

# 2020 Census

VILLAGE OF LOMBARD

# Decennial Census

- ▶ Required by Article 1, Section 2 of United States Constitution every 10 years
- ▶ Apportionment of U.S. House of Representatives seats
- ▶ Last completed in 2010
  - ▶ Lombard's Population in 2010: 43,165
  - ▶ 2018 Estimate: 44,523

# WHAT IS THE 2020 CENSUS?



What is the 2020 Census?



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# Census is Easy, Safe and Important

- ▶ The Census is EASY
  - ▶ First census with online and over phone options (paper and in person still available)
  - ▶ 9 Questions take an average of 10 minutes
  - ▶ No citizenship question
- ▶ The Census is SAFE
  - ▶ Responses are confidential
  - ▶ Identifiable information can't be shared
  - ▶ Technology is secure

# Census is Easy, Safe and Important

## ▶ The Census is IMPORTANT

- ▶ Fair Representation: Congressional House Seat apportionment and redistricting
- ▶ Information: Basis for government and private business planning and decisions
- ▶ Funding
  - ▶ \$675 billion in Federal funding
  - ▶ Lombard: \$183/year per person (\$1,830 over next 10)
  - ▶ State of Illinois: \$1,535/year per person (\$15,350 over next 10)
  - ▶ Undercount of 1% represents:
    - ▶ \$78,982/year for Lombard (\$789,828 over next 10)
    - ▶ \$625,060/year for State of Illinois (\$6.6 million over next 10)

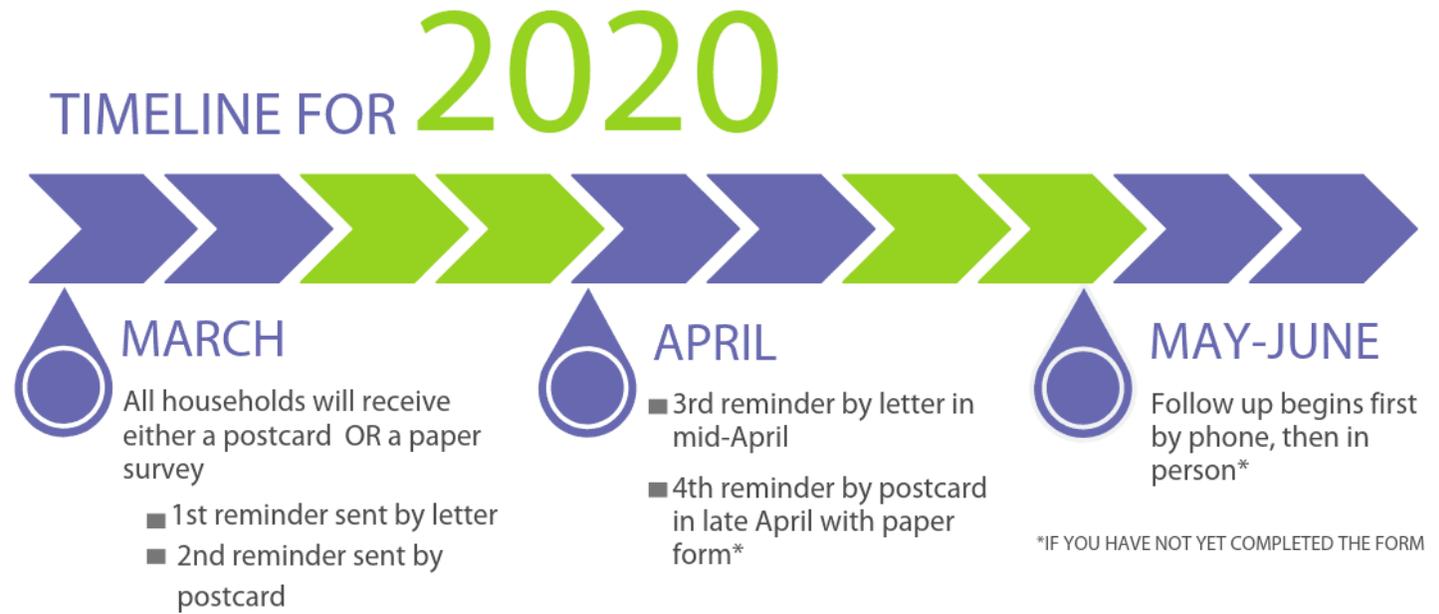
# Historically Hard to Count Populations

- ▶ Children under 5
- ▶ Racial and ethnic minorities
- ▶ Limited English households
- ▶ Undocumented immigrants
- ▶ Renters of those who move often
- ▶ Overcrowded housing units
- ▶ Low income persons
- ▶ Homeless persons
- ▶ Young mobile adults
- ▶ Single-parent headed households
- ▶ Persons who distrust government
- ▶ LGBTQ persons
- ▶ Persons with mental or physical disabilities
- ▶ Untraditional living arrangements

\* Nonexclusive list

# Census Timeline

- *March*: First outreach (paper and postcard)
- *April*: Census Count
- *May/June*: Follow-up (on phone and in person)
- *November*: Count complete
- *December*: President's report



# What is Lombard doing?

- ▶ Communications push
  - ▶ Traditional: Website, social media, weekly e-news, print newsletter, electronic signs
  - ▶ Special efforts: Signage, information, promotional items, solar LED sign boards, inserts in ever water bill, special e-news, website banner, presentations, kiosk, display, videos (cable and in lobby), mobile response kiosks
  - ▶ State of Illinois funding
- ▶ Community Partners
  - ▶ Partner with existing businesses, groups, organizations to raise awareness, reach out to hard to count populations, and encourage participation
  - ▶ Additional communications from trusted resources and sharing of promotional materials, promotional products and message reach