



Strong Finish and New Beginnings!

It is hard to believe that we are now wrapping up FY20 grant funding Phases I and II and kicking off a new wave of Phase III FY21 funding, which will conclude October 31, 2020. It has been so gratifying watching our region's Census self-response rates tick up as the result of the amazing Census outreach and marketing activities being implemented by our 14 grant Sub Recipients and partners.

Ivy Hood -2020 Census Grant Program Manager

RPC and Governor Pritzker Host News Conference

With FY20 grant funding concluding June 30, 2020, we were honored to wrap-up this funding phase by hosting a joint news conference with Governor J.B. Pritzker on Thursday, July 16, 2020 at Rockford's City Market outdoor pavilion. The Governor highlighted some of our region's Census successes, but also noted that additional work is still needed in low-response rate areas.



Governor Pritzker speaks at joint news conference while Mustafa Abdall waits to speak.

New Census Grant Funding Announced

Last fall, Region 1 Planning Council (RPC) was named as the Northern Region Regional Intermediary for the Illinois Census Office's 2020 Census Grant Program. As a result, the Council received **\$1,015,015.00** in funding to reinvest in Northern Illinois to encourage a complete and accurate 2020 Census count. RPC accepted applications and 14 sub grants were awarded to assist in reaching historically-undercounted populations located throughout our five-county region of Winnebago, Boone, Ogle, Stephenson, and DeKalb counties.

In June, RPC received **\$432,941.00** in additional Phase III grant funding to continue 2020 Census outreach efforts in the region. Much of the funding will be redistributed to the below **eight** Sub Recipients: *(pending contract approvals)*

- Blackhawk Hills Regional Council
- City of Freeport
- City of Rochelle
- City of Rockford
- Northern Illinois University
- Rockford Area Mobility Project (RAMP)
- Vocational Rehabilitation Management, Inc. (VRMI)
- Winnebago County Health Department

Let's end strong as we move into Phase III – and remember **Everyone Counts!**

FY20 Census 2020 Grant Highlights

Concluding FY20 Census grant efforts with a joint socially-distanced news conference with Governor Pritzker was as great way to end Phase I and II efforts.

Despite having to pivot work plans amidst the COVID-19 pandemic, local outreach and marketing efforts paid off with area-response rates performing **above state and national** averages including **Boone County** ranking as one of the **top-ten** State of IL response rates areas.

Census Activity Results

Since October 2019, grant Sub Recipients have been busy implementing Census activities such as hosting outreach events, distributing marketing materials, and launching radio, television, billboard, and direct-mail campaigns.

Below are highlights of final activities achieved as part of our 14 Sub-Recipient Census 2020 grant work plans.

Final Count - By the Numbers: (Oct – June)

- **309** - # of events
- **242,651** - # reached via events
- **125,985** - # of flyers/education materials distributed
- **724** - # of Trusted Messengers trained
- **12,351,736** - # of person reached through media
- **21,239,232** - # of persons reached through various activities

Northern IL Regional Response Rates: Above State and National Averages

National and State Response Rates (as of 07/13/20)		% Response
U.S. Self-Response Rate		62.10%
Illinois Response Rate		66.80%
Cities		% Response
City of Oregon		73.40%
City of Belvidere		73.10%
City of Rochelle		70.30%
City of Freeport		68.10%
City of Rockford		65.40%
City of DeKalb		64.30%
Counties		% Response
Boone County		74.70%
Ogle County		73.50%
Stephenson County		71.80%
Winnebago County		71.50%
DeKalb County		71.40%

Source: U.S. Census Bureau

Response Rates are updated daily @

<https://2020census.gov/en/response-rates.html>

News Conference with Governor J.B. Pritzker – July 16, 2020

Over 50 people attended our socially-distanced News Conference held at the Rockford City Market outdoor pavilion. In addition to the Governor, other speakers included: Michael Dunn Jr., Mayor Mike Chamberlain, Mayor Tom McNamara, and Mustafa Abdall/English as Second Language Teacher – RPS 205.

Left of Governor: Mustafa Abdall, Senator Steve Stadelman, State Rep. Maurice West, Belvidere Mayor Mike Chamberlain; Right of Governor: Michael Dunn Jr. Secretary of DHS Grace B. Hou, Rockford Mayor Tom McNamara, Statewide Census Director Marishonta Wilkerson



Photo provided by Mustafa Abdall



IL Census Partnership Specialist Sheila Hill with Gov. Pritzker



Michael Dunn Jr. giving a media interview



City of Belvidere Mayor Mike Chamberlain speaks at News Conference

RPC 2020 Census Team Updates:

Farewell to RPC FY20 Census Team Members – Welcome Isaac Guerrero!

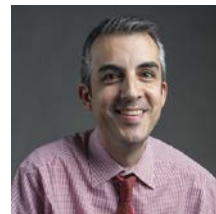
On June 30th, RPC hosted a get together to thank and say goodbye to several 2020 Census Grant team members who concluded their work on the FY20 grant. This included Field Representatives **Kirstin Hinds**, and **Autumn Schaal**. Grant Compliance Officer, **Denise Delanty** worked through late July to assist with June reports and the Governor’s news conference, while Field Representative/Supervisor **Aaron Lewis** will continue assisting with Phase III grant management.



Kirstin Hinds, Aaron Lewis, Autumn Schaal, Ivy Hood and Denise Delanty shown at the RPC’s new office during June 30th Thank You Celebration.

Isaac Guerrero joins RPC Team

We are excited to announce and welcome a new RPC team member! Guerrero will be taking over some of Ivy Hood’s project manager responsibilities and as Policy Coordinator, will be assisting RPC with other projects. Guerrero, a Rockford native and a graduate of the University of Illinois at Chicago and Northwestern University, has more than two decades of experience as a reporter and editor at the Rockford Register Star.



Isaac Guerrero



A nice turnout by local media at our July 16th News Conference

Self-Response Date Extended to October 31, 2020

What this means?

- Due to COVID-19, households can now complete their Census survey online or by phone through the month of October.

Encourage Friends & Family to complete Census!

- Do your part by assisting in spreading the word about the importance of completing the Census. Encourage family and friends to complete their Census online at: www.mycensus2020.gov.

For more information on how you can get involved in ensuring a complete and accurate count in your community contact:

Ivy Hood, 2020 Census Program Manager

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