

Census 2020

Urbana Rotary



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Champaign County Regional Planning Commission

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What is the Census?

- **The census is required by the U.S. Constitution.**
 - The census is a count of **every person** in the United States taken every 10 years.
 - It is conducted by the U.S. Census Bureau.
 - The next census is in 2030. We only get **one opportunity per decade** to get a complete count!

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Why does the Census matter?

- **The census brings funding and resources to our communities.**
 - In FY 2016, **55 federal spending** programs relied on **2010 Census data** to distribute **\$883 billion** to states, communities, and households.
 - Medicaid: \$361 billion
 - Highways: \$40 billion
 - Section 8 vouchers: \$19 billion
 - Illinois received \$34 billion total.
 - Illinois stands to lose **\$1,400/person/year for each person who is undercounted.**
 - That is \$14,000/person over the next 10 years until the next Census is held.



Why does the Census matter?

- **Census data are used for drawing electoral districts at all levels of government.**
 - The number of seats in the U.S. House of Representatives is based on Census data.
 - After 2010 Census, Illinois lost 1 House seat.
 - After 2020 Census, Illinois could lose 1-2 House seats, depending on how much of the population is counted.



How can Census data be used?

- **Business**
- **Education**
- **Health Care**
- **Political representation**
- **Transportation**



Who is working on this locally?

- **State level**

- Illinois Department of Human Services (IDHS)
- Northern Illinois University (NIU) Center for Governmental Studies

- **Regional level**

- Northeast Central Illinois region

- **Local level**

- Champaign County Area Complete Count Committee (CCCCC)
- Illinois Count Me In 2020 committee



Champaign County Complete Count Committee (CCCCC)

- **Complete Count Committee (CCC) program is key to creating awareness in communities all across the U.S.**
- **Members are involved and committed to participating in all ways possible to make certain that each and every person is counted, counted only once, and counted in the right place.**

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Complete Count Committee (CCC) – Local Governments

	Population (ACS 2017)	Households (ACS 2017)
Champaign County	209,399	83,080
City of Champaign	85,710	35,590
City of Urbana	42,141	15,986
Village of Rantoul	13,190	4,962
Village of Savoy	8,551	3,492
Village of Mahomet	8,168	2,943
Village of St. Joseph	4,292	1,633

Complete Count Committee (CCC) – Outreach Partners

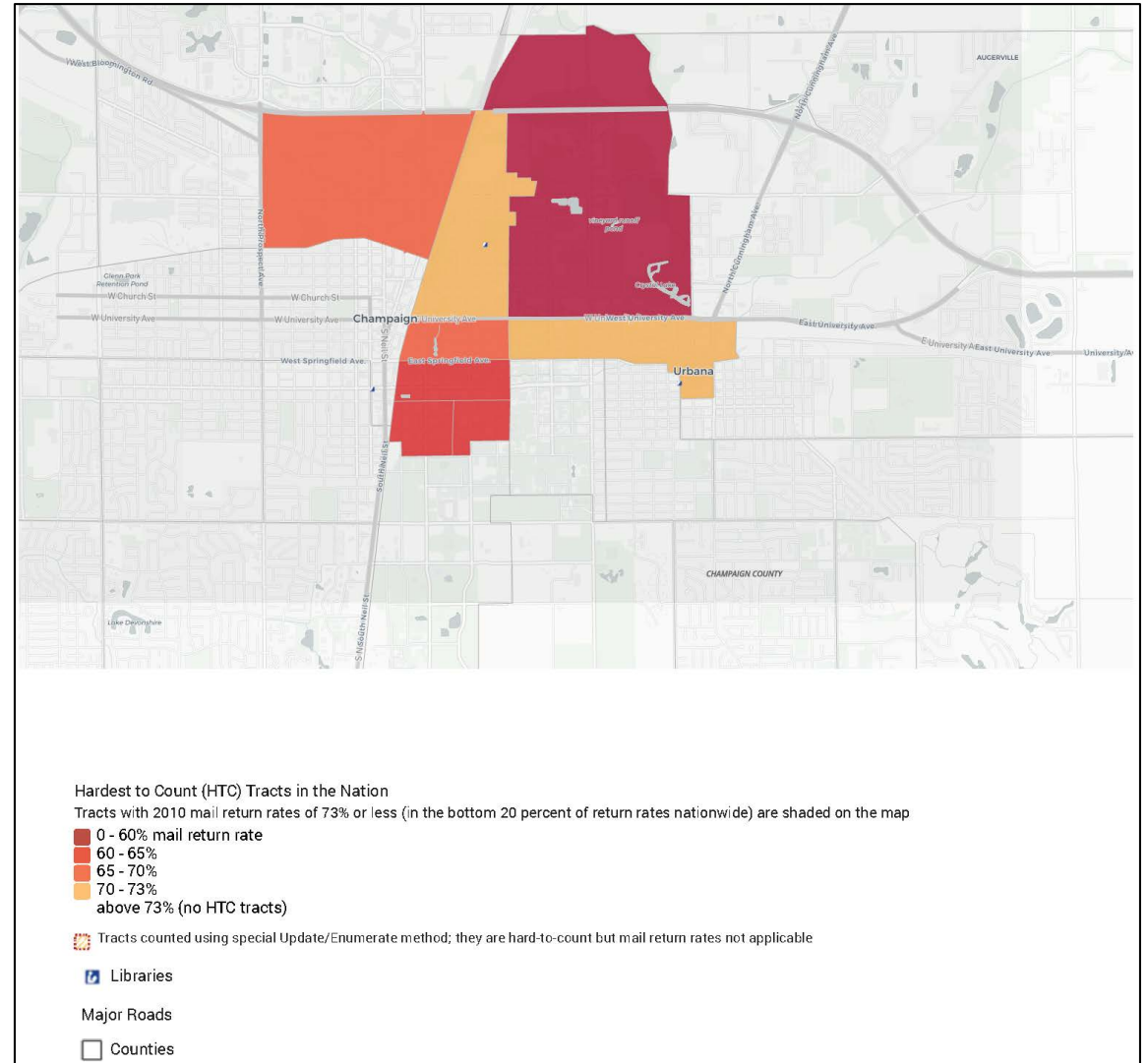
1. **ALL local governments listed on the previous slide:**
 - a. Champaign County
 - b. City of Champaign
 - a. **City Manager's Office; Office of Equity, Community and Human Rights**
 - b. **Neighborhood Services Department**
 - c. **Planning & Development Department**
 - c. City of Urbana
 - d. Village of Rantoul
 - e. Village of Savoy
 - f. Village of St. Joseph
 - g. Village of Mahomet
2. **CCRPC**
 - a. Champaign County Continuum of Service Providers to the Homeless (coordinator)
 - b. Head Start
 - c. Planning & Community Development
3. **Health Departments**
 - a. Champaign-Urbana Public Health District (CUPHD)
 - b. Douglas County Health Department
 - c. Ford County Health Department
 - d. Vermilion County Health Department
4. **Housing Authority of Champaign County (HACC)**
5. **Libraries**
 - a. Champaign Public Library (invited)
 - b. Urbana Free Library
6. **Ministerial Alliances**
 - a. Champaign-Urbana (invited)
 - b. Mahomet
7. **School Districts**
 - a. Champaign Unit #4 School District
 - b. Rantoul City Schools #137
 - c. Thomasboro School District #130
 - d. Urbana School District #116
8. **State Representative Carol Ammons' Office**
9. **University of Illinois**
 - a. Chancellor's Office
 - b. Office of Diversity, Equity & Inclusion
10. **University YMCA**
11. **Urbana Neighborhood Connections Center (UNCC)**

2010 vs. 2020 Census

- **2010 Census response rates for Champaign County households:**
 - Self-response rate = 79.6%
 - In-person follow-up = 20.4%
- **How households will receive the 2020 Census form:**
 - Mailed instructions on how to fill out the census questionnaire online
 - Or the actual questionnaire in the mail
 - Every household will have the option of responding online, by mail, or by phone
 - Invitations will start being mailed on **March 12, 2020**
 - Census workers will **follow-up** with door-to-door visits for households that do not respond **by April 27, 2020**
- **Preferred participation: Self-response**
- **Complete your Census form based on where you live and sleep most of the time**
 - If there is any question, complete your form based your residence on April 1, 2020
 - UIUC students need to complete their Census form for their Campus address

Hard to Count (HTC) Population Tools

- **Census ROAM: Response Outreach Area Mapper**
 - Uses 2010 Census self-response rates to predict 2020 Census Hard to Count populations
- **HTC 2020**
 - Census tracts with 2010 self-response rate of 73% or less
 - **Bottom 20% of 2010 mail return rates nationwide**
- **Illinois HTC Index**
 - Based on:
 - **U.S. Census Bureau HTC Score**
 - **City University of New York (CUNY)**
 - Characteristics commonly associated with low-response rates/areas



Hard to Count (HTC) Populations

(including Champaign County percentages)

- 1. Under age 5 (6%)**
- 2. Young and mobile = 15-24 year olds (27%)**
- 3. Over age 85 (1.4%)**
- 4. Population with income below 100% of poverty level (21%)**
- 5. Households receiving public assistance income**
- 6. People of color**
 1. Hispanic (6%)
 2. Black (14%)
 3. Asian (11%)

Hard to Count (HTC) Populations

(including Champaign County percentages)

7. Foreign-born (12%)

- 46% entered the U.S. since 2010
- 71% entered the U.S. since 2000

8. Limited English speaking households (4%)

- 61% speak Asian and Pacific Islander languages
- 19% speak Spanish

9. Persons who moved from an outside county in the past year (12.3%)

10. Adults age 25+ who are not high school graduates (4%)

11. Persons age 16+ who are unemployed (6% of labor force)

12. Renter-occupied housing units (45% of households)

Hard to Count (HTC) Populations

(including Champaign County percentages)

13. Vacant housing units (10.3%)

14. Large/overcrowded households (5% of households)

15. Non-family households (49.5%)

16. Population without Internet Access (13.5% of households)

17. Population without Cell Phone Data Plan (21%)

How can we be a part of Census 2020?

- **Now through March 2020, we are working to educate our communities about the Census:**
 - Why it matters
 - When it happens
 - How to participate

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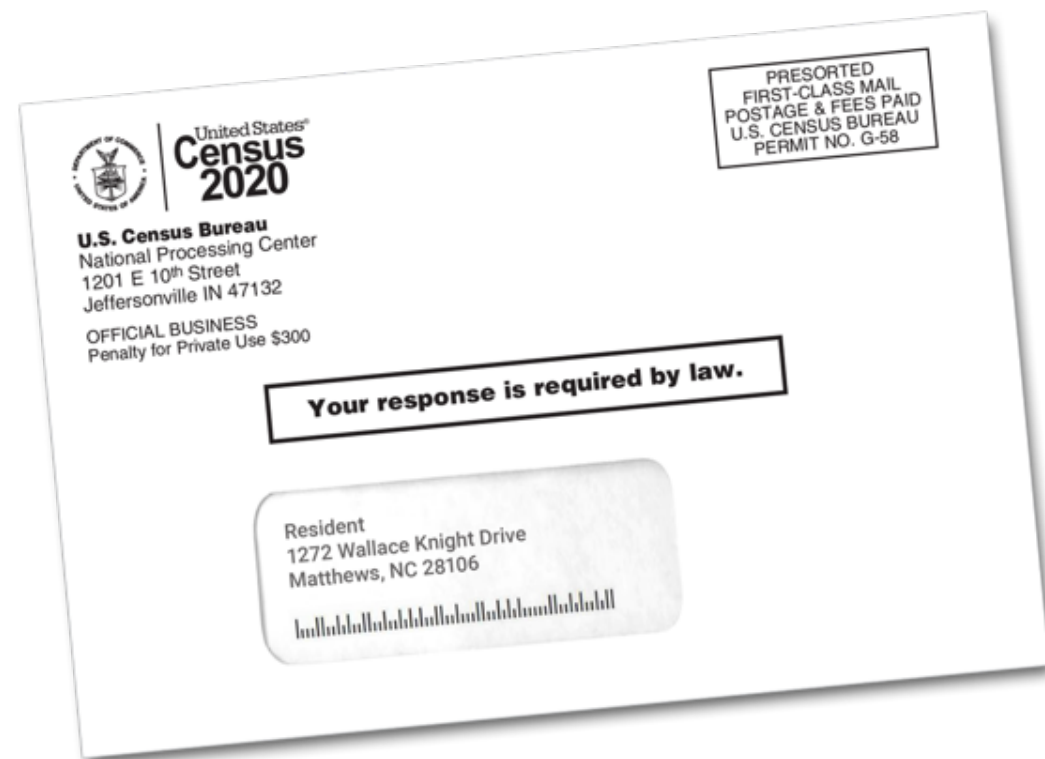
2019 Outreach Events

- **August**
 - Taste of Champaign-Urbana
 - Urbana Sweetcorn Festival
- **September**
 - CCRPC Family & Community Engagement Resource Fair
- **October**
 - Expungement & Record Sealing Summit Resource Fair
 - Head Start Awareness Walk
- **October-December**
 - CCRPC LIHEAP



How to Participate

- **In the weeks leading up to Census Day on April 1, everyone will receive a Census letter in the mail.**
 - When you receive it, please respond. It only takes a few minutes.
 - Everyone counts – from newborns to senior citizens!



How to Participate

- **March 12-April 27: People will receive 5 postal mailings until they complete their Census form.**
 - Most will receive an “Internet First mailing” in English.
 - <3% will receive a hand-delivered packet.
- **May-July: the Census Bureau will send Census takers to your door.**
- **Different procedures for other types of residences:**
 - Group Quarters (dorms, group homes, nursing homes, residential treatment centers, prisons)
 - People experiencing homelessness

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The Census is Convenient

- This census will be completed **online**.
- There will also be **phone** and **paper** options.
- **Online and phone options will be in English and 12 other languages.**
- Print and video language **guides will be in 59 languages** including American Sign Language, braille, and large print guides.

The logo for the United States Census 2020 is displayed on a dark blue rectangular background. The text "United States®" is in a smaller white font at the top. Below it, the word "Census" is written in a large, bold, white sans-serif font. At the bottom, the year "2020" is also in a large, bold, white sans-serif font.

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The Questions

- Number and relation of people living in your home
- Housing ownership
- Sex
- Age
- Race & Ethnicity

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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR OFFICIAL USE ONLY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark *X* all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

The Census is Safe

- **The Census Bureau will keep respondent information confidential and secure.**
 - Responses are safe, secure, and protected by federal law.
 - Answers can only be used to produce statistics – they cannot be used against you in any way.
 - Your information is protected through the safest and best practices available.



How you can help

- **Complete the census for yourself and every member of your **household**.**
- **Help spread the word about the importance of the census.**
 - Speak at events and meetings.
 - Speak with your neighbors and friends.
 - Follow and share on social media.

The logo for the 2020 United States Census is displayed on a dark red rectangular background. The text "United States" is in a smaller, white, sans-serif font at the top, followed by a registered trademark symbol (®). Below it, the word "Census" is written in a large, bold, white, sans-serif font. At the bottom, the year "2020" is also in a large, bold, white, sans-serif font.

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How is CCRPC a part of Census 2020?

- **Illinois Census grant**

- Working with our clients:
 - Early childhood families
 - LIHEAP participants
 - People experiencing homelessness
 - **Seniors**

- **Assistance Hubs**

- February: working with community partners on logistics
- March-June: staff & computers/tablets available at RPC sites and community events to complete the Census form

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Census website & social media

- **Websites:**

- 2020census.gov
- IllinoisCensus2020.com

- **Social Media:**

- Handles:
 - @UScensusbureau
 - @ILCensus2020
- Hashtag:
 - #2020Census
- Platforms:
 - Facebook
 - Twitter
 - Instagram
 - YouTube
 - LinkedIn

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Count everyone once, only once, and
in the right place!

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