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
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.
Downloadable files for Illinois (data for Tract 8631 in Lake County is included in these files):
- Tract data in Excel format
- Tract boundary file (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:

Internet Access at Home

During 2019-17, 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.
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CENSUS 2020

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.
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
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Hardest to Count (HTC) Tracts in the Nation
Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map
(See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable
PLANNING FOR A COMPLETE COUNT CENSUS 2020

- Secretary of State Jesse White, Chair
- Emil Jones, Ill
  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
  Board of Education
Illinois declines in population for fifth year in a row with more than 45,000 fewer residents

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

Sources: U.S. Census Bureau
## 2020 Census Could Bring Big Changes for These States

<table>
<thead>
<tr>
<th>States Gaining Districts (6 or 7)</th>
<th>States Losing Districts (9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1 (from 9 to 10)</td>
<td>Alabama -1 (from 7 to 6)</td>
</tr>
<tr>
<td>Colorado +1 (from 7 to 8)</td>
<td>Michigan -1 (from 14 to 13)</td>
</tr>
<tr>
<td>Florida +2 (from 27 to 29)</td>
<td>Minnesota -1 (from 8 to 7)</td>
</tr>
<tr>
<td>Montana even or +1 (from At-large to 2)</td>
<td>New York -1 (from 27 to 26)</td>
</tr>
<tr>
<td>North Carolina +1 (from 13 to 14)</td>
<td>Ohio -1 (from 16 to 15)</td>
</tr>
<tr>
<td>Oregon +1 (from 5 to 6)</td>
<td>Pennsylvania -1 (from 18 to 17)</td>
</tr>
<tr>
<td>Texas +3 or +4 (from 36 to 39 or 40)</td>
<td>Rhode Island -1 (from 2 to 1)</td>
</tr>
<tr>
<td></td>
<td>West Virginia -1 (from 3 to 2)</td>
</tr>
</tbody>
</table>

**Highlighted:**
- **Illinois** -1 or -2 (from 18 to 17 or 16)
PLANNING FOR A COMPLETE COUNT CENSUS 2020

Complete Count Committee

SUGGESTED CCC MEMBERSHIP

- Heads of Public School System
- Mayor or Designee (Chair)
- Heads of Relevant Government Agencies and Departments
- Heads of Community Organizations
- Representatives From Faith-Based Organizations
- Heads of Large Universities/Colleges
- Council Members From Priority Target Areas
- Heads of Regional Associations
- State CCC Representative
- Deputy Director
- Executive Director
- Heads of Business Associations
- Foundations/Philanthropic Organizations
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)
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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
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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.
## WHAT WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>If you haven’t responded yet:</td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
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**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
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Vehicle Sticker
April 2019
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Campaign Launch
August 2019
Community Days Festival
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Bookmobile

- Provides a safe space for residents to participate
- Outreach in HTC census tracts
NEWS RELEASE
Friday, December 6, 2019

North Chicago, Illinois – The City of North Chicago’s Complete Count Committee, co-chaired by residents and community members, is working to ensure a complete count for Census 2020.

“We’re getting the word out to our team as a census worker Complete Count Committee for the next ten years, and we’re excited to help ensure an accurate count,” said Mayor Leon Rockingham Jr.

“The Census provides community data for the next ten years, and we want to make sure everyone is counted,” said Alderman Mayfield.

City of North Chicago
Take the Census Pledge
www.NorthChicago.org

City of North Chicago
PLANNING FOR A COMPLETE COUNT CENSUS 2020

Discover
2019 VOLUME 2

From the desk of Mayor Leon Rockingham Jr.

Summer is in full swing, and we can enjoy all the warmth that the season brings, warm sunshine, the scent of flowers, and longer days. During this time, we also focus on the local programs such as recreation, the Head Start program, and senior services.

Chemical Distributors

To Chemical Distributors, Inc., we appreciate your continued success and support of our community. Your contributions to our local economy and programs are greatly appreciated.

Franklin Jr.
PLANNING FOR A COMPLETE COUNT CENSUS 2020

Feliz año nuevo de la ciudad de North Chicago.

Hagamos que 2020 y toda la década sean fuertes para nuestra comunidad.

Asegúrese de ser contado en el Censo 2020.

City of North Chicago

Happy Holiday Railway!
¡Los trenes navideños de Santa!

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


Please see other side for additional billing information.
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www.NorthChicagoCounts.org
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CENSUS 2020

Awareness – call to action – trusted voices – call to action
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North Chicago Complete Count Committee

@northchi_count QLD

Official account for the City of North Chicago’s Complete Count Committee

Census2020 CensusC2020

tex PLEDGE to 847.499.2021

North Chicago, Illinois northchicago.org Joined January 2020

70 Following 6 Followers

Followed by Benny Mayfield and James Morin

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.

Text "PLEDGE" to 847.499.2021

En texto español CENSO to 847.499.2021

*txt msg & data rates may apply #NorthChicagoCounts IllinoisCounts

1 2 7

North Chicago Complete Count Committee northchi_count Jan 9

#MakeIllinoisCount #MakeNorthChicagoCount #CountMeIn2020
<table>
<thead>
<tr>
<th>Month</th>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec</td>
<td>Week 12/16</td>
<td>Monday, December 16</td>
<td>Job Fair Reminder</td>
</tr>
<tr>
<td>Dec</td>
<td>Week 12/23</td>
<td>Friday, December 27</td>
<td>CCC Meeting Invite (5th Monday)</td>
</tr>
<tr>
<td>Jan</td>
<td>Week 12/30</td>
<td>Wednesday, January 1</td>
<td>Happy New Year - It's a Census Year!</td>
</tr>
<tr>
<td>Jan</td>
<td>Week 1/6</td>
<td>Wednesday, January 8</td>
<td>How to Participate - Online, Mail, or by Phone</td>
</tr>
<tr>
<td>Jan</td>
<td>Week 1/13</td>
<td>Tuesday, January 14</td>
<td>School Ambassador Program Push</td>
</tr>
<tr>
<td>Jan</td>
<td>Week 1/20</td>
<td>Monday, January 20</td>
<td>MLK Day - Become a Faith-Based Partner / Meet Our Faith-Based P</td>
</tr>
<tr>
<td>Jan</td>
<td>Week 1/27</td>
<td>Monday, January 27</td>
<td>Join the Complete Count Committee Push</td>
</tr>
<tr>
<td>Feb</td>
<td>Week 2/3</td>
<td>Thursday, February 6</td>
<td>Become a Business Sector Partner / See Our Business Partners</td>
</tr>
<tr>
<td>Feb</td>
<td>Week 2/10</td>
<td>Tuesday, February 11</td>
<td>View a Sample Census Form</td>
</tr>
<tr>
<td>Feb</td>
<td>Week 2/17</td>
<td>Monday, February 17</td>
<td>President's Day - Census is in the Constitution!</td>
</tr>
<tr>
<td>Feb</td>
<td>Week 2/24</td>
<td>Monday, February 24</td>
<td>Why It Matters: Funding for Schools, Hospitals, Etc.</td>
</tr>
<tr>
<td>Mar</td>
<td>Week 3/2</td>
<td>Monday, March 2</td>
<td>Internet Self-Response Begins! Get Help Completing the Census</td>
</tr>
<tr>
<td>Mar</td>
<td>Week 3/9</td>
<td>Monday, March 9</td>
<td>Your Data is Secure, Private and Never Shared</td>
</tr>
<tr>
<td>Mar</td>
<td>Week 3/16</td>
<td>Tuesday, March 17</td>
<td>Primary Election in IL - Census will determine your Representatives</td>
</tr>
<tr>
<td>Mar</td>
<td>Week 3/23</td>
<td>Monday, March 23</td>
<td>Everyone Counts! (Infants, Children &amp; Seniors too)</td>
</tr>
<tr>
<td>Apr</td>
<td>Week 4/3</td>
<td>Wednesday, April 1</td>
<td>CENSUS DAY - Find Locations to Help you Complete the Census</td>
</tr>
<tr>
<td>Apr</td>
<td>Week 4/6</td>
<td>Thursday, April 9</td>
<td>Census workers visit group housing (colleges, senior centers, etc.)</td>
</tr>
<tr>
<td>Apr</td>
<td>Week 4/13</td>
<td>Wednesday, April 15</td>
<td>Tax Day - Importance of Census in Funding Our Communities</td>
</tr>
<tr>
<td>Apr</td>
<td>Week 4/20</td>
<td>Wednesday, April 22</td>
<td>Reminder to Complete Census by Phone, Mail, or Online</td>
</tr>
<tr>
<td>Apr</td>
<td>Week 4/27</td>
<td>Thursday, April 30</td>
<td>FYI: Census Workers to visit homes in May (Nonresponse follow up)</td>
</tr>
</tbody>
</table>
PLANNING FOR A COMPLETE COUNT CENSUS 2020

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

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 characterization profile of these areas using American Community Survey (ACS) estimates available in the Planning Dataset. Learning about each hard-to-count area allows the U.S. Census Bureau to create a targeted communication and partnership campaign, and to plan for field resources, including hiring staff with language skills. There are other criteria to improve response rates. Explore ROAM and its data with us.

Webinar Materials
- [ROAM Webinar](#)
- [Presentation PDF](#)
- [Video](#)
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CENSUS 2020

Census Pledge

I pledge to complete the census in 2020.

Me comprometo a completar el censo en 2020

MAKE 2020 CENSUS COUNT!
PLANNING FOR A COMPLETE COUNT
CENSUS 2020

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.
Questions