

# CENSUS 2020

## *Rochelle's Complete Count Committee Outreach*

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**SUE MESSER, ASSISTANT TO THE CITY MANAGER/CITY CLERK**

# INFORM AND EDUCATE

*October 2019-February 2020*

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**106 EVENTS.**

**82,550 REACHED VIA EVENTS.**

**8,244 FLIERS DISTRIBUTED.**

**10 MEDIA ADS.**

**93,500 EST. NUMBER REACHED VIA MEDIA ADS.**

**103 SOCIAL MEDIA POSTS.**

**1,183 SOCIAL MEDIA REPOSTS.**

**62 TRUSTED MESSENGERS.**

- Distribution of public service announcements, fliers and postcards through Local Complete Count Committee.
- Information distributed through Hay Day, Kiwanis Chili Day, Hub Program, Mobile Food Pantry, RMU, churches, Christmas Walk, local property managers, Ogle County Housing Authority.
- Interviews and articles via Invironments, WRHL, Rochelle News Leader.
- Speakers at Ogle County Cares Coalition, Rotary, Nonprofit Leaders Group, area clergy breakfast, Lincoln Manor, Countryside, St. Paul government class, Hub City Senior Center, City staff meeting.
- Banners displayed throughout town.
- Twelve-week Local Voices Campaign.
- Social media posts.



# Everyone Counts!

REGARDLESS OF AGE  
OR CITIZENSHIP STATUS

## CENSUS 2020



### EVERYONE COUNTS

#### WHAT YOU NEED TO KNOW

- Everyone living in the United States, regardless of age or citizenship status needs to be counted.
- The census count is how we make sure everyone gets a voice in government and communities get their fair share of funding for programs and services.
- An undercount of our population could affect services to families and children, planning for public schools, transportation or hospitals.
- By April 1, 2020, you will be mailed instructions about completing the census form either online, on paper or over the phone.

#### HELP MAKE A DIFFERENCE

- Spread the word about the importance of participating in Census 2020.
- View available resources online at [www.2020census.gov](http://www.2020census.gov) and share with neighbors and co-workers.
- Have open conversations with others to help calm fears, anxiety or address misinformation.
- Pledge to participate in Census 2020 and Stand Up to be Counted!

**Contact Rochelle City Hall at 815-562-6161 for questions and additional information.**

**10 Questions. 10 Minutes. Impact the Next 10 Years.**





Everyone Counts!  
Census 2020

Hola, mi nombre es Edgar López de LULAC, la Liga de Ciudadanos Unidos. Este año responderé al censo 2020, así que participo en el Censo 2020 porque todos cuentan. Todos contamos sin importar la edad y el estado de ciudadanía. Lo que afecta a nuestras clínicas de salud locales, escuelas y carreteras. Su información personal es confidencial por la ley federal. La Oficina del Censo de los Estados Unidos para generar estadísticas. En 2010, el 16% de la población fue subcontada, lo que costó más de \$154,000,000 en nuestra comunidad. Así que como comunidad, asegúrense de contar a nadie este año 2020!

-Edgar Lopez, LULAC Rochelle



Everyone Counts!  
Census 2020

Use the Census count to accurately reflect the size of our community. Where there are more people, there are more needed public services. In times of crises or disasters, we need to be counted! Every one of us counts. Funding, services and representation depend on it. Please take part in the 2020 Census!

-Chief Eric Higby, Rochelle Police Department



Everyone Counts!  
Census 2020

The 2020 Census is taking place right now, and it is important for our schools that everyone in our community is counted. In the next ten years, the federal government will give Illinois schools funding based on our census counts from this spring. For Rochelle area schools, this means basic funding for personnel, technology, and materials for key programs serving our students with special needs, as well as pre-school classes, and interventions for our at-risk learners.

Federal funding also supports special programs like the school enrichment program and the First Lady's All Stars program at our schools. Accurate counts are an important part of our community. It only takes a few minutes to make sure that everyone in your household is counted this spring.

-Pastor Rob Hamilton, Rochelle United Methodist Church



Everyone Counts!  
Census 2020

"I want to encourage all residents to count yourself and everyone living in your household in the 2020 Census. Invitations to respond will be sent beginning mid-March. Among many other things, the 2020 Census determines the amount of money the City of Rochelle will receive over the next 10 years. This funding goes to repairing our streets and helps fund the Police Department and Fire Department in our community. I encourage you to take part in the Census. We're here to help anyone who needs assistance in responding. Make sure Everyone Counts, it will benefit all of us."

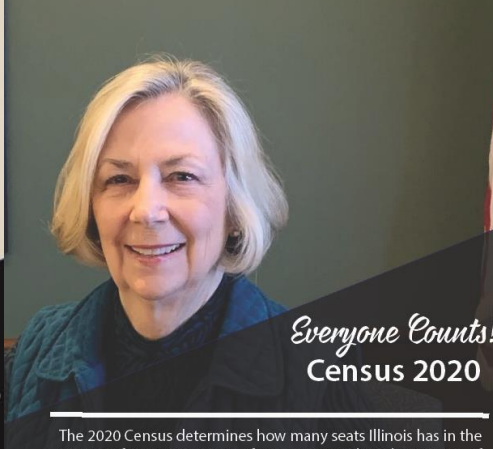
-Chuck Roberts, Commander of Rochelle American Legion Post 403, President of the Rochelle Veteran's War Memorial Association and curator of Roberts Armory



Everyone Counts!  
Census 2020

Census data helps direct federal funding to key programs that support and protect the rights of seniors and people with disabilities.

-Javier Zepeda, RTHS Guidance Counselor



Everyone Counts!  
Census 2020

The 2020 Census determines how many seats Illinois has in the "House of Representatives. If we are not each and every one of us counted, this will affect our funding based on how our State and community are represented. In addition, undercounting would also mean that the State's political districts will be redrawn in a way that reduces representation for historically disadvantaged communities. If your home is in zip code 61068, you are one of us. We care about you and we need you to be counted! Every one of us counts. Funding, services and representation depend on it. Please take part in the 2020 Census!"

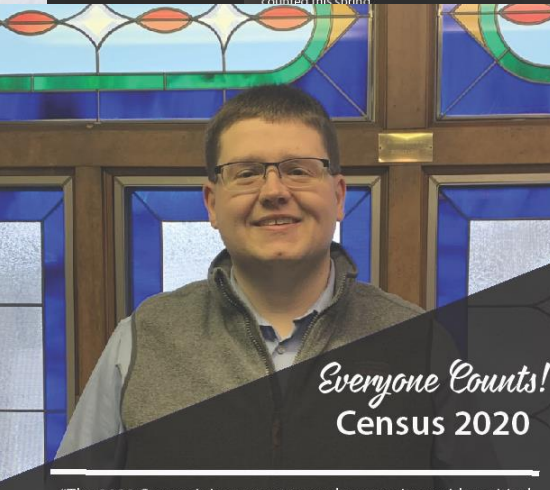
-Kathy Hollanbeck, Rochelle League of Women Voters & Former Council Woman



Everyone Counts!  
Census 2020

"I want to encourage everyone to respond to the 2020 Census. In times of emergency every second counts. Responding to the Census will help the City of Rochelle continue to provide the public safety services that our citizens depend on. It's important that you and everyone in your household be counted!"

-Chief Eric Higby, Rochelle Police Department



Everyone Counts!  
Census 2020

"The 2020 Census is important to me because it provides critical information allowing us to better serve our communities through initiatives to address homelessness, support military veterans, and provide assistance in the event of a disaster, not unlike the one our community experienced 5 years ago. Additionally, the Census determines the distribution of over \$67.5 billion in federal funding for vital programs that people in our community depend on each and every day. So please, take a few minutes to fill out your Census form, doing so helps all of us and most of all, it helps the least of these."

-Pastor Rob Hamilton, Rochelle United Methodist Church



Everyone Counts!  
Census 2020

"I have the opportunity to interact with a lot of military and their families, and as a veteran myself, I know that the Census really matters. It's important to know how many veterans we have in our community and to ensure the federal funds to help support Veteran Services are there for all of us. The Census is important for you, your family and your community. Make your voice heard because everyone counts!"

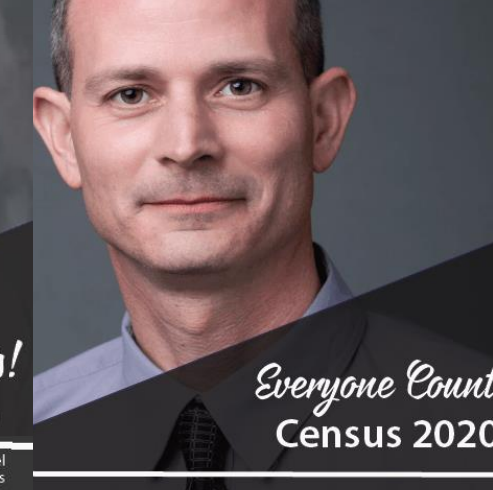
-Chuck Roberts, Commander of Rochelle American Legion Post 403, President of the Rochelle Veteran's War Memorial Association and curator of Roberts Armory



Everyone Counts!  
Census 2020

"Quiero animar a todos para que participen en el censo del Censo 2020. Este censo tiene un gran impacto en los fondos federales distribuidos en la comunidad. Los programas que son impactados son tales como los programas de educación especial, tecnología en los salones de clase, entrenamiento de los profesores, programas después de clases, programas de almuerzo gratuito o a precio reducido, y muchos otros programas más. El Censo ocurre solamente cada diez años, y cuando no participamos y no nos contamos, las consecuencias pueden durar muchos años en la vida de nuestros hijos. Al participar, su información se mantiene segura y no puede ser compartida con ninguna otra agencia. Por favor participe en el Censo 2020, y hágase contar."

-Javier Zepeda, RTHS Guidance Counselor



Everyone Counts!  
Census 2020

Census is important because the community needs to have data that improve their quality of life. When you participate in the census, you help our community get funding for schools, roads, public works, public safety and other vital programs. By participating in the 2020 Census we all benefit!

-Sam Tesreau, Rochelle City Engineer

# Local Voices Campaign

# MOTIVATE

*March 2020-September 2020*

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**52 EVENTS.**

**57,465 REACHED VIA EVENTS.**

**2,703 FLIERS DISTRIBUTED.**

**6 MEDIA ADS.**

**80,500 EST. NUMBER REACHED VIA MEDIA ADS.**

**51 SOCIAL MEDIA POSTS.**

**157 SOCIAL MEDIA REPOSTS.**

- Distribution of public service announcements, fliers and postcards through Local Complete Count Committee.
- Information distributed through Rochelle Foods, Mighty Vine, Downtown Rochelle Association, Mayor's COVID updates, food distribution, school supply pickup, El Senor de los Tacos, Tecalitlan, El Sol, Cypress House Market, Seldal Properties, summer lunch program and electronic signs.
- Interviews and articles via WRHL and Rochelle News Leader.
- Assistance with Census completion at Rochelle City Hall and through Hub City Senior Center.
- Sidewalk Chalk Contest
- Social media posts
- Census signs throughout community
- Mask distribution to local businesses
- Little Hero's Parade
- Spring Fling
- Lupita's Meal Deal
- Salt Meal Deal
- Advertising on LOTS buses
- Kitchen Table "Dinner on Us!"
- Rochelle Christian Food Pantry treats and school supplies
- Mighty Vine treats at breaks/lunch



# Census 2020 Gift Card Giveaway!!!

We're giving away 2 - \$25 gift cards every week to a local business of your choice and a \$500 gift card on September 30th!!!

Here's how to enter:

1. Complete your Census at [my2020census.gov](https://my2020census.gov) and message us a screen shot of the completion page.
2. Along with the screenshot, send your name, address, phone number & person who referred you to complete the Census. We'll enter you AND the person who referred you into the drawing!!
3. Already completed the Census? Refer a friend, have them complete the Census and enter the contest listing YOU as their referral source!

We'll draw two \$25 gift cards to the local business of your choice each week through the end of September. On September 30th, we'll draw for a \$500 gift card!! All \$25 winners will also be included in the \$500 gift card drawing!

Must reside within  
Rochelle City Limits to Enter.  
Sponsored by the City of Rochelle.



# Join us for FREE ice cream in the Parks!



## 2020 CENSUS



Funded by the Illinois Department of Human Services. Contents are solely the responsibility of the author.

## Rochelle Counts!



PO Box 601  
Rochelle, IL 61068

We're serving up FREE Culver's Concrete Mixers and the opportunity to complete your 2020 Census!

Why is the 2020 Census important? For each person not counted, Rochelle we will lose approximately \$18,000 in federal funding for public services over the next ten years!

*Ice Cream in the Parks Schedule  
Every Tuesday in September 5:30-7pm*

September 1 Teen Town  
September 8 Memorial Park  
September 15 Cooper Park  
September 22 Connolly Park  
September 29 Sweeney Park

*Enter to win a \$25 or \$500 gift card to your favorite local business  
- sponsored by the City of Rochelle!*

\*While supplies last, one per person. Children must be accompanied by an adult. Social distancing guidelines will be followed!

# Rochelle Counts!

**Have YOU taken the  
2020 Census??**

*Now more than ever, we need every single  
Rochelle resident to be counted!*



**WHY?**



For every person counted, \$18,000 comes into Rochelle to fund firefighters, schools, social services, Medicaid, Medicare, student loans, senior citizen services & so much more!

**Visit [my2020census.gov](https://my2020census.gov)  
to complete your Census today!**

The deadline to complete your Census is September 30th!

# ¡Rochelle Cuenta!

**¿¿Has completado el  
Censo del 2020??**

*¡Ahora más que nunca necesitamos que  
cada residente de Rochelle sea contado!*



**POR QUÉ?**



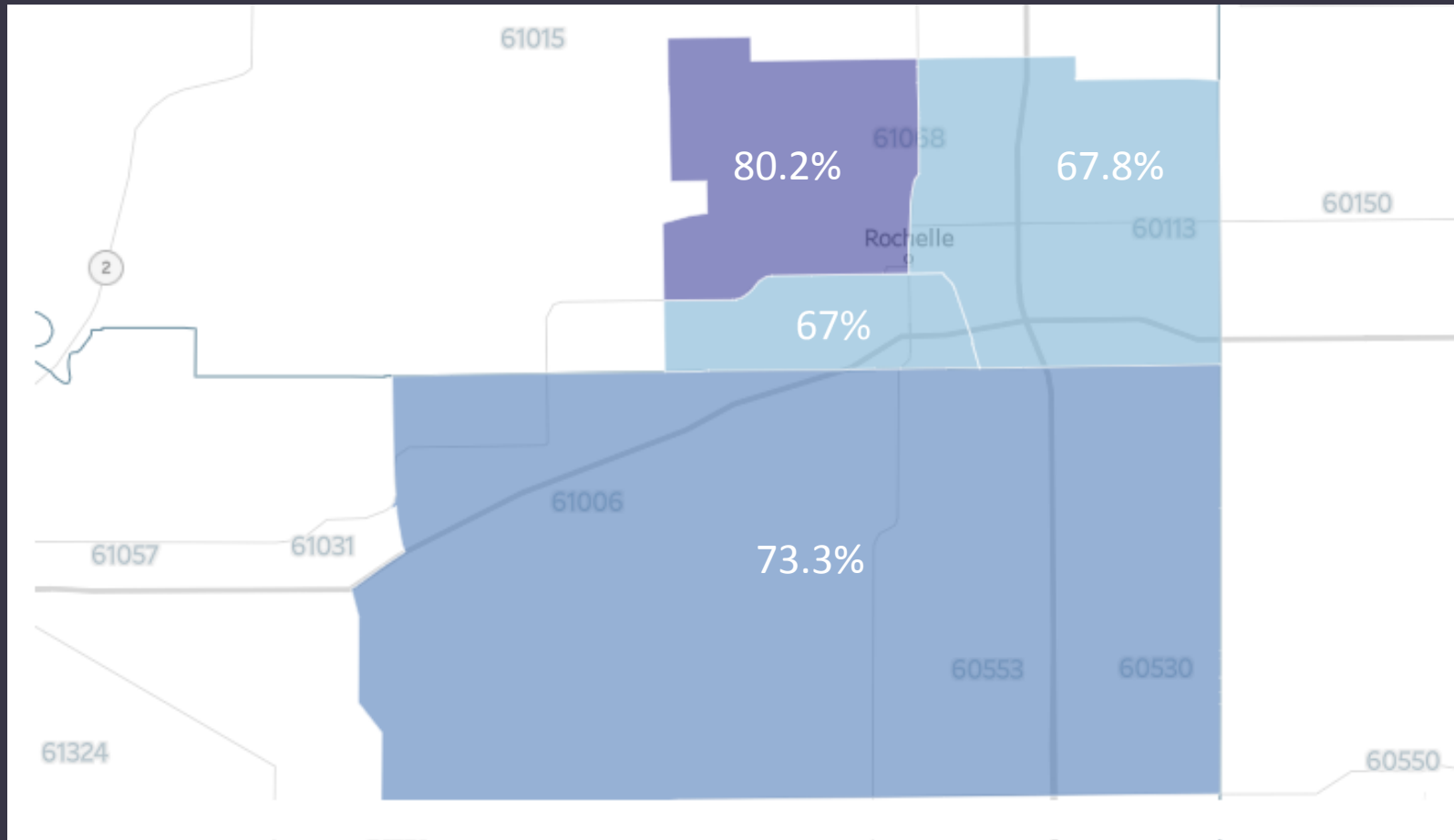
Por cada persona contada, \$18,000 llegan a Rochelle para financiar bomberos, escuelas, asistencia social, Medicaid, Medicare, préstamos estudiantiles, servicios para personas de la tercera edad y mucho más.

**¡Visite [my2020census.gov](https://my2020census.gov)  
para completar su censo hoy!**

¡La fecha para completar su Censo es el 30 de septiembre!

# RESPONSE RATES BY CENSUS TRACT

AS OF 8/18/20



# CENSUS 2010 VS. CENSUS 2020

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## 2010 - Final

## 2020 – As of 8/18/20

National	coming soon	National	63.6
Illinois	coming soon	Illinois	68.5
Ogle County	84.0	Ogle County	74.3
Rochelle	77.0	Rochelle	72.0

# ILLINOIS DEPARTMENT OF HUMAN SERVICES GRANTS

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**NOVEMBER 2019 – JUNE 2020**

**AWARDED \$23,790 | SPENT \$22,234**

**JULY 2020 – SEPTEMBER 2020**

**AWARDED \$25,000 | SPENT TBD**

- Ads in Catholic newsletter
- Postcards
- T shirts
- Advertisement on LOTS buses
- Banners
- Local Voices Campaign WRHL, Rochelle News Leader and El Rey
- Spring Fling frisbees and footballs
- Census masks
- Little Hero's Parade
- Facebook ads
- Direct mail campaign
- Hand Sanitizer at Cypress House Market
- Salt Meal Deal
- Lupitas Meal Deal
- Kitchen Table meals
- Rochelle Christian Food Pantry treats and school supplies
- Mighty Vine treats
- Direct mail campaign to support events
- Ice cream in the park events
- Lupita's customer outreach
- Facebook Ads
- Grant outreach assistance
- Advertise events with WRHL, Rochelle News Leader, El Tiempo, El Sol
- Digital campaign (if funds allow)

# ROCHELLE'S LOCAL COMPLETE COUNT COMMITTEE AND PARTICIPATING BUSINESSES

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League of Women Voters  
Rochelle United Methodist Church  
Rochelle Community Hospital  
U of I Extension  
Lincoln Manor  
Flagg Rochelle Library  
League of United Latin American Citizens  
Invironments  
Rochelle News Leader  
Rochelle Child Care Center  
Hope  
Flagg Township  
Ogle Lee Transportation  
4-C: Community Coordinated Child Care  
Tri-Counties  
Kiwanis Club

Rochelle Area Human Resources Group  
Rochelle Area Ministerial Group  
Culver's  
Salt 251  
El Señor de Los Tacos  
Kennay Farms Distilling  
WRHL  
City of Rochelle  
Rochelle Township High School  
Rochelle Elementary Schools  
Hub City Senior Center  
Countryside Village  
Rochelle Foods  
Mighty Vine  
Kitchen Table  
Kishwaukee College

Rochelle Christian Food Pantry  
Seldal Properties  
Rochelle Community Foundation  
Rochelle Chamber of Commerce  
Region 1 Planning Council  
Flagg Rochelle Park District  
St. Patrick Church  
Lupita's Supermarket  
Rochelle American's Legion Post  
403/Roberts /Armory  
El Sol  
Tecalitlan  
Sunshine Bakery

Q&A