



Ivy Hood -2020 Census Grant Program Manager

Greetings!

Welcome to the second issue of *CensusConnection*, our newsletter created to keep our partners informed and up-to-date on all the great things going on in our community as we work toward ensuring a complete and accurate 2020 Census count.

Census Awareness Phase Officially Kicks Off!

Wow! What a whirlwind it has been since the start of our first Complete Count Committee last summer. We are officially in the Awareness Phase of Census promotion efforts with our 12 Illinois Department of Human Services (IDHS) grant partners launching their outreach and marketing efforts throughout our five-county region of Winnebago, Boone, Ogle, Stephenson, and DeKalb counties.

News Conference a Success!

On January 30, 2020, we hosted our first News Conference kicking off the Census in the Northern Region. We received great coverage from all three local television networks WTVO, WIFR, and WREX. In addition, reporters from the Rockford Register Star and Northern Public Radio (NPR) conducted interviews. What a great way to celebrate and kick off all our partners' Census education and outreach efforts.



Our news conference speakers and media interviewees did a great job of sharing their personal story why completing the Census is important to them. From left to right: Representative/Maurice West, Belvidere Mayor/Mike Chamberlain, Metropolitan Planner/Margaret Campbell, Program Manager, Ivy Hood, Hispanic Community Leader/Marco Lenis, Rockford Mayor/Tom McNamara, Teacher/Aaron Sitze, and Student/Abigail Duke.

Local Officials Training Session A Success

On February 4th, we hosted a 2020 Census 101 Training Session for area local officials. Around one dozen officials attended the hour-long training, which included a presentation by Sheila Hill, U.S. Census Bureau Partnership Specialist. In addition to the training, officials received a copy of the 2020 Census Toolkit for State and Local Officials, newsletter, and Census Talking Points. Additionally, a taped version of the training is available through our Google link upon request.



Ryan Brauns of the Rockford Board of Elections asks a question during the February 4th Local Officials Census Training Workshop held at the Regional Design Center.

Did You Know?

FMAP Programs Impacted by Census Data

There are many local programs whose federal funding levels are guided by data derived from the Decennial Census. Five large programs funded by the US Department of Health and Human Services are called FMAP, or Federal Medical Assistance Percentage.

The 5 FMAP programs are: **Medicaid**, the **Children's Health Insurance Program**, **Title IV-E Foster Care**, **Title IV-E Adoption Assistance**, and the **Child Care and Development Fund**. In Illinois, the **fiscal loss** in FMAP-Guided Programs Per Person missed in 2010 was **\$953**. (*GW Institute of Public Policy Study*)

Let's ensure a complete and accurate count for our region to keep these and other important programs adequately funded over the next ten years.

Census 2020 Activities

Many 2020 Census events and activities have taken place the past month.

Highlights:

- Trusted Messengers part of our Speakers Bureau made the rounds speaking to local groups including: Freeport Landlord Association, Katie's Cup Forums, Oregon High School, Q&A Dinner with the Muslim Association of Greater Rockford, Forum at Rockford Police District 2, and Rockford Chamber of Commerce... to name a few.
- Group media buys are currently being coordinated for Radio, Television, Billboard, and Newspaper advertising. Campaigns will begin in late February and continue through June – stay tuned!

Upcoming Events

Over 20 events are being planned for the Region.

Below is a sampling:

- 2/20 Parent Day activities with Head Start
- 3/15 St. Paul's Missionary Baptist Church Service
- 4/1 Census Day at Freeport Public Library
- 4/4 Forum at Emmanuel Episcopal Church
- 4/9 Highland Community College Questionnaire Assistance

Census 2020 Timeline

Date	What
February 2020	Group quarters advance count
March 2020	Census postcards are sent to all housing units
March 12 – 20, 2020	Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)
March 16 – 24, 2020	Mailing 2: Reminder letter to all housing units
March 26 – April 3, 2020	Mailing 3: Postcard to non-respondents; March 26 – surveys can be completed online @ 2020Census.gov
April 2020	Mailing 4: Letter + questionnaire to non-respondents Mailing 5: Not too late postcard to non-respondents
March – August 2020	Conduct self-response
April 1, 2020	Census Day! Where you are living on this day?
May - July 2020	Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door
June 30, 2020	IDHS Grant End Date
July - August 2020	Conduct Enumerations
December 31, 2020	The Census director delivers apportionment counts to the president
March 2021	Publish Prototype P.L. 94-171 Data and Geographic Products
April 2021	The Census Bureau completes delivery of redistricting counts to the states

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

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Census 2020 Quick Tip

Beginning mid March, every household will be mailed information on how to complete the Census - including an ID

1. What if I lose or forget my ID. How do I respond?

On the 2020 Census Response website, select the link under the login button that says "If you do not have a Census ID, click here"

2. Can I respond on any device or browser? *Yes*

3. How do I provide my address if I don't have a Census ID?

1) *Provide Street Address*

2) *Rural Route Address*

3) *Other address/physical location*

4. I live in a garage or added structure, how do I respond?

Utilize the Street Address option, enter address if you do not have a separate one, and include a description

Marketing Campaign Timeframe & Phase Schedule

January 30 - March 22	Awareness
March 23 - April 30	Motivation
May 1 - June 30	Reminder

