



Ivy Hood - 2020 Census
Grant Program Manager

Greetings!

Welcome to the third 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.

RPC Updates: March 2020

While working with our 12 Sub-Recipients, there has been many efforts and successes across the 5 county region!

Below are some highlights:

- City of Rockford kicks off TV Campaign!
- We have partnered with La Bamba Radio to promote the Census!
- Daily Response Rates are now LIVE and updated daily @ <https://2020census.gov/en/response-rates.html>
- Approved for Phase 2 Funding!

COVID-19 and the Census

The Census Bureau has been making adjustments to their operational schedule due to the impact of COVID-19. Please find on the next page the updated schedule! We are taking extra precaution from the health departments and scaling back on direct engagement activity and pushing for more social media content. Follow us on Facebook @ <https://www.facebook.com/R1Planning/>

Census Promotion Everywhere!!

Be on the lookout for Census billboards and Bus advertisements in several counties in the coming weeks as signs are going up everywhere!



How can I promote the Census with COVID-19 Impacting Engagement?

1. Social Media

1. *Now has never been a better time to get into digital marketing! Use Facebook, Twitter, and Instagram to share the #815Counts!*
2. *Ask friends and family to share with their network! Reshares help promote!*

2. Posters and Flyers

1. *Print off posters and share with essential services!*

Census Ops.

STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12-July 31	Extended	March 12-August 14
Update Leave	March 15-April 17	Delayed	March 29-May 1
Update Enumerate	March 16-April 30	Suspended and extended	March 16-May 14
Mobile Questionnaire Assistance	March 30-July 31	Delayed	April 13-August 14
Early Nonresponse Followup (NRFU)	April 9-July 31	Delayed	May 7-August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13-July 31	Delayed	May 28-August 14
Group Quarters Enumeration	April 2-June 5	Delayed	April 16-June 19
Service-Based Enumeration	March 30-April 1	Delayed	April 29-May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9-May 4	Delayed	April 23-May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

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
Phone: 815.319.4195 or
Email: ihood@r1planning.org

