

2010 Census Luncheon
Notes
January 29, 2010

Attendees:

Bob Kosin	Village of Barrington Hills
Sarah Kenney	Village of Barrington Hills
Josh Blakemore	City of Marengo
Biddy Boyer	Village of McCullom Lake
Roni Gaddis	Village of Ringwood
Sue Fugleberg	League of Women Voters
Paula Ekstrom	League of Women Voters
Karen Plaza	League of Women Voters
Ed Plaza	Village of Lake in the Hills
Adam Lehmann	McHenry County
Lee Habich	US Census Bureau
Ken Koehler	McHenry County
Doug Martin	City of McHenry

Lee Habich

- Census focusing on homeless populations, where homeless congregate
- Message focused on faith communities
- Electric signage for messages
- Libraries will have question centers

Census website

- Municipalities can include info on water bills, newsletters, etc.
- Census in the school's programs
- McHenry County Government Center/Admin.
- Working with schools
- Links to video's on websites
- Bilingual programs

Conservation District has a good newsletter that goes to everyone in the County. They also have a sign on Rt. 14 in Crystal Lake.

Barrington Hills had a 600 person undercount in the last Census.

League of Women Voters is reaching out to Latino Communities. Personal reassurance and building trust is important for counting the Hispanic community.

Census Promotion Ideas:

- Cloth banners on parking lot poles.
- Mail post cards in March with same font as the Census form.
- Marengo will talk to banks about marquees
- Cable access channel announcements
- Packet for faith-based organizations
- Chamber Expo – City booth will have info.
- Look for no cost methods i.e. HS resource officer, speeches at schools,
- Work with the Daily Herald & Northwest Herald; find articles that have an angle to pitch to the media. Have them run a bilingual piece in the paper on the Census
- Census Bureau will run ads on the radio
- Visit Star 105.5 to do a public service announcement
- Week before the census, volunteers will do a “walk around”
- Voting at village halls, have info at the village halls
- Have employees wear census shirts at events
- Reach out to those who pay their water bills at the village hall
- Churches put articles about the census in their newsletters and programs
- Place a messages on employee paychecks
- Short informational videos at local fitness centers
- Grocery bags with Census 2010 logo in food pantries(maybe in independent grocery stores)
- Handouts/signage at voting places
- Talk to clinic organizations
- Signage at metra stations
- Test cards at restaurants, fast food restaurants are being targeted

MCC will be an important resource

Census workers will go out from 6pm to 4am in the morning to count homeless

Those in jail will be counted by “group quarters” staff

Lee would like to meet with Sun City reps, how do we reach seniors who live here half of the year.
Senior Services could be helpful.