

# 2020 CENSUS

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Wilmette is counting on you

# What is the Census?

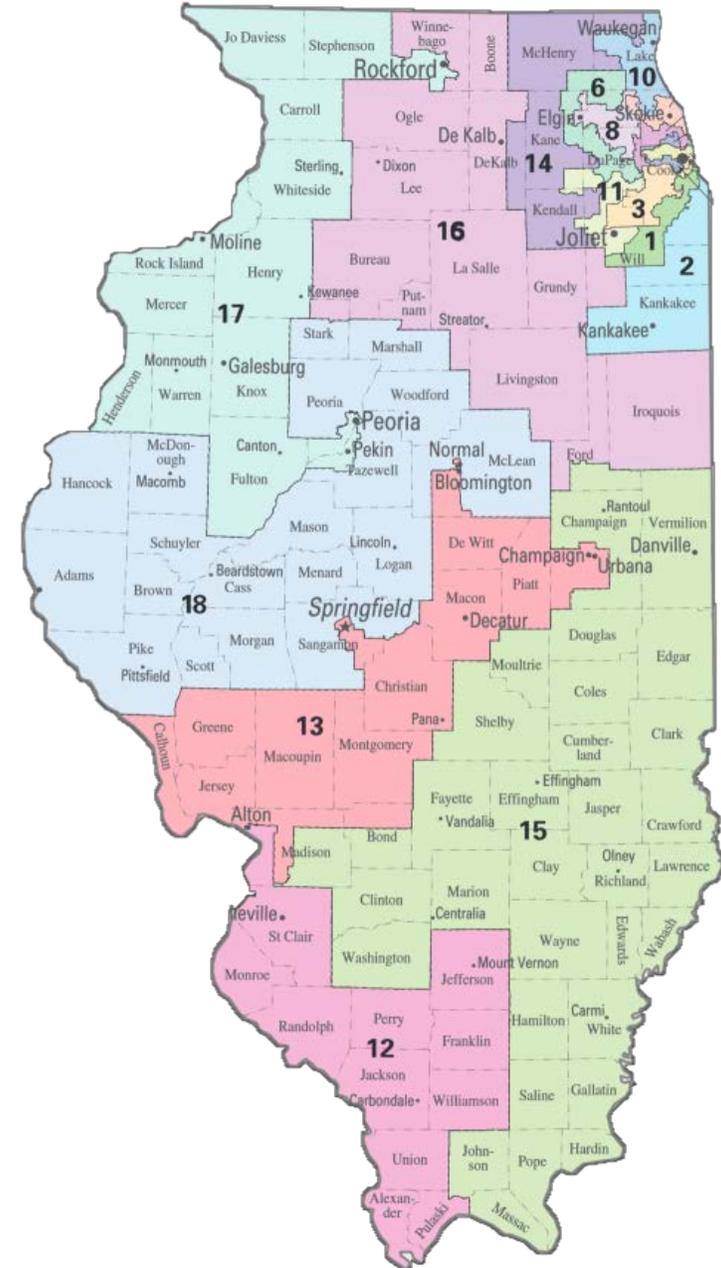
- The Census is the decennial (every 10 years) count of all residents of the United States.
- The Census is required by the Constitution (Article 1, Section 2). Regarding representatives and taxation, "...The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct..." The plan was to count every person living in the newly created United States and to use that count to determine representation in Congress.
- In 1954, Congress codified earlier census acts and all other statutes authorizing the decennial census as Title 13, U.S. Code.

# What is census data used for?

- The primary purpose of census data is to create legislative districts for representation in Washington, D.C. and in Springfield, IL.
- Data from the Census is used to allocate more than \$675 billion in federal funds that support schools, hospitals, fire departments, public transportation, housing and other public initiatives.
- Data from the Census is used to distribute funds for public assistance programs.
- Data from the Census helps the community and businesses plan for the future.

# Why is the 2020 Census important?

- Illinois stands to lose 1 and maybe 2 House of Representatives seats out of 18.
- Illinois stands to lose close to \$1,400 per year for each person uncounted.
- This is \$14,000 per person over the 10 years that the data will be used.
- Any reduction in federal assistance will need to be made up at the state and local levels.



# Census counts mean real dollars

Based on data from the 2010 Census, Illinois received \$34.3 Billion from federal financial assistance programs in FY 2016.

Some of the largest dollar programs are shown here.

**EDUCATION AND SCHOOLS**  
(Federal Direct Student Loans: \$4.5B\*)

**TRANSIT**  
(Federal Transit Formula Grants: \$665M\*)

**ROADS** (Highway Planning/Construction: \$1.5B\*)



**BUSINESS**  
(Unemployment Ins Admin: \$158M\*)

**HOSPITALS AND HEALTH CARE**  
(Medicaid: \$33.7 B\*)  
(Health Care Centers: \$185M\*)

**HOUSING** (Section 8 Vouchers: \$926M\*)

\*FY2016

Source: Counting for Dollars 2020, GW Institute of Public Policy, 2019

# Who is counted? Everyone!

- Everyone who resides in the United States on April 1, 2020 is counted.
- This includes people of any citizenship status including non-citizens.
- The citizenship question is NOT on the 2020 Census.
- In 2010, Wilmette had a self-reporting rate of 87%, well exceeding county, state, and national response rates.
- For 2020, we want to beat that 87% and make sure that everyone who can respond does.

# Some residents are hard to count

- For various reasons, some populations are harder to count than others. People in these groups live in Wilmette – they're our family, friends, neighbors, and service providers.
- Because the 2020 census is so important, we are making special efforts to reach these folks.
- Even if you aren't among the hard to count, you know someone who is.

# Wilmette's hard to count populations

- Seniors: 18.7% are 65 years of age and older
- Children under 5: 5.9%
- Immigrant/Foreign Born: 16.7% are foreign born; 32% of those are not citizens
- Minorities: 97.5% reports being of one race only; of those, 85.8% are Caucasian and 13.2% are Asian
- Veterans: 4.8%
- Persons with disabilities: 7.7% of the non-institutionalized population; 25% of the population 65 years of age and older

# Wilmette's hard to count populations

- Those living in poverty: 8.4% report an income of under \$25,000
- Language constrained: 17% over age 5 speak something other than English at home; of those 58.6% report speaking English less than “very well”
- Renters: 11.8% of housing units are occupied by renters
- Computer access: 5.2% of households report not having a computer; 8.6% report not having broadband service

# Why don't people participate in the Census?

- Feeling that the Census has no impact on them personally.
- Discomfort with sharing information.
- Trouble completing the form.
- No time to fill out the form.

# The impact on one's own life

- Make a connection that's personal to them on how the data is used.
- Reinforce that you as a community leader are a Census Supporter.
- Deliver the message frequently and in different medium.

# Uncomfortable Sharing Their Data

- Let them know their responses are protected by the law – the US Census Bureau cannot release any information that identifies a person individually. Violations are punishable by fine up to \$250,000 and/or up to 5 years in prison.
- Census information on-line is secure – cybersecurity meets the highest standards for protecting information.
- If the person is nervous about their immigration status, reaffirm that the citizenship status question is NOT asked on the 2020 Census.

# Have trouble completing the form

- They can call in their responses.
- If they don't have access to or have trouble using a computer or the Internet, they can request by phone or wait for a paper form to be mailed.
- The Wilmette Public Library will be making computers and volunteers available for patrons to respond to the 2020 Census.
- If language is a concern...

# Language options are available

- Wilmette has foreign language speakers who need to be counted!
- The 2020 Census is available on-line in 13 languages:  
English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese
- Written guides to completing the census are available in 59 languages – the Wilmette census webpage has a link to the Census Bureau webpage with these guides.
- Translation services are available for those who phone in.
- The paper census form is available in English and Spanish.

# Say they don't have time

- Reinforce the importance of participating on a personal level.
- Remind them of their civic responsibility.
- Ensure them it does not take long to complete.

# What to Expect – How to Respond

- New for the 2020 Census, the Census Bureau is encouraging all residents to respond on-line.
- Each residence will be USPS mailed an invitation that will explain how to respond on-line using your computer or smart phone.
- You can instead choose to call the Census Bureau and give your responses over the phone.

# What to Expect – How to Respond

- If you don't have a computer or Internet access or you just want help responding on-line, the Wilmette Public Library has computers to use and volunteers will be available to help. The computers are available during open hours; check the schedule for updates to the hours when volunteers will be available.
- A paper census form will only be mailed to those residences that don't respond on-line or by telephone.

# Computer/Internet Help to Respond

- The Wilmette Public Library is partnering with the Wilmette League of Women Voters to provide computer access and other assistance with responding to the census on-line.
- The Library computer lab will be staffed with volunteers on:
  - Wednesday, April 1, 1:00 to 4:00 p.m.
  - Tuesday, April 7, 10:00 a.m. to 1:00 p.m.
  - Thursday, April 16, 6:00 to 9:00 p.m.
  - Saturday, April 25, 10:00 a.m. to 1:00 p.m.

# What to Expect – Dates for the Census

- Mid-March: the US Census Bureau will send by US mail an invitation to each residence to respond to the Census and how and when to do so
- March 26: the on-line portal opens for people to record their response
- April 1: Census Day! This is the date that determines where you reside for the purposes of the Census
- Mid-April: Paper forms will be mailed to residences that have not already responded
- May: For those who have not yet responded, Census Takers will be knocking on doors

# What to Expect – Your Invitation

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

# What to Expect – the Questions

The first section asks:

- How many people lived/stayed in the residence as of April 1, 2020?
- Were there any additional people staying there on April 1, 2020?
- Is this residence owned with or without a mortgage, rented or occupied without payment?
- What is the respondent's telephone number?

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

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

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

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

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

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

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

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

Number of people =

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

Mark  all that apply.

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

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

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

**4. What is your telephone number?**

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

Telephone Number

-    -

[Area number removed]

# What to Expect – the Questions

The second section asks about “Person 1” in the household. This is the person who pays the rent or owns the residence. If that person does not live there, start with any adult living there.

- Name
- Sex
- Age as of April 1, 2020 and birth date
- Whether of Hispanic, Latino or Spanish origin
- Race

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

What is Person 1's name? *Print name below.*

First Name MI

\_\_\_\_\_

Last Name(s)

\_\_\_\_\_

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age. *Print numbers in boxes.***

Age on April 1, 2020 Print numbers in boxes: Month Day Year of birth

\_\_\_\_ years    \_\_\_\_ \_\_\_\_    \_\_\_\_ \_\_\_\_    \_\_\_\_ \_\_\_\_

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

\_\_\_\_\_

**9. What is Person 1's race? Mark  one or more boxes AND print origins.**

White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

\_\_\_\_\_

Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

\_\_\_\_\_

American Indian or Alaska Native – *Print name of enrolled or principal tribal(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow (Inupiat Traditional Government), Nome Eskimo Community, etc.*

\_\_\_\_\_

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.*  Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*

\_\_\_\_\_

Some other race – *Print race or origin.*

\_\_\_\_\_



# Wilmette's Complete Count Committee (CCC)

- Wilmette has assembled a group of volunteers active in the community to direct and implement promotional and educational efforts to increase Census participation.
- We can assist by providing:
  - On-site presentations like this one or smaller talks – whatever suits your audience.
  - Handouts, posters, and similar printed items – even in foreign languages.
  - Prepared language for email/social media, congregation bulletins, and Other help – let us know what you think would be most effective for you.
- If you're interested in joining our committee or just helping out, contact village staff.

# Who to Contact & More Information

- Wilmette Village Hall  
1200 Wilmette Avenue  
(847) 853-7550  
[comdev@wilmette.com](mailto:comdev@wilmette.com)  
[www.wilmette.com](http://www.wilmette.com)  
[www.wilmette.com/government/2020-census](http://www.wilmette.com/government/2020-census)
- Wilmette Public Library  
1242 Wilmette Avenue  
(847) 256-5025  
[refdesk@wilmettelibrary.info](mailto:refdesk@wilmettelibrary.info)  
[www.wilmettelibrary.info](http://www.wilmettelibrary.info)
- Census Bureau  
[www.2020census.gov](http://www.2020census.gov)

# How can you help Wilmette get a complete count?

- What are the best ways to reach your community members – whether hard to count or not?
- What kinds of questions do you think your community members will have?
- How can Wilmette's CCC help you get the word out and persuade or assist people to participate?
- What questions can we answer right now?
- Do you know anyone who would like to be employed by the Census Bureau?