



Media Release

For Immediate Release

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COVID-19 Impacts 2020 Census: College Students, Local Outreach

ROCKFORD, IL – Beginning, March 12, 2020, households across the nation began receiving in the mail an invitation to complete the 2020 Census with instructions for responding online. With colleges and universities advising students to return home because of COVID – 19, this may cause some confusion regarding what address students should use when completing the Census. In addition, local communities are adjusting their Census outreach activities to ensure the safety and health of staff member and the public.

Students To Use College Address

According to the Census Bureau's [Official Residence Criteria for the 2020 Census](#), college students will be counted at their "usual residence" on April 1, 2020 or where they live and sleep "most of the time." This means that college students will be counted at their college address (either on- or off-campus), ***even if they are staying at their parents' or guardians' home on Census Day while on break, vacation, or due to COVID-19 closures.*** College Students can respond to their Census listing their dormitory or usual residence, even if they do not have or do not know their Census ID Number; just go to my2020census.gov and click "If you do not have a Census ID, click here".

Alternative Census Outreach Strategies

Since last year, many local-area communities and groups have been working diligently to get the word out about the importance of completing the 2020 Census. This includes planning many upcoming outreach events. "With the onset of COVID-19, we are cancelling and/or postponing all upcoming Census outreach activities and instead, focusing our resources and efforts on alternative strategies," said Wester Wuori, City of Rockford Chief of Staff and Chair of the Regional Complete Count Committee. "We are strongly recommending that everyone complete their Census survey online or by phone by April 1, 2020. This will help secure much-needed federal dollars for our communities. This is so important for our region. Everyone counts."

Response Rates: Updated Daily

For daily updates on local response rates, visit: <https://2020census.gov/en/response-rates.html>

(more)

How to Complete Survey: Online and Phone

Without leaving home, you can take the 10-minute survey on behalf of your household — either online at my2020census.gov or [over the phone](#).

About the Census

Census data is used to allocate more than \$635 billion in federal funds annually to communities to fund local programs and services including money for schools, hospitals, fire and police departments, roads and bridges, people with disabilities, the elderly, rural residents, and other community service providers. Census data is also used to determine seats/maps for elections. In the Rockford region, every person **not** counted represents a **potential loss** of \$1,535 per year for a total of **\$15,350** in federal funding over ten years. Final counts will take place via the revised schedule by August 14, 2020 with the Census Bureau completing delivery of redistricting counts to the states in April 2021.

About the #815Counts Regional Complete Count Committee (RCCC)

The #815Counts Regional Complete Count Committee was formed in June 2019 to coordinate 2020 Census communication and outreach efforts locally in Winnebago, Boone, Ogle, Stephenson, and DeKalb counties.

Region 1 Planning Council Awards 12 Census 2020 Grants: Partners with RCCC

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 Regional Intermediary for the Illinois Census Office’s 2020 Census Grant Program. As a result, the Council received **\$1,015,000*** 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. These 14 grant sub-recipients are working closely with the RCCC on outreach and education efforts. **UPDATE:** RPC originally received \$920,000 from IDHS for Census Operations over 5 counties via 12 subrecipient partners. As of March 17, 2020, RPC is approved for an additional \$95,000 of funding and 2 additional Sub-recipients for Phase II Operations.

The following cities, counties, and organizations received IDHS grant dollars to conduct targeted hard-to-count outreach in the Northern Region and are active members of the RCCC.

- 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
- Regional Access Mobilization Project Center for Independent Living (RAMP CIL)
- Winnebago County
- Winnebago County Health Department
- Vocational Rehabilitation Management, Inc.

For more information on the Census visit, www.2020Census.gov.

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