



Ivy Hood -2020 Census
Grant Program Manager

Greetings!

Welcome to the first 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.

About the Region 1 Planning Council (RPC)

As a regional planning commission, Region 1 Planning Council coordinates multi-jurisdictional and long-term projects and planning. In October 2019, the Illinois Department of Human Services (IDHS) named RPC as the Northern Region Intermediary for the Illinois Census Office's 2020 Census Grant Program. As a result, the Council received **\$920,000** in funding to reinvest in Northern Illinois to encourage a complete and accurate 2020 Census count. RPC accepted applications and **12** sub grants were awarded to assist in reaching historically undercounted populations located throughout a five-county area including: Winnebago, Boone, Ogle, Stephenson, and DeKalb counties.

RPC Awards 12 Sub-Recipient Grants

In late October 2019, the following cities, counties, and organizations received grant dollars to conduct targeted hard-to-count outreach in the Northern Region:

- Blackhawk Hills Regional Council
- City of Belvidere
- City of DeKalb
- City of Freeport
- City of Oregon
- City of Rochelle
- City of Rockford
- DeKalb County
- Greater Freeport Partnership
- Northern Illinois University
- Winnebago County
- Winnebago County Health Department

The grant period concludes on June 30, 2020 and RPC is currently working closely with our grant partners on implementing their marketing and outreach plan efforts as outlined in their grant applications.

Why is a Complete Count Important? Money and Representation!

The US census is used to determine how billions of dollars in federal funding are allocated to support local programs and services. The census results are also used to determine seats/maps for elections. **Each person** *NOT* counted represents a potential loss of **\$1,535** per year for a total of **\$15,350** in federal funding over ten years. **\$635 billion** in federal funds come to our communities based on Census for schools, roads, and many programs.

RPC Updates: October – December 2019

Since announcing the 12 Grant Sub-Recipients (SR) in late October, we have hit the ground running!

Below are some highlights:

- Formed Regional Complete Count Committee
- Applied for and received \$920,000 grant
- Announced 12 Sub-Recipient Grant Awardees
- Developed Northern Region budget
- Hired 2020 Census Grant program manager and staff
- Collected programmatic and financial reports from SRs for submission to state for grant-dollar reimbursement by January 15
- Met with SRs to review and begin implementing marketing and outreach plans outlined in grant

Census Q & A: Top 5 Questions

1. When can I start filling out the census?

On March 12, instructions will be mailed from the US Census Bureau on how to complete the census – 3 ways provided: phone, online, or by mail

2. How many questions are on the survey? 9

3. Will the 2020 Census include a question about citizenship? *No*

4. Is the data I submit confidential?

Yes. Census data is protected by Federal law. Responses cannot be shared with immigration, law enforcement or other government agencies

5. Census Day is April 1 – what does that mean?

April 1 is the date households should consider when responding to the Census questionnaire regarding where they live.

Census 2020 Surveying 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

Did You Know?

County	2010 Census Population	2010 Census Participation Rate	Hard to Count %	Potential Persons Not Counted in 2010	Potential Funding Loss Per Year Since 2010* (\$1,535 per capita TGWU Brief #1)	Over the Decade*
Boone	54,165	83%	17%	9,208	\$14,134,357	\$141,343,568
DeKalb	105,160	77%	23%	24,187	\$37,126,738	\$371,267,380
Ogle	53,497	84%	16%	8,560	\$13,138,863	\$131,388,632
Stephenson	47,711	83%	17%	8,111	\$12,450,185	\$124,501,855
Winnebago	295,266	80%	20%	59,053	\$90,646,662	\$906,466,620
Average	--	81%	19%	--	--	--
Total	555,799	--	--	109,118	\$167,496,805	\$1,674,968,054

*Values are potential and probable based on comparisons to state population and federal funding. There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. It does not indicate an exact amount by which federal funding would increase for additional persons counted. For detailed information on how much an undercount could cost a state, see [these reports](#) from George Washington University Institute of Public Policy.

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