

Census 2020

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



What is the Census?

- ▶ Every ten years the US Constitution requires a complete count of the US population.
- ▶ Determines distribution of \$675 Billion in annual Federal funding
- ▶ Census Day is April 1, 2020 but counting starts earlier.

CENSUS 101

**Taking part is
your civic duty.**

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



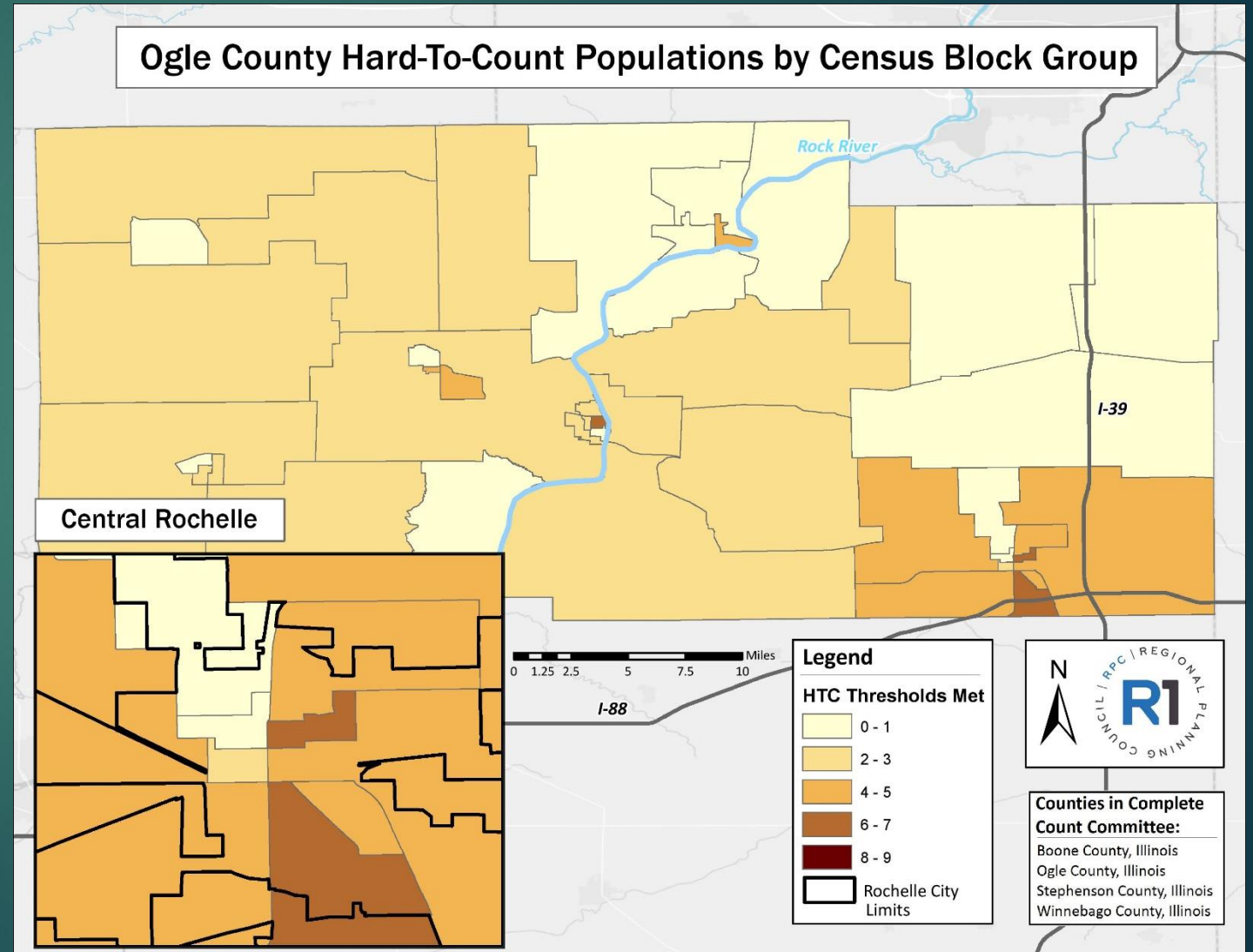
United States
Census
BUREAU

Ways Census Data is Used

- ▶ Attracting new business
- ▶ Forecasting future transportation needs
- ▶ Planning for hospitals, nursing homes, clinics
- ▶ Funding for people in poverty
- ▶ Estimating numbers of people displaced in a disaster
- ▶ Creating maps for emergency services
- ▶ Drawing school district & political boundaries
- ▶ Understanding labor supply
- ▶ Locating factory & distribution centers
- ▶ National School Lunch Program
- ▶ Special Education Funding
- ▶ Medicaid
- ▶ WIC
- ▶ Foster Care
- ▶ Low Income Energy Assistance
- ▶ Federal Student Loans
- ▶ Highway Planning & Construction
- ▶ Head Start
- ▶ Federal Housing Assistance Programs

Hard to Count Populations

- ▶ <5 years old
- ▶ Millennials
- ▶ Minorities
- ▶ Senior Citizens
- ▶ Renters
- ▶ Low-Income Residents
- ▶ Homeless
- ▶ Rural
- ▶ Disabled
- ▶ LGBTQ



2010 Census Undercount



County	2010 Census Population	2010 Census Participation Rate	Potential Persons Not Counted in 2010	Potential \$\$ Loss Per Year Since 2010 Due to Low Participation Rate	Total Potential \$\$ Loss Over Past Decade
Ogle	53,497	84%	8,560	\$15,408,000	\$154,080,000

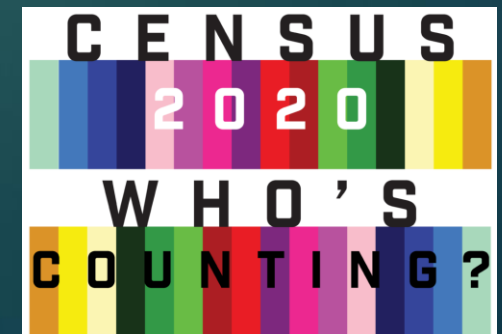
Approximately \$1,800/person who goes uncounted
Rochelle's undercount in 2010 was over 23%

Local Impact

- ▶ Legislative Representation
- ▶ Motor Fuel Tax: \$258,000 or \$26.94 per capita
 - ▶ Funds road improvement projects
- ▶ \$1.17 Million or \$122.37 per capita
 - ▶ General Fund including Police, Fire and Public Works Departments

How does the 2020 Census work?

- ▶ Letters with unique identifier mailed March 12 - April 1, 2020
- ▶ Recipients can complete on-line, by phone or request paper version
- ▶ Hard-to-Count Populations may receive paper census
- ▶ Follow-Up
 - ▶ Mail reminder letters and postcards March 16 – April 27, 2020
 - ▶ In-person visits begin in May



What does the census ask?

- ▶ Number Living at Address
- ▶ Rent or Own
- ▶ Phone Number

- ▶ Name
- ▶ Sex
- ▶ Date of Birth
- ▶ Race

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.

_____ years Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?

Mark one or more boxes **AND** print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race – Print race or origin.

Census 2020 Timeline

- ▶ Spring 2020 – Push promotion & participation
- ▶ Mid-March through July 2020 – Questionnaire Self-Response
- ▶ April 1, 2020 – Census Day
- ▶ May – July 2020 – Non-response follow-up
- ▶ August 2020 – Non-response follow-up ends
- ▶ December 31, 2020 – Apportionment Counts to President
- ▶ March 31, 2021 – Redistrict counts to States

Activities to Date

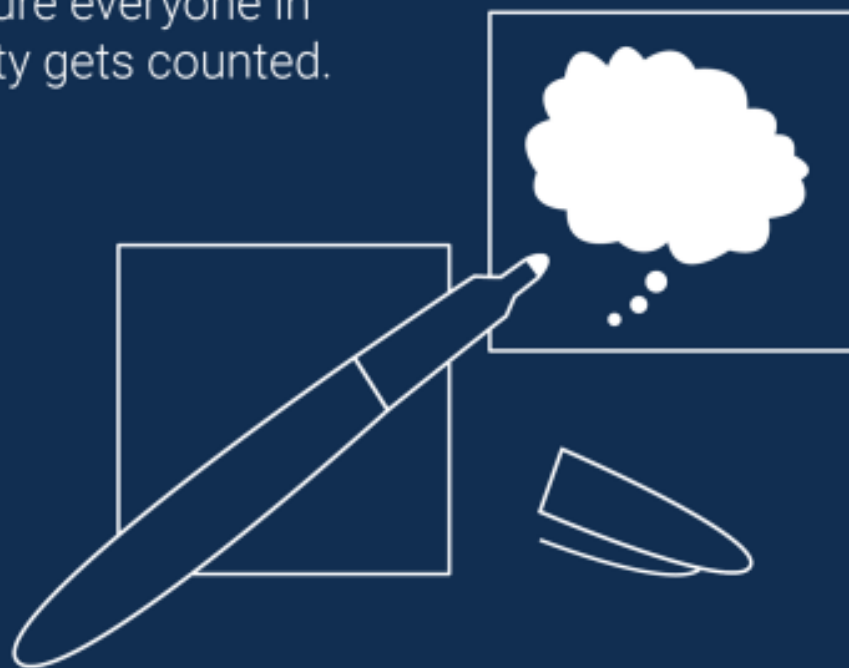
- ▶ Passed Council Resolution Establishing Complete Count Committee
- ▶ Joined Regional Complete Count Committee
- ▶ Attended Multiple Training Sessions
- ▶ Submitted Subrecipient Grant Application
- ▶ Approved for Grant Award of \$23,790
- ▶ Attended various Community Events
- ▶ Presentations at Rotary, Ogle County Cares Coalition, Non Profit Leaders, BPAC, Hub Program, Senior Housing facilities, Senior Center, Area Clergy and more
- ▶ Information distributed through Kitchen Table, Food Pantry, Ogle County Housing Authority Section 8 Tenants, LOTS, Kish ESL and GED Programs, Rochelle Community Hospital, Churches, St. Patrick Education Program, Rochelle Childcare, U of I Extension, Dinner for Homeless, Rochelle Municipal Utilities, PreK, BPAC and Hub Programs

Future Planning

- ▶ Marketing Plan
 - ▶ Local Voices Campaign
 - ▶ Community Events
 - ▶ Census Day Ice Cream Social April 1st 3:00-6:00 pm
 - ▶ Park Events 4:30 – 6:30
 - ▶ Memorial Park April 6th
 - ▶ Spring Lake Marina April 8th
 - ▶ Teen Town April 14th
 - ▶ Connolly Park April 15th
 - ▶ Challenge to Local Employers
 - ▶ Banners and LED Signs
 - ▶ Social Media Pledge Campaign

You can help.

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



Your Role in the 2020 Census

- ▶ Spread the Word.
- ▶ Help calm fears, anxiety or address misinformation.
- ▶ Motivate others to participate.
- ▶ Pledge to Participate.

Q&A