How to Help Your Community Be Counted

- **Start NOW!** April 1st, 2020 is Census Day
  - Know the facts and the Census 2020 basics.¹ ²
  - Provide Census 2020 fact sheets in your office and at meetings.¹ ²
  - Include Census 2020 information and its importance in your meetings, newsletters, conferences, websites, and communications with clients.
  - Use social media to promote understanding of the Census.
  - Communicate the importance of the Census to partners and stakeholders in your organization and community.
  - Participate with your local Complete Count Committee³ (see over).
  - Identify and plan outreach with “hard to count”⁴ communities (see over).
  - Develop tailored and customized messages to allay fears, promote trust, and dispel misinformation.
  - Encourage early, self-response from residents.
  - Provide computers or phones for clients to use to respond.
  - Promote Census job opportunities.
  - Spread the word to your family, friends, and colleagues.
  - Respond to your own Census Invitation.

An Undercount in Iowa = Federal Funding Loss
Complete Count Committees
Complete Count Committees are volunteer groups started by governments, communities, and organizations to increase awareness and motivate residents to respond to the 2020 Census. These committees provide a joint effort by governments, organizations, and residents to communicate about the importance of the Census. Many communities already have a complete count committee but communities can still form one. The Census Bureau provides a map and listing of towns and contacts for Iowa’s Complete Count Committees.

Hard to Count Populations and Areas
The Census Bureau recognizes that some groups and areas tend to have lower than average response rates to the Census and historically are “hard to count.” For some there may be barriers that hinder their response, they may not understand the importance, or they may have privacy concerns or distrust in government. Areas and groups more likely to be undercounted include:

- geographically, linguistically, or culturally isolated households
- renters and those who move often or have moved recently
- gated communities or buildings with limited public access
- households with lower levels of education, income, or employment
- households with non-traditional families or living arrangements
- racial and ethnic minorities
- children under 5 years old
- areas with multi-family, overcrowded, or vacant housing units

The Census Bureau provides a map application designating census tracts with predicted low self-response rates. Zooming in on your county or town will show the designated areas.

YOU COUNT!! YOUR RESPONSE MATTERS!!

Useful Guides and Sites
U.S. Census Bureau: https://2020census.gov/en.html
Iowa State University Extension and Outreach Indicators Portal: www.indicators.extension.iastate.edu
Iowa Data Center: https://www.iowadatacenter.org/2020census
Iowa and National League of Cities: https://www.iowaleague.org
https://www.nlc.org/resource/cities-count-preparing-for-the-2020-census
Nonprofit Vote: https://www.nonprofitvote.org/nonprofitscount/

Fact Sheets and Other Resources: