



Greetings!

Welcome to *CensusConnection*, our monthly newsletter created to keep our partners informed and up-to-date on 2020 Census activities as we work toward ensuring a complete and accurate 2020 Census count for our region.

Ivy Hood -2020 Census Grant Program Manager

Pivoting during the Pandemic

While the world is adjusting to the new norm of business closures, unemployment, social distancing, e-learning, and remote working, we also are adjusting and pivoting our 2020 Census plans and activities. While many outreach plans included events and face-to-face contact, with COVID-19, this all had to be changed; and changed quickly. Our Sub Recipients rose to the occasion and became creative, adjusting their grant dollars and plans to other activities, all needing to be implemented by the June 30 grant end date.

Revised Activity Highlights:

- Purchasing **Census bags** and distributing at local-area food pantries
- Ordering Census-logoed **hand sanitizer** to be given away at school meal program pick-up locations
- Installing **yard signs**
- Increasing spending on **radio, television, newspaper, and direct mail**
- Utilizing **digital advertising** to reach hard-to-count households including: Facebook, YouTube, Instagram, and geofencing strategies
- Adding **bus wraps** to marketing mix

RAMP Joins as Grant Sub Recipient

After receiving additional grant funding from the state, we were excited to bring on our 13th Sub Recipient – RAMP. Established in 1980, RAMP’s mission is to promote an accessible society that allows and expects full participation by people with disabilities. Since becoming one of our 2020 Census grant partners, RAMP hit the ground running and immediately began implementation of their work plan, which included phone outreach activities and mailings to members.

Heading Toward the Finish Line: June 30, 2020

As we enter into the last two months of our grant-funding period, we are excited to see response rates steadily increase with each passing week. Keep pivoting and moving forward – and remember everyone counts!

2020 Census: Region Implements Activities

Despite having to quickly adjust 2020 Census promotion plans, grant partners in our five- county region of Winnebago, Boone, Ogle, Stephenson, and DeKalb counties continue to roll out activities reaching area residents.

By the Numbers: (Oct – April)

- **144** - # of events
- **78,736** - # reached via events
- **17** - # of locations where info is disseminated
- **42,137** - # of flyers/education materials distributed
- **673** - # of Trusted Messengers trained
- **2,774,173** - # of persons reached through various activities

Response Rates are In: Region Performing Above State and Nation

- Daily Response Rates are now **LIVE** and updated daily @ <https://2020census.gov/en/response-rates.html>.

Local promotion efforts are paying off with area-response rates **performing above state and national numbers:** (as of 5/5/20)

Country and State	% Response
National Average Response Rate:	56.6%
State of IL Response Rate:	61.8%
Cities	% Response
City of Rockford	60.4%
City of DeKalb	60.8%
City of Freeport	64.7%
City of Rochelle	66.5%
City of Belvidere	69.3%
City of Oregon	69.6%
Counties	% Response
Winnebago County	66.9%
DeKalb County	67.5%
Stephenson County	68.0%
Ogle County	69.1%
Boone County	71.1%

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.*

National Census Day Celebrated April 1, 2020

April 1 marked National Census Day to help raise awareness about the importance of completing the Census. Locally, media campaigns ran including Public Service Announcements produced by local television reporters. Representative Maurice West also hosted a Facebook Live Event.



Channel 17s Brittany Toolis produced a PSA to encourage area residents to complete their Census survey. The spot is running through June.



Representative Maurice West hosted a Facebook Live Q & A session on April 1st – National Census Day.

Digital Ads & Posters – in Spanish

Check out some of the ads our Census partner LaBamba radio created to assist in outreach efforts to the Hispanic community.



Zoom Meetings – The New Normal

In order to remain engaged, organizations are staying connected by holding regular meetings via web-conferencing applications such as Zoom and Cisco Webex. Not quite the same as in-person meetings but a nice alternative.



This ad is funded by the DHS. Contents are solely the responsibility of the author.

Census Timeline

Activity/Operation	Original Schedule	New Schedule
Self-Response Phase (online, phone, mail)	March 12-July 31	March 12-October 31
Group Quarters (e-Response and Paper Enumeration)	April 2-June 5	April 2-September 3
Update Leave—Stateside	March 15-April 17	Selected Area Census Offices starting May 4
Update Leave—Puerto Rico	March 15-April 17	Needs further review and coordination with outside partners and stakeholders.
Update Enumerate	March 16-April 30	June 14-July 29
In-Person Group Quarters Enumeration	April 2-June 5	July 1-September 3
Mobile Questionnaire Assistance	March 30-July 31	Needs further review and coordination with outside partners and stakeholders.

Activity/Operation	Original Schedule	New Schedule
Service-Based Enumeration	March 30-April 1	Needs further review and coordination with outside partners and stakeholders.
Count of People Experiencing Homelessness Outdoors	April 1	Needs further review and coordination with outside partners and stakeholders.
Nonresponse Followup (NRFU)	May 13-July 31	August 11-October 31
Enumeration of Transitory Locations	April 9-May 4	Tentatively September 3-September 28, but may need further review and coordination.
Deliver Apportionment Counts to the President	By December 31	Deliver by April 30, 2021
Deliver Redistricting Counts to States	By April 1, 2021	Deliver by July 31, 2021



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

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