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Census  
2020

# DUPAGECOUNTRY

COMPLETE COUNT COMMITTEE

AUGUST 20, 2019



# OBJECTIVES, RESPONSIBILITIES, GOALS

For the 2010 Census, DuPage County’s self-response rate was 82%; which was down one point from the 2000 Census.

An estimated 165,046 people were not counted in DuPage County in 2010.

The potential loss for our County specifically could have been \$297,082.80 per year as a result of the undercount

- Work with Census Bureau, CCC Members, and others to ensure a timely and comprehensive outreach plan;
- Make recommendations on ways to increase community awareness and participation in the Census;
- Establish relationships with CCC members and others to work collaboratively to execute outreach;
- Strategically focus on “Hard to Count” populations





# OBJECTIVES, RESPONSIBILITIES, GOALS

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.

- The Census Bureau is launching an awareness campaign in January-February 2020 and a motivation advertisement campaign in March-May 2020
- This will target the general population with messages in television, radio, print, and other means
- Messaging will also target Hard-to-Count populations
- Non-Response Follow-up (NRFU) phase runs from May-July 2020
- In August 2020, the Census will cease NRFU phase



# OBJECTIVES, RESPONSIBILITIES, GOALS

## DuPage CCC Membership

- Regional Office of Education
- DuPage Mayors and Managers
- Community Services Department
- DuPage Federation of Human Service Reform
- People's Resource Center
- Homeless Continuum of Care
- World Relief DuPage
- Impact DuPage
- Unity Partnership
- Tidy LLC.
- Hamdard Center for Health & Human Services
- Xilin Association
- High School District #88
- College of DuPage
- Choose DuPage
- workNet DuPage
- West Chicago Public Library
- Illinois Muslim Civic Coalition
- DuPage Health Coalition
- Early Childhood Collaborative
- DuPage NAACP
- League of Women Voters
- Council of Islamic Organizations of Greater Chicago

## Top 2 Priorities for the Fall 2019

- 1. Advertise Census jobs to your community –**
  - Bureau has hired >600 in DuPage alone
  - Goal is to hire 4,429 by end stage
  
- 2. Create a calendar of local events –**
  - Such as National Night Out, back-to-school fairs, festivals, or even your organization's own events
  - Census Bureau can help staff these events



# Identifying “Hard to Count” Populations

## DuPage Response Outreach Area Mapper (ROAM)

<https://dupage.maps.arcgis.com/apps/webappviewer/index.html?id=b5675f7c0b164ef0a8fd2318a6eed564>

Tom Ricker, DuPage GIS

### Typically undercounted populations such as:

- Racial and ethnic minorities (African American, Arab American, Asian American, Hispanic or Latino)
- Children younger than 5 years old
- Foreign-born individuals
- People living close to or below the poverty line
- Renters
- People experiencing homelessness
- People who are young and mobile
- People with disabilities (including Deaf and Hard of Hearing)
- Undocumented immigrants
- Older adults
- People who distrust the government
- People with limited English proficiency



# Roundtable Discussion/ Introductions

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**2020**

- **Who are you/your organization?**
- **What services do you provide/who is your clientele?**
- **Any ideas/initiatives to date on Census outreach within your organization?**



**DUPAGE**COUNTY



# Looking ahead to September 17<sup>th</sup>

**Join the 2020 Census Team!  
Be a part of History!**

**2020census.gov/jobs**

**1-855-JOB-2020  
(1-855-562-2020)**

Federal Relay Service: (800) 877-8339 TTY / ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.  
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- Collaborate with DuPage CCC Members and other stakeholders
- Discussion on what you and your organization are planning for Census activities and outreach



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