

# 2020 US Census: Important to Iowa Cities



## What is the Census?

The U.S. Constitution mandates the U.S. Census, counting every person and housing unit in the U.S. every 10 years. The first census was in 1790. By law, the census protects personal identities. The census seeks to count every person living in the U.S. once, and in the right place.

## The Cost of Undercounting

If there were an undercount in Iowa in the 2020 census, Iowa would **lose portions of federal funds** whose distribution formula are based on census populations. If there were an undercount of just one-tenth of a percent, this would equate to an approximately **\$90M loss over 10 years.**

*\*Raw source: George Washington University*

## Why is the Census Important to My Community?



Iowa's and your community's share of certain federal funding sources.



Funding levels for many public services, grants, and programs in the community. Among many, these include healthcare, Medicaid, transportation, job, and youth-related programs.



Fair representation in the U.S. Congress and the Iowa Legislature.



Guides local community planning and decision-making.



## Summary of Questions on the Census

- How many people are living or staying at your home on April 1, 2020
- Whether the home is owned or rented
- About the sex of each person in your home
- About the age of each person in your home
- About the race of each person in your home
- About whether a person in your home is of Hispanic, Latino or Spanish origin
- About the relationship of each person in your home
- A phone number for a person in the home

*The 2020 US Census will NOT ask about citizenship or immigration status*

## Complete Counts Committees

Local, state, tribal governments and other partners can form Complete Counts Committees to help leverage local knowledge, influence, and resources to educate communities and promote the Census. The CCCs are comprised of a broad spectrum of community leaders and industries. They can help coordinate media briefings, census rallies, social media and digital media, recruiting census workers, etc. Local coordination can help build trust and outreach in the community.