The goal of the 2020 U.S. Census, is to capture an accurate count of the population as of April 1, 2020. Iowa State University Extension and Outreach’s mission is to serve all Iowans. An accurate count of Iowa’s population will provide key demographic information to help us understand who and where our clients are. In addition, 2020 Census data will:

- guide community planning and decisions;
- determine how many representatives Iowa has in the U.S. Congress; and
- impact federal funding for many services and programs.

If Iowa’s population is undercounted, Iowans could be underrepresented in Congress and our state could lose needed federal funding.

HELP YOUR COMMUNITY BE COUNTED

- Know and share facts about the Census and why it’s important: provide fact sheets in your office and include information in your meetings, newsletters, conferences, websites, and communications with clients, partners, and stakeholders.
- Use social media to promote understanding of the Census.
- Participate with your local Complete Count Committee.
- Identify and plan outreach with “hard to count” communities.
- Encourage clients to respond early.
- Promote Census job opportunities.
- Respond to your own Census Invitation.
- Encourage your family, friends, and colleagues to respond.

SHARE THE FACTS

- The 2020 Census is accessible for everyone. You can respond online, by phone, or by mail. Many language options are available.
- Your personal information is kept confidential.
- The Census will NOT ask about citizenship or immigration status.
- The Census Bureau will NEVER ask for Social Security numbers, bank or credit card numbers, money or donations, or anything on behalf of a political party.
- The Census contributes to a better future for you, your family, your community, and Iowa.
JOIN YOUR COMPLETE COUNT COMMITTEE

The Indicators Website provides a list of Iowa’s Complete Count Committees with contact information (https://indicators.extension.iastate.edu/Indicators/Census/IowaCompleteCountCommittees.pdf). These volunteer groups increase awareness and motivate residents to respond to the 2020 Census. There’s still time to form committees. Learn more: https://2020census.gov/en/partners/complete-count.html

LEARN ABOUT THE ‘HARD TO COUNT’ POPULATIONS AND AREAS

Some groups and areas tend to have lower than average response rates to the Census and historically are “hard to count,” including:

- 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 nontraditional families or living arrangements;
- racial and ethnic minorities;
- children under 5 years old; and
- areas with multi-family, overcrowded, or vacant housing units.

The Indicators Website provides a list of hard-to-count Iowa census tracts, by county (https://indicators.extension.iastate.edu/Indicators/Census/HardToCount.pdf). You can use the Census Bureau’s map application (www.census.gov/roam) to zoom in on census tracts with predicted low self-response rates in your county or town.

MORE INFORMATION

U.S. CENSUS BUREAU: WWW.2020CENSUS.GOV

Iowa State University Extension and Outreach Indicators Portal: www.indicators.extension.iastate.edu/Indicators/Census

Iowa Data Center: www.iowadatacenter.org/2020census

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TIMELINE

FEBRUARY 2020 ISU Extension and Outreach begins Census promotion
MARCH 2020 Census invitations arrive by U.S. mail to most households; response can begin (online, phone, or mail)
APRIL 1, 2020 Census Day
MAY 2020 Census takers visit households that haven’t responded
DEC. 31, 2020 State counts are delivered to the President for congressional apportionment
MARCH 31, 2021 County, city, and other regional counts are sent to states for legislative redistricting

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