

IL Count Me In 2020 Program

ForefrOnt
Engaging for impact

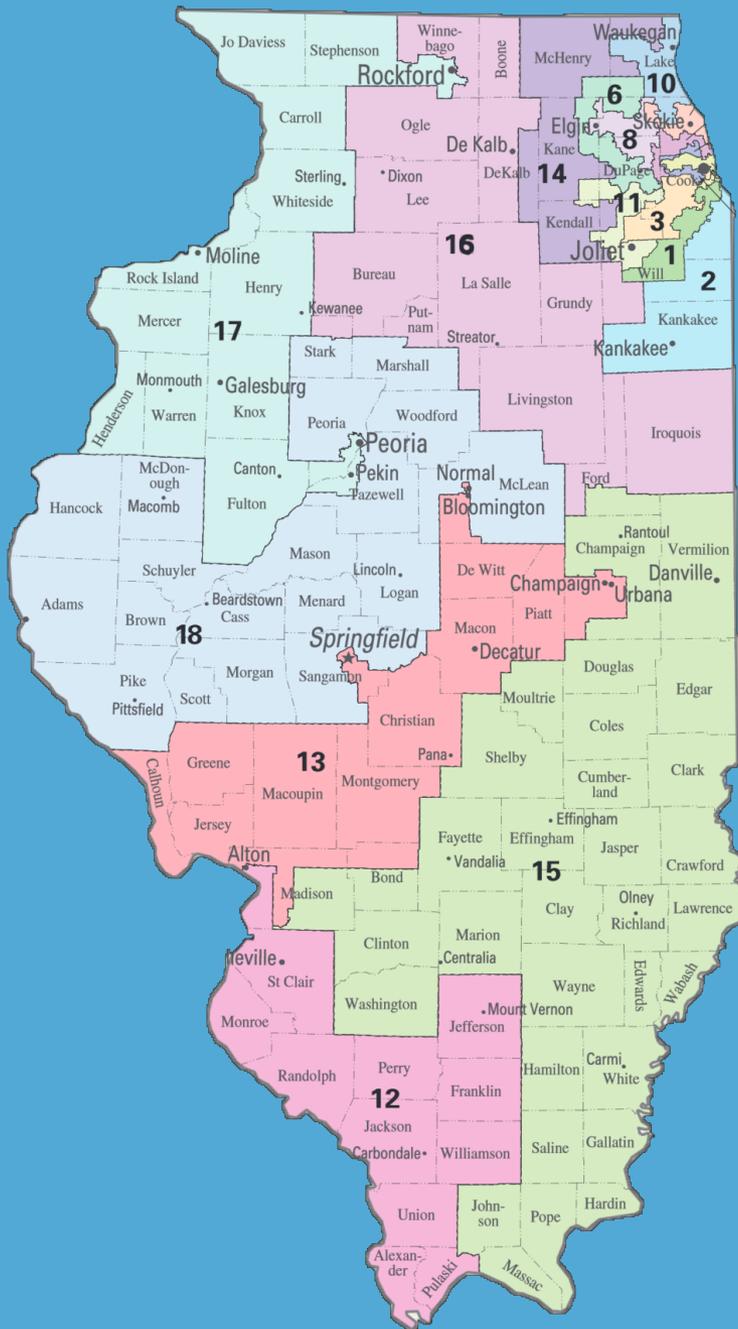
December 5, 2019
#ILCountMeIn2020

Forefront

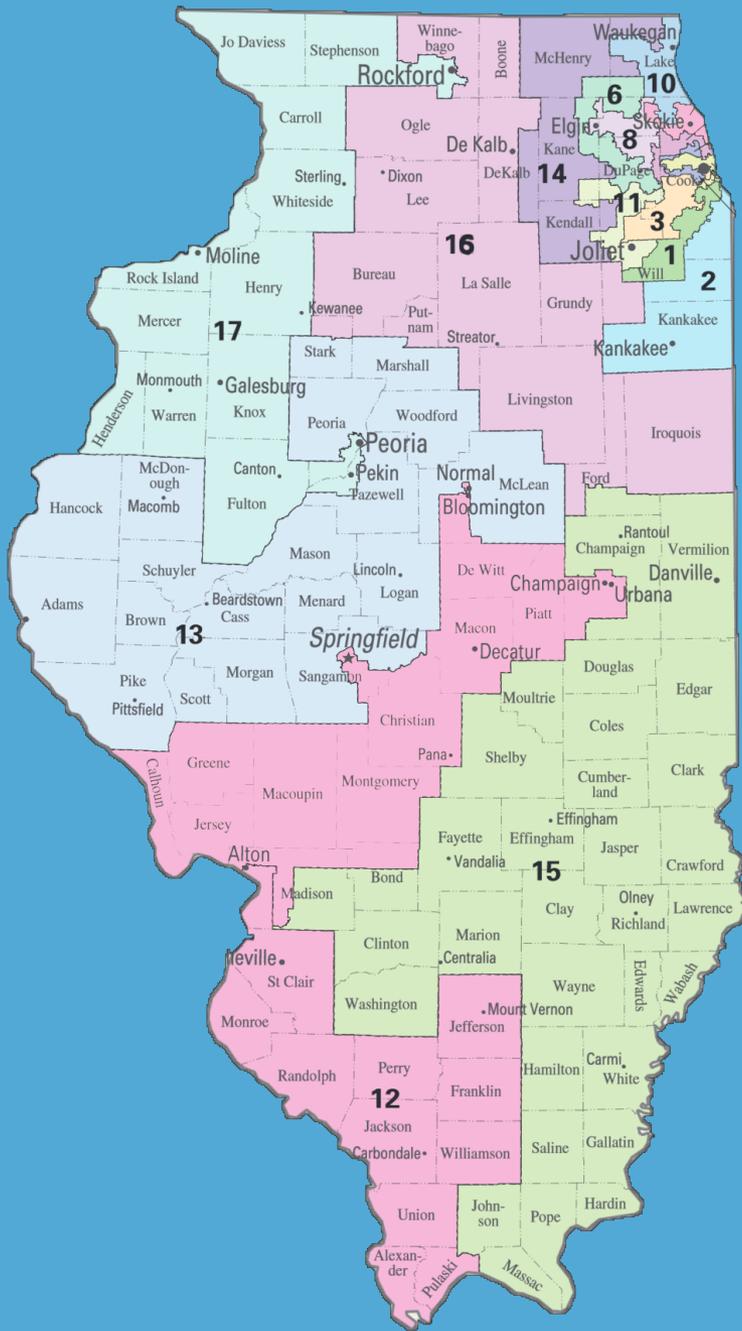
We are a statewide membership organization that serves 1,100 members who are Illinois grantmakers and non-profit organizations in supporting a vibrant social impact sector for all the people of Illinois.



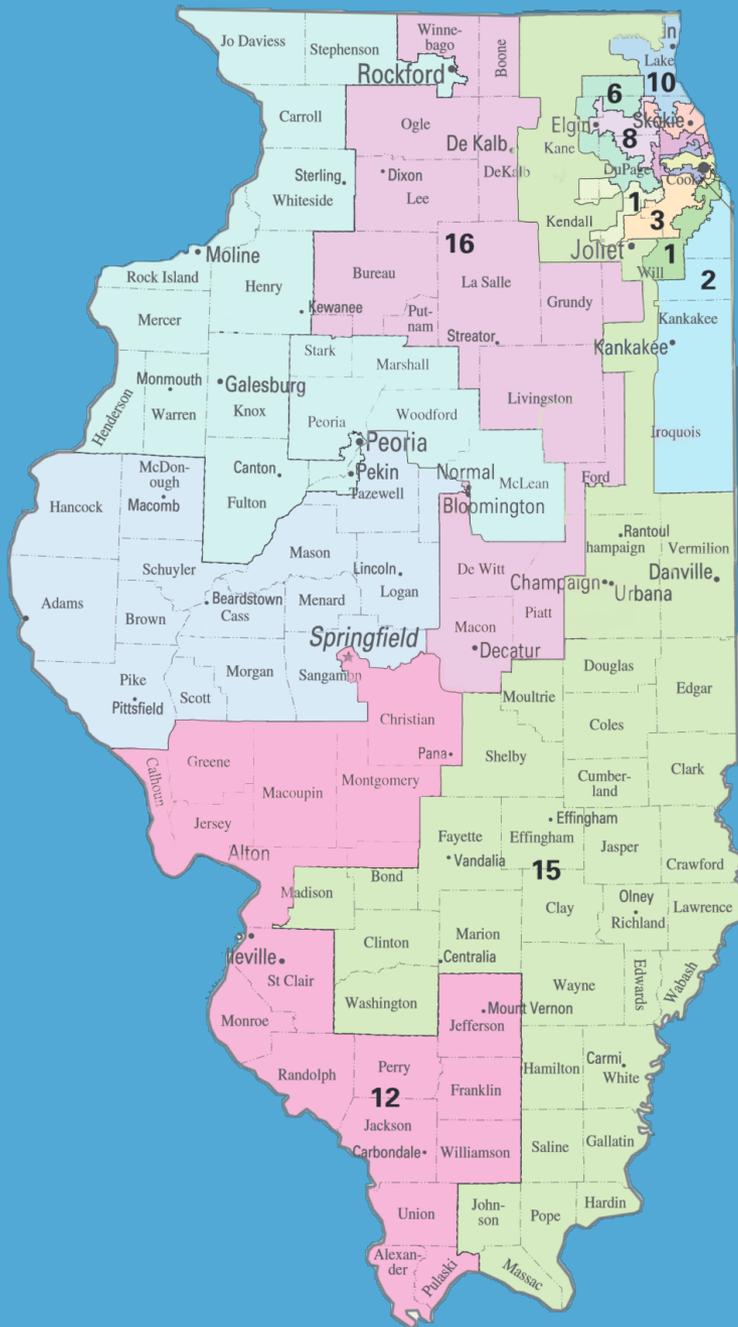
Anita Banerji, Director of Democracy Initiative
Yoselyn Ovalle, Associate Manager of Democracy Initiative



This is Illinois' Congressional Map right now.



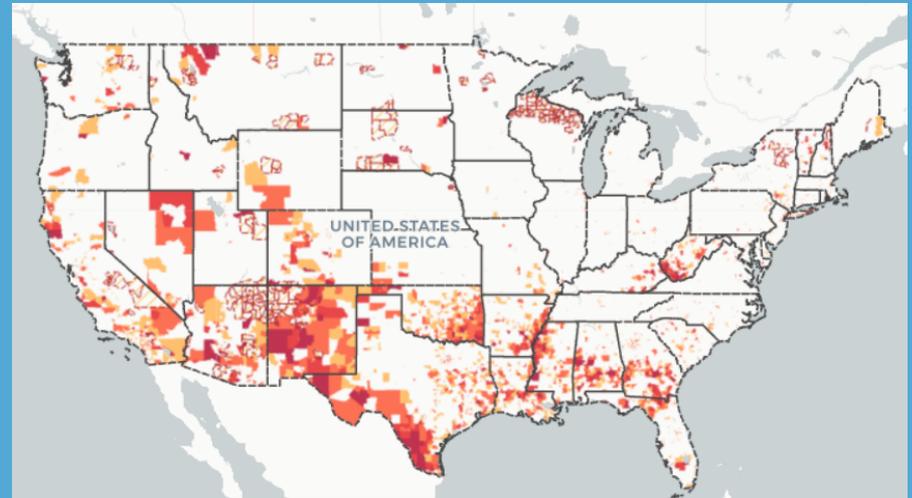
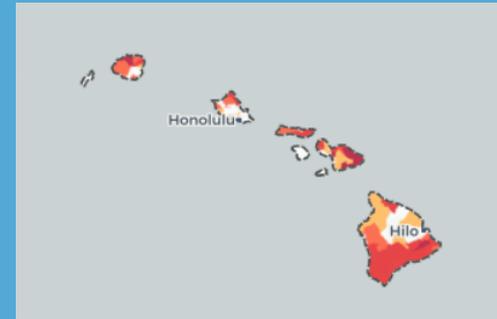
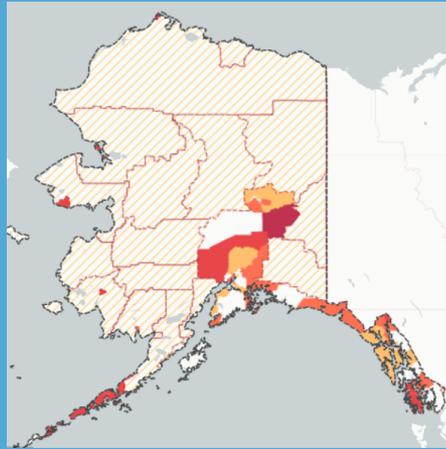
Imagine Illinois
losing a
Congressional
district.



Now imagine what will happen if we lose 2, which is what could happen if everyone isn't counted.

Why is Census Data Important?

- Steven Romalewski CUNY Hard to Count Mapping Tool (<https://www.censushardtocommunityaps2020.us/>)
- Congressional representation



Importance of the Census

- Federal funds are distributed based on Census data
- Andrew Reamer Study – Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Funds

(<https://bit.ly/2N1r4ij>)

- Andrew Reamer Study – Census-Guided Financial Assistance To Rural America

(<https://bit.ly/32tXbvp>)

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

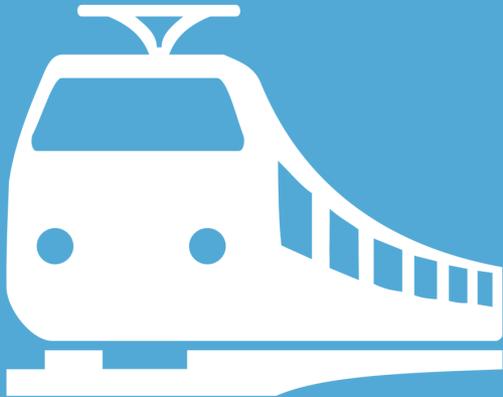
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

United States

Total Program Obligations: \$589,695,029,211
Per Capita: \$1,838 (see note on proper use)

<u>CFDA #</u>	<u>Program Name</u>	<u>Dept.</u>	<u>Type</u>	<u>Recipients</u>	<u>Obligations</u>
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$311,975,766,352
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$69,489,854,016
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$64,176,725,988
20.205	Highway Planning and Construction	DOT	Grants	States	\$38,331,904,422
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$19,087,549,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$13,859,180,910
10.555	National School Lunch Program	USDA	Grants	States	\$11,560,852,485
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$11,233,112,681
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$11,089,152,000

Each State stands to lose an average of \$1,800 per year for each person who goes uncounted. For Illinois, this could be close to \$1,400 a person, per year.



These are some of the services funded by money we receive based on our census count.

HOW DOES AN
UNDERCOUNT HAPPEN?

■ HARD-TO-COUNT POPULATIONS

UNDOCUMENTED
INDIVIDUALS

RENTERS

RURAL COMMUNITIES

CHILDREN UNDER 5

IMMIGRANT
COMMUNITIES

THE HOMELESS

LOW-INCOME
COMMUNITIES

PEOPLE OF COLOR

SENIORS

HARD-TO-COUNT GROUPS IN RURAL AMERICA

- CHILDREN UNDER 5
- FARM WORKERS
- IMMIGRANT COMMUNITIES
- SENIORS
- RENTERS
- VETERANS
- THE HOMELESS
- PEOPLE WITH DISABILITIES

HARD-TO-COUNT GROUPS IN RURAL AMERICA – CONTINUED

- MILLENNIALS
- MINORITIES
- SNOWBIRDS
- REFUGEES
- YOUNG ADULTS
- PEOPLE LIVING IN POVERTY
- LANGUAGE CONSTRAINED

RURAL COMMUNITIES

- 1 in 10 Illinoisans live in rural America.
- Roughly 12% of Illinois population lives in rural American.
- Maine has the largest rural population in the United States.
- The Farm Bureau and the farming community can be incredible sources for Census outreach efforts.

CHALLENGES TO THE 2020 CENSUS

Census Challenges

- Tech
 - Societal Digital Divide
 - Rotary phones won't work for self-response
- Operations
 - Incomplete Testing
 - Leadership Changes
- Legal
 - Disinformation and Misinformation
 - Citizenship Question
- Funding
 - Annual Federal Appropriations

IL COUNT ME IN 2020 NATIONAL & STATE EFFORTS

Leadership Conference on Civil and Human Rights

- Census Counts Campaign
- States Count Program
- Regional Census convenings
- Forefront national partner
- www.censuscounts.org



IL Count Me In 2020 Statewide Advocacy Coalition

- 40 organizations
- Four Working Groups
- Communications/Messaging Working Group
 - Communications Toolkit
 - “Come to Your Census” Art Event
- www.ilcountmein2020.org

IL Count Me In 2020 Funders’ Collaborative

- 22 IL Foundations
 - Co-chairs: *Field Foundation & Polk Bros. Foundation*
- Funded 42 GOTC organizations statewide
- <https://bit.ly/32rdp8n>

ForefrOnt

ILLINOIS GOVERNMENT EFFORTS

IL Complete Count Commission

- Via the IL Secretary of State
- 22 Members from across the State
- www.illinoiscensus2020.com



ILLINOIS
COMPLETE COUNT
COMMISSION

IL Census Office at IDHS

- State Census Advisory Panel
- Two State Co-coordinators
- State Connectivity
- 19 Statewide Regional Intermediaries
- www.census.Illinois.gov



Census Bureau's 2020 Roll Out

- January-March 2020
Awareness Campaign
- March-May 2020
Motivation Phase
- May-June 2020
Reminder Phase
- June-August 2020
Thank You Phase



IL Count Me In 2020

Contact: Anita Banerji and Yoselyn
Ovalle Forefront

abanerji@myforefront.org

yovalle@myforefront.org



myforefront.org

ilcountmein2020.org



 **ILLINOIS
COUNT ME IN**
2020