student, Shreyas Shastri, to focus on civic engagement of Asian American communities. The program was officially launched in February 2020 and consisted of 12 students with the mission to engage their fellow UIC students with Census outreach. In the fall 2020 semester, the program was reinstated, however, with only two students and was managed solely by Mr. Zamudio.

Recruitment

One of the largest concerns when conducting the 2020 Census was being sensitive of and able to reach hard-to-count communities (HTCs). HTCs are those that have been historically undercounted for various reasons, ranging from distrust in government to blatant discrimination. The UIC community is extremely diverse, and in constructing the program the DPA team wanted to be cognizant of the background of the students hired. We aimed for a “trusted messenger” approach, where students would engage communities and social circles

that they were representative of. We also wanted to partner students with one of the seven cultural centers on campus to do their outreach, furthering the notion that students need to be placed with organizations that they are representative of, so they are not viewed as an “outsider” simply reading off information.

The program was initially formed with three tiers of involvement in mind: paid student workers, students involved for course credit, and students volunteers. Each tier had varying levels of commitment, and would all be managed by Mr. Zamudio. A general ambassador position, for all three tiers, was posted on the Student Leadership and Civic Engagement portal - similar to a job board for UIC students, but for volunteer opportunities. The position and work plan were also disseminated through the College of Urban Planning and Public Administration listservs.

As students began to apply, interviews were conducted on a rolling basis throughout January and February 2020. In the interview, students were asked what tier of involvement they were able to commit to - with almost all of them indicating they were looking for a paid position. Given this fact, as well as the limited capacity of the team and the fragmented organizational structure across two departments, the team decided that we were only able to manage students that were interested in paid positions. Students were brought on as the university HR process allowed, with some students taking longer to be cleared to work than others. The first wave of students were brought on in mid-February, and all 12 students were onboarded by early March.

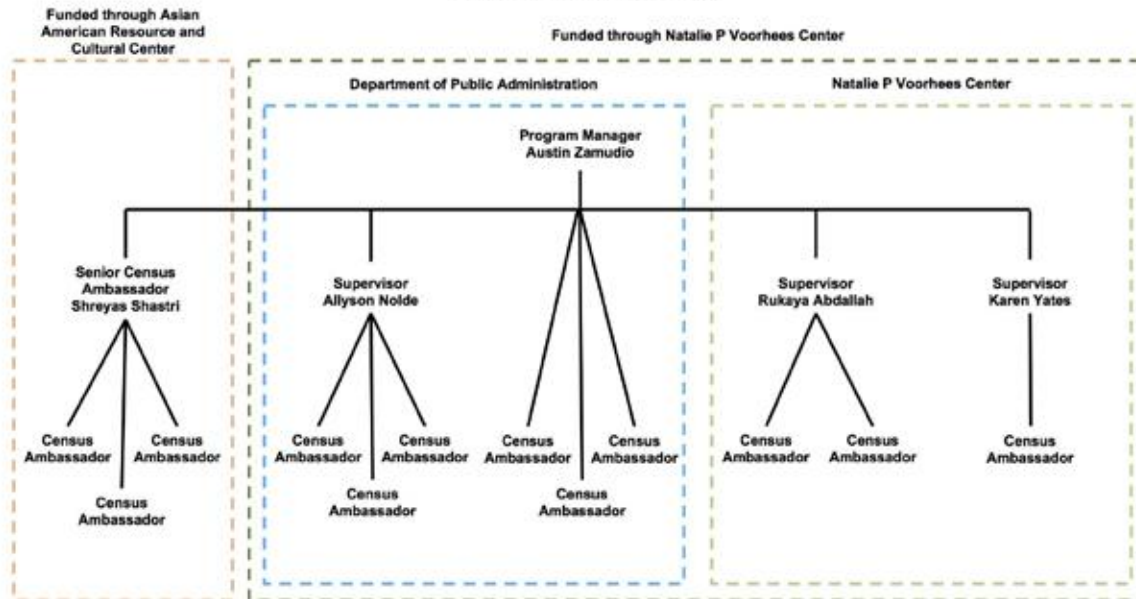
Structure

While the program was created and managed overall by Mr. Zamudio, underneath him were three supervisors and one senior census ambassador. One supervisor, Allyson Nolde, was a graduate research assistant (GRA) directly working alongside Mr. Zamudio in the Department of Public Administration. The other two supervisors, Rukaya Abdallah and Karen Yates, were GRAs with the Nathalie P. Voorhees Center - DPA’s partner in FY20 that focused specifically on university census outreach and reentering populations. DPA and NPVC are both fall under the College of Urban Planning and Public Affairs but are separate departments.

Additionally, the Asian American Resource and Cultural Center had the funding to bring on one student, Shreyas Shastri, for civic engagement outreach specifically centered on Asian American students. Upon learning that DPA would be engaging in Census Outreach, AARCC extended the offer to place Mr. Shastri with DPA to help bolster efforts. Mr. Shastri was brought on well before the other 12 Census Ambassadors, and had a deeper understanding of the program and our goals, thus granting him the title, Senior Census Ambassador.

The intent with this structure was to divide up management responsibility, given the limited capacity of the team. A maximum of three census ambassadors were assigned to each supervisor. The role of supervisors was to conduct weekly check-ins with their ambassadors to help troubleshoot any issues and offer advice on outreach efforts. Additionally, they were tasked with providing students general reminders, such as bi-weekly hour submission. The organizational chart of this structure can be seen below.

SPRING 2020 STRUCTURE



This structure remained in place until the end of the spring 2020 semester, when the program ended. Since Mr. Shastri was funded separately from the IDHS grant, he remained working alongside the DPA team on the larger project with the state after the CA program ended. In FY21, DPA had their own scope of work separate from NPVC, leading to less frequent communication with Ms. Abdallah and Ms. Yates. Given the success of the spring CA program, it was brought back for the fall 2020 semester, but on a much smaller scale. Due to reduced capacity and budget, only two students were brought back, and the program was managed solely by Mr. Zamudio.

Summary of Activities

Mr. Shastri began working alongside the DPA team in November 2019 before the Census Ambassador program began in February 2020. As part of his scope of work with AARCC, Shreyas was largely conducting outreach through his own network. Additionally, he helped the DPA team with the larger project as needed, such as helping transcribe and timestamp the weekly Regional Intermediary webinars.

It wasn't until early January that the structuring for the program began, with weekly meetings between the DPA and NPVC teams. Mr. Zamudio constructed the Census Ambassador work plan, and that document was disseminated through the student engagement portal, as well as student listservs, to begin recruiting. Interviews began in late January as students continued to apply. Students sent their resumes directly to Mr. Zamudio, who then conducted rolling 1-on-1 interviews for the Census Ambassador position.

All twelve students were officially onboarded by the end of February at a wage of \$11.40 an hour for a maximum of 12 hours a week. In order to accommodate the various and often conflicting schedules of undergraduates, onboarding training was virtual. The CAs were

required to watch a training video, pre-recorded by Mr. Zamudio and Ms. Nolde. This video described the overall responsibilities of the CA program and how it would be structured. Students began the program by writing their own bios and identifying which student organizations and networks they wanted to work with to engage in census outreach.

In early March, Mr. Zamudio had secured tabling locations at various high-traffic areas on UIC campus. These locations included the library and bookstore on Student Center East, as well as the bookstore on Student Center West. There were five tabling options available each week - one each day for two hours at varying times. Mr. Shastri created an excel spreadsheet that allowed students to sign up for any tabling option they were available for. This system was in place for approximately two and a half weeks, before the university went remote due to the COVID-19 pandemic on March 16.

Right as the program began to settle into its intended purpose, remote learning threw the entire Census Ambassador work plan into the air. Direct outreach was no longer an option, and the program had to quickly pivot to ensure that students were still able to get their hours and engage their peers. Students were immediately trained on how to use Canva, a free to use, user friendly graphic design platform. They were tasked with creating various infographics and images to be posted on their social media platforms to engage with their peers. Additionally, they were expected to send their designs to student organizations and cultural centers to be disseminated through listservs.

Seeing as how this repetitive social media activity could only engage a certain audience for so long, Mr. Zamudio identified a way to connect the Census Ambassador program to the larger project with the State and Regional Intermediaries across Illinois. Assigned in early April and due in May, Census Ambassadors were tasked with a Regional Intermediary research project. Students were put into groups of two and paired with one of the 31 Regional Intermediaries the DPA team had been working with under IDHS.

The project was broken down into four phases: pulling visuals, research, interview, and reflection. Students had to go into an organization's Box.com folder to pull some of the visuals and activities they uploaded to gain an understanding on the types of activities the organization had been engaging in. Once done, students had to do research on the organization, their mission, history, and general facts. Then came the large part of the project - an interview with the main contact for the organization. The intent with the interview was to grant some earned media to the RIs as well as provide students with a networking opportunity. Finally, students had to close the project with a reflection on what they learned from their interview and what outreach strategies they thought could be adopted for other initiatives.

After the research assignment was due, CAs were given design/social media assignments as needed and were plugged into any virtual events to share their outreach messages at. Mr. Shastri was able to secure a working relationship with Chicago Cares - a volunteer organization that connects volunteers to various initiatives across the City of Chicago. Given the stay-at-

home mandate, Chicago Cares had been engaging in “text banking” for the census. Similar to phone banking, volunteers would have a list of numbers and rather than calling individuals, they would text them census information. Thanks to the excellent coordination between Mr. Shastri and Chicago Cares, CAs were able to sign-up for text banking opportunities.

In the final month of the program in June, activities began to wind down. In addition to Chicago Cares opportunities, students were required to take virtual training on phone banking through State Voices’ Tools for All - a resource that connects organizations to phone banking tools. The intent with the training was to provide CAs concrete skills they could use in other positions. The training covered topics such as data entry, data compliance, how to cut territories, etc.

As a final assignment, students were simply asked to reflect on their experience in the Census Ambassador program - what worked, what didn’t, and what could be improved in the future. All of the students hired by Mr. Zamudio were no longer employed after June. The only student that remained working alongside DPA was Mr. Shastri, as he was funded outside of the IDHS grant. Shreyas continued to assist the DPA team throughout the summer and fall as needed and was critical in cataloging weekly RI meetings with the State.

In the fall semester, since the census outreach timeline was swiftly coming to a close, and given the reduced budget and capacity of the DPA team in FY21, the Census Ambassador program was revived on a much smaller scale. In September, two former CAs were brought back for the program - Nimisha Sharma and Kathy Nguyen. These two were specifically picked given their incredible self-motivation and ability to pivot as needed - both necessary skills working on such a large and ever changing initiative. The goal of the fall CA program was to focus slightly on outreach, but more so on data collection and organization for DPAs final report to IDHS once the outreach window ended in October.

The three Census Ambassadors played an extremely critical role in capturing all of the work done by Regional Intermediaries throughout the entire census project. Most notably, the CAs sifted through hundreds of monthly reporting documents to organize them into a spreadsheet that would be used to populate the evergreen Census 2020 website - a website commissioned by DPA to host all Census 2020 materials to be used to inform the 2030 Census, as well as other civic engagement initiatives. Once all resources were effectively organized, the DPA and CA teams began to populate the website. The fall CA program ended late December.

Successes

Overall, the program was able to engage students in census outreach that they would not have otherwise been exposed to. Census Ambassadors conducted census presentations in their classes as well as at student organization and cultural center meetings. When courses went virtual, students continued to do presentations through Blackboard and Zoom. While we weren’t able to capture metrics on exactly how many students were engaged and who actually completed the census because of outreach, an issue across the board with any form of census outreach, the CA team did their best to engage as many people as possible.

The trusted messenger approach was a huge success and one of the greatest resources to the program. UIC is an extremely diverse community and for something as inclusive as the census, it was imperative that we tapped into various racial and ethnic backgrounds to maximize outreach. Additionally, this lended a hand to the networks available for outreach; each student was able to coordinate within their own unique networks, including student and external organizations, cultural centers, classes, and social circles.

The flexibility of the program was also a success given the often conflicting schedules of undergraduate students. It was impossible to capture every CA in person at once, and allowing them to sign up for tabling and text banking opportunities that fit into their own schedules allowed them to engage more effectively based on their availability. Any training was also able to be completed on their own time and they were often given a week to complete, providing them ample time to ensure everyone was on the same page.

Lastly, the flow of communication from management down was extremely efficient. Mr. Zamudio would issue weekly assignments or announcements and supervisors communicated them to their assigned ambassadors. Students were expected to meet weekly with their supervisors, and this allowed them to troubleshoot any issues and make sure they completed their assignments for the week. Any additional reminders, such as timesheet submission, were done through email on a bi-weekly basis. Students were much more receptive to communication that accommodated their schedules.

From an intern perspective, all CAs were required to end the spring 2020 program with a reflection that identified their favorite parts of the program and what they gained from being an intern. Common themes and findings are:

- The “Story of Self” assignment is a tool that can be used for future positions
- Students enjoyed tabling and giving presentations, as it allowed them to get out of their comfort zones and develop public speaking skills
- Students enjoyed social media assignments - they learned basic graphic design and cultivated social media skills
- Despite the sudden change in work plans due to COVID-19, everyone stayed strong and committed
- They plan to use their experience in the program to uplift and prioritize vulnerable communities
- They gained skills in social media management, tabling and canvassing, research and interviewing experience, teamwork, advocacy
- Students gained a deeper understanding of community engagement and the importance of inclusivity
- Interns got to interview and connect with an organization they were interested in working with in the future - it was a great networking opportunity
- CAs explored new ways of outreach and communicating with others, such as text-banking
- The frequent communication between interns and supervisors was beneficial

Challenges

While the Census Ambassador program provided students with many opportunities and skills, there were a few hurdles throughout the process. The planning phase involved multiple regular meetings when they weren't entirely necessary. It was established early on that the CA program was something that was needed and that there was funding set aside for it, but it wasn't clear who was in charge of rolling it out - creating an entire program by scratch is no small effort. It wasn't until the work plan was created by Mr. Zamudio that the program really began to see some structure. It is unfortunate that by the time the work plan was created, the team was already a month into the spring semester, but the entire Census project overall moved very fast without much warning. "We're making the plane as it's flying," was a common expression said multiple times throughout the grant.

Administratively, the fractured structure of the program in the spring semester was a huge hurdle. Austin and Allyson worked under Dr. Yang-Clayton in the Department of Public Administration, while Rukaya and Karen worked under Dr. Smith in the Nathalie P. Voorhees Center. While there were weekly meetings between the two departments, the lack of one centralized team made communication more difficult. Furthermore, having a team of 3 GRAs and 1 full-time employee create a program from scratch, and having no one spend 100% of their time on the CA program, wasn't the wisest decision. Staff often had deadlines to the larger project with the state, and sometimes requests to supervisors for specific training videos never happened. Mr. Zamudio, the only full-time employee, had to do most of the heavy lifting to create the program. Essentially, he was in charge of administration, management, hiring, training, HR, and event planning - all duties that can be spread between a small team of full-time employees.

The rolling interview process also emphasized the issues of a team spread across two departments. Students brought on early were paired with supervisors from the DPA team, with the final interns being placed with one of the Voorhees GRAs. Given the frequent contact between the DPA team, supervisor duties were clearly highlighted and staff knew what was expected. The Voorhees supervisors didn't keep in as regular contact with their interns as the DPA supervisors did, mostly because of their delayed intern assignments and less accessible flow of communication.

A large part of the program that wasn't as fleshed out as it could have been was partnering students with cultural centers. Students were expected to coordinate with the seven cultural centers on campus to incorporate census information into already scheduled events or to organize new census specific events. Some students excelled at this more than others, partially due to personal motivation, but also due to general cultural center structure and reception. The Disability Resource and Cultural Center, for example, was very open to working with a Census Ambassador and was able to transition to online events seamlessly, while the Latino Cultural Center cancelled all of their scheduled events once the stay at home order was issued.

The most glaring challenge was COVID-19 and switching to remote learning in March 2020 - this threw CA work plans completely into the air. Tabling had been scheduled throughout the end of the semester and instantaneously all of these had to be cancelled, effectively cutting out 50%

of an intern's duties. Initially the team planned to have interns organize a campus-wide Census day event, which was completely cut as well. Contact with Voorhees waned as the teams were no longer in the office, and in FY21, DPA had a separate scope of work from Voorhees. Mr. Zamudio had to scramble to create emergency work plans, and with the help of Ms. Nolde and Mr. Shastri, identified various social media assignments and text-banking opportunities. When the program finally kicked off the ground, it did not roll out as planned and ended on a much lower note than intended.

The fall 2020 semester had far fewer challenges, given the smaller pool of interns and much smaller project scope. The largest challenge in the fall semester was uncertainty around the self-response deadline, which limited how long students were able to engage in outreach activities. An abrupt change in the deadline once again called for Mr. Zamudio to quickly identify new activities for interns. While a change in work plans was a much lighter lift in the fall semester, having more than one person in charge of the program could have helped with the creation of inventive intern activities.

From an intern perspective, all spring 2020 CAs were also required to identify their least favorite parts of the program as well as the most challenging parts of the program. Common themes and findings are:

- It is unfortunate that the program did not unfold as planned
- It took a while even before COVID-19 to mobilize students
- The switch to online work and communication was difficult
- The Map the Count portion of the research project was confusing
- Online work greatly limited the amount of direct outreach students were able to engage in
- Students brought on later than others felt as though they didn't get a chance to meet their fellow interns - could have been more of an effort to make the team feel closer
- Online phone-banking training would have been better in person
- With finals and COVID-19, it was hard to maintain motivation
- Some supervisors didn't communicate with their interns as much as others

Lessons Learned

Taking into consideration the successes and challenges of the Census Ambassador program, the areas to improve are quite obvious. Most importantly, it is critical to have a centralized team with clearly defined duties that has an adequate planning window. Having one person in charge of multiple roles for an entirely new program that was created and rolled out within a month is not sustainable. In a normal work environment this is too much for one person, and given COVID-19, it just exacerbated the issue even more. Planning is critical, and with additional capacity and a longer timeline, the team could have better prepared for onboarding, intern assignments, and even emergency work planning.

Similarly, partnering students with cultural centers or any other external organizations also requires a great deal of planning. In the future, a working relationship with organizations or cultural centers needs to be established before partnering students with them. RIs were

receptive to student interviews because the DPA team had been working with them for months at the time of the assignment. When students were partnered with cultural centers, there had only been a few prior 1-1 meetings to discuss the program, so when the time came to partner, most of the centers were still a bit wary of what their partnership entailed.

As expressed in the challenges of the program, training could have been improved. While the program was created with flexibility in mind, to accommodate various student schedules, it would have been beneficial to have a few hard in-person commitments established. Ensuring everyone was present for one in-person onboarding would have also provided the team bonding that some students felt was left out. The rolling interview process could be kept, but there was no clear deadline on when interviews would stop, so establishing that in the future would help identify an in-person orientation as well.

Most CAs enjoyed the Regional Intermediary research project. In weekly check-ins with the interns, many would frequently express concern about their post-undergraduate life and job search. The Regional Intermediary research project allowed students to connect with organizations they were interested in working with, provided a networking opportunity, and granted deeper insight into how an organization operates. Giving assignments and activities that provide students networking opportunities seems to be a best practice as it gives them something concrete to take away from the program.

Reaffirming the aforementioned lessons learned, students were asked what could be improved for future projects with a similar goal and structure. The identified areas to improve are:

- Have more training
 - Learn how to table effectively
 - Have in-person training sessions
- A mix of online and offline events would be good for the future (once COVID-19 ends)
- More assignments connecting students to larger organizations would help with networking opportunities

Conclusion

Much like the larger project with the State of Illinois, the Census Ambassadors program was an enormous undertaking by a very small team in a short period of time. Despite the many constraints and general uncertainty surrounding the 2020 Census, the CA program was able to mobilize students and provide them with many skills to be used in future positions - goals that should be at the center of any internship program.

The Census only happens every 10 years, therefore there is no onboarding for teams seeking to engage in outreach. The 2020 Census Ambassadors program is the first of its kind on UIC campus. It is our hope that this documentation of one of the many 2020 census outreach efforts will be used to inform future civic engagement initiatives as well as the 2030 Census. Given effective planning, emphasis on the successes, and improvement to the challenges, we are confident that future Census Ambassador programs can be even more successful.

APPENDIX D – STATE AGENCIES INVOLVED WITH 2020 CENSUS PROMOTION

Illinois Department of Agriculture
Illinois Department on Aging
Illinois Dept. of Employment Security
Department of Central Management Services
Governor’s Office of Management and Budget
Department of Commerce and Economic Opportunity
Department of Financial and Professional Regulation
Illinois Department of Labor
IL Dept of Revenue
Illinois Department of Human Rights
Illinois Lottery
Dept of Children and Family Services
Dept of Corrections
Dept of Natural resources
Emergency Mangament Agency
Dept of Healthcare and Family Services
Dept of Insurance
Dept of Juvenile Justice
Dept of Public Health
Dept of State Police
Dept of Transportation
Dept of Veteran’s Affairs
Illinois Housing Development Authority
Illinois State Board of Education

APPENDIX E - ILLINOIS COUNT ME IN 2020 FUNDERS' COLLABORATIVE MEMBERS

Illinois Count Me In 2020 Funders' Collaborative Members

Forefront is a nonprofit organization that serves the philanthropic sector. Forefront founded the Illinois Count Me In 2020 Funders' Collaborative, a group of 22 Illinois foundations that have joined together to support coordinated Census outreach in hard-to-count communities across the state. Co-chairs of the Funders' Collaborative are Mark Murray from the Field Foundation Inc and Deborah Bennett from the Polk Bros Foundation. Foundations provided funding support for the Census effort include:

- | | |
|--------------------------------|------------------------------|
| Anonymous Family Foundation | Joyce Foundation |
| Anonymous Foundation | JPMorgan Chase |
| Chicago Bar Foundation | Julian Grace Foundation |
| Chicago Community Trust | Lloyd Fry Foundation |
| Comer Family Foundation | MacArthur Foundation |
| Conant Family Foundation | McCormick Foundation |
| Doris & Victor Day Foundation | Pillars Fund |
| Field Foundation | Polk Bros. Foundation |
| Grand Victoria Foundation | Pritzker Traubert Foundation |
| Healthy Communities Foundation | Steans Family Foundation |
| Irving Harris Foundation | Woods Fund |

APPENDIX F - ILLINOIS COMPLETE COUNT COMMISSION MEMBERS

Illinois Complete Count Commission Members

Emil Jones, III

Theresa Mah

Helena Buckner

Eira L. Corral Sepúlveda

Dr. Karen Eng

Scott R. Gryder

Rose Joshua, Esq.

Stanley Moore

Leon Rockingham, Jr.

Kristy Stephenson

Sue Rezin

Ryan Spain

Emily Burke

Miguel del Valle

Alex Esparza

Michael J. Inman

Kathie Kane-Willis

Jackie Petty

Evelyn Rodriguez

Griselda Vega Samuel, Esq.

APPENDIX G - RURAL COUNTIES

Centers for Disease Control identifies the following 38 Illinois counties as rural:

Brown County	Franklin County	Mason County	Schuyler County
Carroll County	Gallatin County	Montgomery County	Shelby County
Cass County	Greene County	Moultrie County	Union County
Clark County	Hamilton County	Perry County	Wabash County
Clay County	Hardin County	Pike County	Warren County
Crawford County	Iroquois County	Pope County	Washington County
Douglas County	Jasper County	Pulaski County	Wayne County
Edgar County	Jo Daviess County	Randolph County	White County
Edwards County	Johnson County	Richland County	
Fayette County	Lawrence County	Saline County	

APPENDIX H - ILLINOIS CENSUS REGIONS FINAL SELF-RESPONSE RATES CITY OF CHICAGO

There are 1,056,118 households¹ in the City of Chicago across 77 diverse neighborhoods.

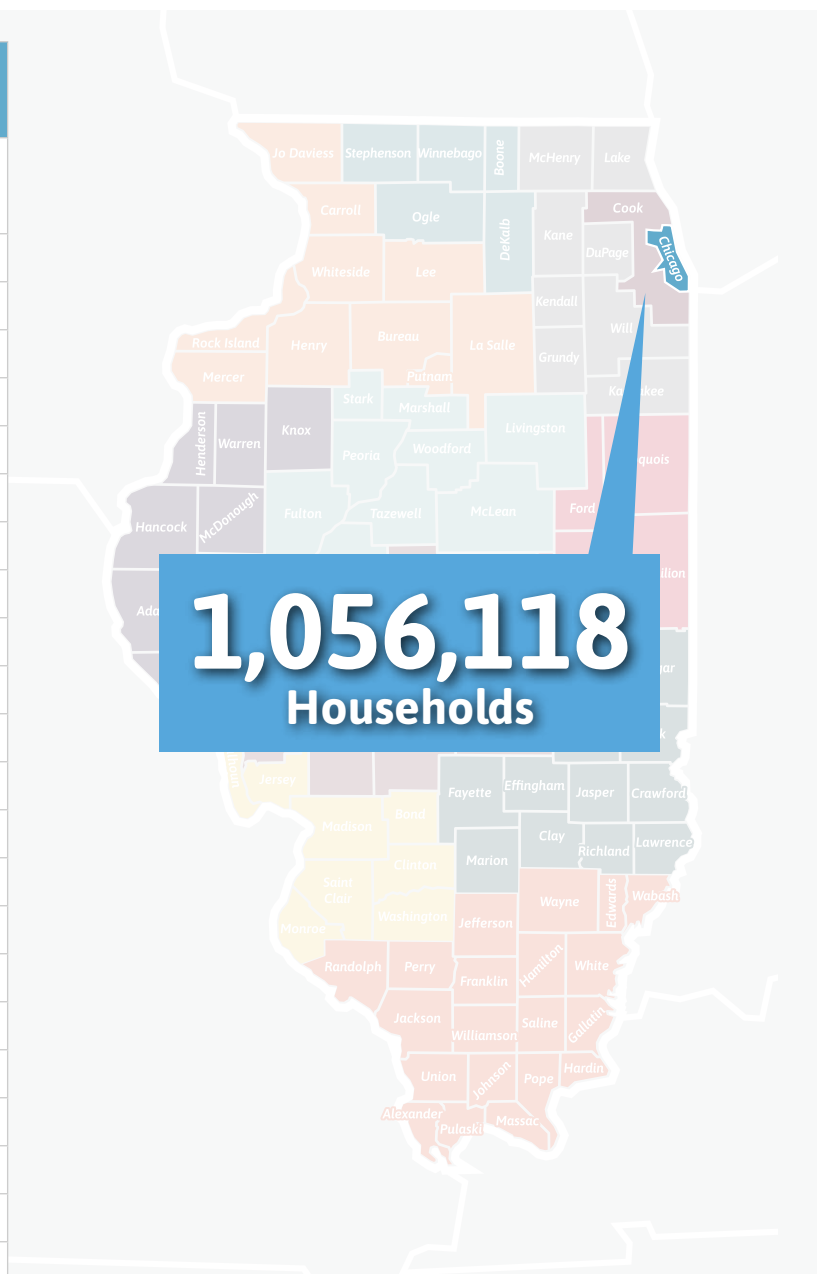
The Regional Intermediaries (RIs) that worked to promote the 2020 Census in this region were: Community Assistance Programs, Habilitative Systems Inc, Illinois Action for Children, Illinois Coalition for Immigrant and Refugee Rights, Pilsen Wellness Center, Puerto Rican Cultural Center, Rincon Family Services, University of Illinois/Jane Addams and YWCA of Metropolitan Chicago.

The RIs worked with 116 local organizations who were Subrecipients (SRs) of the grant award from the state.

¹ Data from the 2014-2018 American Community Survey Estimates

**TABLE 9. CHICAGO COMMUNITY AREAS
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

Community Area	Households	Self-Response Rate
Beverly	7,557	84.3%
Forest Glen	6,982	84.0%
Norwood Park	14,976	81.9%
Edison Park	4,643	79.1%
Ashburn	13,080	78.3%
Mount Greenwood	6,751	77.6%
Garfield Ridge	12,253	77.0%
Lincoln Square	18,349	73.3%
Jefferson Park	10,515	73.2%
Morgan Park	8,084	72.6%
Dunning	15,683	72.5%
North Center	14,260	71.2%
Lake View	52,749	71.1%
Ohare	6,125	70.9%
North Park	6,557	70.1%
Uptown	29,742	70.1%
Washington Heights	9,485	70.0%
Clearing	8,880	69.7%
Edgewater	28,880	69.7%
Lincoln Park	32,323	68.3%
Avalon Park	3,905	68.3%
Hegewisch	3,458	67.8%



(CONTINUED)

CITY OF CHICAGO

(CONTINUED)

Community Area	Households	Self-Response Rate
Portage Park	22,613	67.8%
West Lawn	9,228	67.6%
West Elsdon	5,191	67.2%
Near South Side	13,942	67.1%
Calumet Heights	5,248	66.6%
Irving Park	20,410	66.4%
West Ridge	25,602	66.1%
Rogers Park	24,282	66.0%
Oakland	3,096	65.3%
Montclare	4,577	65.0%
Logan Square	29,818	65.0%
East Side	6,906	64.3%
Kenwood	9,308	63.4%
West Pullman	8,950	63.0%
Roseland	14,164	62.3%
Albany Park	16,678	62.1%
Hyde Park	13,043	62.0%
South Deering	5,206	61.9%
West Town	37,135	61.5%
Armour Square	5,451	61.4%
Archer Heights	3,936	60.0%
Douglas	9,625	59.2%
Pullman	3,067	59.0%
Bridgeport	12,878	58.8%
Mckinley Park	5,243	58.7%
Near West Side	28,208	58.6%
Avondale	13,388	58.6%
Loop	20,195	57.7%
Belmont Cragin	22,495	57.6%
Burnside	1,046	57.4%
Chatham	13,672	56.7%
Near North Side	55,848	56.7%
Auburn Gresham	16,967	56.2%

Community Area	Households	Self-Response Rate
Riverdale	2,560	54.7%
Gage Park	9,800	54.1%
Austin	32,222	53.6%
Hermosa	7,016	53.0%
Woodlawn	10,588	53.0%
Grand Boulevard	10,537	52.2%
South Shore	21,703	51.1%
Humboldt Park	17,141	50.2%
Chicago Lawn	16,291	50.0%
Brighton Park	12,492	50.0%
East Garfield Park	6,722	48.7%
Greater Grand Crossing	12,230	47.4%
Lower West Side	12,259	46.7%
Washington Park	4,538	45.3%
North Lawndale	11,194	43.8%
West Garfield Park	5,332	43.3%
Fuller Park	1,070	42.8%
West Englewood	9,521	42.7%
South Lawndale	17,946	42.6%
South Chicago	10,491	41.3%
Englewood	9,101	39.0%
New City	12,493	38.2%
Total	1,055,900	60.9%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

SUBURBAN COOK

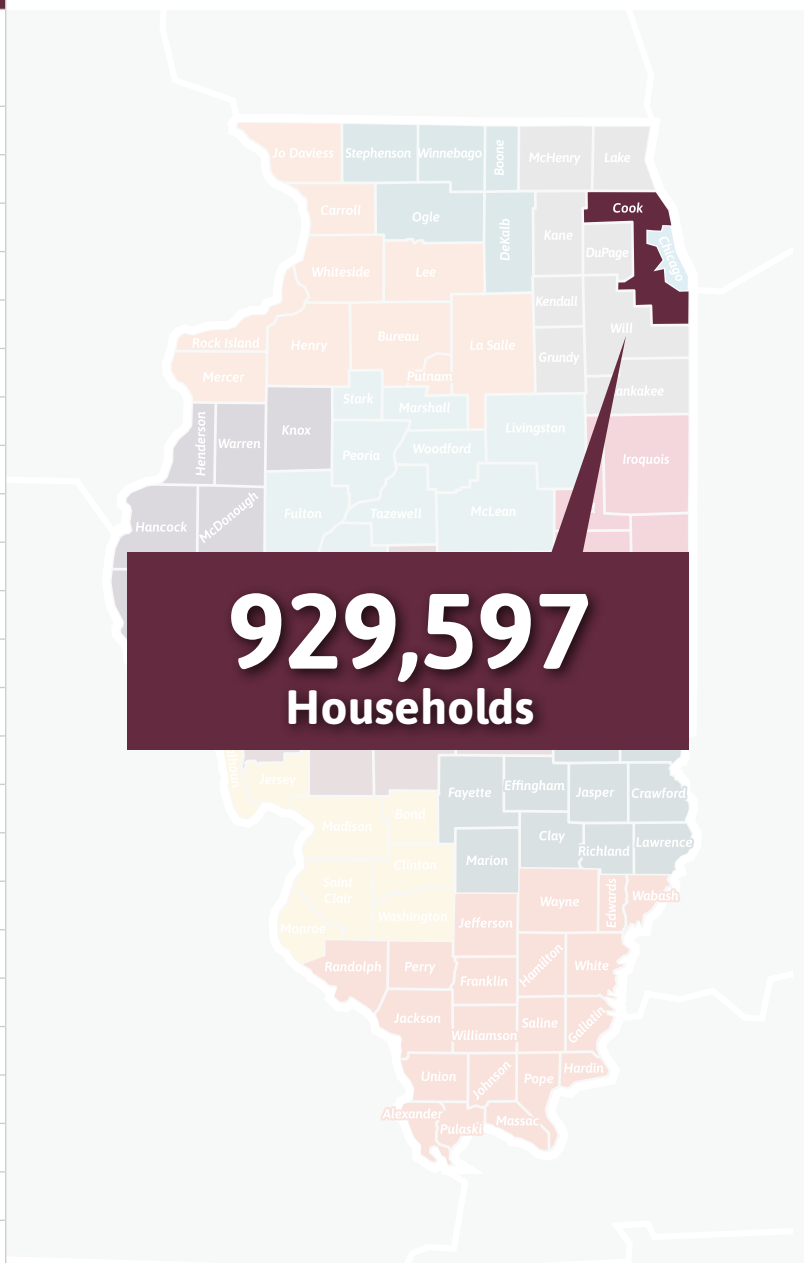
There are 929,597 households and more than 130 municipalities in the Suburban Cook region.

The Regional Intermediaries that worked to promote the 2020 Census in this region were: Community Assistance Program, Illinois Action for Children, Illinois Association for Community Action Agencies, Illinois Coalition for Immigrant and Refugee Rights and Metropolitan Mayors Caucus.

The RIs worked with 55 local organizations who were Subrecipients of the grant award from the state.

TABLE 10. SUBURBAN COOK MUNICIPALITIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020

Municipality	Households	Self-Response Rate
Western Springs	4,401	87.8%
Golf	156	86.4%
Bartlett	13,388	86.1%
Wilmette	9,643	86.0%
Palos Heights	4,710	85.5%
Morton Grove	8,336	85.3%
Inverness	2,702	84.9%
Elk Grove Village	13,224	84.8%
Flossmoor	3,329	84.7%
South Barrington	1,467	84.6%
Buffalo Grove	15,580	84.5%
Westchester	6,557	84.3%
Park Ridge	14,245	84.0%
Northbrook	12,945	83.9%
Indian Head Park	1,658	83.8%
Arlington Heights	31,070	83.5%
Tinley Park	21,351	83.5%
River Forest	3,965	83.5%
Orland Park	22,307	83.4%
Riverside	3,190	83.2%
Northfield	2,323	83.0%
Streamwood	13,193	82.9%
Kenilworth	794	82.9%
Glencoe	3,234	82.8%



(CONTINUED)

SUBURBAN COOK

(CONTINUED)

Municipality	Households	Self-Response Rate
Homewood	7,604	82.3%
Winnetka	4,134	82.3%
Lemont	5,993	82.3%
Hoffman Estates	17,603	82.0%
La Grange Park	5,094	82.0%
Orland Hills	2,363	81.8%
Glenview	17,482	81.5%
Barrington	3,868	81.3%
Skokie	22,446	81.1%
Brookfield	6,975	81.0%
Mount Prospect	20,665	80.6%
Palos Park	1,972	80.6%
Schaumburg	29,735	80.3%
Rolling Meadows	8,847	80.3%
Burr Ridge	4,299	80.1%
Olympia Fields	1,983	79.9%
Niles	10,966	79.8%
Hinsdale	5,778	79.7%
Hometown	1,718	79.6%
Evergreen Park	6,998	79.6%
Palatine	26,881	79.6%
Des Plaines	22,036	79.0%
North Riverside	2,657	78.7%
Berkeley	1,723	78.6%
Lincolnwood	4,260	78.5%
Matteson	7,224	78.5%
Oak Forest	10,223	78.4%
South Holland	7,219	78.3%
Oak Lawn	21,415	78.2%
La Grange	5,306	78.0%
Hanover Park	11,171	77.9%

Municipality	Households	Self-Response Rate
Forest View	290	77.7%
Norridge	5,362	77.5%
Crestwood	4,988	77.4%
Burbank	9,197	76.8%
Countryside	2,544	76.8%
Stickney	2,260	76.5%
Bedford Park	204	76.4%
Thornton	1,033	76.4%
Palos Hills	6,714	76.1%
Evanston	28,524	76.0%
Midlothian	5,395	75.9%
Prospect Heights	5,847	75.7%
Alsip	7,213	75.5%
Lansing	11,127	75.3%
Broadview	3,204	74.8%
Hillside	2,953	74.6%
Hickory Hills	4,957	74.5%
Harwood Heights	3,538	74.4%
Oak Park	21,684	74.4%
Elgin	36,682	74.3%
Glenwood	2,954	74.2%
Country Club Hills	5,824	73.9%
Franklin Park	6,270	73.8%
Wheeling	14,019	73.7%
Northlake	3,776	73.6%
Bellwood	6,240	72.5%
Forest Park	7,115	71.9%
Park Forest	8,302	71.8%
Richton Park	4,947	71.3%
River Grove	3,765	71.2%
Merrionette Park	908	71.1%

(CONTINUED)

SUBURBAN COOK

(CONTINUED)

Municipality	Households	Self-Response Rate
Schiller Park	4,291	71.0%
Worth	3,999	71.0%
Bridgeview	5,535	70.4%
Chicago Ridge	5,159	70.3%
Rosemont	1,604	70.1%
Hazel Crest	5,192	69.3%
Elmwood Park	9,232	69.1%
Stone Park	1,264	68.4%
Lyons	3,858	67.8%
Dolton	7,690	66.5%
Berwyn	18,225	66.1%
Steger	4,297	65.3%
Justice	4,740	65.0%
Posen	1,905	64.8%
Markham	4,174	64.6%
Burnham	1,457	64.1%
Maywood	7,690	63.8%
Calumet Park	3,303	63.5%
Sauk Village	3,336	63.2%
Melrose Park	7,678	63.0%
Calumet City	13,769	62.4%
South Chicago Heights	1,481	61.9%
Blue Island	8,036	61.2%
Phoenix	721	58.9%
Chicago Heights	10,037	58.5%
Hodgkins	688	58.0%
Cicero	22,226	56.5%
Summit	3,268	56.1%
Robbins	1,626	53.7%
Riverdale	4,913	51.8%
Dixmoor	1,221	49.3%
Harvey	8,743	46.4%
Total	929,597	76.3%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Not included: Unincorporated Cook County
 Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

COLLAR COUNTIES

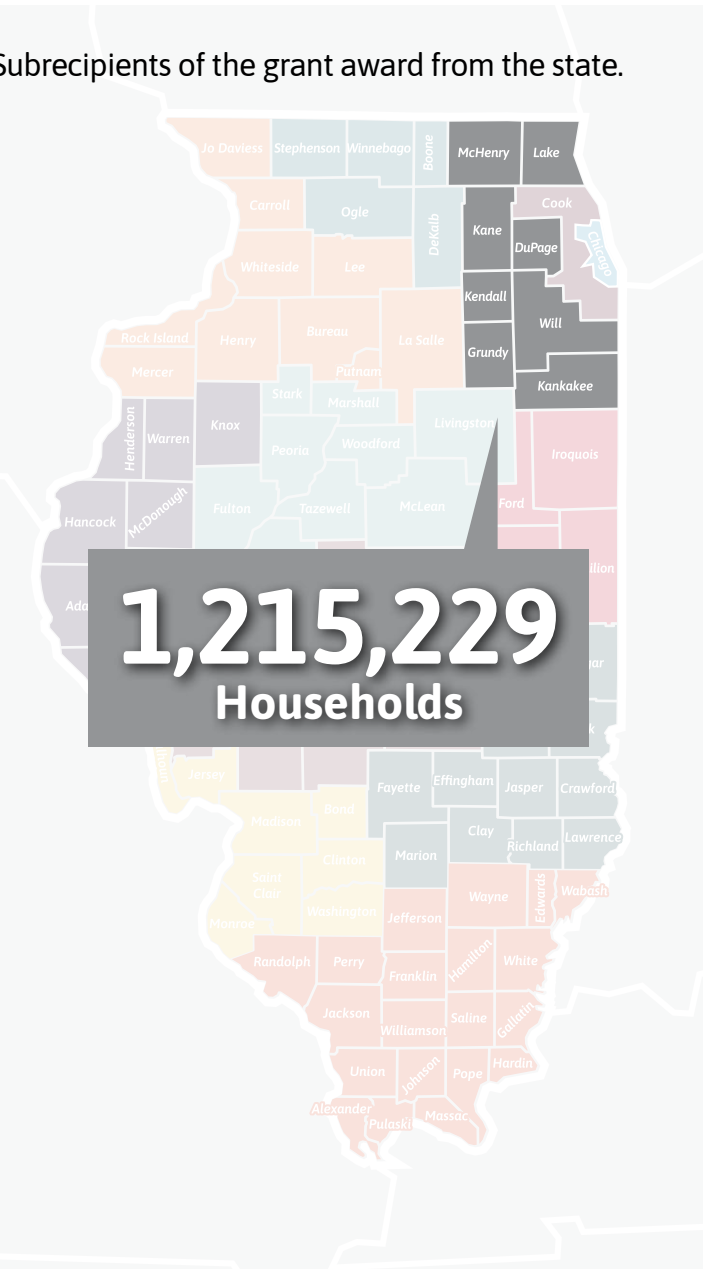
There are 1,215,229 households in the Collar Counties region. The region includes these counties: DuPage, Grundy, Kane, Kankakee, Kendall, Lake, McHenry and Will. Major cities in the region include: Wheaton, Morris, Geneva, Kankakee, Yorkville, Waukegan, Woodstock and Joliet.

It is noteworthy that the growing cities in the Collar region, including Aurora, Elgin, Joliet have a higher response rate in 2020 compared with 2010.

The Regional Intermediaries that worked to promote the 2020 Census in this region were: Illinois Association for Community Action Agencies, Illinois Coalition for Immigrant and Refugee Rights, Metropolitan Mayors Caucus, Reaching Across Illinois Library Systems and United Way of Metropolitan Chicago.

The RIs worked with 67 local organizations who were Subrecipients of the grant award from the state.

TABLE 11. COLLAR COUNTIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020		
County	Households	Self-Response Rate
McHenry County	112,669	82.3%
Kendall County	41,364	82.3%
DuPage County	342,195	80.8%
Will County	230,136	78.6%
Kane County	182,223	77.5%
Lake County	247,661	76.9%
Grundy County	19,398	76.5%
Kankakee County	39,583	70.9%
Total	1,215,229	78.9%



Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

NORTHERN REGION

There are 213,404 households in the Northern region. The region includes these counties: Boone, DeKalb, Ogle, Stephenson and Winnebago. Major cities in the region include: Belvidere, Sycamore, Oregon, Freeport and Rockford.

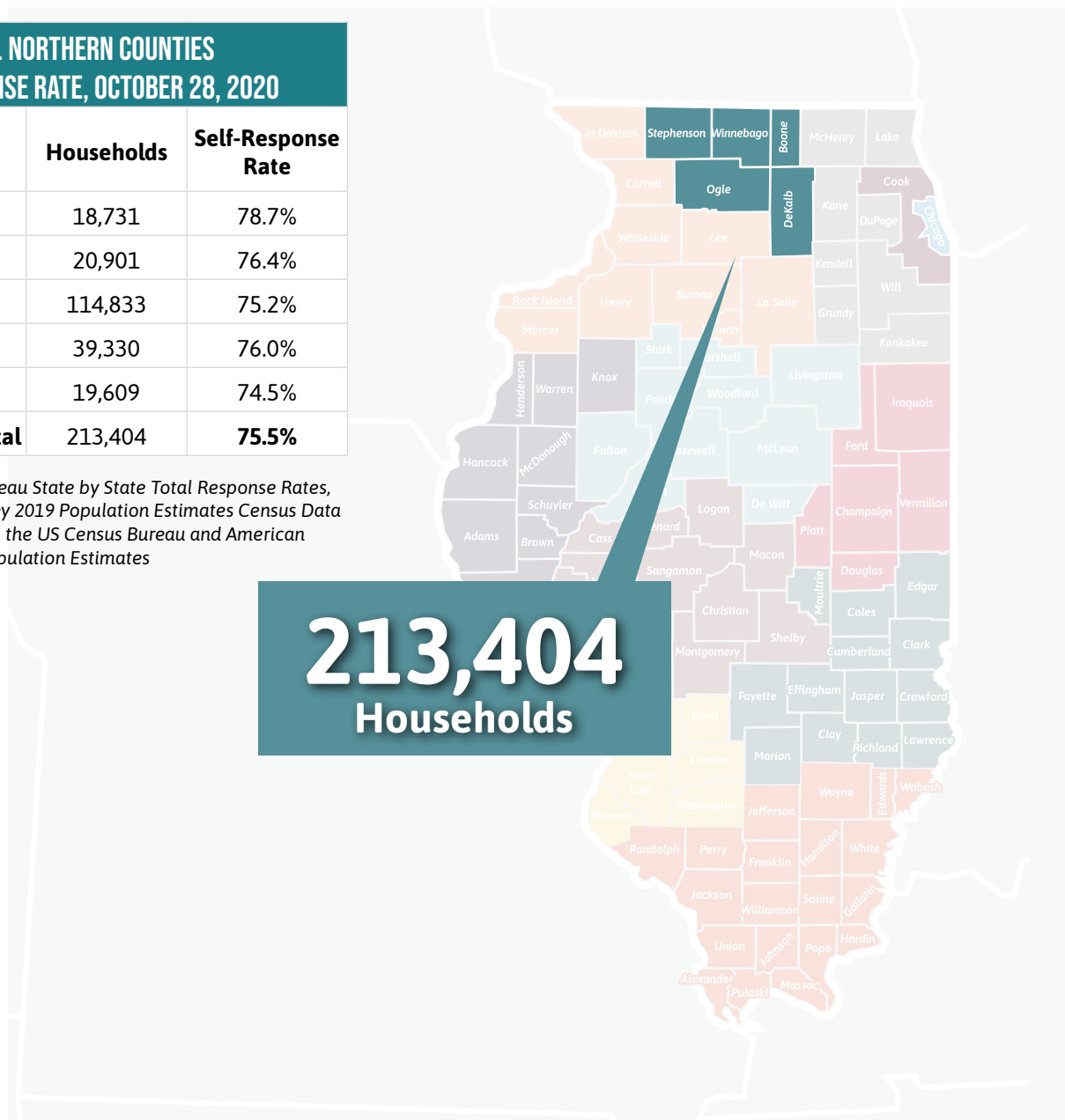
The Regional Intermediary that worked to promote the 2020 Census in this region was Region 1 Planning Council.

The RI worked with 9 local organizations who were Subrecipients of the grant award from the state.

**TABLE 12. NORTHERN COUNTIES
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

County	Households	Self-Response Rate
Boone County	18,731	78.7%
Ogle County	20,901	76.4%
Winnebago County	114,833	75.2%
DeKalb County	39,330	76.0%
Stephenson County	19,609	74.5%
Total	213,404	75.5%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



NORTHWEST REGION

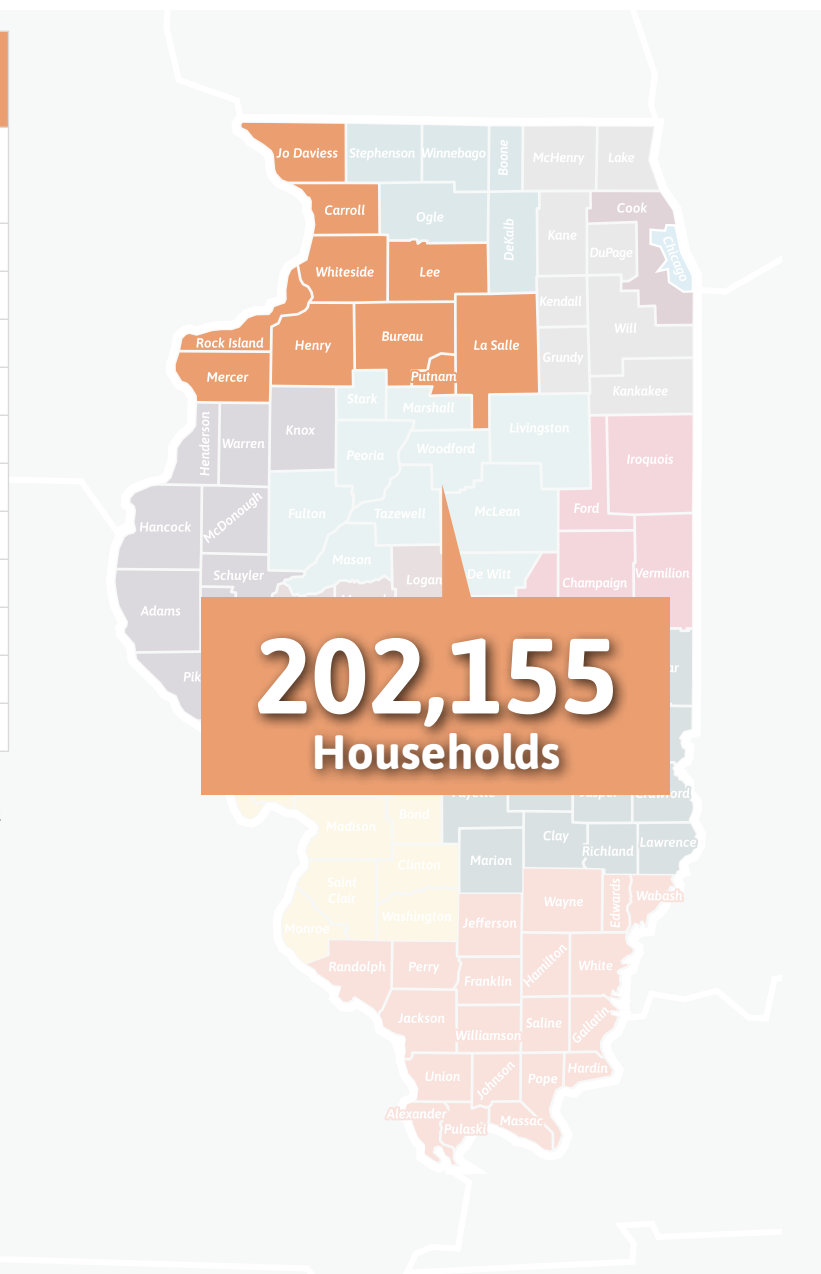
There are 202,155 households in the Northwest region. The region includes these counties: Bureau, Carroll, Henry, Jo Daviess, LaSalle, Lee, Mercer, Putnam, Rock Island and Whiteside. Major cities in the region include: Princeton, Mount Carroll, Cambridge, Galena, Ottawa, Dixon, Aledo, Hennepin, Rock Island and Morrison.

The Regional Intermediary that worked to promote the 2020 Census in this region was Illinois Public Health Association.

The RI worked with 17 local organizations who are Subrecipients of the grant award from the state.

**TABLE 13. NORTHWEST COUNTIES
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

County	Households	Self-Response Rate
Henry County	20,023	76.7%
Whiteside County	23,346	75.2%
Lee County	13,699	75.1%
LaSalle County	45,411	73.6%
Mercer County	6,624	73.4%
Bureau County	13,805	71.8%
Rock Island County	60,618	71.6%
Carroll County	6,476	66.1%
Putnam County	2,395	63.8%
Jo Daviess County	9,758	62.0%
Total	202,155	72.6%



Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

NORTHEAST CENTRAL REGION

There are 144,794 households in the Northeast Central region. The region includes these counties: Champaign, Douglas, Ford, Iroquois, Piatt and Vermilion. Major cities in the region include: Urbana/Champaign, Tuscola, Paxton, Watseka, Monticello and Danville.

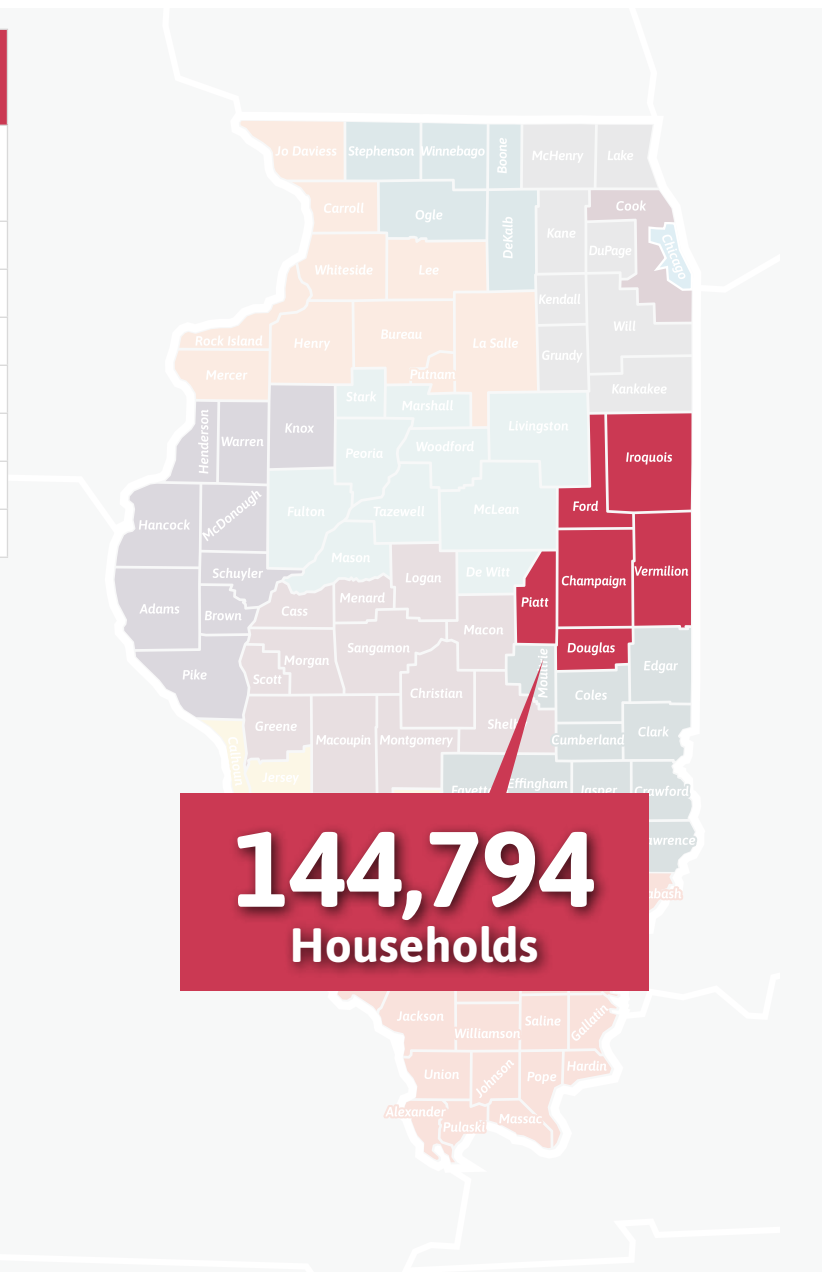
The Regional Intermediary that worked to promote the 2020 Census in this region was Champaign-Urbana Public Health District.

The RI worked with 13 local organizations who are Subrecipients of the grant award from the state.

TABLE 14. NORTHEAST CENTRAL COUNTIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020

County	Households	Self-Response Rate
Piatt County	6,700	78.2%
Douglas County	7,618	72.9%
Ford County	5,779	72.3%
Champaign County	81,764	68.6%
Iroquois County	11,779	67.3%
Vermilion County	31,154	66.1%
Total	144,794	68.8%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



NORTH CENTRAL REGION

There are 254,764 households in the North Central region. The region includes these counties: DeWitt, Fulton, Livingston, Marshall, Mason, McLean, Peoria, Stark, Tazewell and Woodford. Major cities in the region include: Clinton, Lewiston, Pontiac, Lacon, Havana, Bloomington, Peoria, Toulon and Eureka.

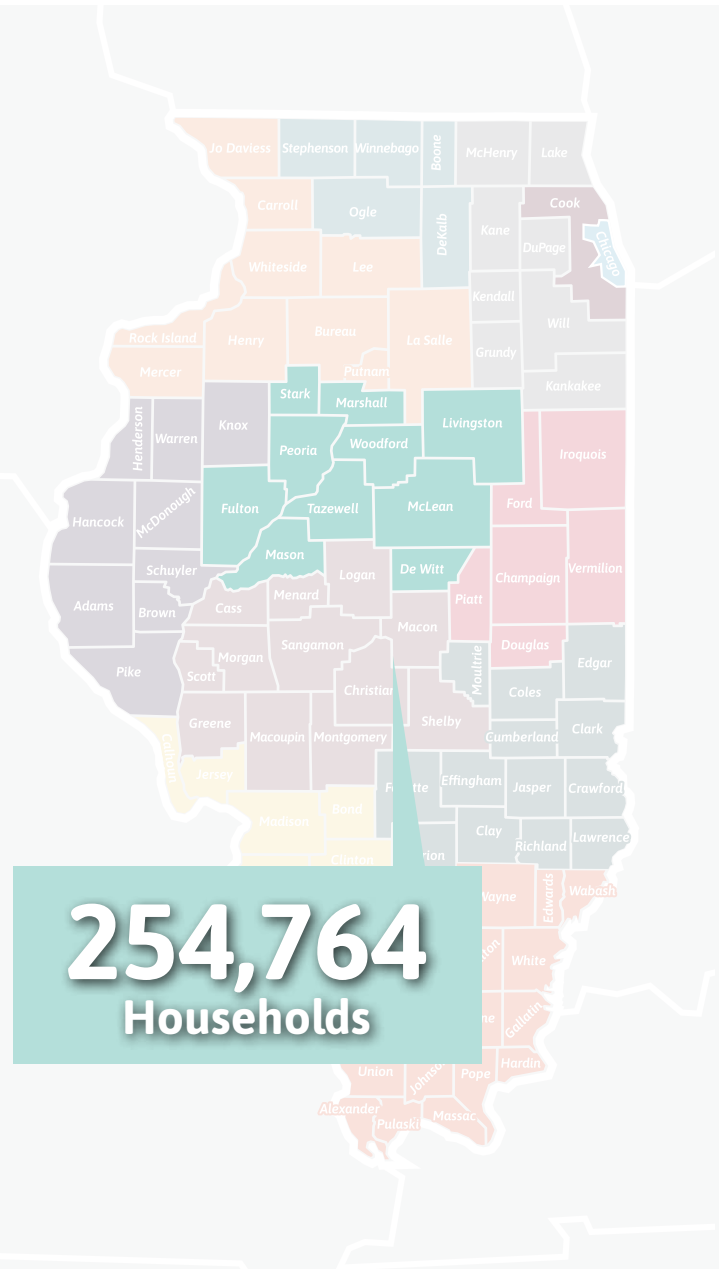
The Regional Intermediaries that worked to promote the 2020 Census in this region were Tri-County Regional Planning Commission and Illinois Association for Community Action Agencies.

The RIs worked with 16 local organizations who were Subrecipients of the grant award from the state.

TABLE 15. NORTH CENTRAL COUNTIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020

County	Households	Self-Response Rate
Woodford County	14,566	78.4%
Tazewell County	53,127	76.8%
DeWitt County	6,663	75.0%
Livingston County	14,320	73.6%
McLean County	65,118	72.9%
Peoria County	73,666	71.4%
Fulton County	14,090	70.4%
Stark County	2,294	69.8%
Marshall County	4,893	68.2%
Mason County	6,027	63.8%
Total	254,764	73.5%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



WESTERN REGION

There are 87,665 households in the Western region. The region includes these counties: Adams, Brown, Hancock, Henderson, Knox, McDonough, Pike, Schuyler and Warren. Major cities in the region include: Quincy, Mount Sterling, Carthage, Oquawka, Galesburg, Macomb, Pittsfield, Rushville and Monmouth.

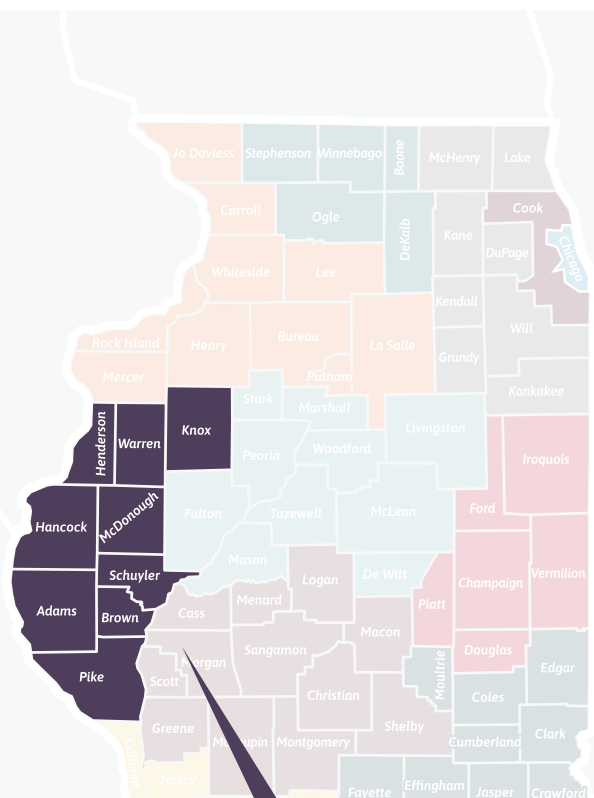
The Regional Intermediary that worked to promote the 2020 Census in this region was Western Illinois Regional Council.

The RI worked with 13 local organizations who were Subrecipients of the grant award from the state.

**TABLE 16. WESTERN COUNTIES
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

County	Households	Self-Response Rate
Adams County	26,993	74.6%
Warren County	6,690	71.8%
Knox County	20,830	70.8%
Hancock County	7,420	66.1%
Schuyler County	2,836	65.5%
McDonough County	11,292	64.1%
Pike County	6,527	64.0%
Brown County	2,087	62.6%
Henderson County	2,990	45.9%
Total	87,665	69.1%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



**87,665
Households**

SOUTHEAST CENTRAL REGION

There are 112,392 households in the Southeast Central region. The region includes these counties: Clark, Clay, Coles, Crawford, Cumberland, Edgar, Effingham, Fayette, Jasper, Lawrence, Marion, Moultrie and Richland. Major cities in the region include: Marshall, Louisville, Charleston, Robinson, Toledo, Paris, Effingham, Vandalia, Newton, Lawrenceville, Salem, Sullivan and Olney.

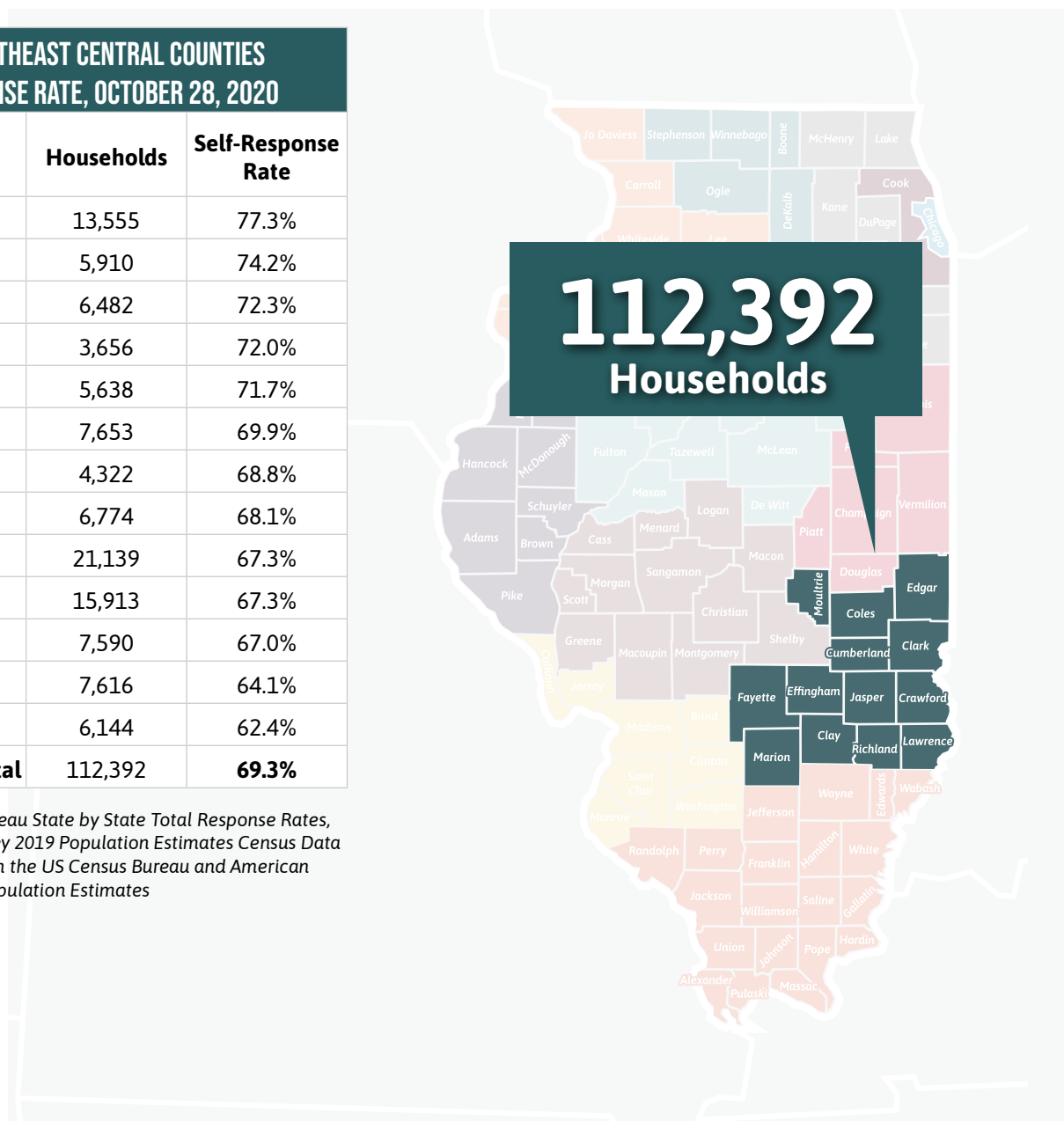
The Regional Intermediaries that worked to promote the 2020 Census in this region were Clay County Health Department and Illinois Association for Community Action Agencies.

The RIs worked with 11 local organizations who were Subrecipients of the grant award from the state.

TABLE 17. SOUTHEAST CENTRAL COUNTIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020

County	Households	Self-Response Rate
Effingham County	13,555	77.3%
Moultrie County	5,910	74.2%
Richland County	6,482	72.3%
Jasper County	3,656	72.0%
Clay County	5,638	71.7%
Crawford County	7,653	69.9%
Cumberland County	4,322	68.8%
Clark County	6,774	68.1%
Coles County	21,139	67.3%
Marion County	15,913	67.3%
Edgar County	7,590	67.0%
Fayette County	7,616	64.1%
Lawrence County	6,144	62.4%
Total	112,392	69.3%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



CENTRAL REGION

There are 221,179 households in the Central region. The region includes these counties: Cass, Christian, Greene, Logan, Macon, Macoupin, Menard, Montgomery, Morgan, Sangamon, Scott and Shelby. Major cities in the region include: Springfield, Virginia, Taylorville, Carrollton, Lincoln, Decatur, Carlinville, Winchester and Shelbyville.

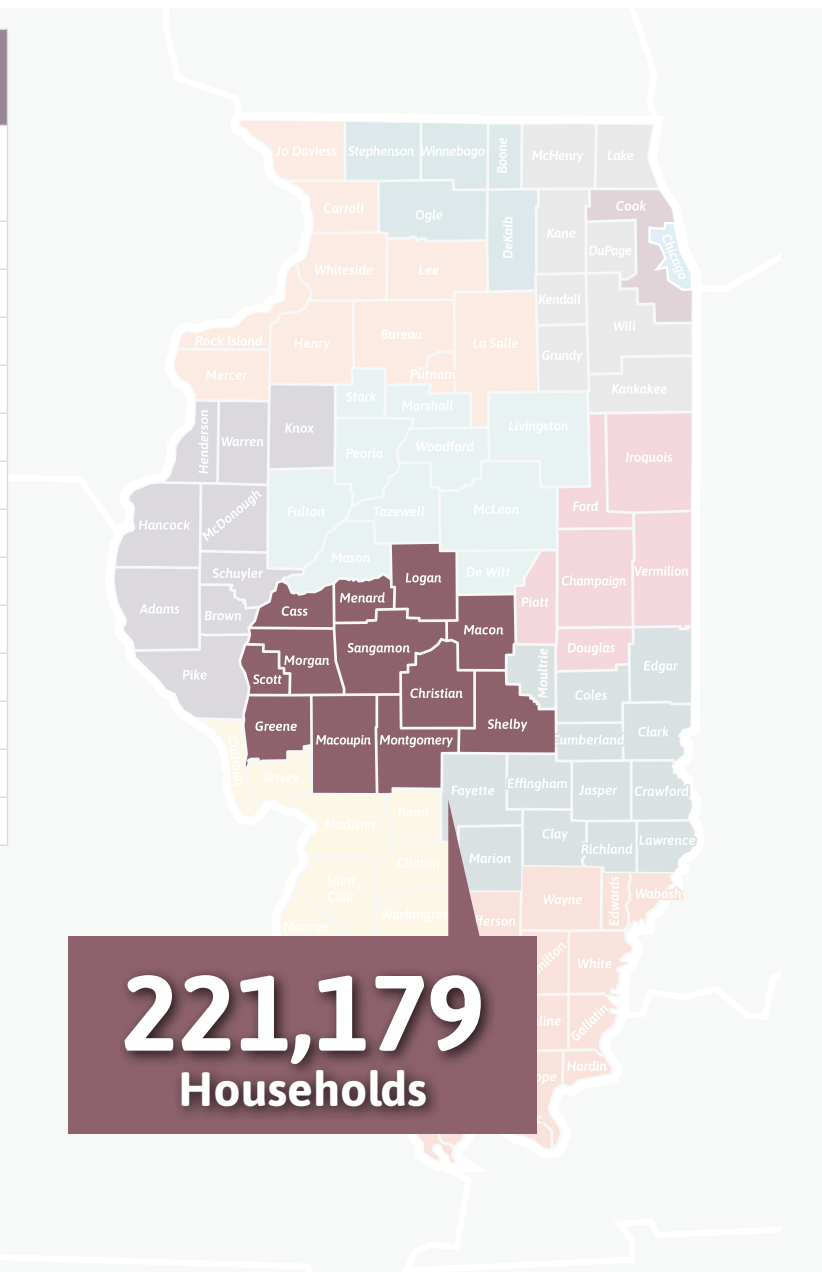
The Regional Intermediaries that worked to promote the 2020 Census in this region were Illinois Primary Health Care Association and Illinois Association for Community Action Agencies.

The RIs worked with 13 local organizations who were Subrecipients of the grant award from the state.

**TABLE 18. CENTRAL COUNTIES
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

County	Households	Self-Response Rate
Menard County	5,198	74.2%
Sangamon County	83,263	73.7%
Montgomery County	11,339	72.0%
Macoupin County	18,772	71.8%
Logan County	10,872	71.5%
Christian County	13,939	71.4%
Macon County	42,741	71.1%
Morgan County	13,864	70.9%
Cass County	5,024	68.8%
Scott County	1,959	68.6%
Shelby County	9,203	66.9%
Greene County	5,005	61.3%
Total	221,179	71.8%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



SOUTHWEST CENTRAL REGION

There are 264,462 households in the Southwest Central region. The region includes these counties: Bond, Calhoun, Clinton, Jersey, Madison, Monroe, St. Clair and Washington. Major cities in the region include: Greene, Hardin, Carlyle, Jerseyville, Edwardsville, Waterloo, Belleville and Nashville.

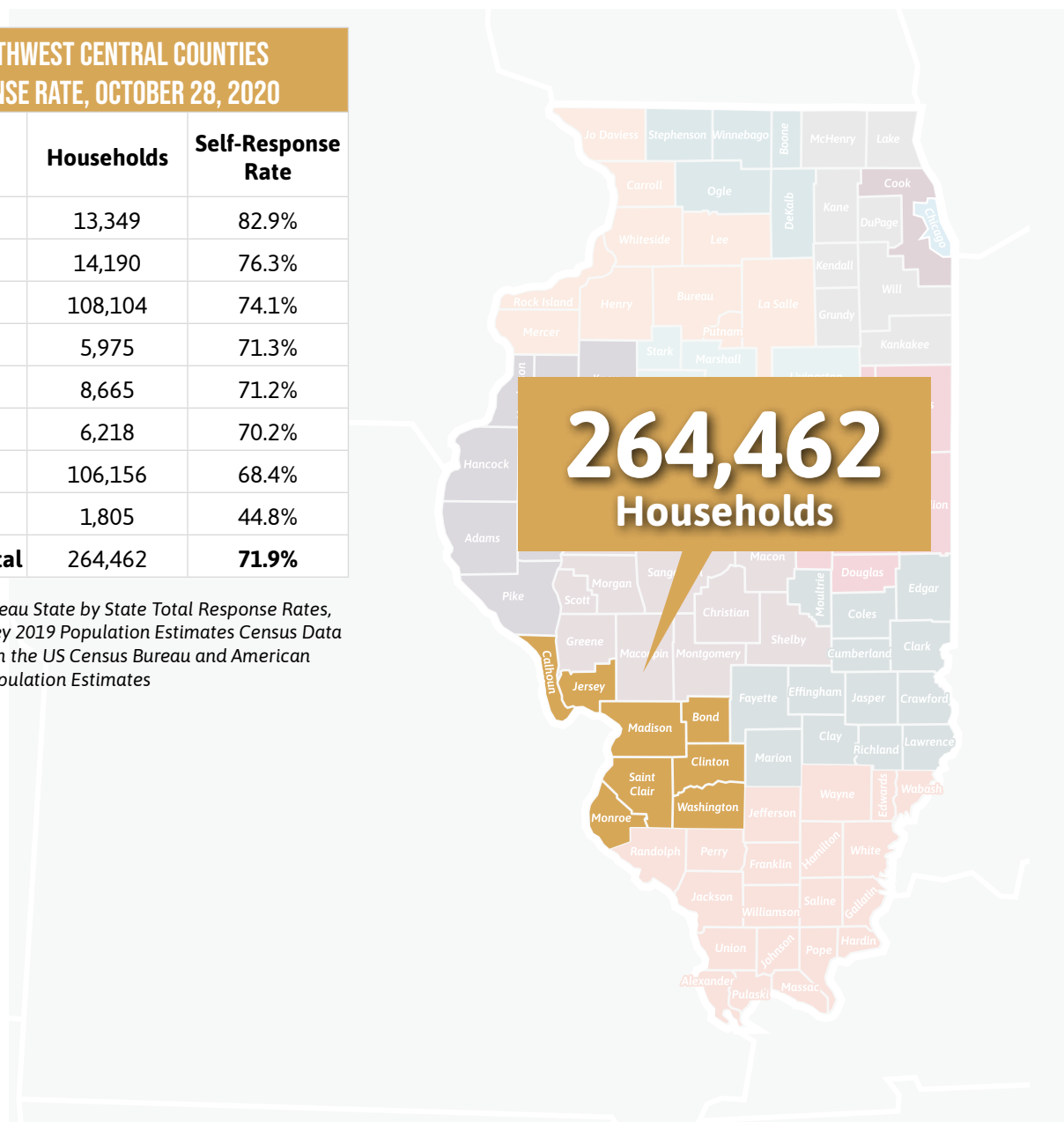
The Regional Intermediaries that worked to promote the 2020 Census in this region were Teens Against Killing Everywhere and Illinois Association for Community Action Agencies.

The RIs worked with 7 local organizations who were Subrecipients of the grant award from the state.

TABLE 19. SOUTHWEST CENTRAL COUNTIES BY SELF-RESPONSE RATE, OCTOBER 28, 2020

County	Households	Self-Response Rate
Monroe County	13,349	82.9%
Clinton County	14,190	76.3%
Madison County	108,104	74.1%
Washington County	5,975	71.3%
Jersey County	8,665	71.2%
Bond County	6,218	70.2%
St. Clair County	106,156	68.4%
Calhoun County	1,805	44.8%
Total	264,462	71.9%

Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
 Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates



SOUTHERN REGION

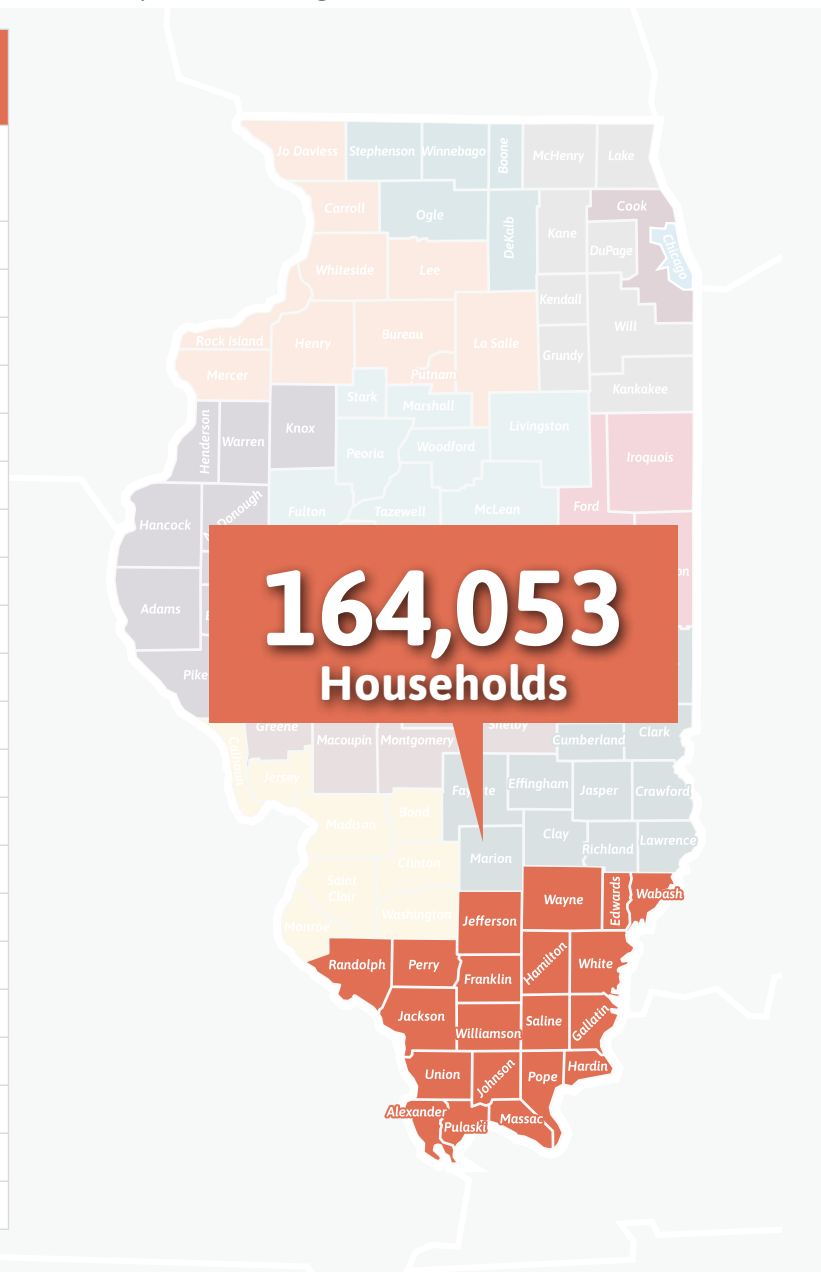
There are 164,053 households in the Southern region. The region includes these counties: Alexander, Edwards, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson, Massac, Perry, Pope, Pulaski, Randolph, Saline, Union, Wabash, Wayne and Williamson. Major cities in the region include: Cairo, Albion, Benton, Shawneetown, McLeansboro, Elizabethtown, Murphysboro, Mount Vernon, Vienna, Metropolis, Pinckneyville, Golconda, Mound City, Chester, Harrisburg, Jonesboro, Mount Carmel, Fairfield and Marion.

The Regional Intermediary that worked to promote the 2020 Census in this region was Illinois Public Health Association.

The RI worked with 20 local organizations who are Subrecipients of the grant award from the state.

**TABLE 20. SOUTHERN COUNTIES
BY SELF-RESPONSE RATE, OCTOBER 28, 2020**

County	Households	Self-Response Rate
Jefferson County	15,223	71.1%
Randolph County	11,873	70.8%
Williamson County	27,650	68.9%
Perry County	8,323	68.4%
Union County	6,669	68.1%
Edwards County	2,776	68.0%
Franklin County	16,135	67.6%
Wabash County	4,896	66.6%
Wayne County	7,075	66.5%
White County	6,082	65.3%
Massac County	6,011	64.1%
Johnson County	4,342	64.1%
Saline County	10,002	63.9%
Hamilton County	3,376	63.7%
Gallatin County	2,314	61.7%
Jackson County	23,728	59.7%
Pulaski County	2,173	53.6%
Pope County	1,644	49.5%
Alexander County	2,323	47.2%
Hardin County	1,438	34.7%
Total	164,053	65.6%



Sources: The US Census Bureau State by State Total Response Rates, American Community Survey 2019 Population Estimates Census Data
Note: Data synthesized from the US Census Bureau and American Community Survey 2019 Population Estimates

APPENDIX I - KEY DEMOGRAPHIC CHARACTERISTICS OF SELECT POPULATIONS

The following represents demographic information on population change, median household income and educational attainment (for the population over the age of 25) of select race and ethnic categories. The content is not intended to be comprehensive of all race and ethnic categories for the State of Illinois, and it is recommended that more background and granular data on specific ethnic categories be collected once 2019 ACS 5 year estimates and official decennial census counts are publicly available. Data should also be collected on the various regions of the Illinois 2020 Census Grant Program.

The table below identified the number of tracts in Illinois and Chicago with a majority population of a specific minority group. It then identifies what percentage of those Chicago tracts are representative of Illinois as a whole.

TABLE 21. PERCENTAGE OF ILLINOIS TRACTS IN CITY OF CHICAGO BY MAJORITY POPULATION			
	Illinois	City of Chicago	Percent of Illinois Tracts with Majority Population in the City of Chicago
Number of Tracts Majority African American	415	64	15.4%
Number of Tracts Majority Asian	9	1	11.1%
Number of Tracts Majority Latino	289	75	26.0%
Number of Tracts Majority White (non-Latino)	2080	241	11.6%

Demographics for the African American Population in Illinois

Table 22 shows the African American population change for the City of Chicago, Collar and Suburban Cook Counties, and Southern IL from 2010 - 2018 (5 year estimates). The City of Chicago saw an estimated African American population loss of 101,677. The African American population decline is part of a longer trend in Chicago since its peak in 1980.³⁵ The State of Illinois lost an estimated African American population loss of 41,687. However, the African American population did increase by 42,254 in Collar and Suburban Cook County. The African American population change was relatively stable in Southern Illinois (.3% population increase).

TABLE 22. AFRICAN AMERICAN POPULATION CHANGE IN THE CITY OF CHICAGO, COLLAR AND SUBURBAN COOK COUNTIES, AND SOUTHERN IL (2006-2010 TO 2014-2018)

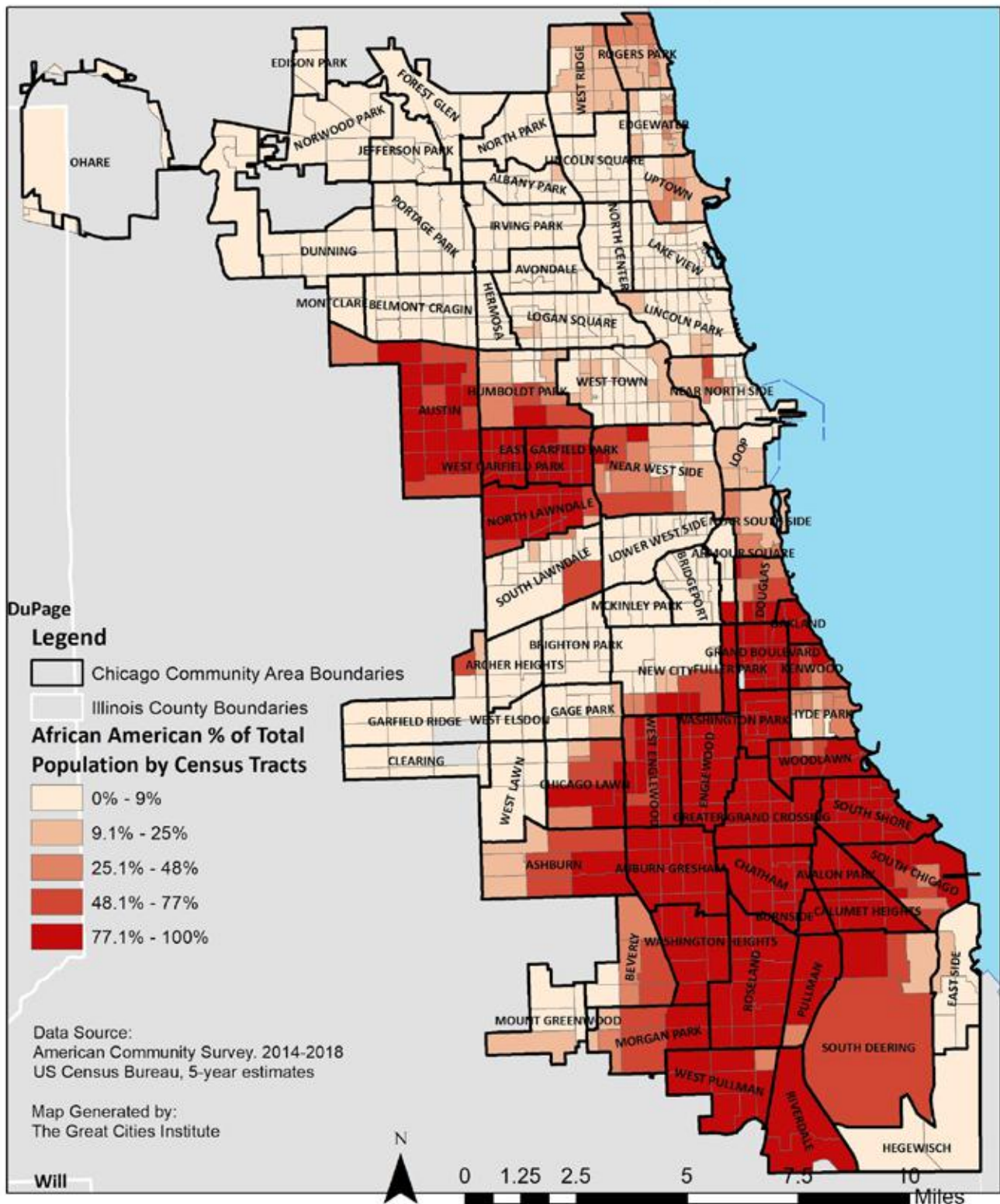
Region	2010 African American Population	2018 African American Population	African American Population Change	Percentage Change
City of Chicago	909,842	808,165	-101,677	-11.2%
Collar and Suburban Cook Counties	586,282	628,536	42,254	7.2%
Southern IL	131,675	132,118	443	0.3%
Illinois	1,837,744	1,796,057	-41,687	-2.3%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

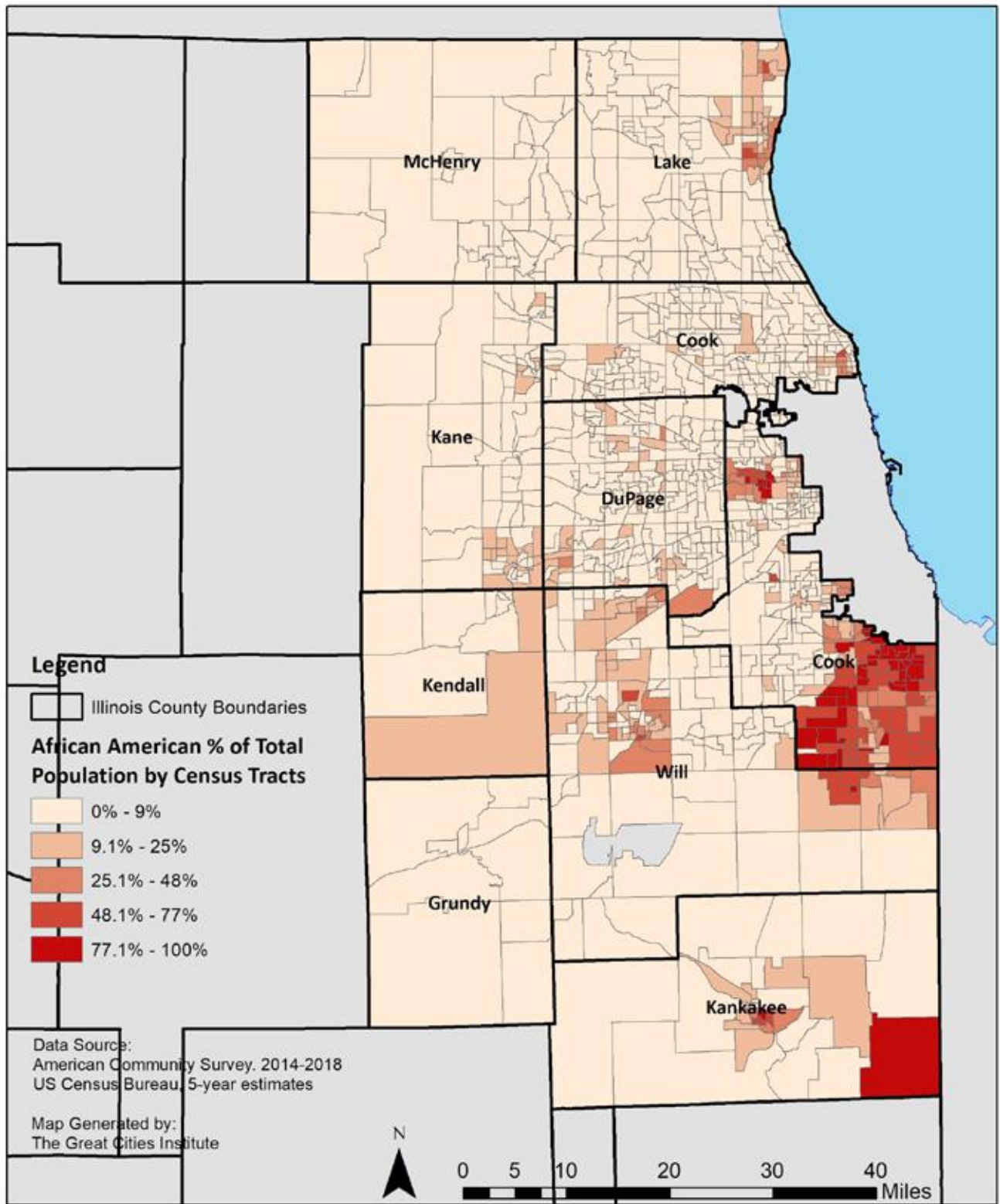
Map 8 shows the estimated African American population as a percentage of total population (2018) for the City of Chicago. Despite the aforementioned African American population loss, the City of Chicago maintains large sections of majority African American neighborhoods and community areas in the South and West Sides. Map 9 shows the African American population as a percent of total population in Collar and Suburban Cook Counties for 2018. The counties with some majority African American census tracts include Suburban Cook County (specifically in the south Suburbs), Kankakee County and Will County. Lake County has some census tracts that contain majority African American populations in its North Eastern area as well. Map 10 shows the estimated African American population as a percentage of the total population for Southern Illinois. St. Clair County has the most majority African American census tracts in Southern Illinois. The southern tip of Illinois that includes Alexander and Pulaski Counties also include census tracts with a significant African American population.

³⁵ Source: Fact Sheet: Black Population Loss in Chicago. <https://greatcities.uic.edu/2019/07/30/fact-sheet-black-population-loss-in-chicago/>. Date Accessed: 12/17/2020

Map 8: 2018 Chicago Census Tracts, African American Percent of Total Population



**Map 9: 2018 Collar and Suburban Counties Census Tracts,
African American Percent of Total Population**



**Map 10: 2018 Southern Illinois Census Tracts,
African American Percent of Total Population**

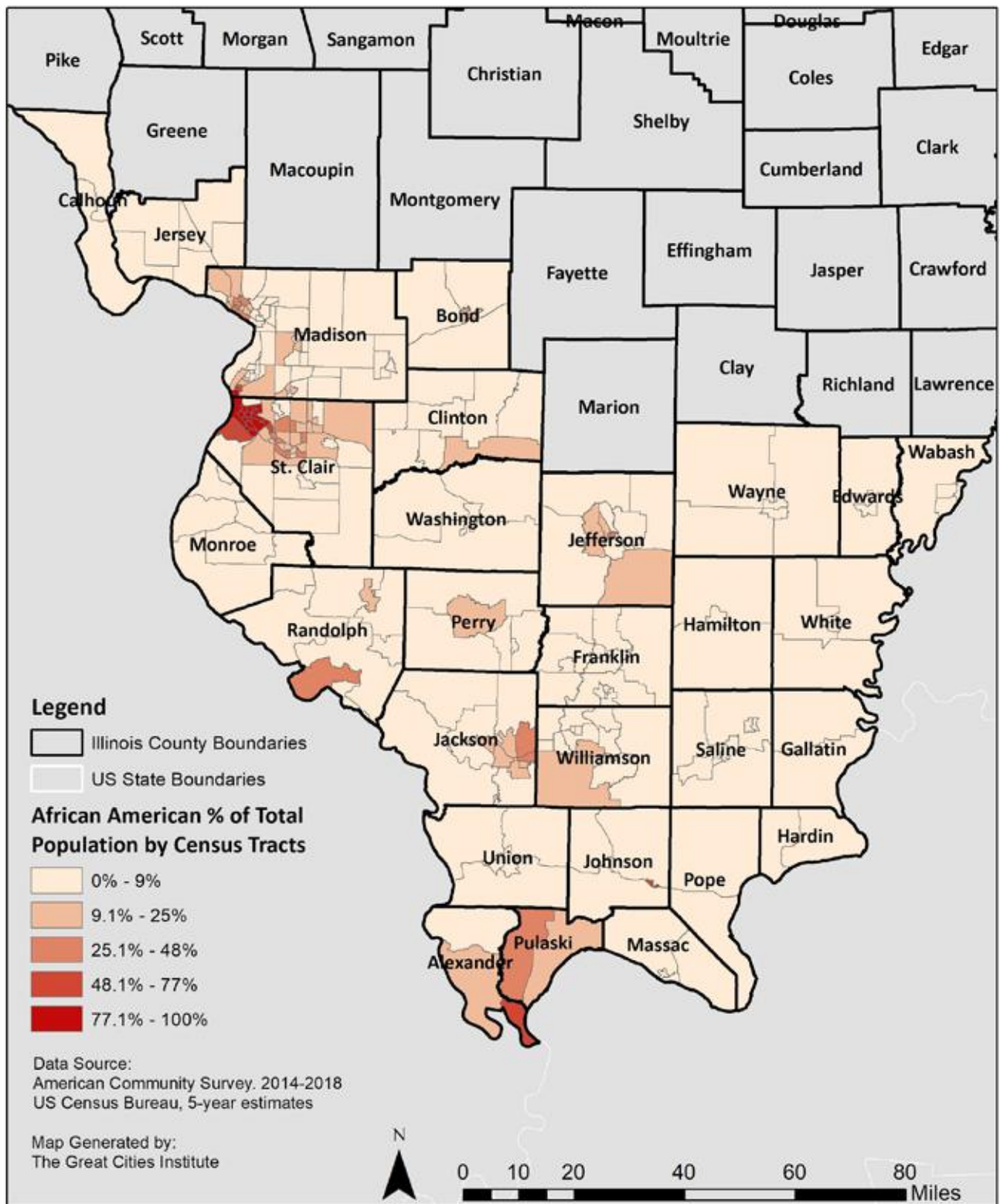


Table 23 shows the estimated African American median household income and change from 2010 to 2018 (5 year estimates). Overall, the African American population in the City of Chicago, Collar Counties, Southern Illinois, and the State of Illinois saw lower estimated median income change from 2010 to 2018. The African American population’s median household income in Collar counties remained relatively stable with a .9% increase from 2010 to 2018. The African American population experienced the highest estimated median income change with 10.1 decrease that accounts for \$3,605 in 2018 dollars.

TABLE 23. AFRICAN AMERICAN MEDIAN HOUSEHOLD INCOME CHANGE IN THE CITY OF CHICAGO, COLLAR COUNTIES, AND SOUTHERN IL				
2006-2010 to 2014-2018 in 2018 Inflation Adjusted Dollars				
Region	2010 Median Household Income	2018 Median Household Income	Median Household Income Change	Percentage Change
City of Chicago	\$35,685	\$32,080	-\$3,605	-10.1%
Collar Counties	\$51,784	\$52,268	\$484	0.9%
Southern IL	\$30,440	\$29,276	-\$1,164	-3.8%
Illinois	\$40,251	\$37,244	-\$3,007	-7.5%

Source: American Community Survey 2018-2014 and 2006-2010, 5-Year Estimates

Table 24 contains the estimated highest level of education for the African American population age 25 and over (2010 to 2018 five year estimates). The trend overall is the decrease in less than high school level education attained for the African American population across all regions. The largest change occurred in the City of Chicago with a 28.8% decrease in the African American population with less than a high school degree. For the State of Illinois overall, the African American population saw a 21.4% decrease in the African American population with less than a high school degree. There is an increased population of African Americans with a bachelor’s degree or higher, with the State of Illinois seeing a 20.3% increase from 2010 to 2018. Collar Counties and Suburban Cook County was the geographic area with the largest increase in African Americans with a bachelor’s degree or higher with a 19.8% increase.

TABLE 24. HIGHEST LEVEL OF EDUCATION ATTAINED FOR THE AFRICAN-AMERICAN POPULATION AGE 25 AND OVER (2006-2010 TO 2014-2018)

Region	Grade Level	2010	2018	Change	Percent Change
City of Chicago	African American Population Age 25 and Over	569,558	541,381	-28,177	-4.9%
	Less Than High School	117,052	83,327	-33,725	-28.8%
	High School Graduate (Includes Equivalency)	167,201	159,091	-8,110	-4.9%
	Some College or Associate's Degree	185,861	187,121	1,260	0.7%
	Bachelor's Degree or Higher	99,444	111,842	12,398	12.5%
Collar and Suburban Cook Counties	African American Population Age 25 and Over	922,134	949,243	27,109	2.9%
	Less Than High School	161,497	121,777	-39,720	-24.6%
	High School Graduate (Includes Equivalency)	259,121	264,510	5,389	2.1%
	Some College or Associate's Degree	321,228	347,055	25,827	8.0%
	Bachelor's Degree or Higher	180,288	215,901	35,613	19.8%
Southern IL	African American Population Age 25 and Over	75,653	81,391	5,738	7.6%
	Less Than High School	16,778	14,050	-2,728	-16.3%
	High School Graduate (Includes Equivalency)	23,113	26,684	3,571	15.5%
	Some College or Associate's Degree	24,901	28,336	3,435	13.8%
	Bachelor's Degree or Higher	10,861	12,321	1,460	13.4%
Illinois	African American Population Age 25 and Over	1,109,827	1,159,554	49,727	4.5%
	Less Than High School	205,461	161,473	-43,988	-21.4%
	High School Graduate (Includes Equivalency)	318,385	330,733	12,348	3.9%
	Some College or Associate's Degree	380,661	420,437	39,776	10.4%
	Bachelor's Degree or Higher	205,320	246,911	41,591	20.3%

Source: American Community Survey 2018-2014 and 2006-2010, 5-Year Estimates

Demographics for the Latino Population

Table 25 contains the Latino population change estimates for the City of Chicago, Collar and Suburban Cook Counties, and Southern Illinois. The Latino population was estimated to have increased by 234,914 individuals from 2010 to 2018 (using American Community Survey data). Collar and Suburban Cook County had an estimated 164,326 more individuals from 2010 to 2018. Southern Illinois' Latino population increased by 24.3% representing 6,406 more individual residents for that region. While the City of Chicago saw the lowest percentage increase in the estimated Latino population (4.6%), this still represented 34,765 more residents.

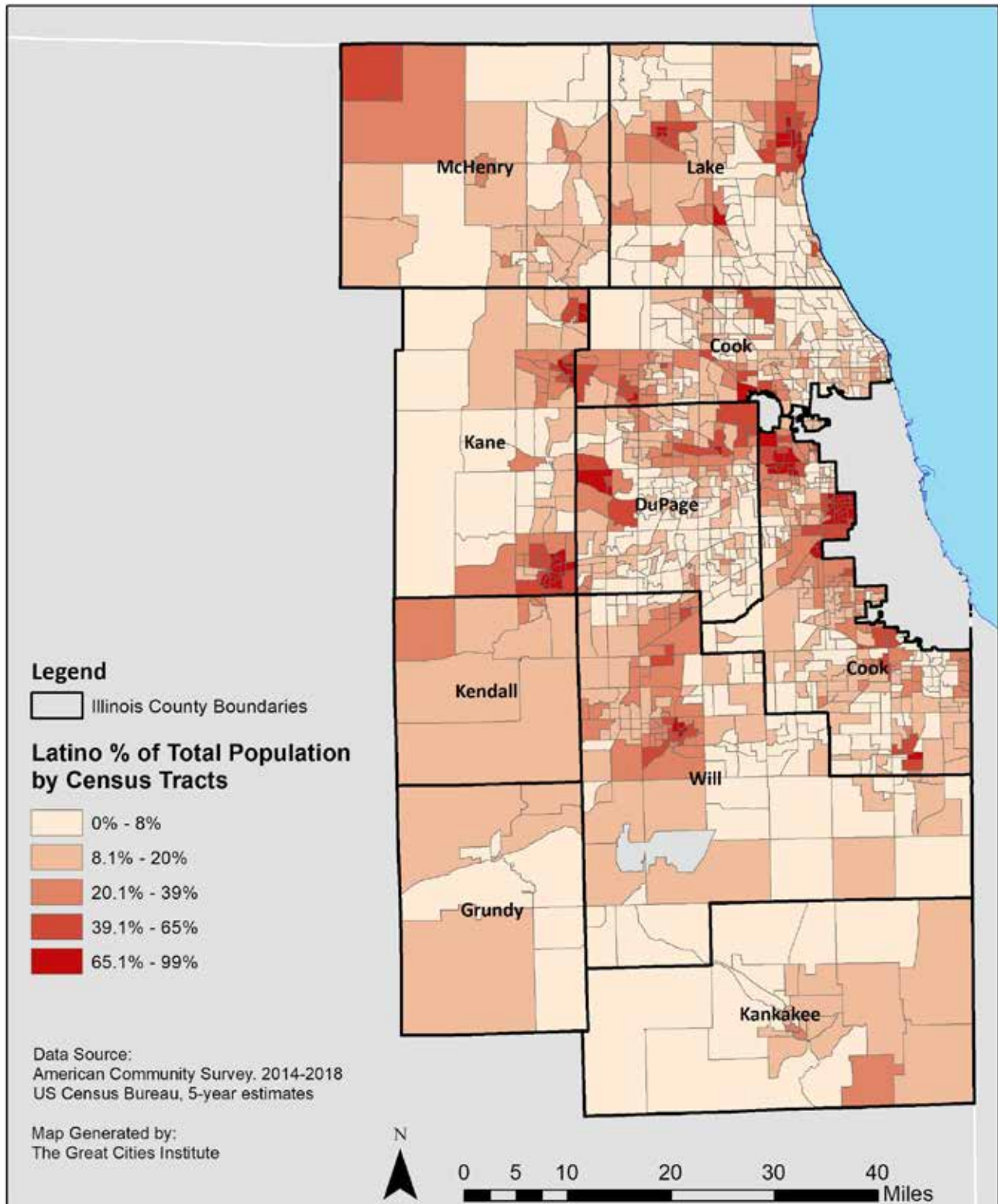
TABLE 25. LATINO POPULATION CHANGE IN THE CITY OF CHICAGO, COLLAR AND SUBURBAN COOK COUNTIES, AND SOUTHERN IL (2006-2010 TO 2014-2018)

Region	2010 Latino Population	2018 Latino Population	Latino Population Change	Percentage Change
City of Chicago	753,375	788,140	34,765	4.6%
Collar and Suburban Cook Counties	1,008,403	1,172,729	164,326	16.3%
Southern IL	26,333	32,739	6,406	24.3%
Illinois	1,939,928	2,174,842	234,914	12.1%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

Map 11 shows the estimated Latino population as a percentage of total population (2018) for the City of Chicago. The City of Chicago contains three distinct regions with a larger (more than 65.1%) concentration of Latino residents. These sections include the Northwest, Southwest and Southeast side. Map 12 illustrates the estimated Latino population as a percentage of the total population for Suburban Cook and Collar Counties. While Suburban Cook County has a large section of majority Latino census tracts in the Southwest and Northwest sides, Lake, McHenry, DuPage, Kendall and Will counties also have significant concentrations of Latino Census tracts. Map 13 shows the estimated Latino population (2018) as a percentage of the total population for Southern Illinois. Southern Illinois has a much lower concentration of Latinos with St. Clair County having the census tract with the largest concentration of Latinos. In relation to the rest of the Southern Illinois region, Madison, Jefferson, and Union counties have a larger concentration of Latinos.

**Map 12: 2018 Collar and Suburban Counties Census Tracts,
Latino Percent of Total Population**



**Map 13: 2018 Southern Illinois Census Tracts,
Latino Percent of Total Population**

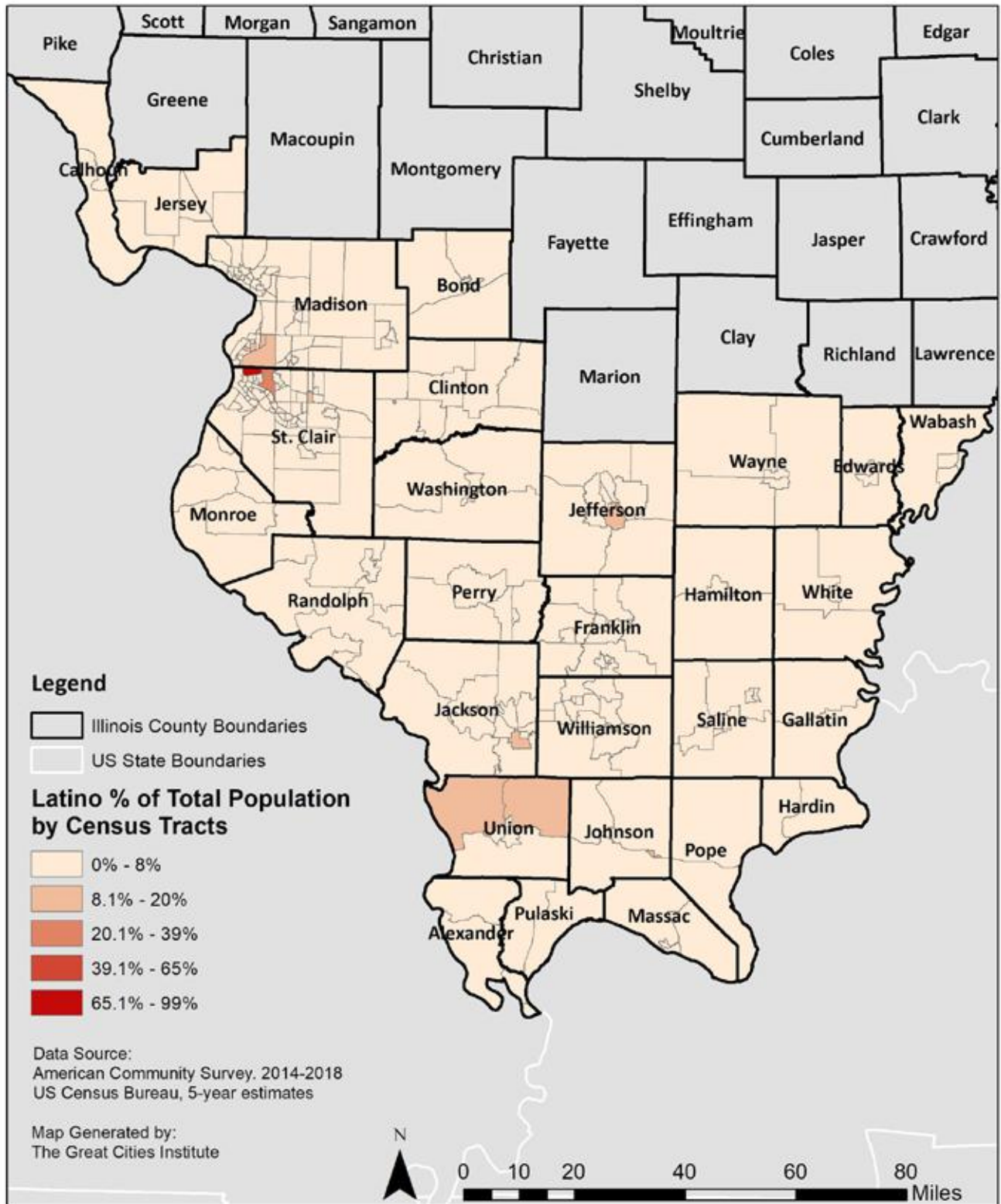


Table 26 shows the median household income of the Latino population from 2010 to 2018 (5 year estimates). The overall trend was for a decrease in median household income for Latino households from the 2010 to 2018 period. The State of Illinois saw a decrease in the median household income of Latinos by an estimated \$1,003. Latinos in Southern Illinois saw a much larger decrease in median household income with an estimated decrease of \$8,644. While decreases in median household income Latinos did occur in the City of Chicago and Collar Counties, the decreases were modest when compared to Southern Illinois.

**TABLE 26. LATINO MEDIAN HOUSEHOLD INCOME CHANGE
IN THE CITY OF CHICAGO, COLLAR COUNTIES, AND SOUTHERN IL**

2006-2010 to 2014-2018 in 2018 Inflation Adjusted Dollars				
Region	2010 Median Household Income	2018 Median Household Income	Median Household Income Change	Percentage Change
City of Chicago	\$48,451	\$47,702	\$749	-1.5%
Collar Counties	\$61,648	\$60,773	-\$875	-1.4%
Southern IL	\$49,383	\$40,739	-\$8,644	-17.5%
Illinois	\$54,443	\$53,440	-\$1,003	-1.8%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

Table 27 contains the estimated highest level of education for the Latino population age 25 and over (2010 to 2018 five year estimates). There is an overall trend for the increased educational attainment of Latinos age 25 and over. As with the increased educational attainment of the Asian population, increases in the educational attainment of Latinos age 25 and over should account for the general increase in the population age 25 and over. Overall Latinos age 25 and over saw an increase from 2010 to 2018 of those who completed their high school degree of equivalent, some college or an associate’s degree, and a bachelor’s degree or higher. In general most areas saw a decrease in the population of those who obtained less than a high school degree with the exception of Southern Illinois which saw an increase of 8.8% in that category. However, that percentage increase is a relatively smaller figure representing an estimated increase of 350 individuals.

**TABLE 27. HIGHEST LEVEL OF EDUCATION ATTAINED FOR THE
LATINO POPULATION AGE 25 AND OVER (2006-2010 TO 2014-2018)**

Region	Grade Level	2010	2018	Change	Percent Change
City of Chicago	Latino Population Age 25 and Over	414,993	467,660	52,667	12.7%
	Less Than High School	179,978	153,741	-26,237	-14.6%
	High School Graduate (Includes Equivalency)	115,378	143,518	28,140	24.4%
	Some College or Associate's Degree	72,780	97,453	24,673	33.9%
	Bachelor's Degree or Higher	46,857	72,948	26,091	55.7%
Collar and Suburban Cook Counties	Latino Population Age 25 and Over	927,231	1,094,518	167,287	18.0%
	Less Than High School	379,758	371,202	-8,556	-2.3%
	High School Graduate (Includes Equivalency)	267,135	327,975	60,840	22.8%
	Some College or Associate's Degree	172,413	237,791	65,378	37.9%
	Bachelor's Degree or Higher	107,925	157,550	49,625	46.0%
Southern IL	Latino Population Age 25 and Over	13,104	17,227	4,123	31.5%
	Less Than High School	3,975	4,325	350	8.8%
	High School Graduate (Includes Equivalency)	3,645	5,138	1,493	41.0%
	Some College or Associate's Degree	3,289	4,755	1,466	44.6%
	Bachelor's Degree or Higher	2,195	3,009	814	37.1%
Illinois	Latino Population Age 25 and Over	1,012,645	1,202,410	189,765	18.7%
	Less Than High School	409,917	403,290	-6,627	-1.6%
	High School Graduate (Includes Equivalency)	291,903	360,130	68,227	23.4%
	Some College or Associate's Degree	191,450	265,356	73,906	38.6%
	Bachelor's Degree or Higher	119,375	173,634	54,259	45.5%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

Demographics for the Asian Population

Table 28 shows the Asian population change in the City of Chicago, Collar and Suburban Cook Counties, and Southern Illinois from 2010 to 2018 (five year estimates). The overall trend is a larger population increase of Asians in both the City of Chicago and Suburban Cook and Collar Counties. The total Asian population increase in the City of Chicago and Collar and Suburban Cook includes an estimated 101,953 individuals. In context, the State of Illinois's Asian population increased by an estimated 119,055 individuals from 2010 to 2018. Southern Illinois saw a larger percentage increase (28.6%) which represents a proportionally smaller population increase of an estimated 2,553 individuals.

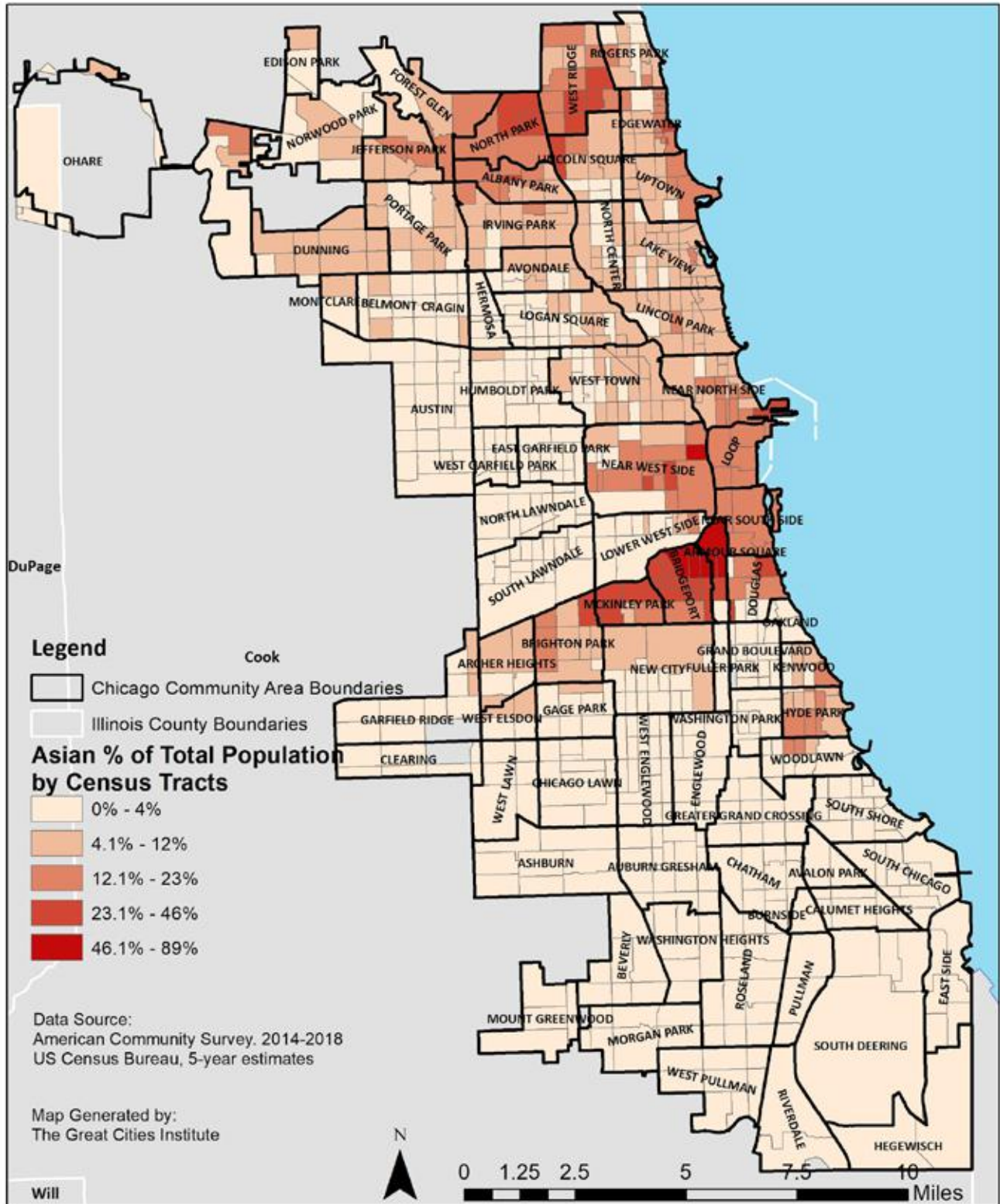
TABLE 28. ASIAN POPULATION CHANGE IN THE CITY OF CHICAGO, COLLAR AND SUBURBAN COOK COUNTIES, AND SOUTHERN IL (2006-2010 TO 2014-2018)

Region	2010 Asian Population	2018 Asian Population	Asian Population Change	Percentage Change
City of Chicago	143,654	172,991	29,337	20.4%
Collar and Suburban Cook Counties	359,361	431,977	72,616	20.2%
Southern IL	8,924	11,477	2,553	28.6%
Illinois	566,288	685,343	119,055	21.0%

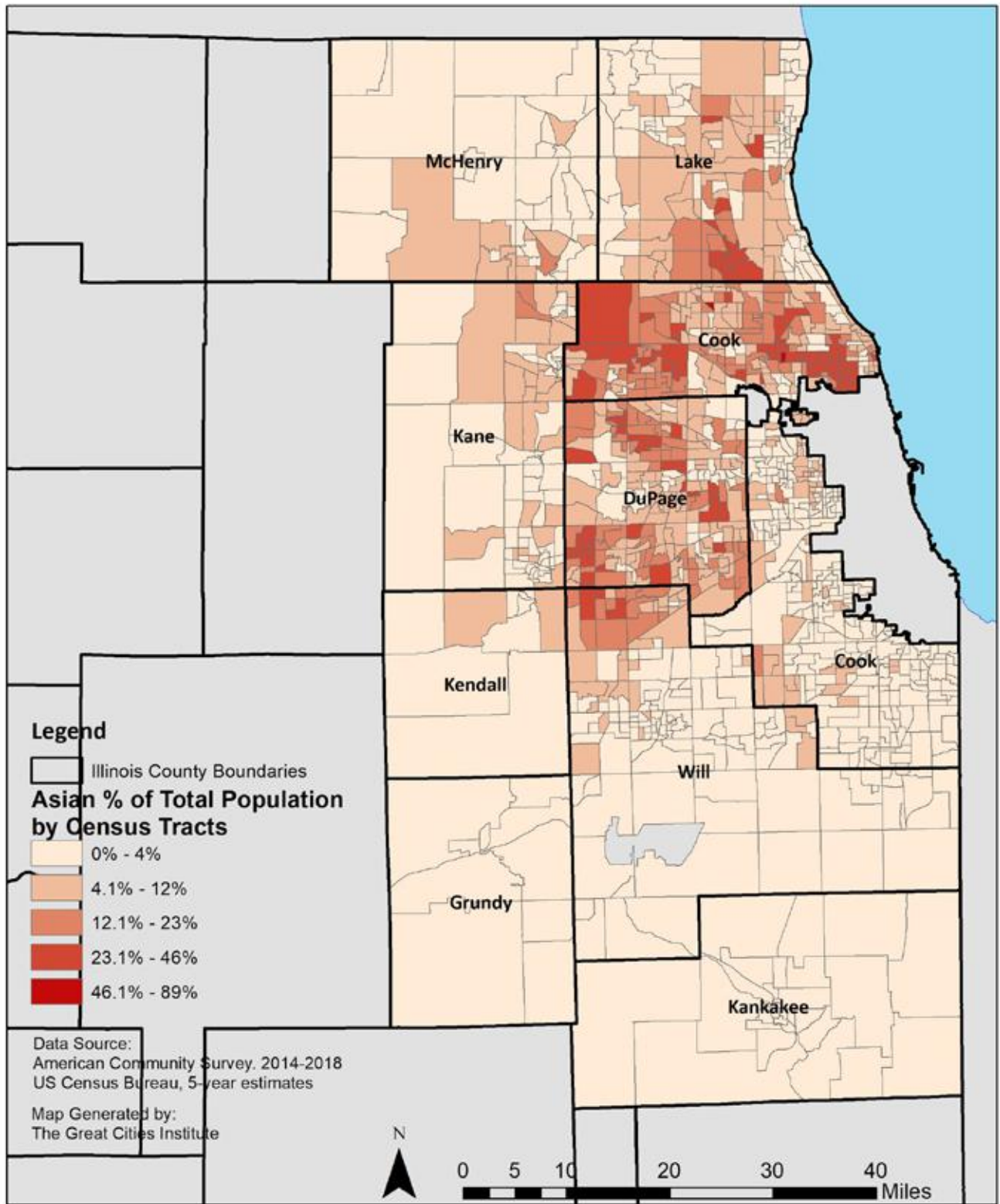
Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

Map 14 shows the largest proportional representation of the Asian population for 2018 (5 year estimates) in the City of Chicago. Chicago's neighborhoods and community areas in the Lower Southwest side of the city contain the largest proportion of Asians by total population. The City of Chicago's far North and Northwest sides also have a significant proportion of census tracts with a large concentration of the Asian population. Map 15 displays the Asian population by total population for 2018 in Suburban Cook and Collar Counties. Suburban Cook County in the North and Northwest suburbs contain census tracts with significant concentrations of Asians. Dupage County has a spread of census tracts with significant proportions of the Asian population. The Southern end of Lake County also contains census tracts with a large concentration of the Asian population. Map 16 displays the percentage of the total population of the Asian population in Southern Illinois for 2018. In general, there are very few census tracts with large concentrations of the Asian population. The census tracts with the largest percentage of the total Asians population in Southern Illinois (5 to 12%) are in St. Clair, Jackson, and Williamson Counties.

**Map 14: 2018 Chicago Census Tracts,
Asian Percent of Total Population**



**Map 15: 2018 Collar and Suburban Counties Census Tracts,
Asian Percent of Total Population**



**Map 16: 2018 Southern Illinois Census Tracts,
Asian Percent of Total Population**

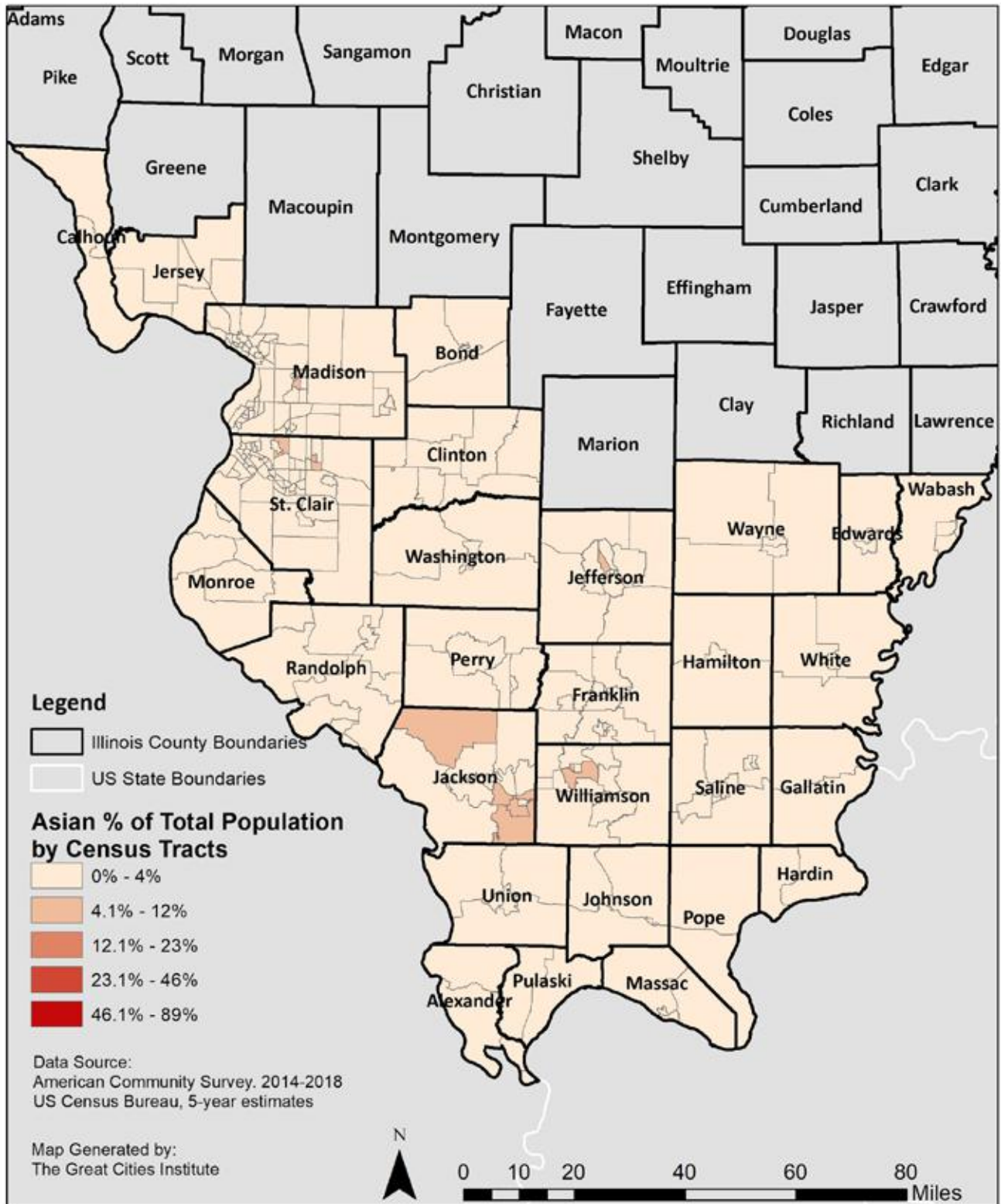


Table 29 shows the median household income of the Asian population from 2010 to 2018 (5 year estimates). Overall, Asian households saw an increase in median household income from 2010 to 2018, with the State of Illinois’s median household income for Asian households increasing by an estimated \$2,159. The largest percentage change in median household income for Asian households occurred in Southern Illinois (14.8% increase) representing an increase of \$7,255 in income. The median household income change in Collar Counties for Asian households increased by 5.5%, with the City of Chicago having a more modest increase of 1.7%.

TABLE 29. ASIAN MEDIAN HOUSEHOLD INCOME CHANGE IN THE CITY OF CHICAGO, COLLAR COUNTIES, AND SOUTHERN IL

2006-2010 to 2014-2018 in 2018 Inflation Adjusted Dollars				
Region	2010 Median Household Income	2018 Median Household Income	Median Household Income Change	Percentage Change
City of Chicago	\$64,450	\$65,527	\$1,077	1.7%
Collar Counties	\$103,180	\$108,813	\$5,633	5.5%
Southern IL	\$49,146	\$56,401	\$7,255	14.8%
Illinois	\$83,669	\$85,828	\$2,159	2.6%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

Table 30 contains the estimated highest level of education for the Asian population age 25 and over (2010 to 2018 five year estimates). The overall trend for the Asian population age 25 and over was for larger increases from 2010 to 2018 in the category of those who completed their bachelor’s degree or higher. In general, across the City of Chicago, Collar County, Southern Illinois and the State of Illinois, there has been a general increase in the population of Asians age 25 and higher so that should be noted when examining the higher increases in educational attainment. The educational attainment of the Asian population age 25 and over was unique compared to other regions. Southern Illinois saw a much larger proportional increase of the Asian population who completed less than a high school degree (94.1% increase) however this change reflects a much smaller number of the population representing an estimated 511 individuals. In terms of the actual population age 25 and over, Collar and Suburban Cook Counties saw the largest increase from 2010 to 2018 in educational attainment in an area, where 64,509 more Asians completed a bachelor’s degree or higher.

**TABLE 30. HIGHEST LEVEL OF EDUCATION ATTAINED FOR THE
ASIAN POPULATION AGE 25 AND OVER (2006-2010 TO 2014-2018)**

Region	Grade Level	2010	2018	Change	Percent Change
City of Chicago	Asian Population Age 25 and Over	105,039	129,191	24,152	23.0%
	Less Than High School	14,718	15,859	1,141	7.8%
	High School Graduate (Includes Equivalency)	15,270	17,322	2,052	13.4%
	Some College or Associate's Degree	16,424	17,625	1,201	7.3%
	Bachelor's Degree or Higher	58,627	78,385	19,758	33.7%
Collar and Suburban Cook Counties	Asian Population Age 25 and Over	346,717	435,208	88,491	25.5%
	Less Than High School	31,301	40,121	8,820	28.2%
	High School Graduate (Includes Equivalency)	40,406	47,241	6,835	16.9%
	Some College or Associate's Degree	58,583	66,910	8,327	14.2%
	Bachelor's Degree or Higher	216,427	280,936	64,509	29.8%
Southern IL	Asian Population Age 25 and Over	5,872	8,064	2,192	37.3%
	Less Than High School	543	1,054	511	94.1%
	High School Graduate (Includes Equivalency)	982	1,142	160	16.3%
	Some College or Associate's Degree	1,236	1,718	482	39.0%
	Bachelor's Degree or Higher	3,111	4,150	1,039	33.4%
Illinois	Asian Population Age 25 and Over	384,202	483,869	99,667	25.9%
	Less Than High School	34,445	44,667	10,222	29.7%
	High School Graduate (Includes Equivalency)	44,688	52,390	7,702	17.2%
	Some College or Associate's Degree	64,429	74,775	10,346	16.1%
	Bachelor's Degree or Higher	240,640	312,037	71,397	29.7%

Source: American Community Survey 2018-2014 and 2010-2006, 5-Year Estimates

APPENDIX J - NOFO APPLICATION

<https://uofi.box.com/s/tljbkwqxthcksmyas1me2c4kp88yn5w8>

APPENDIX K - WORK PLAN TEMPLATE

<https://uofi.box.com/s/tljbkwqxthcksmyas1me2c4kp88yn5w8>

APPENDIX L - FOCUS GROUPS AND INTERVIEWS

Eight focus groups sessions were conducted that were categorized based on targeted regions and populations based on IDHS's segmentation of Regional Intermediaries. Two of those sessions were conducted with IDHS and six focus groups were conducted with the regional intermediaries. Follow-up one-on-one interviews were conducted. The focus groups with Regional Intermediaries included:

African American Population

- Community Assistance Programs
- Habilitative Systems Inc
- Illinois Association of Community Action Agencies
- Teens Against Killing Everywhere
- YWCA of Metropolitan Chicago

Latino Population

- Illinois Coalition for Immigrant and Refugee Rights
- Pilsen Wellness Center
- Rincon Family Services

Downstate and Rural Region

- Clay County Health Department
- Illinois Public Health Association
- Illinois Primary Health Care Association
- Region 1 Planning Council
- Western Illinois Regional Council
- Tri-County Regional Planning Commission
- Teens Against Killing Everywhere

Collar County and Suburban Cook

- Illinois Action for Children
- Metropolitan Mayor's Caucus
- Reaching Across Illinois Library System
- YWCA of Metropolitan Chicago

Special Populations (Children under 5 years of age, homeless populations, people with disabilities)

- Habilitative Systems Inc
- Illinois Association of Community Action Agencies
- Illinois Action for Children
- YWCA of Metropolitan Chicago

Public Agencies

- Reaching Across Illinois Library Systems
- Illinois Association of Community Action Agencies
- Metropolitan Mayor's Caucus
- Region 1 Planning Council

One-on-one interviews included:

- Anita Banerji, Forefront
- Carrie Davis, Joyce Foundation
- Vanessa Uribe, Cook County Bureau for Economic Development for the Census
- Oswaldo Alvarez, Illinois Department of Human Services
- Amy de la Fuente, Reaching Across Illinois Library Systems
- Angela Accurso, YWCA of Metropolitan Chicago
- Carlie Wilsie, Illinois Association of Community Action Agencies
- Choua Vue, Illinois Action for Children
- Crispina Ojeda-Simmons, Metropolitan Mayor's Caucus
- Diana Blue, Western Illinois Regional Council
- Ivy Hood, Region 1 Planning Council
- Kyle Smith, Metropolitan Mayor's Caucus
- Lynden Schuyler, Illinois Public Health Association
- Maria Fitzsimmons, Illinois Coalition for Immigrant and Refugee Rights
- Patricia Easley, Habilitative Systems Inc
- Paula Campbell, Illinois Primary Health Care Association
- Regan Sonnabend, YWCA of Metropolitan Chicago

APPENDIX M - HTCS AND RI ASSIGNMENTS

HTC Index Glossary

The glossary includes variables utilized when defining Hard-to-Count populations:

- **Children 0-5:** Percent of population under age 5. More children are living in complex family situations, such as shared parental custody or with a grandparent, increasing the chances they will be left off the Census form. Some new parents mistakenly believe the Census incorporates birth records.
- **Young & Mobile:** 15 to 24-year-olds that are not likely to be engaged in the Census process. Individuals who are 15 years old or older are able to fill out the Census on behalf of their household.
- **Seniors (over age 85):** The population age 85 and over that are living independently may not have the means to respond online or transportation to get to a location to file their Census response.
- **Poverty (income at or below poverty level):** Multiple issues increase the odds of an undercount among the poor. They tend to be renters. Administrative records to supplement the Census, such as tax returns, may be incomplete for this group. They also are less likely to have internet access.
- **Minorities (racial & ethnic minorities):** All populations that are not White Non Hispanic aggregated together as one population. Minorities may not be aware or want to participate.
 - Certain minority groups, such as African American or Latino, were specifically identified and assigned to RIs so they could effectively tailor outreach messages and strategies to these communities
- **Foreign (foreign-born):** People who are born in other countries are less likely to be familiar with the Census. Some also are not citizens and may fear the consequences of revealing their presence and legal status to the government.
- **Limited English (limited English households):** Households in which no person age 14 years old or older is fluent in English. People who are not fluent in English will have trouble understanding Census materials, including the rationale for the Census.
- **Immigrants (moved from outside the country):** Persons who were not born in the USA but have come to live in the USA permanently. Recent arrivals likely have little connection to local civic affairs. Proxy information and administrative records about this population will be more difficult to come by.
 - Additional focus was also given to migrant workers.
- **Renters:** The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the Census-taking process.
- **Rural:** Designation of counties considered in metro areas, urban populations adjacent to metro areas, and those areas considered rural categorized into nine population and adjacency codes. Access to fast speed internet is low or non-existent in some rural areas.

- **People with Disabilities:** People who meet the Americans with Disabilities Act definition of “disabled” (limits one or more ‘major’ life activities) have been historically undercounted. Some have difficulty completing the form and some don’t believe the Census will impact their lives in a meaningful way.
- **People who Distrust Government:** People who have a strong distrust in government, for a number of reasons, are less likely to complete the Census. Some examples are: LGBTQ+ individuals that feel their identities are not captured through the Census, re-entry populations (those transitioning back from prison into their communities), and veterans.

RI Assignments

The lists below identify which Hard-to-Count populations and community areas (Chicago) or counties were assigned to each RI:

CHICAGO

Community Assistance Programs (CAPs)

- Assigned HTC’s:
 - African American
 - Renters
 - Re-entry Populations
- Community Areas/Neighborhoods:
 - Avalon Park
 - Burnside
 - Calumet Heights
 - Chatham
 - Douglass
 - Fuller Park
 - Grand Boulevard
 - Greater Grand Crossing
 - Hegewisch
 - Hyde Park
 - Kenwood
 - Oakland
 - Pullman
 - Riverdale
 - South Chicago
 - South Deering
 - South Shore
 - Washington Park
 - West Pullman
 - Woodlawn

Habilitative Systems Inc. (HSI)

- Assigned HTC’s:
 - African American
 - Renters
 - Re-entry Populations
- Community Areas/Neighborhoods:
 - Ashburn
 - Auburn Gresham
 - Austin
 - Chicago Lawn
 - East Garfield Park
 - Englewood
 - Morgan Park
 - Near West Side
 - North Lawndale
 - Roseland
 - Washington Heights
 - West Englewood
 - West Garfield Park

Illinois Action for Children (IAC)

- Assigned HTC’s:
 - Children (0-5)
 - Youth (18-24)
- Community Areas/Neighborhoods:
 - Citywide Chicago

Illinois Coalition for Immigrant and Refugee Rights (ICIRR)

- Assigned HTC:
 - Immigrants
 - Low-English Proficiency
 - Racial and Ethnic Minorities
- Community Areas/Neighborhoods:
 - Albany Park
 - Archer Heights
 - Armour Square
 - Bridgeport
 - Brighton Park
 - Clearing
 - East Side
 - Edgewater
 - Gage Park
 - Garfield Ridge
 - Logan Square
 - McKinley Park
 - New City
 - North Park
 - Portage Park
 - Rogers Park
 - South Lawndale
 - Uptown
 - West Elsdon
 - West Lawn
 - West Ridge

Pilsen Wellness Center (PWC)

- Assigned HTC:
 - Youth (18-24)
 - Low English Proficiency
 - Immigrants
- Community Areas/Neighborhoods:
 - Lower West Side Chicago (Pilsen)

Puerto Rican Cultural Center (PRCC)

- Assigned HTC:
 - Latino
 - African American
 - Renters
- Community Areas/Neighborhoods
 - Humboldt Park

Rincon Family Services (RFS)

- Assigned HTCs:
 - Immigrants
 - Low-English Proficiency
 - Latino
- Community Areas/Neighborhoods:
 - Avondale
 - Belmont Cragin
 - Dunning
 - Hermosa
 - Irving
 - Jefferson Park
 - Montclare
 - West Town

University of Illinois at Chicago: Jane Addams

- Assigned HTCs:
 - Youth (18-24)
 - Community College Students
- Community Areas/Neighborhoods:
 - Citywide Chicago

YWCA of Metro Chicago

- Assigned HTCs:
 - Homeless
 - LGBTQ
 - Youth (18-24)
- Community Areas/Neighborhoods:
 - Citywide Chicago

SUBURBAN (COOK COUNTY)

Illinois Action for Children (IAC)

- Assigned HTCs:
 - Children (0-5)
 - Youth (18-24)

Illinois Association of Community Action Agencies (IACAA)

- Assigned HTCs:
 - People living close or below poverty line
 - Renters
 - Homeless

Illinois Coalition for Immigrant and Refugee Rights (ICIRR)

- Assigned HTC:
 - Immigrants
 - Low-English Proficiency
 - Racial and Ethnic Minorities

Metropolitan Mayors Caucus (MMC)

- Assigned HTC:
 - African American
 - Latino
 - Seniors

COLLAR COUNTIES

Illinois Association of Community Action Agencies (IACAA)

- Assigned HTC:
 - People living close or below poverty line
 - Renters
 - Homeless
- Counties:
 - Grundy
 - Kendall
 - Will

Illinois Coalition for Immigrant and Refugee Rights (ICIRR)

- Assigned HTC:
 - Immigrants
 - Low-English Proficiency
 - Racial and Ethnic Minorities
- Counties:
 - DuPage
 - Kane
 - Kankakee
 - Lake
 - McHenry
 - Will

Metropolitan Mayors Caucus (MMC)

Assigned HTCs:

- African American
- Latino
- Seniors (85+)
- Counties:
 - DuPage
 - Kane
 - Kankakee
 - Lake
 - McHenry
 - Will

Reaching Across Illinois Library Systems (RAILS)

- Assigned HTC:
 - Children (0-5)
 - Low-English Proficiency
 - Seniors (85+)
- Counties:
 - DuPage
 - Kane
 - Kankakee
 - Lake
 - McHenry
 - Will

United Way of Metropolitan Chicago (UWMC)

- Assigned HTC:
 - Immigrants
 - Low-English Proficiency
 - Children (0-5)
- Counties:
 - Lake
 - McHenry

CENTRAL

Illinois Public Health Care Association (IPHCA)

- Counties:
 - Christian
 - Logan
 - Macoupin
 - Menard
 - Scott
 - Shelby
 - Sangamon
 - Macon
 - Cass
 - Montgomery

Illinois Association of Community Action Agencies (IACAA)

- Counties:
 - Greene
 - Morgan

NORTH CENTRAL

Illinois Association of Community Action Agencies (IACAA)

- Counties:
 - Peoria

Tri-County Regional Planning Commission (TCRPC)

- Counties:
 - Dewitt
 - Marshall
 - Mason
 - Stark
 - Tazewell
 - Woodford
 - Fulton
 - Livingston
 - McClean

NORTHEAST CENTRAL

Champaign-Urbana Public Health District (CUPHD)

- Counties:
 - Champaign
 - Iroquois
 - Vermilion
 - Douglass
 - Ford
 - Piatt

NORTHERN

Region 1 Planning Council (R1PC)

- Counties:
 - Boone
 - DeKalb
 - Ogle
 - Stephenson
 - Winnebago

NORTHWEST

Illinois Public Health Association (IPHA)

- Counties:
 - Carroll
 - Jo Daviess
 - Mercer
 - Putnam
 - Bureau
 - Henry
 - Lee
 - LaSalle
 - Rock Island
 - Whiteside

SOUTHEAST CENTRAL

Clay County Health Department (CCHD)

- Counties:
 - Clark
 - Clay
 - Cumberland
 - Edgar
 - Jasper
 - Moultrie
 - Coles
 - Crawford
 - Effingham
 - Fayette
 - Lawrence
 - Richland

Illinois Association of Community Action Agencies (IACAA)

- Counties:
 - Marion

SOUTHWEST CENTRAL

Teens Against Killing Everywhere (TAKE)

- Counties:
 - Calhoun
 - Clinton
 - Jersey
 - Monroe
 - Washington
 - St. Clair

Illinois Association of Community Action Agencies (IACAA)

- Counties:
 - Bond
 - Madison

SOUTHERN

Illinois Public Health Association (IPHA)

- Counties:
 - Edwards
 - Gallatin
 - Hamilton
 - Hardin
 - Pope
 - White
 - Alexander
 - Franklin
 - Jackson
 - Jefferson
 - Johnson
 - Massac
 - Perry
 - Pulaski
 - Randolph
 - Saline
 - Wabash
 - Wayne
 - Williamson
 - Union

WEST CENTRAL

Western Illinois Regional Planning Council (WIRC)

- Counties:
 - Brown
 - Hancock
 - Henderson
 - Pike
 - Adams
 - Knox
 - McDonough
 - Schuyler
 - Warren

