Strong Finish and New Beginnings!

It is hard to believe that we are now wrapping up FY20 grant funding Phases I and II and kicking off a new wave of Phase III FY21 funding, which will conclude October 31, 2020. It has been so gratifying watching our region’s Census self-response rates tick up as the result of the amazing Census outreach and marketing activities being implemented by our 14 grant Sub Recipients and partners.

FY20 Census 2020 Grant Highlights

Concluding FY20 Census grant efforts with a joint socially-distanced news conference with Governor Pritzker was as great way to end Phase I and II efforts.

Despite having to pivot work plans amidst the COVID-19 pandemic, local outreach and marketing efforts paid off with area-response rates performing above state and national averages including Boone County ranking as one of the top ten State of IL response rates areas.

Census Activity Results

Since October 2019, grant Sub Recipients have been busy implementing Census activities such as hosting outreach events, distributing marketing materials, and launching radio, television, billboard, and direct-mail campaigns.

Below are highlights of final activities achieved as part of our 14 Sub-Recipient Census 2020 grant work plans.

Final Count - By the Numbers: (Oct – June)

- 309 - # of events
- 242,651 - # reached via events
- 125,985 - # of flyers/education materials distributed
- 724 - # of Trusted Messengers trained
- 12,351 - # of persons reached through various activities

Northern IL Regional Response Rates: Above State and National Averages

<table>
<thead>
<tr>
<th>City</th>
<th>% Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Oregon</td>
<td>73.40%</td>
</tr>
<tr>
<td>City of Belvidere</td>
<td>73.10%</td>
</tr>
<tr>
<td>City of Rochelle</td>
<td>70.30%</td>
</tr>
<tr>
<td>City of Freeport</td>
<td>68.10%</td>
</tr>
<tr>
<td>City of Rockford</td>
<td>65.40%</td>
</tr>
<tr>
<td>City of DeKalb</td>
<td>64.30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>% Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boone County</td>
<td>74.70%</td>
</tr>
<tr>
<td>Ogle County</td>
<td>73.50%</td>
</tr>
<tr>
<td>Stephenson County</td>
<td>71.80%</td>
</tr>
<tr>
<td>Winnebago County</td>
<td>71.50%</td>
</tr>
<tr>
<td>DeKalb County</td>
<td>71.40%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau

Response Rates are updated daily @ https://2020census.gov/en/response-rates.html.
News Conference with Governor J.B. Pritzker – July 16, 2020
Over 50 people attended our socially-distanced News Conference held at the Rockford City Market outdoor pavilion. In addition to the Governor, other speakers included: Michael Dunn Jr., Mayor Mike Chamberlain, Mayor Tom McNamara, and Mustafa Abdall/English as Second Language Teacher – RPS 205.

Left of Governor: Mustafa Abdall, Senator Steve Stadelman, State Rep. Maurice West, Belvidere Mayor Mike Chamberlain; Right of Governor: Michael Dunn Jr. Secretary of DHS Grace B. Hou, Rockford Mayor Tom McNamara, Statewide Census Director Marishonta Wilkerson

RPC 2020 Census Team Updates: Farewell to RPC FY20 Census Team Members – Welcome Isaac Guerrero!
On June 30th, RPC hosted a get together to thank and say goodbye to several 2020 Census Grant team members who concluded their work on the FY20 grant. This included Field Representatives Kirstin Hinds, and Autumn Schaal. Grant Compliance Officer, Denise Delanty worked through late July to assist with June reports and the Governor’s news conference, while Field Representative/Supervisor Aaron Lewis will continue assisting with Phase III grant management.

RPC 2020 Census Team Updates: Welcome Isaac Guerrero!
Isaac Guerrero joins RPC Team
We are excited to announce and welcome a new RPC team member! Guerrero will be taking over some of Ivy Hood’s project manager responsibilities and as Policy Coordinator, will be assisting RPC with other projects. Guerrero, a Rockford native and a graduate of the University of Illinois at Chicago and Northwestern University, has more than two decades of experience as a reporter and editor at the Rockford Register Star.

Isaac Guerrero

Self-Response Date Extended to October 31, 2020
What this means:
• Due to COVID-19, households can now complete their Census survey online or by phone through the month of October.

Encourage Friends & Family to complete Census!
• Do your part by assisting in spreading the word about the importance of completing the Census. Encourage family and friends to complete their Census online at: www.mycensus2020.gov.

For more information on how you can get involved in ensuring a complete and accurate count in your community contact:
Ivy Hood, 2020 Census Program Manager
Phone: 815.319.4195 or
Email: ihood@r1planning.org

#815counts
2020 CENSUS
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