CENSUS 2020

MAKE YOURSELF COUNT.
LETTER FROM THE MAYOR

Office of the Mayor
City of Chicago

Lori E. Lightfoot
Mayor

2020

Dear Residents of Chicago:

Every ten years we have the opportunity to be counted to ensure we are adequately represented in Washington, D.C. and that we get our fair share of federal dollars. Whether that happens depends on how we show up for the census and Census 2020 could not be more important. This year’s census will determine billions of dollars in funding, the State’s congressional representation, and the results will show how the fabric of Chicago changed and progressed within the last decade.

As your Mayor, I am committed to having every Chicagoan counted because the results of the census will impact your daily life. An accurate count will impact all the services and programs available to you in the city—from the trains you take to work, the schools your children attend, and the parks you visit with your family—we need you and your families, young and old, counted. Please use this toolkit to educate yourself, your families, and neighbors on why the census matters, when you should fill out the form, and other ways you can support the nation’s largest peace-time mobilization effort.

Sincerely,

Lori E. Lightfoot
Mayor
Dear Chicago Residents,

As we enter the 2020 Census it is imperative that every Chicagoan is counted. The census determines billions of dollars of funding that impacts your everyday life. As a leader in your community, you have taken on the task to ensure your family, neighbors, and coworkers are counted. We are grateful for your leadership and are depending on you to help us spread this message far and wide. There will be ten years of consequences based on this census count and we know that with your help we can get everyone counted.

Use this toolkit as a roadmap for ways you can engage your community and help us make sure that on April 1, everyone is able to say, “In 2020, I counted!”

Sincerely,

Alderman Ariel E. Reboyras

“One Ward, One Community”
JOIN US IN SUPPORTING THE CENSUS EFFORTS IN CHICAGO

This toolkit contains posters, images, and information you can share to help communicate the importance of participating in the 2020 Census. Below are a few ways that you can help support a complete count in Chicago.

1. Distribute Information to the General Public: Include Census information in electronic communications or add inserts to letters or bills reminding customers about the Census explaining why it is safe and easy to fill out. This toolkit contains images and content that you can add to your communications.

2. Make the Census Visible: Place signs around your business — in public areas or breakrooms — reminding people to complete the Census. Post social media content to Instagram, Twitter, and Facebook linking to the Census website. This toolkit contains posters and social media features that you can share.

3. Encourage Participation Through Freebees or other Incentives: Similar to voting initiatives, offer discounts and giveaways for employees or customers who fill out the Census.

4. Inform Employees That Their Participation in the Census is Important: This toolkit includes a sample email you could send to employees and talking points you could use to communicate the importance of the Census.

5. Host a Census Kiosk: Designate an existing computer to serve as a Census Kiosk in your store, factory, or high-volume office location as a way to offer digital access to individuals who may not otherwise have it. Sign up to host a kiosk here: https://www.chicago.gov/city/en/sites/census2020/home/census-access-kiosk.html

6. Participate in Community Events: Attend or host a community engagement event to teach neighborhood residents about the census and how to fill it out.
CENSUS TALKING POINTS

WHAT IS IT?
The census is a tool used every ten years by the federal government to count each person living in the United States. Information from the census shapes our communities and influences our voice in Congress. The census tells us who we are as a nation—and as a city—and what we need. Participation in the census is our right and responsibility.

WHO NEEDS TO DO IT?
EVERYONE! And we are especially focused on the 48% of Chicagoans who have been historically undercounted, including:
- Households below the poverty line
- Racial and ethnic minority groups
- Children under five
- Aging population
- Non-English speakers
- Renters
- Racial and ethnic minority groups
- Individuals experiencing homelessness
- Immigrants and refugees
- Undocumented individuals
- LGBT+
- Individuals with disabilities
- Individuals with limited digital access
- Returning residents
- Veterans

WHEN DO YOU DO IT?
March 2020: Beginning March 12, you will receive a series of mailings from the U.S. Census Bureau inviting you to respond to the census online or by phone in 13 languages.

April 2020: Throughout April, you will receive additional mailed reminders to complete the census online or by phone. If you haven’t completed the census by mid-April, you will receive a paper form in the mail. Census Bureau staff called “enumerators” will conduct counts in nursing homes, hospitals, colleges, shelters, and other group living locations.

May 2020: If you have not responded to the census by May 13, enumerators will visit your home up to six times to help you complete the census in person. You are still able to complete the census independently online, by phone, or by mail.

July 2020: In-person enumeration will continue through the end of July.

WHY DO WE NEED TO DO IT?
- In 2015, the City of Chicago’s census response rate was only 66 percent—among the lowest in the country. For every one percent of Chicagoans missed, we lose out on an estimated $25 million every year.
- The stakes are even higher for the 2020 Census. More than $800 billion in federal funding is at stake for everything from education and healthcare to infrastructure and social safety net programs.
- Funding for Head Start, SNAP WIC, Section 8, TANF, and Medicaid is determined using census data. The State of Illinois receives $26 billion through 50 spending programs derived from the census count. An accurate census also ensures equitable political representation.

HOW CAN I SUPPORT?
- Fill out your census on April 1, 2020.
- Post on social media to remind others to complete their Census forms.
- Tell your community why the census is easy, safe, and important!

WHO DO I CONTACT TO GET INVOLVED?
Lindsey Evans:
Senior Policy Analyst | Mayor’s Office
312-744-9329 | lindsey.evans@cityofchicago.org

Nubia Willman:
Director of the Office of New Americans | Mayor’s Office
312-744-2477 | nubia.willman@cityofchicago.org

MAKE YOURSELF COUNT.
The language below is designed to be copied directly into an employee email, newsletter or other communication. Feel free to modify, as needed.

Re: Take a Second for your City - Participate in the 2020 Census

Dear ______________:

I am reaching out today to encourage you to participate in the 2020 Census. This year’s Census will determine how billions of dollars in public funding are spent, and Chicago uses federal funding for important community services such as schools, parks, trains, roads and much more. However, if there is an undercount in Chicago, we may not get our full share of the federal resources.

You can complete the questionnaire online, by mail or over the phone. It is safe and private. In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information. The questionnaire is short and asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

If you have not already completed the form, please take the next 10 minutes to complete the Census online at 2020Census.gov. And, if you have already completed the short questionnaire, thank you, and please encourage your family and friends to do the same. We are striving for a complete count in Chicago and hope that all Chicago residents will take this opportunity to invest in their city.

Thank you,

__________

For more info: click here
POSTER
11X17

CENSUS 2020

MAKE YOURSELF COUNT.

THERE'S STRENGTH IN ONE NUMBER

By simply filling out the census, you can help bring funding for schools, hospitals, libraries, and parks to your neighborhood.
census2020.chicago.gov

CENSUS 2020

THE NEXT 10 YEARS DEPENDS ON YOUR NEXT 10 MINUTES

The census requires little effort, but results in big consequences. By answering just 10 questions, you could help bring a decade of funding to your community.
census2020.chicago.gov

CENSUS 2020

TAKE A SECOND FOR YOUR CITY

The census is easier than you think. And because the next 10 years depend on the 10 minutes it takes to complete 10 questions, it's in your best interest to take the time.
census2020.chicago.gov

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pdf | jpg

pdf | jpg
SOCIAL MEDIA GRAPHICS

TWITTER

Header

![Header Image](image.png)

Feature

![Feature Image 1](image.png)

![Feature Image 2](image.png)

![Feature Image 3](image.png)
SOCIAL MEDIA GRAPHICS

FACEBOOK

Header

Feature

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SOCIAL MEDIA GRAPHICS

INSTAGRAM

Primary

png | jpg

Secondary

png | jpg

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png | jpg
There’s strength in one number.
By simply filling out the census, you can help bring funding for schools, hospitals, libraries, and public transit to your neighborhood. 2020census.gov

SPANISH
Un número que tiene fuerza
Con solo completar el censo, puede ayudar a llevar a su barrio fondos para escuelas, hospitales, bibliotecas y transporte público. 2020census.gov

FRENCH
Un chiffre est plus puissant qu’on ne le pense
En remplissant le formulaire de recensement, vous pouvez aider à financer les établissements scolaires, les hôpitaux, les bibliothèques et le réseau de transport en commun dans votre quartier. 2020census.gov

POLISH
Każe osoba się liczy
Wypełniając spis ludności, możesz pomóc w uzyskaniu finansów dla szkół, szpitali, bibliotek i transportu publicznego w swojej okolicy. 2020census.gov

RUSSIAN
Важен каждый!
Правильный учет и точные данные во время переписи населения способствуют надлежащему финансированию школ, больниц, библиотек и общественного транспорта в вашем районе. 2020census.gov

CHINESE
一个数字拥有的力量
只需简单地填写人口普查，您就能为学校、医院、图书馆和公共交通筹集资金。2020census.gov

ARABIC
هناك قوة في الرقم الواحد
يمكنك المساعدة بسهولة عن طريق إكمال التعداد. في توفير التمويل للمدارس والمكتبات والمكتبات والنقل العام إلى منطقتك.2020census.gov 

KOREAN
숫자 하나에 힘이 있습니다.
인구 조사를 작성하는 것만으로 귀하가 사는 지역의 학교, 병원, 도서관 및 대중교통을 위한 자금을 모으는 데 도움이 됩니다. 2020census.gov
The next 10 years depends on your next 10 minutes.
The census requires little effort, but results in big consequences. By answering just 10 questions, you could help bring a decade of funding to your community. 2020census.gov

Los próximos 10 años dependen de sus próximos 10 minutos
El censo exige poco esfuerzo, pero tiene grandes consecuencias. Respondiendo solo diez preguntas puede ayudar a traer una década de fondos para su comunidad. 2020census.gov

Les 10 prochaines années dépendent des 10 prochaines minutes que vous nous accorderez
Remplir le formulaire de recensement demande peu d’efforts, mais cela aura des conséquences importantes. En répondant simplement à 10 questions, vous pouvez aider au financement de votre communauté pendant 10 ans. 2020census.gov

Kolejne 10 lat zależy od poświęconych przez Ciebie 10 minut
Spis ludności wymaga trochę wysiłku, jednak jego konsekwencje są ogromne. Udzielając odpowiedzi na zaledwie 10 pytań, pomagasz w zapewnieniu środków finansowych dla swojej społeczności na następną dekadę. 2020census.gov

Уделите всего 10 минут времени, чтобы не сожалеть об упущенных возможностях последующие 10 лет
От вас требуются минимальные усилия, но они много значат для вашего будущего. Ответив всего на 10 вопросов, вы поможете получить надлежащее финансирование для вашего района в последующее десятилетие. 2020census.gov

未来十年取决于您在接下来的 10 分钟做什么
普查并不费力，但却能带来重大的影响。只要回答 10 个问题，您就能为社区筹集十年的资金。 2020census.gov

لا يتطلب التعداد سوى القليل من الجهود، ولكنه يؤدي إلى نتائج عظيمة. يمكنك المساعدة في توفير التمويل لمجتمعك لمدة عقد من الزمن من خلال الإجابة عن 10 أسئلة فقط 2020census.gov

향후 10년이 다음 10분에 달려있습니다.
인구 조사를 작성하는 데 큰 노력이 필요하지 않지만, 그 결과는 큽니다. 단 10개의 질문에 대답함으로써 10년 동안 지역사회에 자금을 지원하는 데 도움이 될 수 있습니다. 2020census.gov
SOCIAL MEDIA CONTENT

ENGLISH
Take a second for your city.
The census is easier than you think. And because the next 10 years depends on the 10 minutes it takes to complete 10 questions, it’s in your best interest to take the time. 2020census.gov

SPANISH
Quieren aprovecharse de su miedo
Sus respuestas al censo son totalmente confidenciales y están protegidas por la ley. Es inconstitucional compartir su información con cualquier otra agencia del gobierno. 2020census.gov

FRENCH
Ils comptent sur vos craintes
Les réponses que vous fournissez en remplissant le formulaire de recensement sont confidentielles et protégées par la loi. Il est inconstitutionnel de partager vos informations avec un organisme gouvernemental, quel qu’il soit. 2020census.gov

POLISH
Oni liczą na to, że zrezygnujesz
Informacje zawarte w spisie ludności są w pełni poufne i chronione prawnie. Udostępnienie informacji innej instytucji rządowej jest nielegalne. 2020census.gov

RUSSIAN
Можете не опасаться разглашения ваших личных данных
Ваш ответы являются полностью конфиденциальными, они защищены законом. Передача вашей информации в любое другое государственное учреждение является неконституционной. 2020census.gov

CHINESE
他们就指望您感到恐惧
您的普查回复完全保密，并会受到法律保护。与任何其他政府机构共享您的信息是违反宪法的。2020census.gov

ARABIC
إنهم يعولون على خوفك
إجاباتك عن أسئلة التعداد سرية ومحفوظة بموجب القانون. إنه من غير الدستوري مشاركة معلوماتك مع أي وكالة حكومية أخرى 2020census.gov

KOREAN
귀하의 두려움에 의지합니다.
인구 조사 응답은 전적으로 기밀로 유지되며 법으로 보호됩니다. 귀하의 정보를 다른 정부 기관과 공유하는 것은 헌법에 위배됩니다. 2020census.gov
TOUGH QUESTION GUIDANCE

1. “I don’t know how to fill out the census form.”

Answer: That’s no problem. There are three ways to answer the census, and only one person in your household has to fill it out for everyone living here. If you’d like someone to help walk you through the form, I’d suggest calling the Census Bureau’s toll-free number. It’s right on this flier. You can give your answers right over the phone, and that’s it. (If relevant, tell them they can fill out the form in a language other than English.)

2. “Can you help me respond? I see you have a tablet.”

Answer: Wow, thank you for understanding how important the census is! Fortunately, the law protects the confidentiality of your answers so tightly, that only official census workers — who are sworn to secrecy for life — can see your answers. If you’d like to use my tablet to fill it out yourself, I can get you to the right website and wait while you fill it out. You can also call the toll-free number and give your answers right over the phone. The number is on this flier.

3. “How long will it take to fill out the form?”

Answer: It should only take about 10 minutes, maybe less. It could take a little longer if there are a lot of people who live in this household. It’s very important to count everyone who usually lives here. But I can assure you that the information can’t be shared outside of the Census Bureau with any government agency (including law enforcement), any landlord, or any court, for any reason.

4. “I’m sorry; I don’t live here.”

Answer: That’s no problem. Is there another adult at home who does live here? I just want to leave this information and answer any questions they have. (If not ...) Would you give the people who live here this information about the census? It’s important for our neighborhood and city that everyone is counted. It’s safe, and it’s easy. And if they have any questions, the Census Bureau’s toll-free number is on this flier. They can even give their answers for this household right over the phone.

5. “Can you come back tomorrow at 3:00pm?”

Answer: Thanks so much for your interest! I really don’t want to take up too much of your time, so why don’t I just leave these fliers with you. They explain why an accurate census count is so important to the future of our neighborhood and our families, and why it’s safe and easy to respond. This flier includes the toll-free numbers to call if you have any questions or want to give your answers right over the phone. And the library down the street has computers set aside just for people to answer the 2020 Census, if you don’t have internet at home.

6. “Do I have to answer all of these questions?”

Answer: While the law requires you to answer the census and all of the questions, it’s really important that everyone in our community and city are counted. Our fair share of political representation and government funding for really important services depend on a full count. So please just do your best. The Census Bureau will accept your form and count your household even if you don’t answer all of the questions, although they might have to follow-up in person if you skip too many.

7. “What should I put down for question #9, “What is my race?”

Answer: I can’t tell you exactly how to answer the questions or even see your answers. Only official Census Bureau workers can do that, and they take an oath to keep your information confidential. I can tell you, in general, that you can choose any race (one or more) that you identify with; the same goes for each person in your household. You should also answer the question before that one, which asks if you are Hispanic or Latino. If you’d like more guidance, census workers would be happy to help you if you call the toll-free number on this flier.
8. “I’m not answering the census. The government is too nosy.”

Answer: I understand how you feel. Businesses and banks seem to be asking us for a lot of information all of the time! Fortunately, the Census Bureau collects a lot less information than private organizations, and your information is kept completely confidential. The 2020 Census asks only a handful of simple questions, and you don’t even give your social security number! But your participation will help make sure our community, our families, our city get the political representation and funding for schools, roads and bus routes, health care and hospitals, affordable housing, and many other services, that we deserve. The census is required by the Constitution. But if you answer on your own — by internet, phone, or on a paper form — no one from the government has to come to your door to collect the information. One person in your household can fill out the form for everyone quickly and easily, and you’ll be done.

9. “I’m afraid to answer the census.”

Answer: I completely understand how you feel. Fortunately, your census information is protected by the nation’s strictest privacy laws. The Census Bureau can’t share your responses with any government agency (even ICE or the police), court, landlord or local housing agency, or private business, for any reason — even for law enforcement! Only Census Bureau staff can see your information, and they are sworn to protect your privacy for life, with stiff jail time and fines for violating that law. Plus, the law also says your answers can’t be used against you. The Census Bureau only uses your responses to publish anonymous statistics that help our community and city get its fair share of political representation and funding for schools, health care and hospitals, job training, public transit, and affordable housing. So it’s important that the census counts everyone who lives in this country. But it is also completely safe. The Census Bureau has never violated the confidentiality laws.

10. “Who should I include on my census form?”

Answer: You should include everyone who usually lives here and doesn’t have another place they consider their home as of April 1st, which is known as “Census Day.” If you have a college age child who lives away from here while going to school, then you don’t count him or her. But be sure to count all children and even babies, and anyone else, even if they aren’t a family member, if this is their usual home now.

11. “I/we don’t speak any of those languages?”

Answer: That’s okay. I will try to get you some help. I want to be sure you can answer the census. Let me show you a list of languages … From here, you will need to pull up the page on the 2020 Census website that lists the 59 non-English languages, and have the resident point to the one that applies … once you click on a language, you will be taken to a new webpage with additional information, including the assistance guide and video, in that language. If the resident has internet access, you can help them get to that page on their own device. Otherwise, if communication is too difficult, thank them and try to let them know that someone who does speak their language will follow-up. You will then need to report the language need to your supervisors, who can identify volunteers who can help the household further.

12. “I lost the letter/form the Census Bureau sent. Can you give me a new one?”

Answer: Only the U.S. Census Bureau can send you the official materials. Fortunately, though, there are three ways to respond, even if you’ve misplaced their mailing. You can go on-line to the official 2020 Census website (it’s right here on this flier) and respond for your household without the ID number that the Census Bureau sent to this address. You just have to give them the correct address. Or you can call the toll-free number (it’s also on this flier) and give your responses right over the phone, even without that ID number. If you really would rather answer using a paper questionnaire, don’t worry … the Census Bureau will send you one with a reminder letter in mid-April. Thank you for understanding how important it is for the future of our community and city to be counted. It should be easy to respond one of these three ways.

13. “Someone from the Census Bureau was already here.”

Answer: That’s great! Thanks for understanding how important it is for the future of our community and our city to be counted in the 2020 Census. Let me leave this information with you. It includes the official Census Bureau website and toll-free telephone numbers, in case you want to go online or call to be sure your household fully responded to the census.
FOR IMMEDIATE RELEASE  
October 1, 2019  
CONTACT:  
Mayor’s Press Office  
312.744.3334  
press@cityofchicago.org  

MAYOR LIGHTFOOT ANNOUNCES $2.7 MILLION INVESTMENT TO PREPARE FOR FULL, ACCURATE COUNT OF CHICAGANS IN THE 2020 U.S. CENSUS  
City invests funding for all-hands-on-deck outreach strategy; commitment includes $2 per hard-to-count resident to ensure every resident is counted  

CHICAGO — Mayor Lori E. Lightfoot today announced a $2.7 million investment in the City’s 2020 census efforts—the largest amount of funding Chicago has ever committed to the census—for an all-hands-on-deck outreach strategy to ensure that every Chicagoan is counted. With nearly half of Chicago’s 2.7 million residents considered “hard-to-count” by the U.S. Census Bureau, this year’s outreach methods will be even more important than in years past and for achieving a complete, full count that accurately reflects the City’s electoral representation and federal funding needs.

“My administration is committed to ensuring that every single person living in the City of Chicago, regardless of age, gender, race, ethnicity, income, or citizenship status is counted,” said Mayor Lightfoot. “An accurate count is vital for Chicago as it determines whether we receive an appropriate level of representation in Congress, as well as the funding instrumental to maintaining our infrastructure, public safety, public health, and other City services.”

The City’s census investment will be used to cast a wide net and to fund strategies for connecting with residents in the hardest to reach communities. With nearly half of Chicago’s population (48 percent) residing in a hard-to-count community, this year’s outreach initiatives will be more important than ever before for reaching vulnerable constituencies and encouraging their participation. This includes families of color, children under five-years-old, the elderly, veterans, returning residents, individuals with high rates of mobility and housing instability, residents with disabilities, those with limited access to the Internet, and those who may be afraid to participate. The funds announced today will allow $2 for every hard-to-count Chicago resident.

“We only have one chance to get this right for the next decade,” said Alderman Ariel Reboyras, 30th Ward and Chairman of the Special Legislative Committee on the

FOR IMMEDIATE RELEASE  
February 24, 2020  
CONTACT:  
Mayor’s Press Office  
312.744.3334  
press@cityofchicago.org  

CITY OF CHICAGO GRANTS $700K TO LOCAL ORGANIZATIONS TO BOOST PARTICIPATION IN THE 2020 U.S. CENSUS  

CHICAGO—Mayor Lori E. Lightfoot today announced $700,000 in grant funding for 32 community-based organizations to support the City’s efforts in educating and engaging residents about the upcoming 2020 U.S. Census. The City partnered with Forefront’s Illinois Count Me In initiative to disperse a portion of its $2.7 million Census investment—the largest amount of funding Chicago has ever committed to the Census—to grant funding for community organizations. These grant funds will be used to support targeted community outreach and other initiatives to help increase Census participation for hard-to-count communities. The City of Chicago contributed $500,000 toward this community outreach effort, Uber provided an additional $100,000, the Illinois Department of Aging contributed $75,000 and the McCormick Foundation contributed $25,000.

Grant funds will be used by organizations for outreach within the City’s hardest-to-count community areas. Awardees will leverage grant dollars for community events, social media campaigns, accessible materials, and other on-the-ground outreach designed to build awareness and activate Chicago residents to complete the 2020 Census.

“Achieving a full and fair count in the upcoming census is critical to determining the necessary federal funding levels for our city, appropriate representation in Congress, and securing the continued strength of our regional economy,” said Mayor Lightfoot. “These grants stand as a vital tool to supporting Chicago’s many passionate and committed community partners who will be on the ground and working hard to include all our residents in this important process, and ensuring every voice is heard, felt and accounted for.”

A list of organizations that received funding, along with their respective communities served, can be found below:

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<thead>
<tr>
<th>ORGANIZATION</th>
<th>COMMUNITY</th>
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<tbody>
<tr>
<td>Center for Changing Lives</td>
<td>Humboldt Park</td>
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<tr>
<td>Center on Halsted</td>
<td>Citywide</td>
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<td>Chicago Veterans</td>
<td>Citywide</td>
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<td>Claretian Associates</td>
<td>South Chicago</td>
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<tr>
<td>Community Organizing and Family Issues</td>
<td>Humboldt Park, Englewood</td>
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<tr>
<td>Faith in Place</td>
<td>North Lawndale, Englewood</td>
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CONTACT US

census@cityofchicago.org  |  census2020.chicago.gov