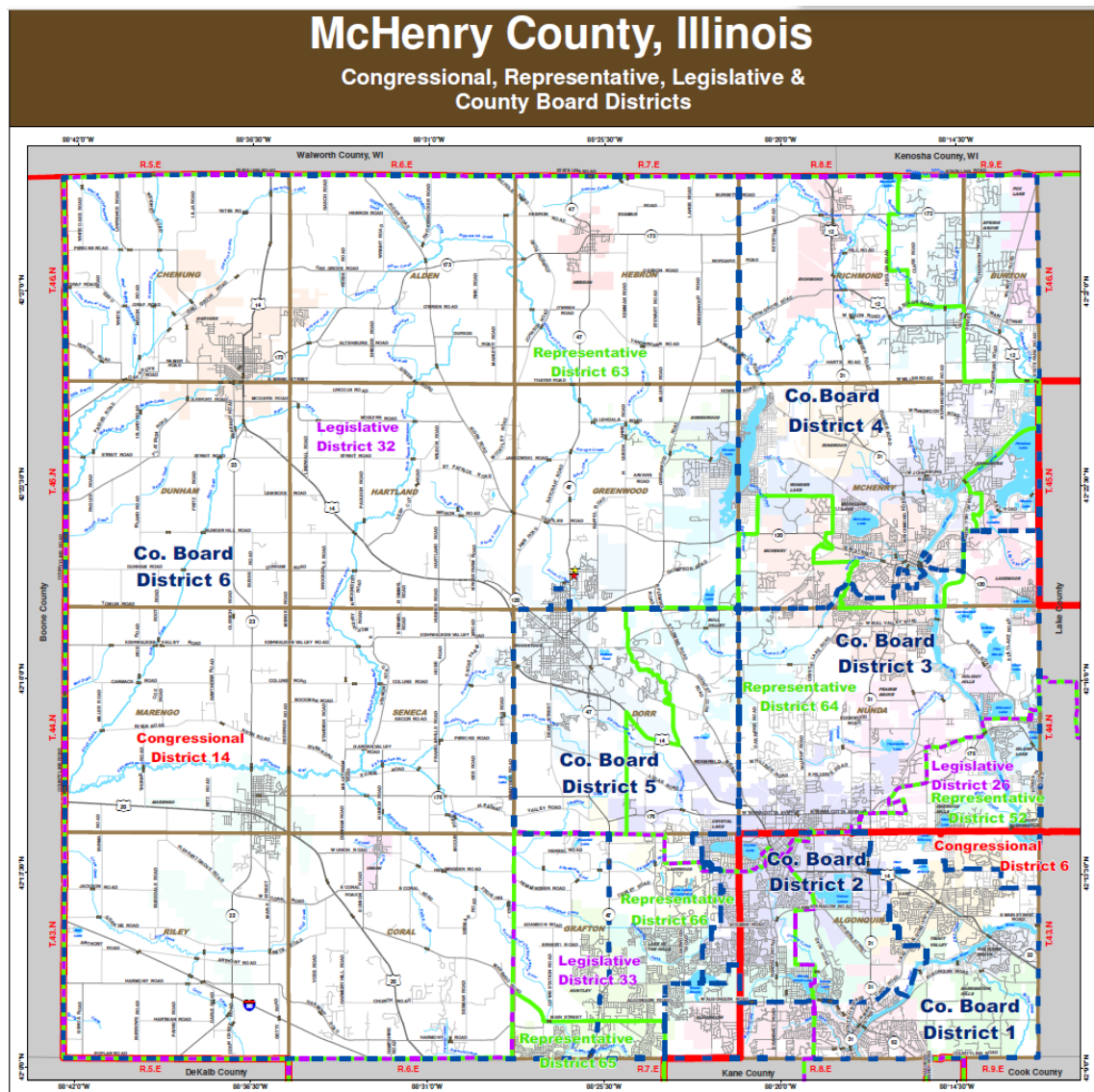


Why should I participate in and promote the 2020 Census?

1. The Constitution mandates a census every ten years.
2. Census data is used to allocate states' representation in the House of Representatives.
3. Census data determines the boundaries of state legislative districts and the districts of the County Board.
4. Federal and state governments use census data to award billions of dollars each year to local governments.
5. Local governments like McHenry County and its municipalities use census data to plan for the future.



Statement of Intent

On April 1, 2020, the United States Census Bureau will conduct the 2020 Census which will impact the voting power, funding, and community planning and service initiatives in McHenry County and the State of Illinois. To help secure McHenry County residents' future, the Ad Hoc McHenry County Complete Count Committee shall have one goal: to encourage every person in McHenry County to accurately respond to the 2020 United States Census for the most complete population count possible. This encouragement will occur through education because residents that understand the census process and its significance to their community are more likely to accurately respond.

The Ad Hoc McHenry County Complete Count Committee will develop a focused, timely and comprehensive outreach plan to educate the population on the importance of the census having a complete and accurate count. Strategic focus will be placed on addressing hard-to-count underserved communities that the census has historically undercounted. These populations typically include, but are not limited to: minorities, immigrant communities, children under the age of five, students, the homeless and the geographically isolated.

The Committee will utilize the local knowledge, expertise and influence of each committee member to design and implement a census awareness campaign targeted to McHenry County communities. This campaign may include the preparation of posters, flyers and handouts for use by the media and others, the distribution of census materials, public service announcements via social media, and other creative methods to educate McHenry County residents on the census and to foster accurate and complete responses.

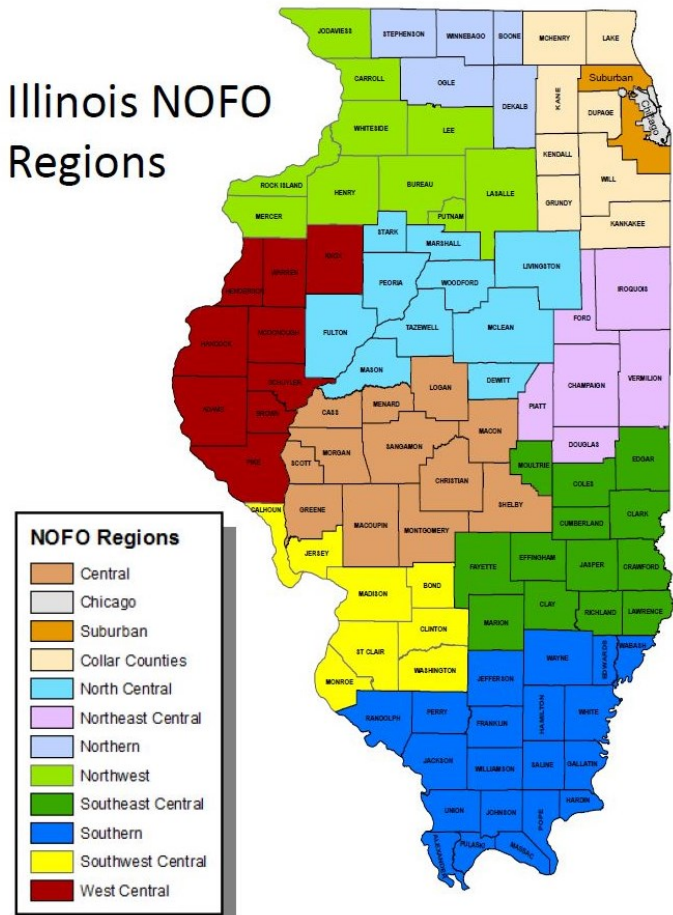
The Committee will also disseminate information regarding census job openings. Finally, it will build coalitions with community organizations, community leaders, and other trusted voices to craft a unified and coordinated message which promotes the census across all the communities of McHenry County.

All Ad Hoc McHenry County Complete Count Committee meetings shall comport with the requirements of the Open Meetings Act, and the Committee shall deliver a written report on its activities to the County Board on a quarterly basis.

Possible Grant Funding and Relationships

- Governor Pritzker allocated \$29 million to prepare for the 2020 Census and created the Census Office in the Illinois Department of Human Services to administer the program.
- The Illinois Department of Human Services (IDHS) is distributing \$20 million via a competitive grant program among 12 Illinois regions depicted below:
- McHenry County's region, the Collar Counties of Lake, McHenry, Kane, DuPage, Kendall, Will, Grundy and Kankakee will receive between \$1.8 to \$2.2 million.
- Entities that are able to provide accounting and management services to the Census Office and that have connections to their ENTIRE region may apply to be Regional Intermediaries.
- Regional Intermediaries may make sub awards to sub recipients at their discretion.
- Two entities applying to be Regional Intermediaries, the Reaching Across Illinois Library System and the Metropolitan Mayors Caucus, agreed to name McHenry County as a potential sub recipient in their applications.
- The census grant application has been extended to **September 13th, 2019**.
- Regional Intermediaries will be selected by **October 4, 2019**.
- Implementation is expected by **November 4, 2019**.
- McHenry County currently does not have funds allocated for census promotion.

Illinois NOFO Regions



How the 2020 Census will invite everyone to respond

MAY 09, 2019

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 Mail

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.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

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.



Related Information



Guidelines for Partners

Supporting Self-Response in the 2020 Census

People can respond from anywhere, anytime—online, by phone, or by mail. New opportunities for partners make helping people to respond easier than ever!

Partnership is a key component to a complete and accurate count for the 2020 Census, and the U.S. Census Bureau is excited to already have thousands of partners working to help.

Take a look at the guidelines on the back of this fact sheet. They will help ensure partners are able to assist in the right ways.

2020CENSUS.GOV

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**Census
2020**

SUPPORTING SELF-RESPONSE IS WELCOME

Partners can support the Census Bureau by:

- Helping people understand that responding to the 2020 Census is important and safe.
- Encouraging response to the mailed or hand-delivered materials from the Census Bureau.
- Assisting people who are disabled. For example, helping a person who is visually impaired dial the appropriate phone number to respond to the questionnaire.
- Providing language assistance to non-English speaking households. For example, assisting a non-English speaking individual find the appropriate language page online to respond to the questionnaire.
- Providing links to 2020census.gov, where people can easily respond.
- Encouraging people to call the 2020 Census phone line to respond in English or any of the other 12 languages available for self-response.
- Providing access to computers and tablets for on-the-spot access to the 2020 Census website at places like conferences, public events, community centers, health care facilities, places of worship, and shopping areas.

It is important to remember:

- Partners should not attempt to collect 2020 Census data through websites or apps, over the phone, or in person.
- Partners should not go door-to-door to promote the census or collect information.
- Partners should not encourage anyone to respond to the census on behalf of a household in which they do not live.

SUPPORTING SELF-RESPONSE MUST BE DONE RIGHT

No one other than Census Bureau employees, not even officials from tribal, state, or municipal governments, should go door-to-door to collect information for the 2020 Census. This could cause confusion for households that have already responded and households who have not yet responded and must be interviewed by census takers. This can also discourage response by elevating concerns of a potential scam, intrusion, or other unlawful activity. A key component of our communications effort is to raise awareness of how to identify an official census taker.

Only data collected by census takers employed by the Census Bureau are protected under Title 13, U.S. Code. Census Bureau employees take an oath to ensure that respondent information is used for statistical purposes only and not for any other reason. Census Bureau employees cannot share information with anyone else, including law enforcement—not the FBI, ICE, or even local police.