



**City of Warrenville 2020 Census
Complete Count Committee
Action Plan**

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United States[®]
**Census
2020**

Revised January 28, 2020

BACKGROUND

WHAT IS THE CENSUS?

The Constitution requires a count of the population every ten years to determine the number of seats each State has in the U.S. House of Representatives for the next decade, which in turn affects the number of Electoral College votes each State receives. For the City of Warrenton, the stakes are high: the allocation of federal funding for public health, education, social services, transportation and more will flow from the census count.

HOW DOES THE CENSUS WORK? HOW IS THE 2020 CENSUS DIFFERENT?

Historically, the census has relied on mailed paper questionnaires and temporary field staff going door-to-door in neighborhoods and communities to count the population. The 2020 Census is the first time that the census will offer an online response option, although all households will have a choice to participate by phone or using a paper form, as well.

When the census starts in 2020, about 80 percent of addresses will receive an invitation letter with instructions on how to respond online or by telephone using a unique ID. The remaining 20 percent of addresses — selected because they are less likely to have or use the Internet — will receive both an invitation letter (with a unique ID) and a paper questionnaire with postage-paid return envelope. After three mailed requests to complete the census online or by phone, unresponsive households will receive a paper questionnaire and return instructions in the fourth mailing. Online questionnaires will be offered in English plus 12 other languages. Telephone assistance and response will be available in the same languages. Paper questionnaires will be available only in English and bilingual English-Spanish; however, there will be instruction guides or videos available online in 59 non-English languages, including Braille, plus American Sign Language.

Online Response: All households will have the opportunity to complete the 2020 Census online (using computers, tablets, or smartphones), identifying themselves through either the unique ID included in the mailing or their household address (that is, a “non-ID response”). Libraries, city-owned buildings, and community gathering places can consider offering online response kiosks for census submissions. These response kiosks can be as simple as a laptop locked to the census-response portal site and are low-cost efforts that can help increase self-reporting within Baltimore.

Phone Response: The 2020 Census will be the first U.S. census in which people can respond to the census by telephone with their unique ID or household address. Respondents can also call the toll-free Census Questionnaire Assistance (CQA) with questions about other response methods or about the census in general.

Paper Questionnaire: As noted above, only 20 percent of households will receive a paper questionnaire (with postage-paid return envelope) in the first census mailing. This “Internet Choice” mailing will include both a paper questionnaire and instructions on how to respond online or by telephone.

While the self-response operation ends on April 30, 2020, it is important to know that households can self-respond using any of the methods above through the entire door-to-door follow-up operation. Automation should allow the Census Bureau to remove a “late” self-response from the caseload, so that a census enumerator won’t have to visit in person.

2020 CENSUS TIMELINE

- **January–September 2019:** The U.S. Census Bureau opens 248 area census offices across the country. These offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** Census takers begin visiting areas that have experienced a lot of change and growth to ensure that the Census Bureau's address list is up to date. This is called address canvassing, and it helps to ensure that everyone receives an invitation to participate in the 2020 Census.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.
- **April 1, 2020:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- **May 2020:** The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.
- **December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.

See Appendix A for detailed timeline.

COMPLETE COUNT COMMITTEE MEMBERS

Leah Goodman	City of Warrenville Elected Official
Clare Barry	City of Warrenville Elected Official
Kathy Davolos	City of Warrenville Elected Official
Sandy Whitmer	Warrenville Public Library
Paul Dobersztyn	Warrenville Public Library
Nora Jimenez	Warrenville Public Library
Angela Mains	Warrenville Youth & Family Services
Leslee Cremer	Warrenville Youth & Family Services
Joanne Klonowski	Wheaton League of Women Voters
Mary Tworek-Tupper	Wheaton League of Women Voters
Tim Reinbold	Warrenville Park District
Dale Williams	Emmanuel Baptist Church
Ian Smith	CUSD 200
Emily Varghese	Johnson School
Bridget Moore	Bower School Principal
John Coakley	City of Warrenville Staff
Natalia Domovessova	City of Warrenville Staff

MISSION

To count every resident in the City of Warrenville to secure a *fair allocation* of government resources and *accurate legislative representation*.

GOALS and STRATEGIES

1. **Build a Census 2020 outreach campaign** targeted to raise Census awareness among all City of Warrenville residents using the knowledge and expertise of community leaders;
2. **Establish relationships with trusted messengers** to work collaboratively to execute outreach; meet people where they are and engage them in ways most understood;
3. **Market and widely communicate information about the 2020 Census** so that all residents of the City of Warrenville are aware and understand the importance of a fair and accurate count.

Communication goals:

- Inform about 2020 Census
- Explain importance of complete count
- Explain available means of participation in 2020 Census
- Reference/make available Census resources
- Explain data security and confidentiality

- Inform about Census-assistance locations
- Provide information about Census updates

Outreach Goals:

- Identify and involve local partnering organizations
- Coordinate activities with Census Bureau representatives
- Facilitate small targeted-audience events focused on Census
- Provide information and technical assistance for hard to count population

Key Considerations

- Communication should be provided in both – English and Spanish languages – where possible.
- Smaller event size is optimal - but only if a trusted facilitator is present.
- Larger events should consist of those that are already existing; this will be less intimidating to the non-responder group.
- Emphasis should be placed on safety and not to be fearful. It is important that this message come from trusted people. Representatives of government may not be ideal candidates to spread such message.

HARD TO COUNT POPULATION

Warrenville CCC will target Census activities to the following hard-to-count populations:

- Families with children under 5 years old
- Older adults
- Non-English speakers
- High mobility population
- Immigrants
- Persons with mental or physical disabilities
- Persons who mistrust government

COMMUNICATIONS AND OUTREACH ACTIVITIES

1. Partnerships:

- a. Engage stakeholders (CCC to create a list, examples include local businesses):
 - i. Warrenville's Korean West Alliance Church (need contact)
 - ii. Residential subdivisions HOAs: Emerald Green, Maple Hill, Summerlakes, others.
 - iii. Agape Preschool (Jayne Koldoff)
 - iv. Private schools such as St. Irene, Montessori, Four Winds should be included in communications
 - v. Home school network
 - vi. Trinity Lutheran Church (contact: Emily Larson)
 - vii. World Relief DuPage (contact: Gabriel Borjon)
 - viii. Food Pantry (Need contact)
 - ix. VFW Post 8081 (need contact)
 - x. Group Home (verify they are working with Census)

	Action	Status
1.	Obtain contact information	80% complete
2.	Reach out, establish contact, provide information and explore partnership options	February - March

2. Communication:

	Action	Status
a.	Incorporate motivating action messages in the City utility bills, example “ <i>Have a say in your services. Participate in 2020 Census. To learn more visit 2020census.gov</i> ” (the City)	Included in Jan-Feb cycle
b.	Mayor’s proclamation and announcements at City Council meetings and State of the City	ongoing
c.	Ask elected officials to encourage households to complete the census online, by phone, or by mail (the City)	February – March: include reminder in the internal Weekly report
d.	City to include “call to action” Census messages under the City employees’ email signatures, example “ <i>Be Counted. Census 2020</i> ”. (the City)	February – March: provide message options to employees
e.	Display informational posters and flyers in public gathering places in both Spanish and English (all CCC members)	Ongoing, order more from Census
f.	Flyers (paper and electronic) to be distributed in school backpacks (Johnson, Bower and Hubble schools)	February – March: Provide fliers to schools
g.	Churches can distribute brochures to both adults and children in various ministry programs.	January – March: order items thru Census and provide for distribution
h.	Promotional materials to be distributed at Family Foods, Discoveries, Sandy Bakery, and La Paloma Michoacana. (the City?)	February – March: order items thru Census and provide for distribution
i.	Brochures can be placed in welcome bags for new residents, which averages 10-15 residents per month presently—but will increase with the new townhome development underway. (Dale Williams, ?)	February – April: order 45 sets of promotional items and provide to Dale Williams for distribution

j.	The DuPage Senior Citizens Council provides food daily, and encompasses all of DuPage County. Flyers can be placed in sacks for them, as this group does not typically participate in social media.	need contact
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3. Social Media and Publications:

	Action	Status
a.	Newsletters to include messages and information (City, Library, Park District?)	ongoing
b.	City to create website page with Census information and resources	In progress
c.	Facebook posts, sharing pages (City, Library)	ongoing
d.	City to use electronic messaging on the community sign	ongoing
e.	Twitter, Instagram (Library)	ongoing
f.	Johnson School to include Facebook posts in Spanish (Rocio S. Becerril)	Provide information to Rocio for posting

4. Technical Assistance:

	Action	Status
a.	The Library will offer an open computer on Census Day, wherein users are not required to have a library card to use it	April
b.	The library will make computers, tablets and smart phones available	April
c.	Warrenville Youth & Family Services will make tablet available	April
d.	Warrenville will male tablets available for use at the City Hall	April

5. Census Promotion during special events:

	Action	Status
a.	The Library will host an event in March 21, 2020 geared toward the Hispanic population, featuring a local immigration attorney as speaker (Rocio S. Becerril)	March 21
b.	The Library to host a Spanish Storytime event with a counting theme	ongoing
c.	Census-themed breakfast and/or lunch or open house may be served to targeted audiences, Census speaker could be secured. Could be hosted by HOA or church	Coordinate with HOAs and/or churches, if there is interest, provide assistance and secure Census speaker
d.	Emmanuel Baptist Church's annual spring Neighbor Day can include a Census table, with promotional giveaways	(need date) Order and provide promotional materials, food items
e.	CUSD 200 can book a Census speaker to address the faculty at all 19 schools' monthly meetings to provide a unified message	
f.	Wheaton-Warrenville South HS is having their annual Course Selection Fair on February 5, from 6:00 - 9:00 pm. Lorie Campus, Assistant Principal	Requested Census Representative attendance and promotional items
g.	The high school could incorporate the Census into Civics and/or Economics classes.	
h.	Warrenville Youth & Family Services can host a luncheon, inviting marginalized families, wherein the idea of becoming an asset to the community, rather than a liability, can be emphasized. This event can be included in their seasonal newsletter to such parents.	

i.	A lesson for awareness can be included and discussed at the next Administration meeting, and can be included in electronic messages sent to parents.	
j.	Bower School hosts a Family EL Night in March	March - (need date) Order promotional materials
k.	Johnson School hosts a Family EL Night January 29, 6-7:30pm, Emily Varghese	Census speaker Laura Bedolla secured for the event, deliver promotional materials
l.	Holly Days – Dec 6	promotional items distributed
m.	Senior Health Fair at Park District – April 14	Order and Provide promotional items
n.	The Park District hosts Senior Luncheons every Tuesday, typically with 25 in attendance	Order promotional materials and provide to Park District
o.	Arbor Day	April - Need date
p.	Bike Rodeo	May - Need date
	The League of Women Voters conducts monthly civic awareness meetings that can include a table displaying Census information: Candidate Meet and Greet Feb. 19 Civic Awareness Series - Alice Paul Feb. 20 Living Room Conversation - Feb. 24	Ordered info and promotional items from Census