COUNT ON ME Lake County 2020 Census

AUGUST UPDATE

Lake County Government

CARES ACT

Participation in the 2020 Census is vital to ensure that Lake County gets adequate funding to support healthcare, schools, public transportation, roads and more.

For every person not counted, there is a loss of approximately \$1400 per person per year! Which amounts to a loss of approximately \$14,000 per person over 10 years

CARES Act Distribution =

\$121,539,986.20 / 696535 population = \$174.49 per capita 10% reduction in our count could equate to a loss of \$12,150,000.00 in Emergency Assistance

CENSUS 2020 TIMELINE AND ACTIVITIES



• **SEPTEMBER 30th** Deadline for reporting

 To accelerate the completion of data collection and apportionment counts to meet the statutory deadline of December 31, 2020, as required by law and directed by the Secretary of Commerce.

• Census will:

- hire more employees
- provide enumerator awards in recognition of those who maximize hours worked.
- conduct additional training sessions

GROUP QUARTERS

- For facilities that elected an inperson response:
 - July I September 3.

*Facilities that have not responded by early August will be visited by a census taker.



- Census Bureau workers will also count people experiencing homelessness
 - <u>Between September 22 and</u> <u>September 24</u>.

*Census takers visit shelters, soup kitchens, mobile food vans and outdoor locations, such as under bridges and overpasses.

NONRESPONSE FOLLOWUP

Nonresponse Follow-up

- Soft-launch began in Illinois on July 28
- Nationwide begins on August 11 and concludes no later than September 30.

• All census takers will be trained on social distancing protocols. They will be issued personal protective equipment (PPE) and follow local guidelines for their use.

CENSUS SELF REPORTING-AUGUST DATA

THREE WAYS TO RESPOND

Online:

my2020census.gov

By phone:

call 844-330-2020, or call the number associated with your preferred language (available on Census website)

By mail

Find out more about each of these methods: <u>https://2020census.gov/en/ways-to-respond.html</u>



RESPONSE RATE PERCENTAGE

- "The response rate percentage is not based on the number of occupied units. It's the percentage "returned" (includes internet, phone, and paper responses) out of what we mailed out. We don't release the actual numbers of invitations mailed out, just the percentage."
 - The tract data is compiled from two Census Bureau sources: the Bureau's <u>Planning Database</u> (which provides the 2010 mail return rates); and the 2014-2018 American Community Survey estimates (via <u>data.census.gov</u>).
 - Source: US Census Bureau

			New Hamps
State	2020 Percent	2010 Final	North Dako
			Tennessee
Minnesota	72.4		Nevada
Wisconsin	69.7		Rhode Islan
lowa	68.9		Alabama
Michigan	68.9	-	Delaware
Nebraska	68.9		Florida
Washington	68.8		Arizona
Illinois	67.9		Hawaii
Virginia	67.8	69	North Carol
Idaho	67.6	67.1	
Indiana	67.4	69.6	4
Ohio	67.4	69	New York
Utah	67.4	68.6	Texas
Maryland	67.2	69.5	Mississippi
Kansas	67	70	Arkansas
Connecticut	66.9	69.5	Oklahoma
Colorado	66.4	67.2	Wyoming
Pennsylvania	66.2	70.2	South Carol
Kentucky	66	65.7	Louisiana
Oregon	65.5	66.9	Montana
Massachusetts	65.2	68.8	Vermont
New Jersey	65	67.6	Maine
, California	64.5	68.2	West Virgin
South Dakota	64.3	67.1	
Missouri	63.2	67.5	Alaska

New Hampshire	63.1	64.4
North Dakota	62.6	68.8
Tennessee	62.4	67.1
Nevada	62.3	61.4
Rhode Island	60.9	65.7
Alabama	60.7	62.5
Delaware	60.7	64.1
Florida	60.1	63
Arizona	59.8	61.3
Hawaii	59.6	64.1
North Carolina	59.2	64.8
Georgia	58.9	62.5
New York	58.9	64.6
Texas	58.1	64.4
Mississippi	57.9	61.3
Arkansas	57.8	62.3
Oklahoma	57.7	62.3
Wyoming	57.4	67.9
South Carolina	57.3	64.7
Louisiana	57.2	61
Montana	56.7	64.6
Vermont	56.7	60.3
Maine	55.3	57.4
West Virginia	54.7	59.1
New Mexico	53.2	60
Alaska	49.7	55.6

Illinois's self-response rate is 2.6 points behind its final 2010 rate.

About 3,838,060 Illinois households have filled out the census form on their own.

That means **about 1,814,460 homes need to visited by a census taker** to count everyone else in-person (or determine if housing units are vacant).

STATES DATA FROM 8.6.2020

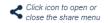
				Lake Barrington
	Census - Lake County City 🔽	2020 (%) 🖵	2010 🔽	Highland Park
ſ	Old Mill Creek	50.6	57	Lincolnshire
	North Chicago	51.3	60.8	Island Lake
	Long Grove	53.6	81.2	Volo
4	Waukegan	60	67.8	Barrington
	Zion	60.1	64.2	Gurnee
	Bannockburn	61	76.3	Winthrop Harbo
	Park City	61	65.9	Port Barrington
	Mettawa	62.9	60.6	Hainesville
- [Fox Lake	66.1	68.7	Lake Villa
	Lakemoor	66.4	73.3	Wadsworth
	Highwood	66.8	71.3	Riverwoods
J	Barrington Hills	68.5	72.8	Libertyville
٦	Wheeling	69.7	78.4	Buffalo Grove
	Round Lake Beach	73.1	77.5	Hawthorn Woo
	Beach Park	73.5	76.2	Fox River Grove
	Deer Park	73.8	83.9	Grayslake
	Round Lake Heights	74.2	75	Lindenhurst
	Antioch	74.3	72.3	Green Oaks
	Round Lake	75.3	77.2	Kildeer
	Lake Forest	75.6	76.7	Lake Bluff
	Wauconda	76.8	76.5	Deerfield
	Mundelein	76.9	80.7	Lake Zurich
	Round Lake Park	77.1	80.6	Indian Creek
	Vernon Hills	77.1	79.3	Tower Lakes
	North Barrington	77.3	78.5	Third Lake
	•	•		-

Lake Barrington	77.4	79.8
Highland Park	77.8	78.4
Lincolnshire	78	77.3
Island Lake	78.1	78.3
Volo	78.9	71.9
Barrington	79.1	79.2
Gurnee	79.6	79.2
Winthrop Harbor	79.6	79.7
Port Barrington	79.9	79.8
Hainesville	80.3	81.1
Lake Villa	80.4	80.3
Wadsworth	80.4	84.1
Riverwoods	80.6	79.9
Libertyville	81.6	79.9
Buffalo Grove	81.7	79.9
Hawthorn Woods	81.7	86.3
Fox River Grove	81.8	81
Grayslake	82	80.4
Lindenhurst	82.5	83.5
Green Oaks	82.7	85.9
Kildeer	82.9	84.1
Lake Bluff	83.4	83
Deerfield	83.9	84.5
Lake Zurich	84.2	83.8
Indian Creek	84.9	75.8
Tower Lakes	85.3	85
Third Lake	86.8	85.1

LAKE COUNTY CITIES DATA FROM 8.6.2020

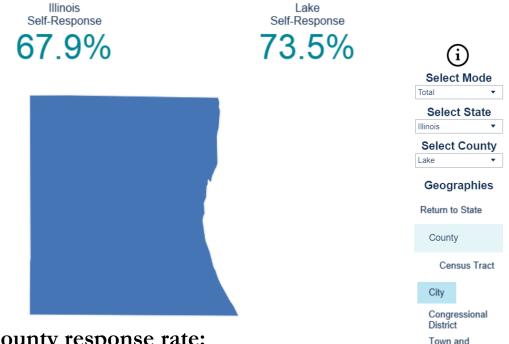
Self-Response Rate Mapper 8/6/2020

Self-Response by County



Township

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in <u>rankings here</u>.



Lake County response rate:

- 73.5% (as of 8/6/2020)
- 75.5% (2010 final self-response)

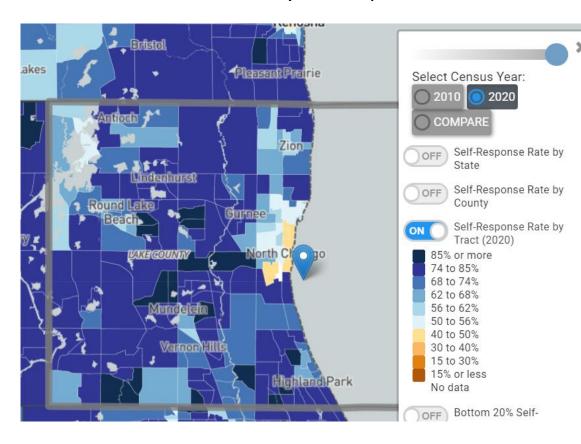
Lake County's self-response rate is 2.0 points behind its final 2010 rate About 204,090 Lake County households have filled out the census form on their own.

Approximately 73,580 homes need to visited by a census taker to count everyone else in-person (or determine if housing units are vacant).

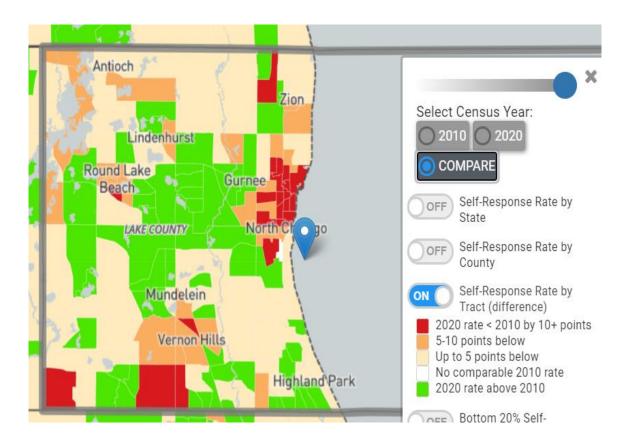
Lake County HTC

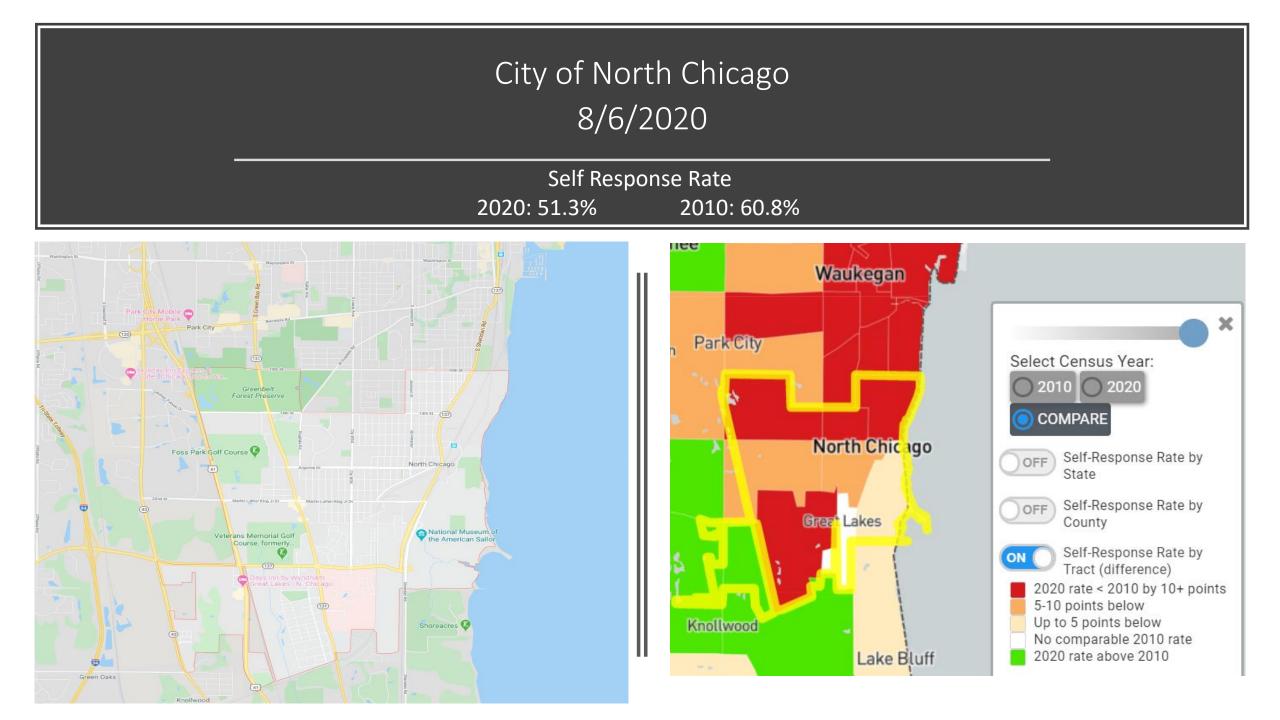
Data from 8.6.2020

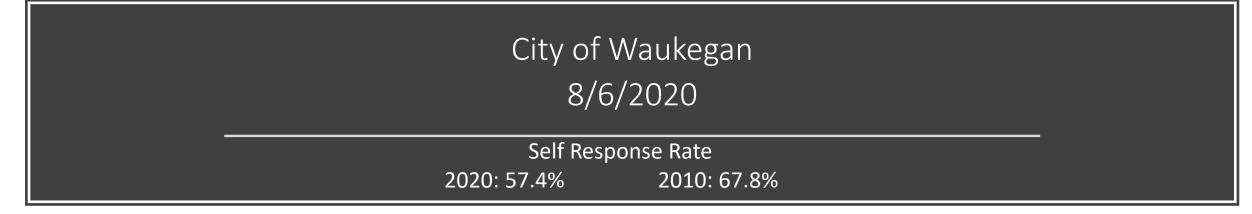
2020 Tracts by % Complete

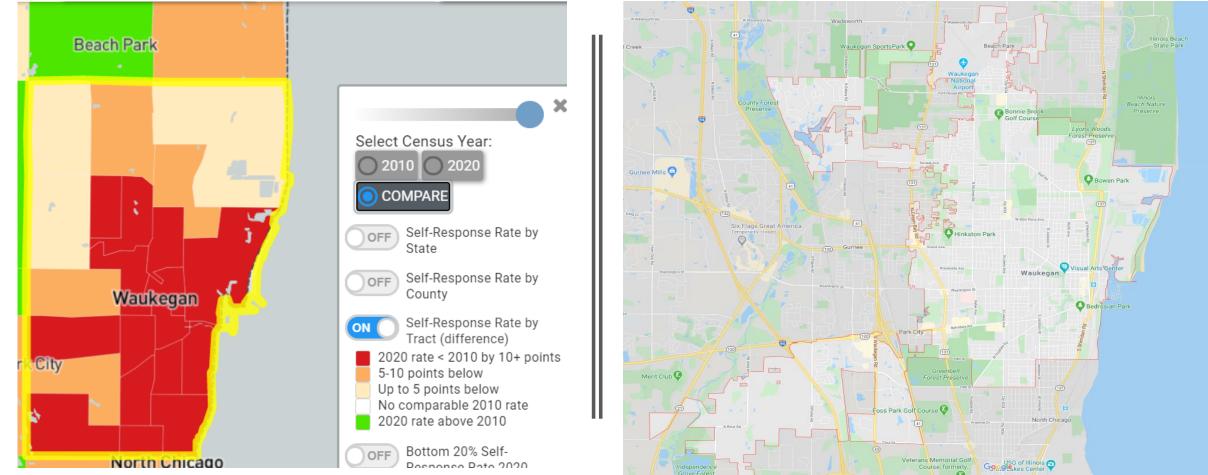


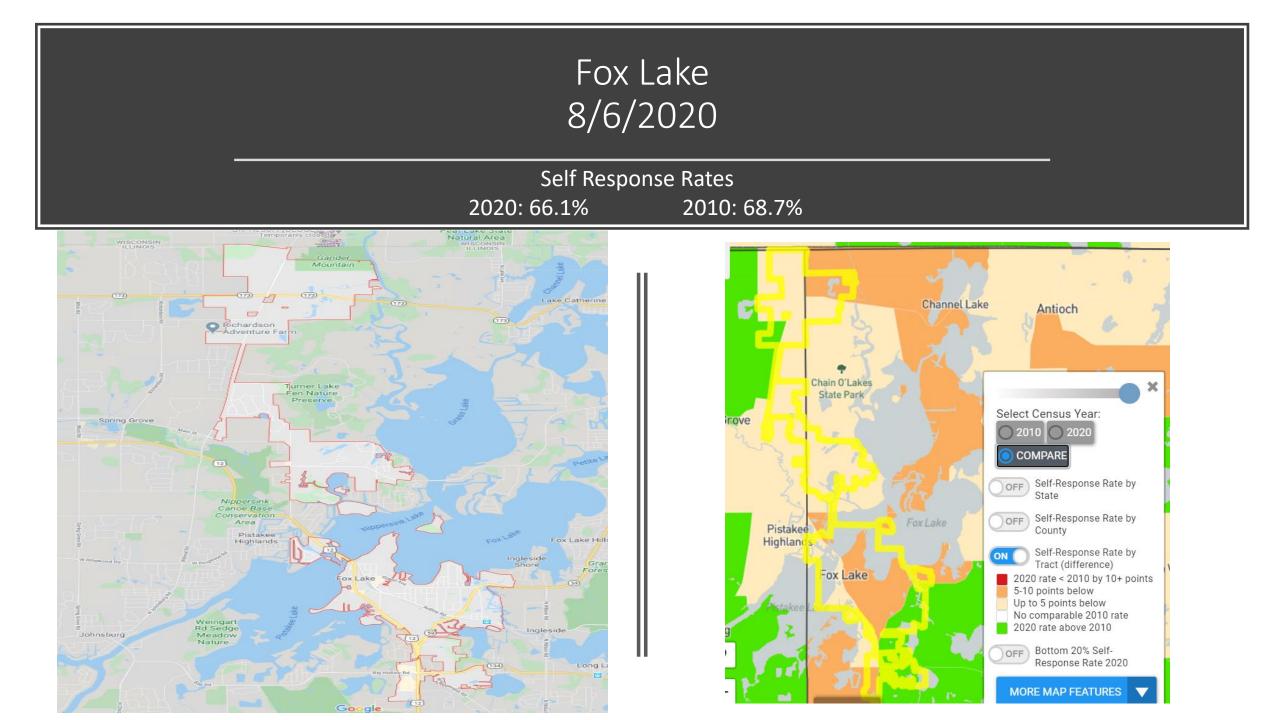
2020 Tracts that are less than 2010







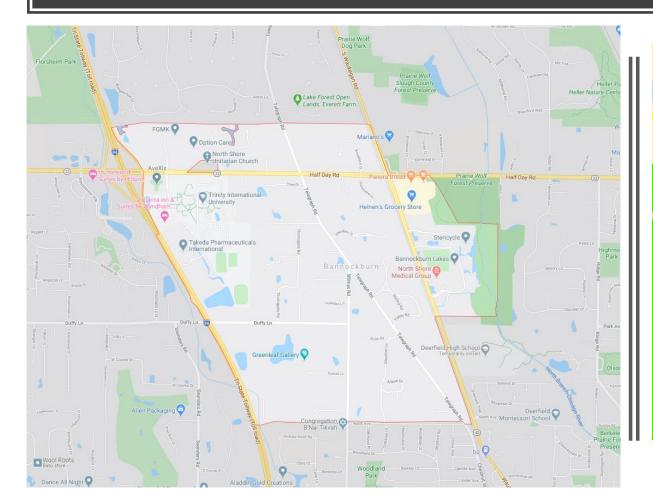


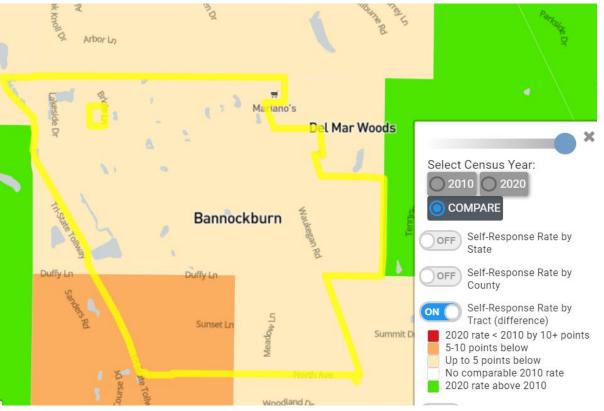


Bannockburn 8/6/2020

2020: 61.0%

2010: 76.3%





INCREASING THE COUNT?

LAKE COUNTY SOCIAL MEDIA & CAMPAIGN

- 26 unique posts created for Facebook from March Ist – April 27th
 - Importance of Census for Federal Funding
 - Census Questions
 - Representation
 - Avoiding Scams
 - How Census Data is Used
 - Counting Children
 - Privacy



- May & June posts
 - Reminding residents importance of completing census
 - Notification that follow-up calls are being made
- July September 30
 - Final push on Facebook, Twitter & NextDoor
 - Create posts once a week
 - Work with municipal partners
- August
 - Created display at Administrative Tower
- Additional Promotions
 - Census promoted in Board Newsletters (twice a month)
 - Created digital billboard for Channel 18
 - Count on Me buttons distributed throughout County departments

PARTNER ACTIVITIES

- Newsletters
- Events
- Social Media
- Other?

US CENSUS ACTIVITIES

• Mobile Questionnaire Assistance (MQA) program:

- Direct (street) outreach to lowest response areas
 - Assistance Requested in :
 - North Chicago
 - Waukegan

SUMMARY

US Census Bureau Efforts

• Nonresponse Follow-up: August 11 - September 30

• Soft launch started here on July 28

- **Group Quarters**: July I September 3
- Homelessness Count: <u>Between September 22 and</u> <u>September 24</u>.
- Mobile Questionnaire Assistance (MQA) program: direct (street) outreach (North Chicago and Waukegan areas only)
- Communications campaign through September 2020
- **December:** apportionment counts delivered to the President and Congress as required by law.
- March 31, 2021: By this date, the Census Bureau will send redistricting counts to the states.

INTERESTED IN HELPING

Contact:

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David McDowell

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