COMPLETE COUNT COMMITTEE

FINAL REPORT
DECEMBER 2021
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2020 DUPage COMPLETE COUNT COMMITTEE MEMBERSHIP

- Sadia Covert, DuPage County Board, Chair
- James Healy, DuPage County Board, Vice-Chair
- Tim Elliott, DuPage County Board
- Brian Krajewski, DuPage County Board
- Sean Noonan, DuPage County Board
- Sheila Rutledge, DuPage County Board
- Ashley Selmon, DuPage County Board
- Karen Ayala, DuPage County Health Department
- Joe Breinig, DuPage Mayors and Managers Conference
- Regina Brent, Unity Partnership
- Dr. Brian W. Caputo, College of DuPage
- Suey Lee Chang, Xilin Association
- Michael Childress, DuPage NAACP
- Marco Diaz, Hamdard Center for Health & Human Services
- FaKelia Guyton, DuPage Early Childhood Collaboration
- Reema Kamran, Illinois Muslim Civic Coalition
- Mary Keating, DuPage County Community Services
- Kathy Kenny, League of Women Voters
- Christina LePage, Hunger Network of DuPage County
- Jeni Fabian, People's Resource Center
- Lisa Miceli, Choose DuPage
- Kara Murphy, DuPage Health Coalition
- Kaleshia "Kay" Page, Village of Woodridge
- Roberto Ramirez Sr., Tidy, LLC and Spanish Public Radio
- Mike Robey, Regional Office of Education
- David Roth, DuPage Federation on Human Service Reform
- Sahira Sadiq, Council of Islamic Organizations of Greater Chicago
- Lisa Schvach, WorkNet DuPage
- Patti Smith, City of Aurora
- Lisa Snipes, DuPage County Homeless Continuum of Care
- Theresa Sullivan, City of Naperville
- Thomas Tawney, West Chicago Public Library District
- Sarah Troll, Impact DuPage
- Stephanie Webb, World Relief DuPage
INTRODUCTION

The United States Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. All responses to Census Bureau surveys and questionnaires are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. Residents’ answers may only be used to produce statistics and may not be shared with anyone else including law enforcement, the FBI, ICE, or local police. In fact, all Census Bureau staff take a lifetime oath to protect personal information, and any violation carries a penalty of up to $250,000 and/or up to 5 years in prison.

Census results are used for many purposes. Population totals from the census determine the number of seats each State has in the U.S. House of Representatives and States also use the data to redraw legislative boundaries and school districts. The population totals also affect funding in our community and data collected by the census help decision makers know how your community is changing. Approximately $675 billion in federal funding is distributed to communities each year based on census data. According to research reported in Crain’s Chicago Business, Illinois could lose $1.2 billion in funding over the next decade should the 2020 Census undercount the State’s population. Moreover, census data is used to forecast future transportation needs for all segments of the population, help determine areas eligible for housing assistance and rehabilitation loans, and assist in designing facilities for people with disabilities, the elderly, and children.

The U.S. Census Bureau has assisted States and units of local government in establishing and training Complete Count Committees (CCCs). In May 2019, DuPage County established by resolution the DuPage Complete Count Committee, a volunteer advisory committee of county and municipal elected officials, representatives of non-profit organizations, educational institutions, health and human service organizations, cultural organizations, and other entities. The goal of the committee was to increase self-response rates countywide through a structured education and outreach program.

On June 18, 2019, the U.S. Census Bureau Partnership Team conducted a 3-hour training for the DuPage Complete Count Committee. Each committee member received a packet of training and orientation materials and topics covered included identification of target populations, especially hard-to-count populations, and strategies for increasing census response rates. The DuPage Complete Count Committee continued to meet regularly until this final report was issued in November of 2020.
RESPONDING TO THE CENSUS

If you live in the United States on April 1, 2020, you are required by law to complete the census. People may respond online, by phone or by mail:

1. **Online** – For the first time, the census questionnaire can be completed online using your personal computer.

2. **Phone** – The U.S. Census Bureau has a phone system that allows individuals to call and complete the census questionnaire in 13 different languages.

3. **Mail** – If you do not choose to complete the questionnaire online or utilize the phone system, you can submit your questionnaire via U.S. mail. Surveys were sent out to U.S. households that had not yet responded to the Census via internet or phone in late April.

**Note:** No one other than U.S. Census employees, not even local or state government officials, are permitted to go door-to-door to collect information for the 2020 census. Only data collected by official census takers is protected under Title 13 of the U.S. Code.

**Revised schedule:** The original schedule to collect census response rates was March 12 to July 31. However due to COVID-19, the deadline was extended to October 15, 2020.
WHO TO COUNT ON YOUR CENSUS

Anyone who is living at your residence as of April 1, 2020 needs to be included on the household Census questionnaire. This includes anyone who is living and sleeping there most of the time. Additional information regarding who should be counted may be found at: https://2020census.gov/en/who-to-count.html

- **Newborns.** This includes newborn babies, even those who are still in the hospital on April 1, 2020. Babies born after April 1, 2020 should not be counted.
- **The Deceased.** People who are alive for any part of the day on April 1, 2020, should be counted. People who die before April 1, 2020, should not be counted.
- **Relocating.** If you move into your new residence on April 1, 2020, you should count yourself at the new residence. If you move out of your old residence on April 1, 2020 but have not yet moved into your new home, you should count yourself at your new residence.
- **Foreign citizens in the United States.** Citizens of foreign countries who are living in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of the time. Citizens of foreign countries who are visiting the United States on vacation or a business trip on April 1, 2020 should not be counted.
- **Students.** Boarding school students below the college level should be counted at their parental residence. College students who are living at home should also be counted at their parental residence. College students who live away from home should count themselves at the on- or off-campus residence where they live and sleep most of the time, even if they are home or on break on Census Day.
- **U.S. Military Personnel.** If you are on active duty or a Reserves or Guard member, your circumstances determine how you are counted. For those living in a housing unit on a military base, you may respond to the census online, by phone, or by mail.
- **People in Shelters.** People who are living in emergency and transitional shelters (with sleeping facilities) and experiencing homelessness should be counted at the shelter. People displaced by a natural disaster should be counted where they live and sleep most of the time. If they do not have a residence where they usually live and sleep, they should be counted where they are staying on April 1, 2020.
- **People in Prisons and Correctional Facilities.** People who are living in any of the following on Census Day should be counted at the facility: Correctional residential facilities, federal detention centers, federal and state prisons, local jails and other municipal confinement facilities.
- **People in Health Care Facilities.** The following patients should be counted at the residence where they live and sleep most of the time, rather than the facility: patients in hospitals for routine stays, patients at VA hospitals, patients at in-patient hospice facilities.
SP-R-0189-19 was adopted by the DuPage County Strategic Planning Committee and the DuPage County Board on May 14, 2019. The resolution formally created the DuPage Complete Count Committee and directs the committee to work with representatives of the U.S. Census Bureau, State and local Complete Count Committees, and others “to ensure a timely and comprehensive outreach plan to educate DuPage County residents as to the importance of a complete and accurate 2020 census count.” It further directs the committee to strategically focus on addressing hard-to-count areas of the county, work collaboratively to make recommendations on ways to increase community awareness and participation in the census, establish relationships with groups conducting census outreach, and compile a report and present to the County Board detailing the committee’s efforts including the results of the 2020 Census. These efforts will also aid the county in ten years when the 2030 Decennial Census is being rolled out.

At the Complete Count Committee meeting in August 2019, representatives of the U.S. Census Bureau asked the members to focus on two main objectives. First, to promote through our partner organizations the availability and hiring capacity of Census Bureau employment. The Census Bureau is in the process of hiring thousands of employees locally for various job titles. Those interested are encouraged to apply online at 2020census.gov/jobs or call 1-855-JOB-2020 for more information. The second objective is to create ways to engage the community in order to raise awareness of the 2020 Census.

As previously noted, special focus must be dedicated to targeting messaging and awareness to those in “hard to count” areas or demographics. If residents are not counted fairly and accurately, they will be deprived of equal representation and vital public and private resources. According to the Illinois Department of Human Services (DHS), the populations listed below indicate those who may be considered hard to count. Additionally, those census tracts where the self-response rate in the 2010 Decennial Census was 73% or less, is also considered a hard-to-count census tract.

- 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
DuPage County is the second largest county in Illinois with a population of 916,924 as of the 2010 U.S. Census. In 2010, 83.8% of the County’s households completed their 2010 Census questionnaire, which required enumeration by the Census Bureau for the remaining 16.2% of residents. According to the Illinois Department of Human Services, an estimated 165,046 people did not self-respond during the 2010 Census, as they were counted by Census Bureau enumerators. DuPage County had 216 Census tracts in 2010; seven of which had a self-response rate of under 73% in the 2010 Census.

The DuPage County Board formally established the DuPage Complete Count Committee by resolution in May of 2019, which is a volunteer advisory committee that includes representatives of county and municipal elected officials, non-profit organizations, educational institutions, health and human service organizations, cultural and other organizations, to increase awareness and motivate residents to respond to the 2020 Census. The committee was charged with ensuring DuPage County makes every effort to count each person in the county, focusing on hard-to-count populations who have historically not responded to the decennial census questionnaire, including renters, ethnic minority populations and low-income households. The county also created a “Census” webpage to provide updates on news, events, and fact sheets: [https://www.dupageco.org/County_Board_Committees/DuPage_Complete_Count_Committee/60653/](https://www.dupageco.org/County_Board_Committees/DuPage_Complete_COUNT_Committee/60653/).

The county conducted its first Complete Count Committee on June 18, 2019 as a training workshop with officials from the regional U.S. Census Bureau. The workshop provided an overview of the 2020 Census process, identification of target populations, and response timelines. The committee held eight subsequent meetings prior to the census response deadline of October 15, 2020 as follows:

- August 20, 2019 – objectives, goals, and timelines were discussed. Staff from the county’s Geographic Information System (GIS) demonstrated the ROAM application (Response Outreach Area Mapper) in conjunction with RGIS (Resource Geographic Information System) that enables users to zoom in on specific Census tracts within the county. Partners were also asked to promote the availability of Census jobs.
- September 17, 2019 – all partner organizations were asked to develop action plans to increase response rates among clients they serve and to strategize as a group on potential outreach efforts to hard-to-count populations in their communities.
- October 15, 2019 – Anita Banerji of the Forefront Foundation, detailed the group’s census efforts, the “Illinois Count Me In 2020” statewide program to raise funds on behalf of non-profits to help them perform outreach activities to their communities. She also noted that in June of 2019, the Illinois General Assembly appropriated $29 million to the Illinois Department of Human Services’ State Census Office in support of 2020 census outreach efforts (www.census.illinois.gov). LaTiyfa Fields of the Metropolitan Mayors Caucus is focused on civic engagement with the group’s 275 cities located in the Chicago Metro Region. She detailed for the committee municipal best practices in community engagement and the Peer Advisory Network. Updates were also provided by county staff and CCC Members regarding current census outreach activities.

- November 19, 2019 – Amy de la Fuente, Program Manager of Census 2020 at RAILS (Reaching Across Illinois Library Systems) explained that her agency is one of five regional census intermediaries that are covering the collar counties. RAILS is funded through the Secretary of State’s Office and is focusing on six hard-to-count populations; children under five years of age, older adults, people experiencing homelessness, renters, people who are young and mobile, and people living near or below the poverty line. CCC Members offered updates and county staff detailed the new DuPage County 2020 Census logo, additions to the county’s census webpage, and demonstrated the features of the new events portal.

- January 21, 2020 – Yoselyn Ovalle of the Forefront Foundation provided an update on the “Illinois Count Me In 2020” initiative and has developed a communications toolkit that can be adapted to different media platforms. The committee discussed the importance of the upcoming Census Day, April 1, and detailed census and local activities. Census worker hiring is at 55% of its recruitment goal and the regional census office is asking for assistance with a big recruitment push.

- February 18, 2020 – With 42 days left to Census Day, the county has recorded several PSA’s in English and in Spanish and is distributing thousands of palm cards to encourage residents to self-respond to the Census. County communications staff have been working closely with CCC members and other governmental and community organizations to promote completing of census questionnaires by residents and a number of local outreach activities were detailed.

- June 30, 2020 – the focus of this committee was on the need to improve race relations within the county and to make sure every DuPage County resident feels welcomed and included. Last year, the county amended its strategic plan to add a sixth Strategic Imperative on Diversity and Inclusion and to take a stand against all forms of bigotry, racism, and intolerance. Three speakers addressed committee members on this topic; Pastor James Miller, Senior Pastor of the DuPage African Methodist Episcopal Church, Ms. Theodia Gillespie, President and CEO of the Quad County Urban League, and Mr. Michael Childress, President of the DuPage NAACP. County staff noted that the COVID-19 pandemic presented some unforeseen barriers to getting a complete and accurate
census count. The self-response period was pushed back from July 31 to October 31, 2020 by the U.S. Census Bureau to allow more time for households to respond.

- October 6, 2020 – three representatives of Naperville presented on the city’s census outreach activities; Mayor Steve Chirico, Mark Rice, Chair of the Naperville Complete Count Committee, and Ashfaq Hussein Syed, member of the Naperville Complete Count Committee. Naperville was ranked first in the nation by the U.S. Census for its high census response rate for cities of its size and the committee includes over 140 partner organizations. They attributed their success to proactively beginning outreach activities one year early and to executing an effective media strategy utilizing the latest technologies and diverse media outlets.

To view complete agenda packets and minutes of the Complete Count Committee, please visit the county’s website:
https://dupage.iqm2.com/Citizens/Calendar.aspx?From=1/1/1900&To=12/31/9999

**DuPage County Board Office**

The **DuPage County Board Office**, in addition to providing staff support to the Complete Count Committee and maintaining a county census page on the county’s website, applied for and received a grant from the Illinois Department of Human Services (IDHS) through Reaching Across Illinois Library Systems (RAILS) as a Regional Intermediary group. The original award of $25,025 was to be used for technology equipment purchases, design and printing costs, and costs associated with a paid media campaign.

The DuPage County Board Office planned and executed a communications campaign which involved scripting, rehearsing, and videography for three video Public Service Announcements – one 60-second PSA with the County Board Chairman, and two 30-second PSA’s with County Board Members, with one in English and one in Spanish. Newsletters, both internal and external, contained pro-census messaging and the county posted census reminders on social media two to three times a month. County staff worked with Comcast to put paid advertisements on streaming services and some free PSA’s as well. The Communications Staff also arranged for electronic census messaging on the county’s two electronic signage on County Farm Road in Wheaton.

Due to COVID-19 and the subsequent stay-at-home orders issued by the Governor, the county’s original plan to purchase tablets to locate across county government departments and partner organizations as part of a “2020 Census Self-Response Kiosk initiative” did not move forward. Subsequently the county only spent $12,937 of the grant award on palm cards, cable TV/digital advertising, postcards, and Daily Herald ads.

The County’s **Community Services Department** and **Giving DuPage** planned on incorporating Census messaging into off-site community presentations and fairs. The populations at these
events are typically seniors, veterans, students, volunteers, and town hall residents however due to COVID-19, most events were cancelled. The Department did utilize its social media presence to advocate for census participation to clients and non-profit partners.

**Giving DuPage**
Giving DuPage sent four direct emails to the Interfaith Service Council list consisting of 135 countywide faith groups. This message promoted census participation and asked each organization to consider hosting a census event at their house of worship. These events would provide census taker contact information from the Illinois agency. A program was co-hosted with the DuPage Federation with Interfaith Group on February 11, 2020 which shared various Census resources including ‘how to overcome concerns’, promotional materials, and contact information for various Census agencies. There were over 80 individuals in attendance.

In addition, Giving DuPage sent two census reminders/updates in e-newsletters to their nonprofit list of 1,000 plus emails, to promote census participation. Many clients were informed of the census through verbally during various community meetings and other outreach events. These events were in-person prior to mid-March and the information was shared in a virtual setting going forward due to COVID-19.

**Senior Services**
Senior Services staff communicated with clients and long-term care (LTC) residents regarding the importance of the Census at assessments and LTC facility visits pre-COVID (January-mid March) and over the phone (mid-March through September). AgeGuide provided us with multiple fliers to give out to clients which were included in assessment packets for home visits and FTF visits and were then mailed to clients after home visits/LTC/Hospital were put on hold. We also turned in a monthly report with the number of unduplicated persons educated about the census, number of social media posts, number of outreach/education sessions, number of LTC facilities visited and educated, number of persons 60 plus living alone who were educated, number of minority and ethnic persons 60 plus educated about the importance of the census and number of applications completed.

The table below shows the various outreach initiatives that took place from January-September in 2020 and the quantity of people reached or times the outreach method was used by Senior Services:
<table>
<thead>
<tr>
<th>Census Outreach Initiatives</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unduplicated Persons</td>
<td>10,881</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>104</td>
</tr>
<tr>
<td>Education/Outreach Sessions</td>
<td>9</td>
</tr>
<tr>
<td>LTC Facilities</td>
<td>200</td>
</tr>
<tr>
<td>Persons 60 plus living alone</td>
<td>3,178</td>
</tr>
<tr>
<td>Minority and Ethnic Person 60 Plus</td>
<td>2,273</td>
</tr>
<tr>
<td>Applications Staff Assisted in Completing</td>
<td>7</td>
</tr>
</tbody>
</table>

**Intake and Referral**
Intake and Referral put census info into the Back To School Fair school supply bags which reached over 700 low-income families.

**Family Center**
The Family Center talked repeatedly with clients about the Census and the importance of completing it. We were able to lessen fears related to sharing the information. We also had many signs up within the facility.

**Workforce Development Division**
The County’s Workforce Development Division, located at 2525 Cabot Drive, Suite 302, in Lisle has utilized their position as a career center to build a presence for Census Bureau hiring of enumerators and staff. The Division’s mission statement is to enhance the quality of life for DuPage County residents by providing the tools needed for employment and increased earning potential over time; strengthen the local economy by meeting the workforce needs of business and by boosting household income. The organization works with all persons eligible for employment, ranging from entry-level to executive job seekers.

The Division distributed literature to potential job seekers and hosted workshops and Census staffing events. The organization has held a U.S. Census Bureau hiring event during the Fall of 2019 and Winter of 2020 with recruiters from the Chicago Region. Hiring Census enumerators...
had been a top priority of the Complete Count Committee as the Census Bureau has asked for assistance in messaging on their hiring needs. According to the Census Bureau, the campaign would need roughly half a million part-time and temporary employees for the enumeration. Census Bureau enumerators could earn $29.50 per hour plus mileage in DuPage County, as advertised by the Bureau.

**Impact DuPage**
The DuPage County Health Department is the public health agency for DuPage County and houses the Impact DuPage initiative. The Health Department focused on messaging to clients of direct services, including behavioral health, adult health, and maternal and child health, intake staff and community health workers, as well as its 500+ staff members. Census messaging has been included in all-staff town hall meetings, displayed on video monitors at all five public health center sites, and the census logo was incorporated into staff e-mail signatures with a link to the Census.gov site. Any incoming calls to the health department include an “on hold” message promoting the 2020 Census. Flyers promoting the Census are included with WIC coupons when WIC clients come to their curbside pickup appointment. Staff also distributed flyers, in English and Spanish, and displayed signage promoting the Census at the DuPage County COVID-19 Community-Based Testing Site, located on the DuPage County Fairgrounds.

The Health Department also conducted a public messaging campaign to promote 2020 Census participation. As a subgrantee of RAILS’ Illinois Department of Human Services Census 2020 grant, the Health Department released digital ads to promote response to the Census in hard-to-count census tracts. The ads were geotargeted to ten hard-to-count tracts and ran from April 2020 – June 2020. The banner ads contained the wording “It’s Easy. It’s Safe. Be Counted. 2020 Census.” and link to https://2020census.gov/. Ads appeared on mobile sites such as entertainment, news, weather, sports, and entertainment. The Health Department also released digital and Facebook ads in June 2020 targeting 12 Census tracts that had Census 2020 response rates below 60% as of mid-May. In addition, radio PSAs ran in May 2020 as part of this subgrant. Lastly, the Health Department’s staff was instrumental in the design of Census palm cards for the Complete Count Committee.

Impact DuPage included a feature on the Census in three monthly newsletters including resources and local events to their distribution of more than 900 community partners and residents. The Impact DuPage Steering Committee, comprised of leaders of local community organizations, also received a presentation on the 2020 Census from the Interim Lead of the State Data Center Network in Illinois at its September 13, 2019 meeting.

**DuPage County Continuum of Care**
DuPage County Homeless Continuum of Care partners with homeless housing and service providers throughout DuPage County to develop and support effective strategies to prevent and end homelessness. The vision of the Continuum of Care is DuPage County residents will
have access to safe, affordable housing and a comprehensive, integrated system of support services. The Continuum of Care will support the 2020 Census outreach efforts through communication and education with its partner agencies to identify those hard to count populations, including those experiencing sheltered and unsheltered homelessness.

The Census Bureau has asked Continuum of Care organizations to assist the Bureau in identifying sheltered and non-sheltered locations for persons experiencing homelessness and encouraging persons experiencing homelessness to apply for Census jobs.

Those experiencing homelessness are counted in two ways: (1) Those living in shelters are counted as part of our Group Quarters enumeration. They will not self-respond by using the shelter address, unless they live in accommodations with their own address or unit number. Instead, the facility administrator is asked to provide a list, electronically or by paper, of every person living in their facility on April 1st. They are also given the option of allowing Census staff in to enumerate the population in person.

In addition, the DuPage County Continuum of Care promoted both national U.S. Census efforts and local census achievements, strategies, and opportunities in 13 separate website posts on the CoC website homepage (https://dupagehomeless.org/) since June, 2019.

As a result of the COVID-19 pandemic, enumeration of the hard to count population of sheltered and unsheltered persons experiencing homelessness underwent significant change. As a result, those persons living in hotel shelter were encouraged to self-respond to the census via online or by phone. Any households who had not self-responded or were uncounted in congregate shelter during September had been counted as part of Group Quarter enumeration. The Census completed a count of the county’s homeless population during the week of September 22nd – 24th 2020.

**DuPage Regional Office of Education (ROE)**

The DuPage Regional Office of Education (ROE) serves to provide high quality education for the County’s residents and to support the educational institutions within the county. The ROE provides to all school districts the services and programs required by the Illinois School Code, Illinois Administrative Code, and the Illinois State Board of Education mandates. It also provides services and support to community members, private schools, parents, children, business leaders, and others. These services include: Professional and Technical Support that is designed to improve the academic success of the children; Collaboration Initiatives with businesses and government that ensure the County’s children will not be out-educated by any other nation; Accountability for the implementation and maintenance of the highest school safety standards; Guarantees that every educator meets the highly qualified teaching status as defined by state and national requirements; Advocacy throughout the county, state, and nation which works to secure local control efforts and ensure that the needs of suburban education are promoted; and, Creation of best practice policies and procedures to create an economy of efficiency,
which leads to more dollars going to schools. The DuPage ROE has coordinated Census information and messaging with School District communication specialists and principals. Additionally, through their work as Co-Chair of the DuPage Early Childhood Collaborative with YWCA, they continue to communicate with over 1,400 Early Childhood providers across DuPage County on how to support Census efforts.

**COMPLETE COUNT COMMITTEE MEMBER INITIATIVES**

**DuPage Federation on Human Services Reform**

*DuPage Federation on Human Services Reform* is a collaboration of government and key community organizations that identify ways a local community can address its human services needs using its own resources and resourcefulness. Their mission is to generate cross-sector solutions that leverage expertise to address the human service needs of the DuPage region. With a staff of 10, the Federation works with 33 organizations throughout the County, and is headquartered in Lombard, Illinois.

In August 2019, the Federation hosted a conference call with their member organizations, new partnership specialists with the Census Bureau, and Sherrie Taylor of Northern Illinois University’s Center for Governmental Studies (CGS). Discussion ensued over how human service agencies can use and promote relevant Census information to raise awareness of the Census and its importance. It was noted human service agencies should build relationships with libraries and other to collaborate, as libraries are gearing up to support Census self-response with easy internet access to their community.

The DuPage Federation on Human Services Reform proposes to provide media products (such as fact sheets, flyers, widgets for web-sites) to human service providers in DuPage and surrounding areas, to incorporate into applicant and client contacts, in order to optimize self-response among populations considered Hard to Count. The media products have been created in alignment with the DuPage Complete Count Committee, and in partnership with human service agencies in DuPage and surrounding areas, so that those agencies can leverage existing access points – things agencies are already doing to enroll and engage and serve clients – to promote self-response to the census questionnaire. The media products support engagement...
of those considered Hard to Count demographics who are dispersed throughout DuPage and surrounding areas, as they engage in human services, as well as those geographically clustered in census tracts identified by a set of census indicators as Hard to Count. The media products utilize the research-based messaging created by the Census Bureau in order to motivate people to respond, assure respondents that their data are confidential and secure, and make it easy to know how to respond in DuPage and surrounding areas at any time.

The Federation and its partners worked to equip human services organizations with the most effective communication tools. At the November 2019 meeting, the Federation provided to the Committee a Census fact sheet designed specifically for human services providers in DuPage County to utilize when working with clients. That fact sheet is contained in the Appendix of this Report.

**DuPage Health Coalition**

DuPage Health Coalition’s mission is to develop and sustain in DuPage County a system for efficiently and effectively managing the health of low-income populations across the Continuum of Care. The organization is a collaborating partnership of health and health safety net providers working in concert to create and maintain high quality health access for vulnerable families in our community. Guided by the belief that income should not determine health, our community collaborations ensure that in DuPage County, it does not. The Coalition discharges their mission through direct service with programs like Access DuPage (health access for the uninsured), the Women’s Cancer Navigation Program, DuPage Dispensary of Hope (a free pharmacy for the uninsured) and Silver Access ACA Premium Assistance (SA). The Coalition also works as a planning council, researching and implementing health innovation and health care delivery system change that maximizes access to care and minimizes health disparities.

The work brings DuPage Health Coalition into relationship with a host of populations deemed to be hard to reach by typical census efforts. The Coalition’s members are universally low income, substantially foreign born, often limited English proficient, and housing insecure. The Coalition intends to leverage their frequency of contact with their members and the trust cultivated through their enduring relationships to provide education, reassurance and guidance about the 2020 Census, bolstering participation in a population whose participation is typically low. The organization layered outreach efforts on top of already scheduled mailings, in-person trainings and email and text communications. By this means, the Coalition anticipates they can provide credible information and encouragement to participate to close to 5,000 Coalition members in the coming year.
League of Women Voters

League of Women Voters have seven organizations in DuPage County that represent Aurora, Bloomingdale, Carol Stream, Downers Grove, Elmhurst, Glen Ellyn, Lisle, Naperville, Roselle, Warrenville, West Chicago, Wheaton, Winfield and Woodridge. The League is celebrating its 100th year as a nonpartisan organization dedicated to encouraging informed and active participation in government. It influences public policy through education and advocacy. The League of Women Voters believes a complete and accurate census is essential to the fair governance that is expected by our citizens. Cumulatively, the League held six Census 2020 informational events between July 2019 and February 2020. The Leagues used social media to reach out to followers and made Census materials available at all of their community events. Individual Leagues participated in their local Complete Count Committees representing Elmhurst, Glen Ellyn, Naperville, Warrenville, Wheaton, and West Chicago. The Elmhurst League partnered with their City and local television station to include a professionally filmed Census 2020 commercial at the beginning and end of their televised 2020 election forums. The Glen Ellyn Library was the recipient of a $10,000 grant from the Regional Library System that provided for the printing of Census 2020 materials for the community and training. The League partnered with People’s Resource Center in Wheaton and Westmont to provide questionnaire assistance to clients visiting the center who are seeking to complete the census online. Other partners included Common Cause Chicago, League of Women Voters-IL, YWCA of Metropolitan Chicago, and a local school district.
Hamdard Healthcare

Hamdard Healthcare’s mission is to promote the physical and emotional health and psychological well-being of individuals and families by offering hope, help, and healing. They offer a sliding scale for self-pay patients, accept Medicaid, most state plans (BlueCross community, Meridian, IlliniCare, etc.), and private insurances. They offer primary healthcare, behavioral health, psychiatric services, health insurance and Medicaid enrollment, health education, and public benefit support. Their staff capacity is 30 staff members and are located in Addison (at 228 E. Lake Street Addison, IL 60101). The organizations they work with are Lotus Dental, Addison Park Pediatrics, World Relief, Serenity House, Carniceria Jimenez, La Huerta, Village of Addison, Alexian Brothers mental health, DuPage Federation of Human Service Reform. Hamdard Healthcare plans on offering Census workers the opportunity to join Hamdard’s outreach team in our upcoming community events. They have worked to reach out to libraries, community partners, and grocery stores in spreading pro-Census messaging.

Choose DuPage

Choose DuPage is the County’s first economic development alliance aimed towards promoting a dialogue between private- and public-sector leaders to grow, retain, and attract businesses, support county-wide economic development initiatives, and address policy issues critical to the needs of the regional economy. Choose DuPage also works to showcase the county to prospective employers and companies in order to expand the job opportunities available to the County’s residents. In January 2020, Choose DuPage launched a social media campaign directed to the business community in the County to help spread awareness of the 2020 Census.

DuPage Mayors and Managers Conference

The DuPage Mayors and Managers Conference is a council comprised of 34 municipal governments in DuPage County and is dedicated to addressing public policy issues impacting municipalities. Located at 1220 Oak Brook Road in Oak Brook, the Conference serves the region through various objectives, including: promoting excellence in municipal government; fostering intergovernmental cooperation; providing research, technical assistance, training, and leadership development opportunities to members; voicing

United States Census 2020

Shape your future with the 2020 Census choosedupage.com

2020 CENSUS IDEAS EXCHANGE
municipal concerns on local, regional, state, and national issues at a variety of forums; and evaluating the impact of pending state and local legislation on municipalities.

The DuPage Mayors and Managers Conference organized, along with the Metropolitan Mayors Caucus, a Census educational event at the College of DuPage in December 2019 called “Ideas Exchange.” At this event, community members and organizations had an opportunity to discuss ongoing Census outreach efforts and share best strategies.

**DuPage NAACP**

Having been chartered in November of 1956, the DuPage NAACP has been an active and engaged organization in the County for over 60 years. With its mission to ensure the political, educational, social and economic equality of rights of all persons and to eliminate racial hatred and discrimination, the NAACP has been the leading civil rights advocacy organization in the United States. Specific to DuPage County, the NAACP has been working to continue and strengthen their partnerships with the business community, to increase voter education and eligible voter registration, to expand their diverse membership base, and to mentor the youth of the County. DuPage NAACP and Unity Partnership have been working with the Urban League on Census outreach and education efforts. Unity Partnership was formed by Regina Brent and Ronald Allen in the wake of a series of highly publicized police-related shootings around the country, which exacerbated tensions between law enforcement and the African American community and resulted in an increase in violence against police officers. Recognizing that these issues are not exclusive to the black community, Unity Partnership includes a number of cultural, ethnic, and religious groups along with law enforcement officials and community leaders. The mission of this organization is to facilitate significant dialogue between the community and police departments, giving a collective voice to the concerns of historically disenfranchised groups to proactively work to prevent future problems. Under the direction of Regina Brent, the organization has worked with the Naperville and Aurora Complete Count Committee, the Urban League of Chicago, and the NAACP to map out a plan to raise awareness through local media and the school system, specifically targeting the youth to bring awareness to parents.

**College of DuPage**

The College of DuPage, founded in 1967, is the leading community college in DuPage County with a mission to be a center for excellence in training, learning, and cultural experiences by providing accessible,
affordable, and comprehensive education. Along with the entirety of DuPage County, the college also matriculates students from sections of Cook and Will counties.

In September of 2019, Dr. Brian Caputo from the College of DuPage informed the Committee about the College’s outreach to the student body about the various Census job opportunities and urged other organizations to similarly inform their various clients about these opportunities as well. The College has been including Census-related information in their newsletters, which are sent out periodically to students, staff, and others. The College held a Census recruitment fair on February 13th geared towards students who could work for the Census Bureau as enumerators throughout the County.

**Xilin Association**

Founded in 2003, the Xilin Association provides families in the greater Chicago area an innovative educational system for children, an adult day care for seniors, and cross-cultural community events and activities. Working with doctors, nurses, insurance companies, and caregivers, Xilin is able to provide a comprehensive and centralized model of community services for children and adults in one facility. With five locations throughout the Chicagoland area, Xilin has one location in Naperville which serves DuPage County residents. Xilin has instructed their staff to inform clients and clients’ families about the Census during normal intake. The organization also hosted an event geared towards building community awareness of the Census on Friday, March 6th, 2020.

**Illinois Muslim Civic Coalition**

The Illinois Muslim Civic Coalition is a partnership of activists, influencers, and organizations, with a mission to collaborate and amplify the social and civic efforts of Muslims in the state. The Illinois Muslim Civic Coalition crafted pledge cards, palm cards, and other informational material regarding the Census and shared these with the Committee. Most Census literature were a part of their “Census Stories”, in which a diverse group of individuals from the Muslim community were featured to explain why the Census matters and how it will impact them personally to bring a more human and diverse aspect to Census marketing materials. Additionally, the Coalition gave permission to the various organizations on the Committee to utilize, modify, and distribute these materials. The Coalition began in September of 2019 to
collect pledge cards from individuals who have pledged to be counted in the 2020 Census so the Coalition may be able to contact them with upcoming Census events, any more Census information, and/or other reminders. The Coalition produced a multi-lingual video series highlighting the importance of participation in the 2020 Census. They sponsored a Census kickoff event for Muslim youth in September (called "Students, Sunshine, and Census") and presented in collaboration with Hip-Hop Detoxxx, featuring music, dance, and spoken word to motivate students to become politically engaged and empowered. The organization collaborated with multiple partners, including the DuPage Complete Count Committee, to provide for a webinar on March 29, 2020 which contained a “train the trainer” component in order to assist those wanting to conduct questionnaire assistance.

People’s Research Center (PRC)

Founded in 1975 in Wheaton, People’s Research Center (PRC) has been a leading organization in responding to hunger and poverty in DuPage County, with nearly 30,000 DuPage residents relying on PRC for assistance each year. The mission of PRC is to respond to basic human needs, promote dignity and justice, and create a future of hope and opportunity for residents through
discovering and sharing personal and community resources. PRC is supported by a team of over 2,600 volunteers and donations from the community. Along with providing food and other necessities to those facing tough times, it also connects people with various resources – education and tutoring, jobs, technology, art – with the hope of achieving a lasting and impactful change for the better. People’s Resource Center held bi-monthly Census hiring recruitment fairs at their Wheaton and Westmont facilities from the Fall 2019 through February 2020. The organization partnered with the League of Women Voters to provide questionnaire assistance at their location for residents seeking to complete the Census online. Providing internet access to those considered “hard-to-count” is a strategy many organizations sought to implement in their Census outreach plans.

Work on the 2020 Census!

Earn $29.50 per hour, plus mileage

A representative from the US Census 2020 team will present information at PRC in Wheaton this month

What kind of jobs are available?
How can I apply?
What is the hourly wage?

Learn more about these well-paying jobs!
Open to all. No registration necessary.

DuPage High School District 88

DuPage High School District 88 is comprised of Addison Trail High School and Willowbrook High School. The mission of District 88 is to work for the continuous improvement of student achievement, in both their academic lives and their personal lives. In 2019, the District had almost 4,000 students enrolled, of which 49.6% are from low-income families, and 47.5% are of a Hispanic background. With a large population considered to be “hard to count”, as defined by the Illinois Department of Human Services, District 88 is an important Committee member that is working to better inform and educate its stakeholders about the 2020 Census.

The District began, at the start of the 2019-2020 school year, to provide Census-related information on their websites & social media and began to include information in their weekly newsletter they send to community members, parents, and staff. The District distributed Census-related information during the August registration period and provided educational Census presentations during parent and community meetings. The District also is a member of the Village of Addison census committee and the Village of Villa Park census committee.
West Chicago Public Library District

The West Chicago Public Library District serves the City of West Chicago as well as small portions of adjoining municipalities, covering a total population of nearly 30,000 and extending over a land area of 36 square miles. Formed on May 1, 1986 as a result of a referendum reorganizing the Library from a municipal to a district library, the West Chicago Public Library District has been an enduring institution in the West Chicago region for nearly 34 years. The Library hosted a Community Partner Rally on Wednesday, March 4th at the American Legion to help raise awareness.

World Relief DuPage

World Relief DuPage is a Christian-centered organization, founded in DuPage County in 1979, that partners with local churches to offer a variety of services to refugees and immigrants living in the County. Along with basic financial assistance, World Relief DuPage offers the following services for immigrants, refugees, and asylum-seekers: Refugee Resettlement & Integration, Immigration Legal Services, English Language Training, Employment and Career Advancement Services, Social Services, Mental Health Counseling, Seniors programming, Asset Development Services, Children & Youth Programs, and Volunteer & Church Mobilization. In 2017, World Relief DuPage was able to achieve the following results thanks to $1.8 million in private donations: 503 immigrants applied for citizenship; 617 refugees found reliable jobs; 155 refugee children became enrolled in school; 270 adults have improved their English proficiency; and 114 people have been connected to counselors.

World Relief held a modified Census training for staff and provided staff with translated Census resources to share with clients in ESL classes, immigration appointments, at initial intake, and in all interactions including wellness home visits, during employment assistance, and in Seniors groups. Volunteers working directly with clients also received Census information to share with the families they were matched with. World Relief also created an FAQ flyer specifically tailored to the
concerns and interests of the refugee and immigrant community, so staff could quickly provide answers to common questions. World Relief Staff also incorporated Census information into standing immigrant community meetings and workshops. A workshop specifically dedicated to completing the Census form was planned for mid-March but had to be cancelled due to COVID-19. Despite this, World Relief provided staff with 14 different translations of “Your Guide to the 2020 Census: How to Respond to the 2020 Census Paper Questionnaire” to distribute during all remote interactions with clients, and posted several translations in World Relief’s client Facebook group. In the week before office closure and the stay-at-home order, World Relief DuPage was also in the process of sending clients to the Glen Ellyn and Wheaton Public Library for computer access to complete the Census questionnaire. Additionally, World Relief planned to host and partner with the Syrian Community Network (located in Chicago and Burr Ridge) to come out and provide in-person Census questionnaire assistance for Arabic-speaking clients. As things settle with Covid-19, and the Census Bureau pushes back field operations, World Relief plans to continue a targeted approach to specific language groups to complete the Census. This is especially important for those who are illiterate in their own language and genuinely need interpreted assistance completing the questionnaire; World Relief is brainstorming ways to assist these populations remotely, as they most often don’t have computers or internet access and can’t complete the Census by phone (due to the limited number of languages offered).
Final Results

The U.S. Census Bureau missed its initial statutory deadline of December 31, 2020, to deliver complete and accurate state population counts. Legacy data was delivered to states in August of 2021. The final Census numbers were released to the public in September of 2021. You may review all of the 2020 Census data at data.census.gov.

Self-Response Rate

DuPage County’s final self-response rate was 80.8%, (fourth highest in the state), 73.2% of whom completed the census survey online (the remaining responses were received either by mail or by phone). In 2010, DuPage County’s self-response rate was 77.3%. Combined with enumeration results, the county’s final overall census response rate in 2020 was 99.9%.

Illinois’ final self-response rate was 71.3%, for a total response rate of 99.9%.

### 2020 Self-Response Rate — Collar Counties

<table>
<thead>
<tr>
<th>Entity Name</th>
<th>Internet Self-Response Rate</th>
<th>Overall Self-Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>McHenry County</td>
<td>73.7%</td>
<td>82.3%</td>
</tr>
<tr>
<td>DuPage County</td>
<td>73.2%</td>
<td>80.8%</td>
</tr>
<tr>
<td>Will County</td>
<td>68.6%</td>
<td>78.6%</td>
</tr>
<tr>
<td>Kane County</td>
<td>68.1%</td>
<td>77.5%</td>
</tr>
<tr>
<td>Lake County</td>
<td>68.1%</td>
<td>76.9%</td>
</tr>
<tr>
<td>State of Illinois</td>
<td>58.4%</td>
<td>71.4%</td>
</tr>
<tr>
<td>Cook County</td>
<td>56.5%</td>
<td>67.4%</td>
</tr>
</tbody>
</table>

*Note: Overall Self-Response Rate includes responses by phone, mail, and internet.*
Total Population

The 2020 Census figures indicate that the State of Illinois lost approximately 18,000 residents. The County of DuPage increased its population by almost 16,000. This brought the total population of DuPage from 916,924 in 2010 to 932,877 in 2020. The population within unincorporated DuPage County decreased slightly. This decrease in the unincorporated population can be attributed to municipalities annexing portion of unincorporated DuPage.

Demographic Information

The 2020 Census data reflects changing demographic information for DuPage County. The table below reflects an increase in the County’s Latino and Asian populations. In 2020 DuPage was home to approximately 23,000 more Latino residents and approximately 27,000 Asian residents than in 2010. Based on this data, the demographic make-up of DuPage County continues to diversify. The State of Illinois reflected a diversity index of 54.7% in 2010, increasing to 60.3% in 2020. DuPage has mirrored the state with a more diverse make-up compared to the demographic breakdowns for 2010 to 2020.

The table below breaks down each demographic group and compares their populations between 2010 and 2020.

Population of DuPage County

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Population Over the Age of 18</th>
<th>Unincorporated Population</th>
<th>Percentage of Unincorporated Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>916,924</td>
<td>689,494</td>
<td>96,976</td>
<td>10.58%</td>
</tr>
<tr>
<td>2020</td>
<td>932,877</td>
<td>724,333</td>
<td>95,823</td>
<td>10.27%</td>
</tr>
</tbody>
</table>

Demographic Breakdown of DuPage County

<table>
<thead>
<tr>
<th>Year</th>
<th>White</th>
<th>Latino</th>
<th>Asian</th>
<th>Black</th>
<th>American Indian</th>
<th>Native Hawaiian/Pacific Islander</th>
<th>Other</th>
<th>Two or more races</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>646,130</td>
<td>121,506</td>
<td>91,793</td>
<td>41,024</td>
<td>992</td>
<td>171</td>
<td>1,181</td>
<td>14,127</td>
</tr>
<tr>
<td>2020</td>
<td>591,441</td>
<td>144,291</td>
<td>118,982</td>
<td>44,201</td>
<td>873</td>
<td>219</td>
<td>3,299</td>
<td>29,571</td>
</tr>
</tbody>
</table>

Demographic Breakdown of DuPage County by Percentage

<table>
<thead>
<tr>
<th>Year</th>
<th>White</th>
<th>Latino</th>
<th>Asian</th>
<th>Black</th>
<th>American Indian</th>
<th>Native Hawaiian/Pacific Islander</th>
<th>Other</th>
<th>Two or more races</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>70.47%</td>
<td>13.25%</td>
<td>10.01%</td>
<td>4.47%</td>
<td>0.11%</td>
<td>0.02%</td>
<td>0.13%</td>
<td>1.54%</td>
</tr>
<tr>
<td>2020</td>
<td>63.40%</td>
<td>15.47%</td>
<td>12.75%</td>
<td>4.74%</td>
<td>0.09%</td>
<td>0.02%</td>
<td>0.35%</td>
<td>3.17%</td>
</tr>
</tbody>
</table>

Note: Percentages may not add up to 100% due to rounding.
CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here’s a quick refresher of what it is and why it’s essential that everyone is counted.

Everyone counts.
The census counts every person living in the United States once, only once, and in the right place.

It’s about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It’s in the Constitution.
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It’s about $675 billion.
The distribution of more than $675 billion in federal funds, grants, and support to states, counties, and communities are based on census data.
That money is spent on schools, hospitals, roads, public works, and other vital programs.

It’s about redistricting.
After each decade’s census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.
Completing the census is mandatory: it’s a way to participate in our democracy and say "I COUNT!"
Census data are being used all around you.

Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.

Your privacy is protected.

It’s against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.

Businesses use census data to decide where to build factories, offices, and stores, which create jobs.

Local governments use the census for public safety and emergency preparedness.

Real estate developers use the census to build new homes and revitalize old neighborhoods.

2020 will be easier than ever.

In 2020, you will be able to respond to the census online.

You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.

FIND OUT HOW TO HELP AT 2020CENSUS.GOV/PARTNERS
INFORMACIÓN BÁSICA SOBRE EL CENSO: LO QUE USTED NECESITA SABER

El Censo del 2020 está más cerca de lo que usted creyó! Esto es un repaso rápido de lo que es y de por qué es esencial que todos sean contados.

Todos cuentan.
El censo cuenta a todas las personas que viven en los Estados Unidos una vez, solo una vez y en el lugar correcto.

Se trata de una representación justa.
Cada 10 años, los resultados del censo se usan para llevar a cabo la redistribución proporcional de la Cámara de Representantes, determinando cuántos representantes recibe cada estado.

Está en la Constitución.
La Constitución de los EE. UU. ordena que cada 10 años se cuente a todas las personas que están en el país. El primer censo se llevó a cabo en 1790.

Se trata de $675 mil millones.
La distribución de más de $675 mil millones de fondos federales, subsidios y apoyo a los estados, condados y comunidades se basa en los datos del censo.

Participar es su deber cívico.
Completer el censo es obligatorio. Es una manera de participar en nuestra democracia y decir “YO CUENTO!”.

Se trata de la redistribución legislativa.
Luego del censo de cada década, los funcionarios estatales redefinen los límites de los distritos legislativos congresionales y estatales en sus estados para reflejar los cambios en la población.
Los datos del censo se usan en todas partes.

Las empresas usan los datos del censo para decidir dónde construir fábricas, oficinas y tiendas, lo cual crea empleos.

Los gobiernos locales usan el censo para la seguridad pública y la preparación para emergencias.

Los residentes usan los datos del censo para apoyar iniciativas comunitarias relacionadas con la legislación, la calidad de vida y la defensa del consumidor.

Los constructores de propiedades inmobiliarias usan los datos del censo para construir casas nuevas y revitalizar vecindarios viejos.

Su privacidad está protegida.

Es contra la ley que la Oficina del Censo divulgue públicamente sus respuestas de cualquier manera que pudiera identificar a usted o a su hogar.

Por ley, sus respuestas no pueden ser usadas en su contra y solo pueden ser usadas para producir estadísticas.

El 2020 será más fácil que nunca.

En el 2020, usted podrá responder al censo por internet.

Usted puede ayudar.

Su opinión es muy importante—necesitamos sus ideas sobre la mejor forma de asegurarnos que se cuenten a todas las personas en su comunidad.

AVERIGÜE CÓMO AYUDAR EN CENSUS.GOV/PARTNERS

United States Census Bureau

DUPAGE COUNTY GOVERNMENT
Appendix B. Census Timeline and How to Respond

How the 2020 Census will invite everyone to respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
How the 2020 Census will Invite everyone to respond

What to Expect In the Mall

When it’s time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or between</td>
<td></td>
</tr>
<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>March 26–April 3</td>
<td>If you haven’t responded yet:</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.

United States Census 2020
The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.
There are no exceptions.

The law requires the Census Bureau to keep everyone’s information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual’s responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It’s your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don’t respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau’s data protection and privacy program at www.census.gov/privacy.
El Censo del 2020 y la Confidencialidad

Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solamente para producir estadísticas—**no se pueden usar en su contra de ninguna manera**. Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.

**Responda al Censo del 2020 para dar forma al futuro.**

Responder al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer a la economía. Los datos del censo influyen en nuestra vida diaria, aportando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en su comunidad, incluyendo atención médica, centros para personas de la tercera edad, empleos, representación política, carreteras, escuelas y negocios. Más de $675 mil millones de fondos federales se distribuyen a los estados y a las comunidades locales basándose en los datos del censo.

**Sus respuestas al censo están seguras y a salvo.**

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopile y a mantenerla en estricta confidencialidad. La Oficina del Censo puede usar sus respuestas solo para producir estadísticas. De hecho, cada uno de los empleados de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su elegibilidad personal para beneficios del gobierno.

**Por ley, sus respuestas no pueden ser usadas en su contra.**

Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno ni tribunal—ni por el Buró Federal de Investigaciones (FBI), ni por la Agencia Central...
de Inteligencia (CIA), ni por el Departamento de Seguridad Nacional (DHS), ni por el Servicio de Inmigración y Control de Aduanas de los EE. UU. (ICE). La ley exige a la Oficina del Censo mantener confidencial su información y usar sus respuestas solo para producir estadísticas.

**No hay excepciones.**

La ley exige a la Oficina del Censo mantener confidencial la información de todas las personas. Por ley, sus respuestas no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno o tribunal. La Oficina del Censo no compartirá las respuestas de ninguna persona con las agencias de inmigración o las agencias encargadas de hacer cumplir la ley, ni permitirá que esa información se use para determinar la elegibilidad para beneficios del gobierno. El Título 13 deja muy claro que la información que recopilaremos se puede usar solo para propósitos estadísticos—no podemos permitir que se use para nada más, incluyendo el cumplimiento de la ley.

**La opción es suya: usted puede responder de manera segura por Internet, por teléfono o por correo.**

Usted tendrá la opción de responder por Internet, por correo o por teléfono. Un censo visitará los hogares que no respondan de una de estas maneras para recopilar la información en persona. La ley protege su información personal, sin importar cómo responda.

**Sus respuestas por Internet están a salvo de la piratería Informática (hacking) y otras amenazas cibernéticas.**

La Oficina del Censo toma rigurosas precauciones para mantener seguras las respuestas por Internet. Todos los datos que se envían por Internet son cifrados para proteger la privacidad personal, y nuestro programa de seguridad cibernética cumple con los estándares más exigentes y recientes para proteger la información personal. Una vez que se reciben los datos, ya no permanecen en línea. Desde el momento en que la Oficina del Censo recopila las respuestas, nuestro objetivo y obligación legal es mantenerlas seguras.

**Estamos comprometidos a mantener la confidencialidad.**

En la Oficina del Censo de los EE. UU., estamos absolutamente comprometidos a mantener confidenciales sus respuestas. Este compromiso significa que es seguro responder al censo sabiendo que sus respuestas solo se usarán para pintar un retrato estadístico de nuestra nación y sus comunidades.

Averíquelo más sobre el programa de protección de datos y privacidad de la Oficina del Censo en [www.census.gov/privacy](http://www.census.gov/privacy).

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**Las leyes que protegen la información personal del censo han resistido los desafíos.**

En 1982, la Corte Suprema de los EE. UU. confirmó que aún las direcciones son confidenciales y no se pueden divulgar mediante procesos de descubrimiento legal o la Ley de Libertad de Información (FOIA). En el 2010, el Departamento de Justicia de los EE. UU. determinó que la Ley Patriota no tiene precedencia sobre la ley que protege la confidencialidad de las respuestas individuales del censo. Ningún tribunal de justicia puede emitir una citación judicial que ordene la presentación de las respuestas del censo.

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**Conéctese con nosotros**

@uscensusbureau
The U.S. Census counts every resident in the United States, including DuPage County, and takes place once every 10 years. The Census data is used to determine political representation in Congress and to distribute billions in federal funds to local communities for services such as schools, roads, healthcare, and other programs.

The data you provide to the Census Bureau is highly secure, and by law cannot be shared with any other governmental or private agency.

You can complete the Census questionnaire during the Spring of 2020 by going online, calling over the phone, or by completing the paper questionnaire which will be mailed to your home if you don’t respond by mid-April.
Todos los hogares tendrán la opción de responder en español por internet o por teléfono. A partir de mediados de marzo, los hogares recibirán una invitación para participar en el censo. La invitación incluirá instrucciones en español sobre cómo responder en español por internet o por teléfono usando una línea directa gratuita en español.

Su privacidad está protegida. Es contra la ley que la Oficina del Censo divulgue públicamente sus respuestas de cualquier manera que pudiera identificarle a usted o a su hogar. Por ley, sus respuestas no pueden ser usadas en su contra y solo pueden ser usadas para producir estadísticas.

Financiamiento proporcionado en su totalidad o en parte por RAILS a través de una subvención del IDHS.
Appendix E. What DuPage Providers Need to Know

Census 2020:
What DuPage Providers Need to Know

Timeline

March 2020
Census bureau mails materials to all households with info about how to respond online (including unique household ID). They mail paper form to 20% of households with lowest access to internet.

April 2020
April 1st is Census Day. Every home will have received an invite to participate by today. Census bureau begins reaching out to respondents living in large group settings (e.g. college, nursing homes, etc.).

May 2020
Census Bureau begins conducting home visits to non-respondent addresses.

Dec 2020
Census delivers count to the President & Congress.

Barriers & Motivators to Completing the Census

Barriers
- Lack of Knowledge: Limited knowledge about purpose, content, and execution of census.
- Confidentiality & Privacy Concerns: Concerns that personal info such as SSN will be requested & mishandled.
- General Distrust of Government: Mistrust of government to keep promises such as confidentiality and hold harmless rules.
- Fear of Repressions: Fear that info will be used to take will be used to harm respondent.
- Age & Lack of Political Efficacy: Historically disenfranchised groups believe benefits of census likely won't reach their communities.

Motivators
- Knowledge of the Census & its Impacts: Explain census role in resource distribution.
- Evidence of Community Benefits: Show tangible results of funding derived from census count in their community. The more specific, the better.
- Better Future for the Community: Connect funding gains to a better future to maximize motivation.

Funding Dependent on the 2020 Census Count
In FY16-2015, programs accounting for over $900 billion of funding depended on Census data for dispersal nationwide.

- Health & Medicaid:
An additional 1% Undercount would've seen a decrease of $114,893,781 in Medicaid funds to Illinois in FY15.
That's approximately $9.40 per person missed.

- Education Title I:
DuPage Local Education Agencies (LEAs) received $16,953,675 in Title 1 funds in FY17.
Would've lost $1,368 per uncounted low income child (5-17 years old) in FY17.

- Human Services CDBG:
DuPage social service and government agencies received $4,045,022 in CDBG funds in FY17.
Three DuPage Municipalities on eligibility cusp (50,000 residents) for CDBG funds: Wheaton (53,577), Downers Grove (49,649), & Elmhurst (46,139).

1. Timeline from Census Bureau
2. Barriers from Focus Group Study by Census Bureau
3. Data from George Washington University Policy's "Counting for Dallas's project & ACS Data from Census Bureau

Created by DuPage Federation on Human Service Reform. For more information please contact Research Analyst Jordan Durrett at jduurrett@dopagefederation.org

DUPAGE COUNTY GOVERNMENT
# 2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and households across America are responding every day. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of Census Bureau employees and the American public.
- Implement guidance from federal, state, and local health authorities.
- Ensure a complete and accurate count of all communities.

The table below summarizes the adjustments to operations. Should any additional adjustment become necessary, the Census Bureau will promptly publish the change in an updated document.

## STATUS OF CURRENT OPERATIONS

<table>
<thead>
<tr>
<th>Activity/Operation</th>
<th>Planned Schedule</th>
<th>Adjustment</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Response Phase</strong></td>
<td>March 12–July 31</td>
<td>Extended</td>
<td>March 12–August 14</td>
</tr>
<tr>
<td><strong>Update Leave</strong></td>
<td>March 15–April 17</td>
<td>Delayed</td>
<td>March 29–May 1</td>
</tr>
<tr>
<td><strong>Update Enumerate</strong></td>
<td>March 16–April 30</td>
<td>Suspended and extended</td>
<td>March 16–May 14</td>
</tr>
</tbody>
</table>

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Connect with us @uscensusbureau

For more information: 2020CENSUS.GOV

D-PS-EN-018  March 21, 2020

Shape your future START HERE >
<table>
<thead>
<tr>
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<th>Planned Schedule</th>
<th>Adjustment</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile Questionnaire Assistance</strong></td>
<td>March 30–July 31</td>
<td>Delayed</td>
<td>April 13–August 14</td>
</tr>
<tr>
<td>Census Bureau staff will assist people with responding online at places such as grocery stores and community centers.</td>
<td></td>
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<tr>
<td><strong>Early Nonresponse Followup (NRFU)</strong></td>
<td>April 9–July 31</td>
<td>Delayed</td>
<td>May 7–August 14</td>
</tr>
<tr>
<td>Census takers will follow up with households that haven’t responded yet around some colleges and universities.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Nonresponse Followup (NRFU) and NRFU Reinterview</strong></td>
<td>May 13–July 31</td>
<td>Delayed</td>
<td>May 28–August 14</td>
</tr>
<tr>
<td>Census takers will interview households in person that have not responded online, by phone, or by mail.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Group Quarters Enumeration</strong></td>
<td>April 2–June 5</td>
<td>Delayed</td>
<td>April 16–June 19</td>
</tr>
<tr>
<td>We’re encouraging administrators of facilities like nursing homes, prisons, and student housing to choose an option for counting their residents that requires less in-person contact.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Service-Based Enumeration</strong></td>
<td>March 30–April 1</td>
<td>Delayed</td>
<td>April 29–May 1</td>
</tr>
<tr>
<td>We’re working with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.</td>
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<tr>
<td>Activity/Operation</td>
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<td>--------------------------------------------------------</td>
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<tr>
<td><strong>Census counts people experiencing homelessness outdoors</strong></td>
<td>April 1</td>
<td>Delayed</td>
<td>May 1</td>
</tr>
<tr>
<td>Census takers will count people under bridges, in parks, in all-night businesses, etc.</td>
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</tr>
<tr>
<td><strong>Enumeration of Transitory Locations</strong></td>
<td>April 9–May 4</td>
<td>Delayed</td>
<td>April 23–May 18</td>
</tr>
<tr>
<td>Census takers count people staying at campgrounds, RV parks, marinas, and hotels if they do not usually live elsewhere.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Deliver apportionment counts to the President</strong></td>
<td>By December 31</td>
<td>On schedule</td>
<td>By December 31</td>
</tr>
<tr>
<td>By law, the Census Bureau will deliver each state’s population total, which determines its number of seats in the U.S. House of Representatives.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Deliver redistricting counts to states</strong></td>
<td>By April 1, 2021</td>
<td>On schedule</td>
<td>By April 1, 2021</td>
</tr>
<tr>
<td>By law, the Census Bureau will deliver the local counts each state needs to complete legislative redistricting.</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 CENSUS - WHY SHOULD IT MATTER TO ME?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential.

The population totals from the census determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative and school districts. The population totals also affect funding in your community, and data collected in the census help decision makers know how your community is changing. Approximately $675 billion in federal funding is distributed to communities each year. Illinois could stand to lose $1.2 billion in funding over the next decade should the 2020 Census undercount the State’s population. Moreover, Census data is used to forecast future transportation needs for all segments of the population, help determine areas eligible for housing assistance and rehabilitation loans, and assist in designing facilities for people with disabilities, the elderly, and children.

The U.S. Census Bureau has assisted states and units of local government in establishing and training Complete Count Committees (CCCs). In May 2019, DuPage County established the DuPage Complete Count Committee, a volunteer committee of elected officials, non-profit organizations, educational institutions, health and human service organizations, cultural organizations, and others to increase awareness and motivate residents to respond to the 2020 Census. Success of the census depends on community involvement at every level. The Census Bureau cannot conduct the 2020 Census alone!

The goal of the DuPage CCC is to increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, education and outreach program. By doing so, the DuPage CCC will utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community. Special focus would be granted to “hard to count” populations, which the Census Bureau defines as “groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, and low income households.” The U.S. Census Bureau has mapped Hard-to-Count (HTC) communities in an interactive online map which may be accessed here: https://www.censushardtountmaps2020.us.

United States®
Census 2020
CENSUS DAY IS APRIL 1, 2020

The most important thing you can do is respond to the Census questionnaire when you receive it. There will be multiple ways you can respond:

1. Online - For the first time, this Census questionnaire can be completed online using your personal computer. If you do not have a computer or access to the internet, please visit your local library and ask to use a public computer.

2. Phone - The U.S. Census Bureau will have a phone system set up so you can call and complete the Census questionnaire at your convenience and in 13 different languages.

3. Mail - If you do not choose to complete the questionnaire online or utilize the phone system, you can still submit your questionnaire via U.S. mail.

Should you have any questions or need additional information, please contact Jonathan Nelson of the County Board office at Jonathan. Nelson@dupageco.org.)