



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

City of North Chicago  
decrease in population 2010 to  
American Community Survey.

Forecast \$500,000 reduction in federal  
funding due to population decrease.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Hard to Count Community

### Self response

- Motivate residents to respond
- Assure respondents that their data are confidential and secure
- Educate about importance

TRACT ST./CO. CONGRESS STATE LEG.



### Tract 8631 in Lake County, IL

ZOOM TO

Downloadable files for Illinois (data for Tract 8631 in Lake County is included in these files):

- [Tract data](#) [in Excel format]
- [Tract boundary file](#) [a shapefile for GIS]
- [Map of Lake County](#); tracts on this PDF map are labeled by ID so you can compare with the Excel tract list

Based on the latest census estimates (for 2013-2017), **2,376 people live in 854 households** in this tract.

#### The Census Bureau will invite households in Tract 8631 to participate in the 2020 Census by:

- **Mailing a letter to 100%** of the tract's housing units, beginning March 2020.

Click/tap below for more info on factors affecting Tract 8631's participation in the 2020 Census:

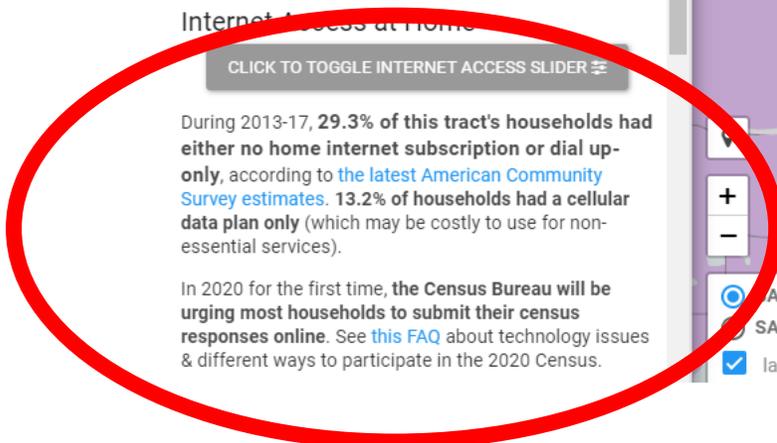
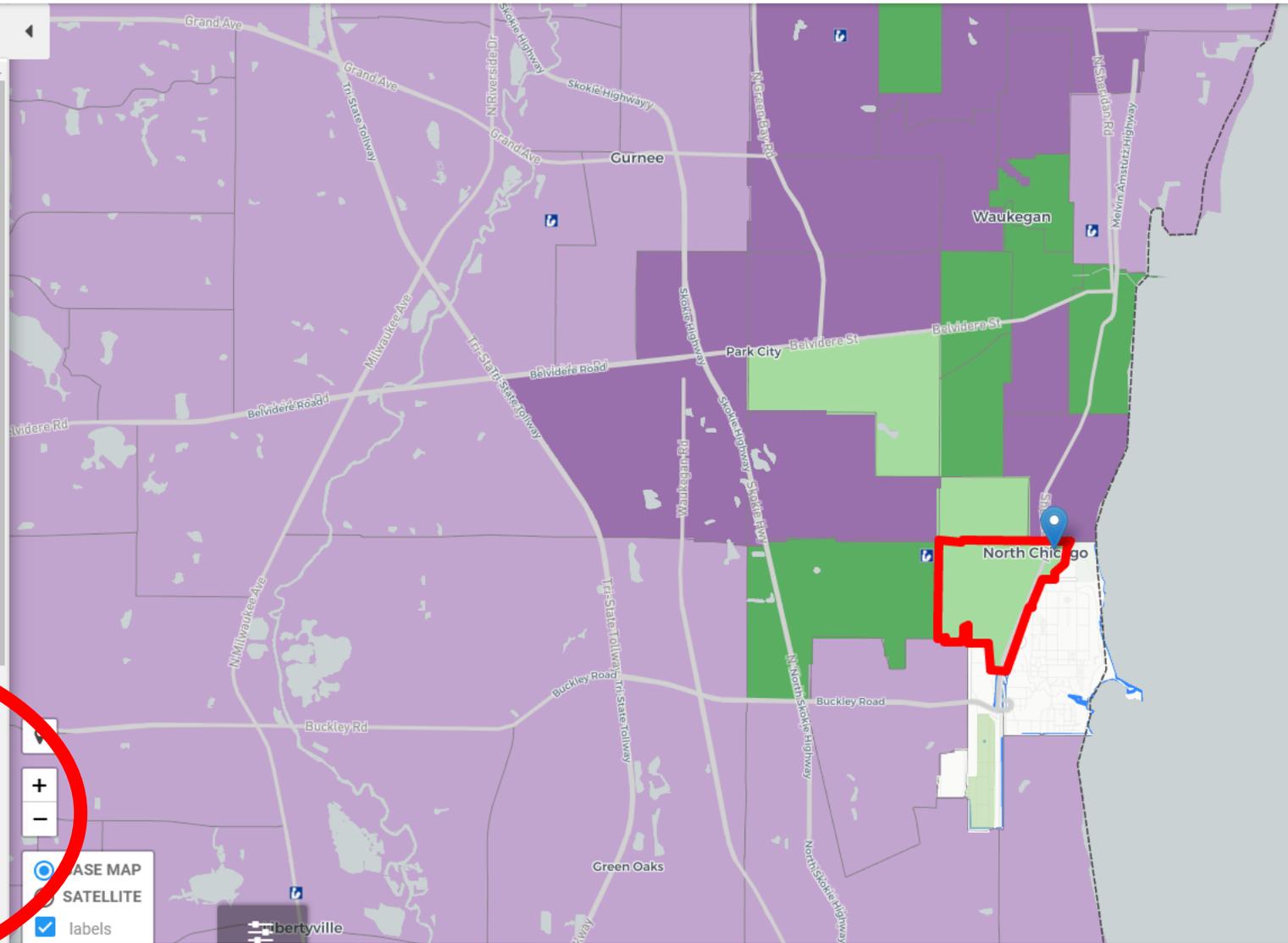
CENSUS DETAILS FOR TRACT 8631

#### Internet Access at Home

CLICK TO TOGGLE INTERNET ACCESS SLIDER

During 2013-17, **29.3%** of this tract's households had either no home internet subscription or dial up-only, according to the latest American Community Survey estimates. **13.2%** of households had a cellular data plan only (which may be costly to use for non-essential services).

In 2020 for the first time, the Census Bureau will be urging most households to submit their census responses online. See this FAQ about technology issues & different ways to participate in the 2020 Census.



TRACT ST./CO. CONGRESS STATE LEG.



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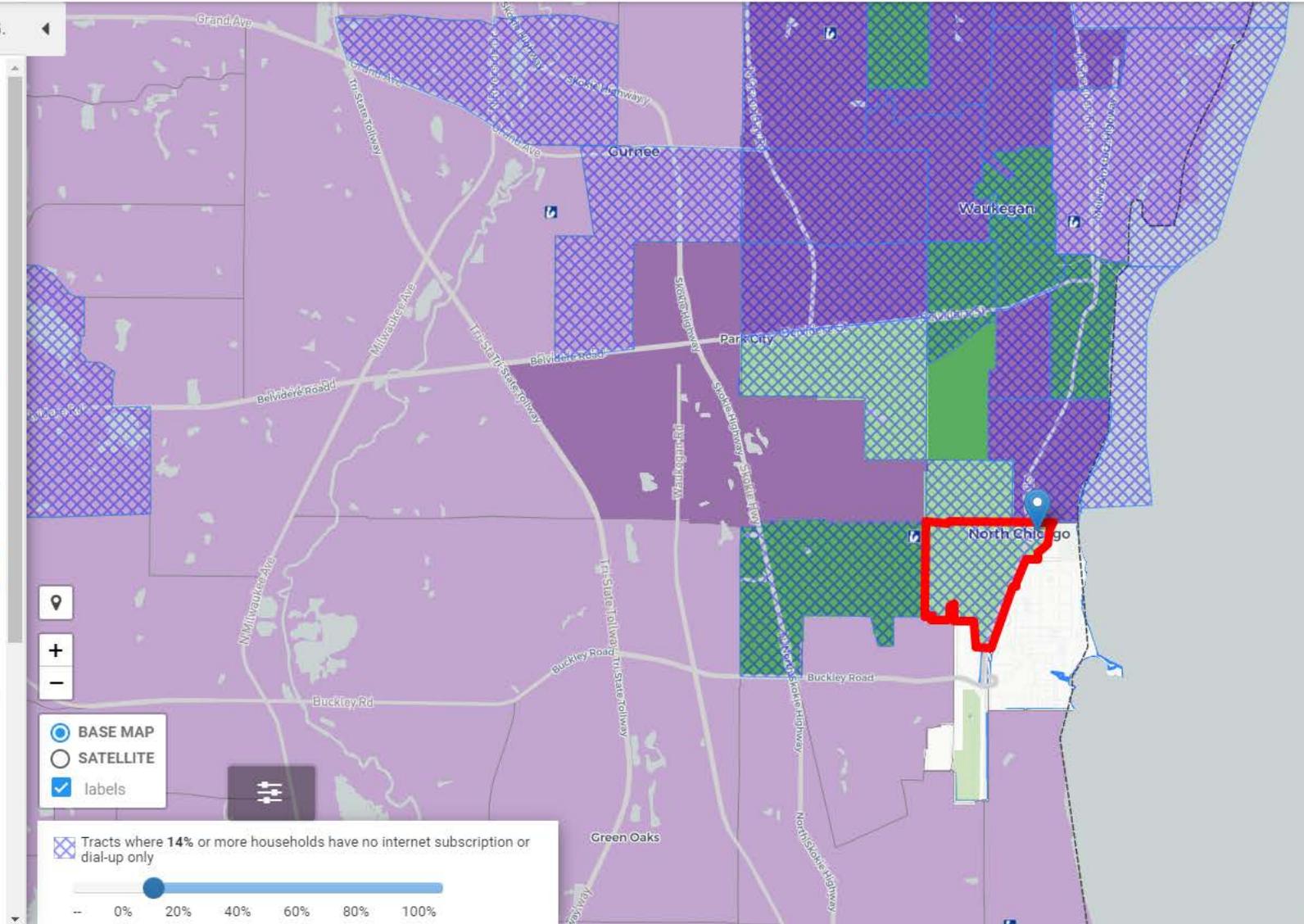
CENSUS DETAILS FOR TRACT 8631

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## New Initiatives for Census 2020

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

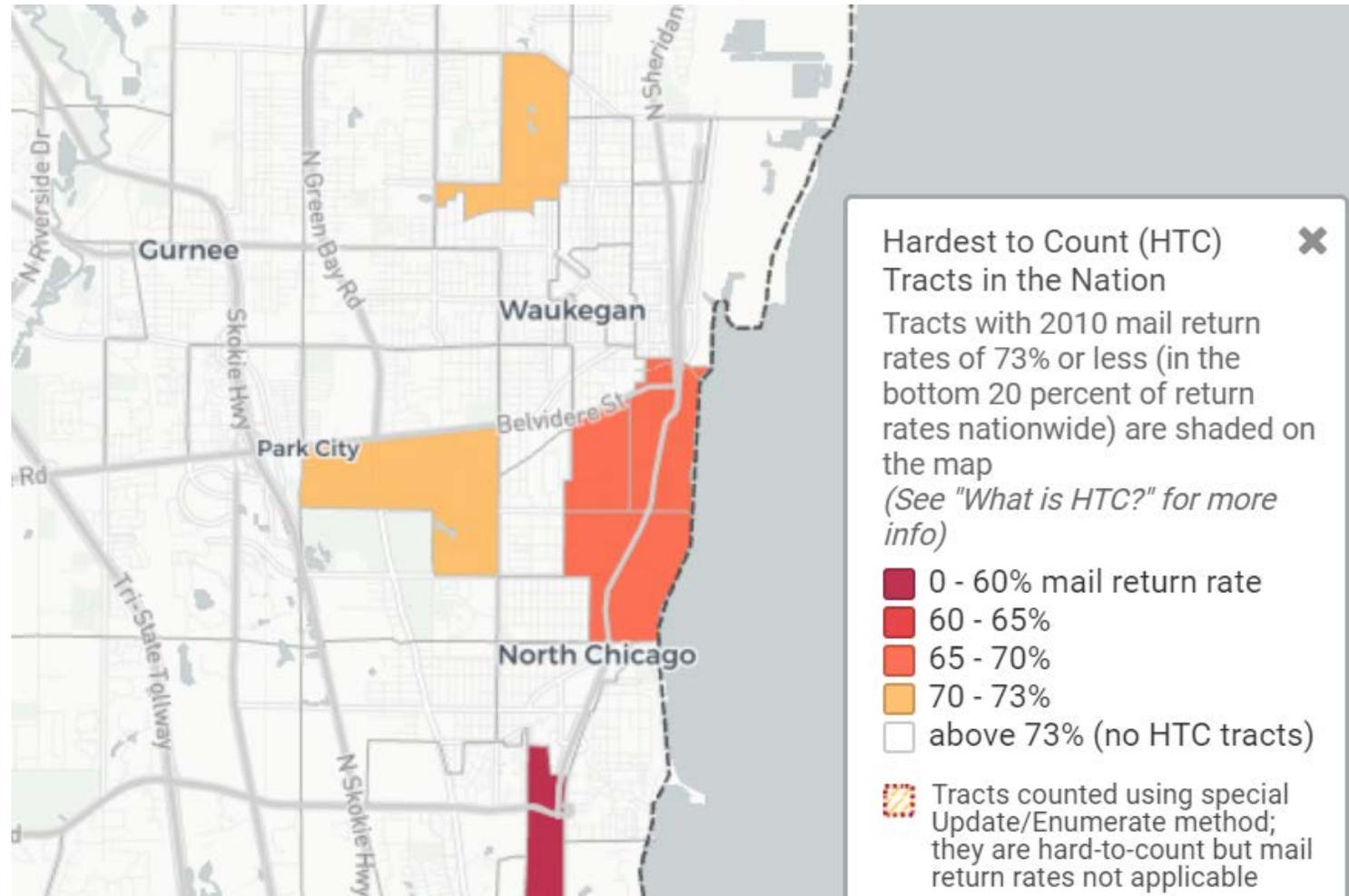
## Goals and Challenges

North Chicago is considered a “hard-to-count” community

- Children under the age of 5
- Foreign-born residents
- Homeless residents
- Low-income households
- Non-English language households
- People of color/minorities
- People who distrust the government and/or law enforcement
- Renters who do not own their homes
- Residents who do not hold college degrees
- Single-parent households



# PLANNING FOR A COMPLETE COUNT CENSUS 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020



[Calendar](#) [Contact Us](#) [Meetings](#) [Members](#) [Resources](#) [Sub/Local Committees](#)

- **Secretary of State Jesse White, Chair**
- **Emil Jones, III**  
State Senator
- **Theresa Mah**  
State Representative
- **Juan Carlos Linares**  
Office of the Mayor of Chicago
- **Jackie Petty**  
Peoria County Park District
- **Rose Joshua, Esq.**  
NAACP Chicago Southside
- **Kathie Kane-Willis**  
Chicago Urban League
- **Leon Rockingham, Jr.**  
Mayor, City of North Chicago

- **Sue Rezin**  
State Senator
- **Ryan Spain**  
State Representative
- **Stanley Moore**  
Cook County Board of Commissioners
- **Griselda Vega Samuel, Esq.**  
MALDEF
- **Kristy Stephenson**  
City of Metropolis
- **Scott R. Gryder**  
Chair, Kendall County Board
- **Michael J. Inman**  
Mayor, City of Macomb
- **Alex Esparza**  
2019-2020



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Chicago Tribune

Illinois declines in population for fifth year in a row with more than 45,000 fewer residents

### States that lost population *From July 1, 2017, to July 1, 2018*

State	2018 population	Total change	Pct. change
New York	19.5M	-48,510	-0.25%
<b>Illinois</b>	<b>12.7M</b>	<b>-45,116</b>	<b>-0.35%</b>
West Virginia	1.8M	-11,216	-0.62%
Louisiana	4.7M	-10,840	-0.23%
Hawaii	1.4M	-3,712	-0.26%
Mississippi	3.0M	-3,133	-0.10%
Alaska	737,438	-2,348	-0.32%
Connecticut	3.6M	-1,215	-0.03%
Wyoming	577,737	-1,197	-0.21%

Sources: U.S. Census Bureau

@ChiTribGraphic



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



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## 2020 Census Could Bring Big Changes for These States

### States Gaining Districts (6 or 7)

**Arizona** +1 (from 9 to 10)  
**Colorado** +1 (from 7 to 8)  
**Florida** +2 (from 27 to 29)  
**Montana** even or +1 (from At-large to 2)  
**North Carolina** +1 (from 13 to 14)  
**Oregon** +1 (from 5 to 6)  
**Texas** +3 or +4 (from 36 to 39 or 40)

### States Losing Districts (9)

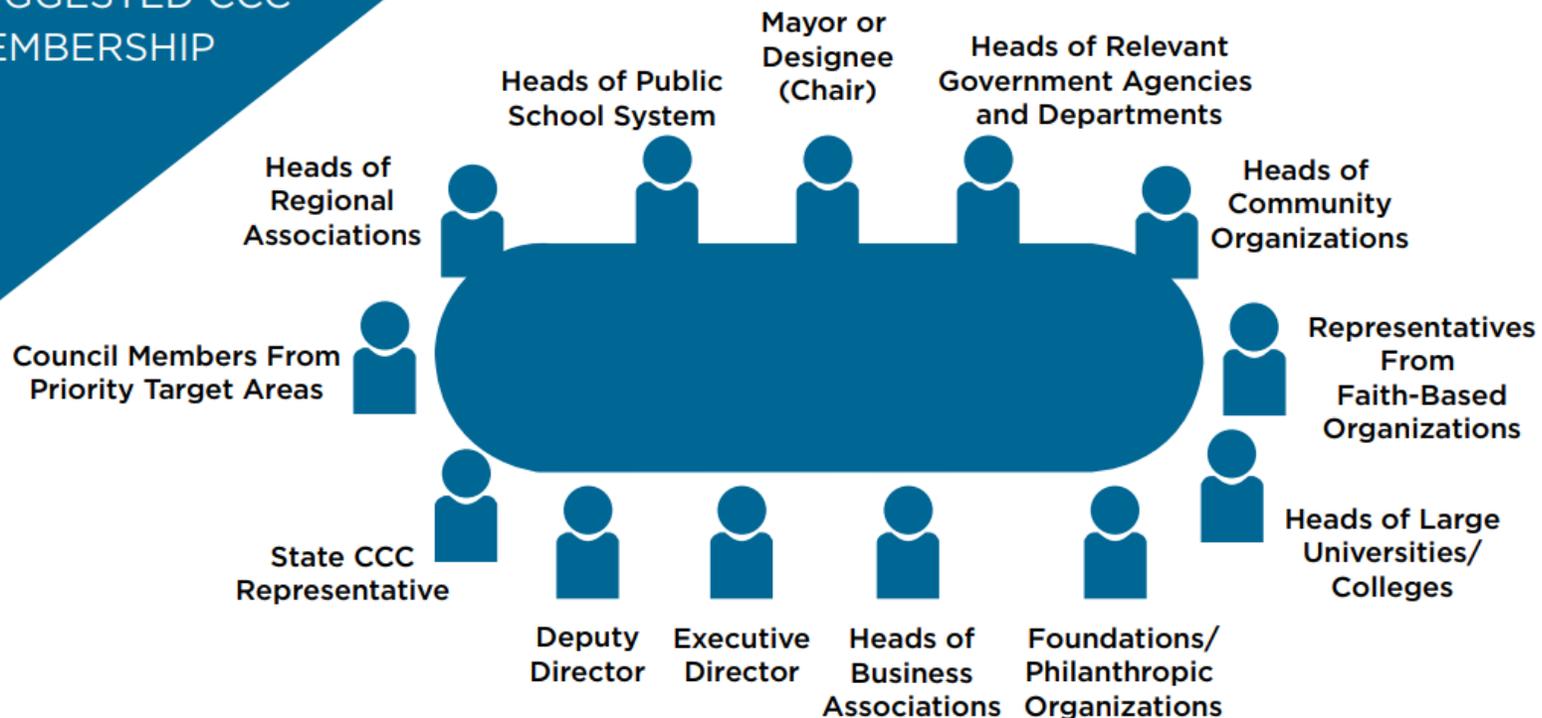
**Alabama** -1 (from 7 to 6)  
**Illinois** -1 or -2 (from 18 to 17 or 16)  
**Michigan** -1 (from 14 to 13)  
**Minnesota** -1 (from 8 to 7)  
**New York** -1 (from 27 to 26)  
**Ohio** -1 (from 16 to 15)  
**Pennsylvania** -1 (from 18 to 17)  
**Rhode Island** -1 (from 2 to 1)  
**West Virginia** -1 (from 3 to 2)



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Complete Count Committee

SUGGESTED CCC MEMBERSHIP





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Overview of Complete County Committees (CCCs)

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
- CCCs are “census ambassadors” that play an integral part in the 2020 Census
- Their focus is to encourage individuals in their community to self-respond online, on the phone or by mail (if they received a questionnaire by mail)



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## **North Chicago's Complete Count Committee Co-Chairs**

Lori Collins, City Clerk

Bonny Mayfield, Alderman

## **City Communications/Grant Assistance**

Deb Waszak, Chief of Staff

Jim Moran, Interim Community Information Coordinator



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

2020 Census Phases

**JANUARY-FEBRUARY  
2020**

**AWARENESS PHASE**

Educate about the purpose of the Census and its importance to communities

**MARCH-APRIL  
2020**

**MOTIVATION PHASE**

Drive self-response and encouragement of friends and family response

**MAY-JULY  
2020**

**REMINDER PHASE**

If individuals do not self-respond, the household may receive visits from Census staff

**JANUARY  
2021**

**DATA DISSEMINATION**

The Census Bureau will complete its review of the count in November 2020 and deliver the final numbers to the U.S. President in December 2020. Total population numbers will become publicly available in January or February 2021. State population counts are to be delivered by March 31, 2021.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Trusted Voices

- City Events
- City Council
- Meeting in a Box
- Bookmobile
- School event
- Other meetings/events
- Come to your Census events
- Business partners

## Print

- Vehicle sticker
- Posters
- Water bills
- Billboard
- Direct Mail
- Newspaper advertising
- City's Discover Newsletter
- Banners
- Flyers
- Brochures
- Sandwich boards
- (lawn signs?)
- Transit Advertising?
- Backpack mail
- T-shirts

## Electronic

- Email
- Web w/Chat bot
- Text/App
- Forums
- Social Media
  - Twitter
  - Facebook (w/ads)

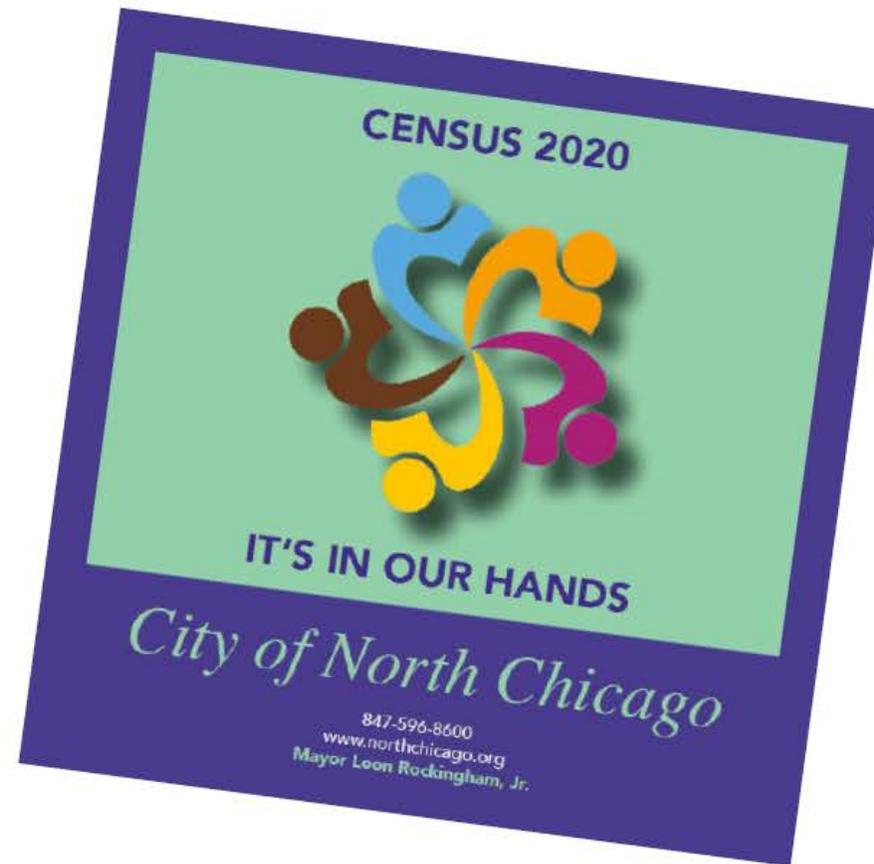
## Broadcast

- Cable Access?
- Blackboard Connect/phone
- Announcements at school events



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Vehicle Sticker  
April 2019





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Campaign Launch  
August 2019  
Community Days Festival





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Meeting in a Box

Complete Count Committee Toolkit for Census 2020

### Introduction

North Chicago Complete Count Committee offers Meeting in a Box as a toolkit to assist in organizing your Census 2020 informational meeting. We provide tips and suggestions, as well as models for you to adapt to your particular group. Use this guide as you rally your first supporters, meet with the public and share Census 2020 educational information.

### A. Getting Started

Getting everyone together, or building a coalition, requires careful planning and thought.

The first step is to organize a local group of enthusiastic and engaged community members—those who'll help you persuade the greater community of the Census 2020 value later on. Here are a few important

#### Meeting in a Box Includes:

- A. **Getting Started:** how to organize your local coalition-
- B. **Meeting Checklist:** a step-by-step guide to planning a successful meeting with the public. 3
- C. **Speaker Tips:** a crash-course in preparedness and public speaking. 6
- D. **Model Speech Outline:** a

### B. Meeting Checklist

Successful meetings are carefully and thoughtfully planned. Even if you are not responsible for the entire meeting, your portion will be remembered and valued if you have properly prepared.

This Meeting Checklist is for you and your group to use.

Use this checklist to be copied and completed for each meeting in which you participate. Check off the answers, add notes or comments in the margin. At the end of the event, jot down your thoughts on how it went, things you learned, and people to contact, or any follow-up that you need to do.

Use this checklist to help you prepare for a larger agenda. It will help you check off the concept the Census 2020 Complete Count Committee is working to support for participation. It will also help you address issues and concerns expressed about the 2020 Census.

Use this checklist to help you prepare for a meeting with the public. It will help you try to get a sense of their attitudes before you meet with them. It will also help you prepare supporters of the Census 2020 Complete Count Committee.

Day of the Meeting

Verify

Call the...

Post to verify:

Approximately one hour before the meeting, rehearse your remarks, and review your materials.

During the meeting, rehearse your role in it. See your notes, and looking for ways to engage and sound to them? Imagine your role in control, knowledgeable, and prepared to answer questions.



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



## **Bookmobile**

- Provides a safe space for residents to participate
- Outreach in HTC census tracts



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

**NEWS RELEASE**  
Friday, December 6, 2019

**NORTH CHICAGO TO HOST CENSUS**  
*Competitive wages, paid training avail*

**North Chicago, Illinois** – The City of North Chicago's Complete Count Committee, co-chaired by Aldermen [names] and community members to learn about the census and available as a census worker.

"We're getting the word out to our team as a census worker. The Complete Count Committee for the next 10 years, and we will be working together."

"The Census provides competitive wages and training on your paycheck," Mayfield said. "We will be working together next year for this."







# PLANNING FOR A COMPLETE COUNT CENSUS 2020

City of North Chicago  
Water Bill Advertising  
2020 Census

If your reading type is an estimate, or your consumption is zero and your property is occupied, please contact our office at 847-596-8634 to schedule a reading.

Please note that the return address is now located on the back of your payment stub.

Effective November 1st, there will be a rate increase for garbage fees.

North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text PLEDGE to 847-499-2021.

North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía PROMESA al 847-499-2021.



T000000

**PLEASE SEE OTHER SIDE FOR ADDITIONAL BILLING INFORMATION**

**BILL DATE:** 12/10/2019

**ACCOUNT NUMBER:** 101-0002-00-01

**NAME:** [REDACTED]

**SERVICE ADDRESS:** [REDACTED]



Meter	Previous Read Date	Current Read Date	Previous Reading	Current Reading	Reading Type	Consumption
Meter 1	09/22/2019	11/22/2019	2,902	2,930	Actual	28

Month	Print/Flyer	Printed on bill
	Census 101: What you need to know in English and Spanish.  English, side 1. Spanish, side 2.  (Attached)	North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text PLEDGE to 847-499-2021. ### North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía PROMESA al 847-499-2021.
	No print mailing	North Chicago, the 2020 Census is coming. Get counted. It's important. Take the Census pledge. Text PLEDGE to 847-499-2021. ### North Chicago, el censo se acerca. Hazte contar. Es importante. Haz la promesa del censo. Envía PROMESA al 847-499-2021.
	Flyer to be included in the mailing. Will be sent to Comptroller's office in January.	TBD
	No print mailing	TBD
	TBD	TBD

**MESSAGING ON WATER BILL**



## PLANNING FOR A COMPLETE COUNT CENSUS 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

**Get Counted**  
Census 2020



**Sea contado**  
en el senso de el 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

[www.NorthChicagoCounts.org](http://www.NorthChicagoCounts.org)



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FAQ

## Census Pledge

**Pledge to Participate!  
Census 2020**

Text PLEDGE to  
847.499.2021

*City of North Chicago*  
847.499.6100  
www.northchicago.org

The graphic is a vertical rectangle with a dark blue background. At the top, it says "Pledge to Participate! Census 2020" in white. Below that is a circular logo with a blue border and a white center, containing a red checkmark and the text "2020 CENSUS COUNT!". At the bottom, it says "Text PLEDGE to 847.499.2021" in white. The City of North Chicago logo and contact information are at the very bottom.

## What is a census and why is it important?

Once a decade, America comes together to count every resident in the United States, creating national awareness of the importance of the census and its valuable statistics. The decennial census was first taken in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support states, counties and communities' vital programs — impacting housing, education, transportation, employment, health care and public policy.

The next census is coming in 2020. Counting an increasingly diverse and growing population is a massive undertaking. It requires years of planning and the support of thousands of people.

Ultimately, the success of the census depends on everyone's participation. The Census Bureau depends on cross-sector collaborations with organizations and individuals to get people to participate.

The 2020 Census is important for you and your community, and you can help. The census affects your voice in government, how much funding your community

## Quick Links

[How to Participate and Help](#)

[Sample Census Form](#)

[Complete Count Committee](#)

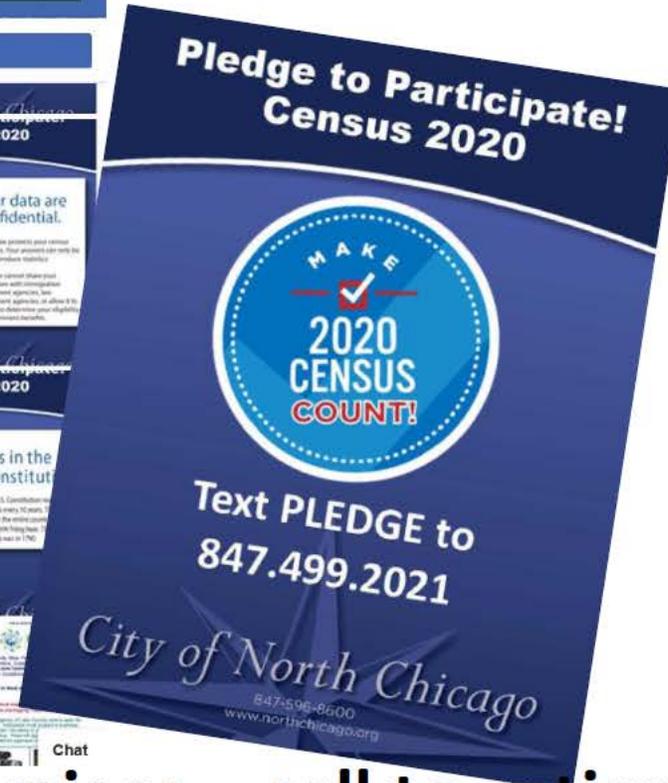
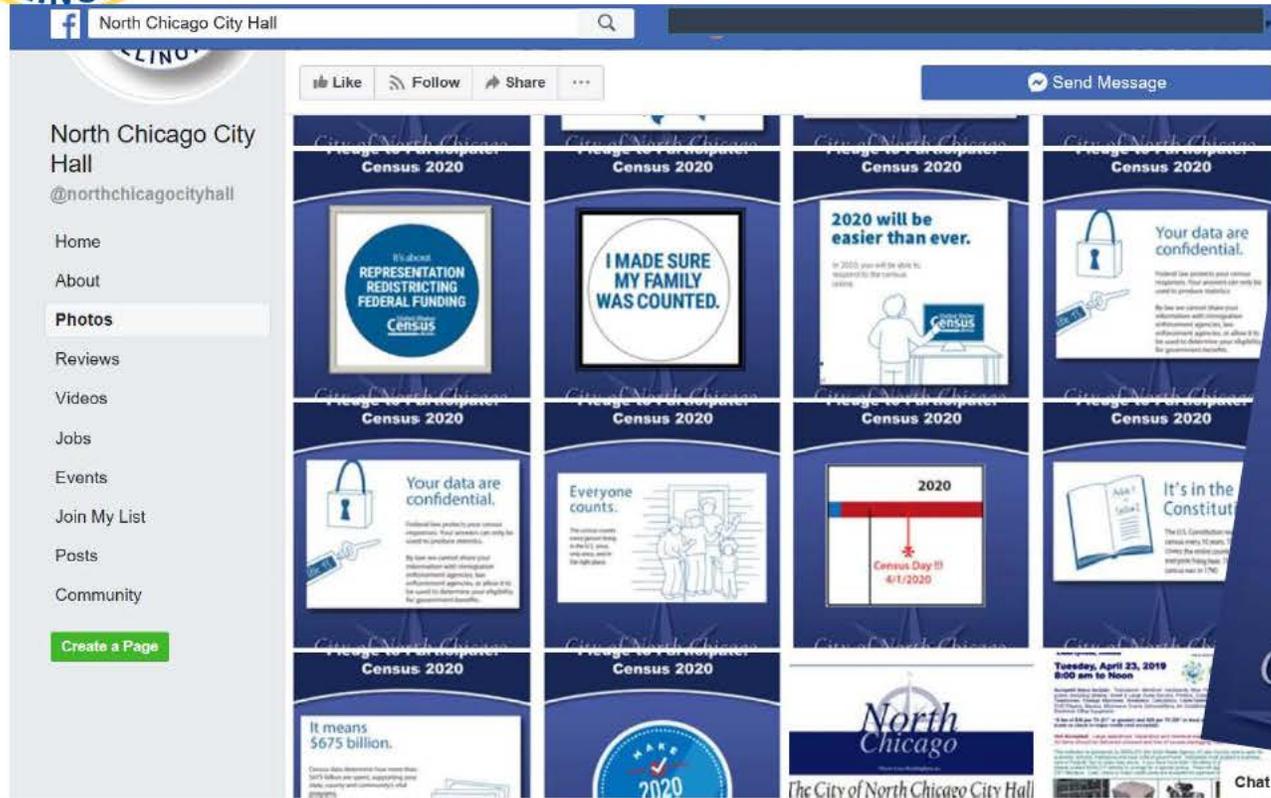
[2020 Census Jobs](#)

[Census Pledge](#)

[US Census Bureau YouTube](#)



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



**Awareness – call to action – trusted voices – call to action**



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

The image shows a screenshot of a Twitter profile page for the "North Chicago Complete Count Committee". The profile name is "North Chicago Complete Count Committee" with the handle "@northchi\_count" and a bio that reads "Official account for the City of North Chicago's Complete Count Committee #Census2020 #Censo2020 Text PLEDGE to 847.499.2021". The location is "North Chicago, Illinois" and the website is "northchicago.org". The profile shows 70 following and 6 followers. A tweet from the account is visible, dated 3 hours ago, with the text: "An accurate #Census census count ensures our community receives adequate representation & funding! Txt \*PLEDGE\* to 847.499.2021 En texto español CENSO to 847.499.2021 \*txt msg & data rates may apply #NorthChicagoCounts #IllinoisCounts". The tweet has 2 retweets and 1 like.

**North Chicago Complete Count Committee**  
6 Tweets

**North Chicago Complete Count Committee**  
@northchi\_count Follows you

Official account for the City of North Chicago's Complete Count Committee  
#Census2020 #Censo2020  
Text PLEDGE to 847.499.2021

North Chicago, Illinois [northchicago.org](http://northchicago.org) Joined January 2020

70 Following 6 Followers

Followed by Bonny Mayfield and James Moran

Tweets Tweets & replies Media Likes

**North Chicago Complete Count Committee** @northchi\_count · 3h  
An accurate #Census census count ensures our community receives adequate representation & funding!  
Txt \*PLEDGE\* to 847.499.2021  
En texto español CENSO to 847.499.2021  
\*txt msg & data rates may apply #NorthChicagoCounts #IllinoisCounts

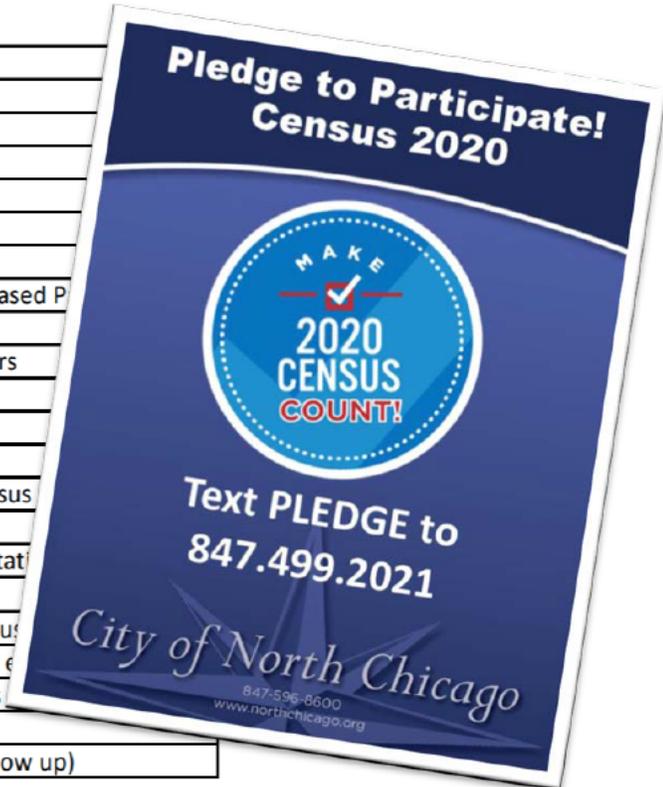
2 1

**North Chicago Complete Count Committee** @northchi\_count · Jan 9  
#MakeIllinoisCount #MakeNorthChicagoCount #CountMeIn2020



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

Census 2020 App Text Messaging Calendar				
	Month	Week	Date	Topic
1	December	Week of 12/16	Monday, December 16	Job Fair Reminder
2		Week of 12/23	Friday, December 27	CCC Meeting Invite (5th Monday)
3	January	Week of 12/30	Wednesday, January 1	Happy New Year - It's a Census Year!
4		Week of 1/6	Wednesday, January 8	How to Participate - Online, Mail, or by Phone
5		Week of 1/13	Tuesday, January 14	School Ambassador Program Push
6		Week of 1/20	Monday, January 20	MLK Day - Become a Faith-Based Partner / Meet Our Faith-Based P
7		Week of 1/27	Monday, January 27	Join the Complete Count Committee Push
8	February	Week of 2/3	Thursday, February 6	Become a Business Sector Partner / See Our Business Partners
9		Week of 2/10	Tuesday, February 11	View a Sample Census Form
10		Week of 2/17	Monday, February 17	President's Day - Census is in the Constitution!
11		Week of 2/24	Monday, February 24	Why It Matters: Funding for Schools, Hospitals, Etc.
12	March	Week of 3/2	Monday, March 2	Internet Self-Response Begins! Get Help Completing the Census
13		Week of 3/9	Monday, March 9	Your Data is Secure, Private and Never Shared
14		Week of 3/16	Tuesday, March 17	Primary Election in IL - Census will determine your Representat
15		Week of 3/23	Monday, March 23	Everyone Counts! (Infants, Children & Seniors too)
16	April	Week of 3/30	Wednesday, April 1	CENSUS DAY - Find Locations to Help you Complete the Census
17		Week of 4/6	Thursday, April 9	Census workers visit group housing (colleges, senior centers, e
18		Week of 4/13	Wednesday, April 15	Tax Day - Importance of Census in Funding Our Communities
19		Week of 4/20	Wednesday, April 22	Reminder to Complete Census by Phone, Mail, or Online
20		Week of 4/27	Thursday, April 30	FYI: Census Workers to visit homes in May (Nonresponse follow up)





# PLANNING FOR A COMPLETE COUNT CENSUS 2020



[Back to Recorded Webinars](#)

## Using the Response Outreach Area Mapper (ROAM) to Locate and Learn about Hard-to-Count Areas

MAY 14, 2019

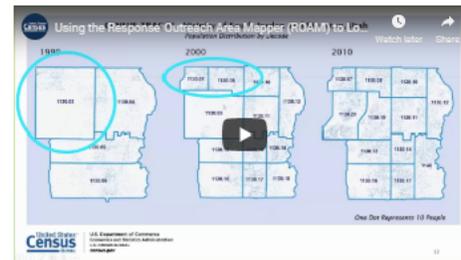
### Description

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-count area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. Explore ROAM and its data with us.

### Related Information

[Recorded Webinars](#)

[Upcoming Webinars](#)



### Webinar Materials

- [Webinar Recording](#)
- [Presentation \[~1.0 MB\]](#)
- [Transcript \[~1.0 MB\]](#)



# PLANNING FOR A COMPLETE COUNT CENSUS 2020



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## Census Pledge

I pledge to complete the census in 2020.

Me comprometo a completar el censo en 2020





# PLANNING FOR A COMPLETE COUNT CENSUS 2020

United States Census Bureau

JOB DETAILS HOW TO APPLY LOCATIONS FAQs **APPLY NOW**

Language Options:

## 2020 Census Jobs



Earn extra income while helping your community.

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

**APPLY NOW**

Is this page helpful?  
 Yes



# PLANNING FOR A COMPLETE COUNT CENSUS 2020

## Questions