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Overview

- 2020 Census
- 2020 Participation and Resources
- Library Resources
- Accessing the data on the U.S. Census Bureau’s website
The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.

It is required by the U.S. Constitution (Article I, Section II)
A complete and accurate count of a state’s population and housing is essential to a State because the Decennial Census is used to determine each state’s gain, loss, or maintenance of congressional representation, state redistricting, federal grant formula allocation, and the distribution of over $600 billion (including $5.3 billion to Iowa, $2.5 billion in Nebraska) in annual federal funding to the states for an entire decade - until the next decennial census is taken.

Additionally, there are a large number of federal programs benefiting States that use the census enumeration and population numbers as part of their funding formulas, including formulas for education, health, and human services programs.

State leadership, in every State, appreciates and understands that a complete count of its population and housing is vitally important to its ability to function. On average, federal funding comprises 31% of a state’s budget.
### Counting for Dollars 2020

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

**Iowa**

Total Program Obligations: $5,306,566,902  
Per Capita: $1,699 (see note on proper use)

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
<th>Dept.</th>
<th>Type</th>
<th>Recipients</th>
<th>Obligations</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$2,922,345,159</td>
</tr>
<tr>
<td>93.774</td>
<td>Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services</td>
<td>HHS</td>
<td>Direct Pay</td>
<td>Providers</td>
<td>$530,923,110</td>
</tr>
<tr>
<td>10.551</td>
<td>Supplemental Nutrition Assistance Program (SNAP)</td>
<td>USDA</td>
<td>Direct Pay</td>
<td>Households</td>
<td>$516,608,025</td>
</tr>
<tr>
<td>20.205</td>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>Grants</td>
<td>States</td>
<td>$506,597,671</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children’s Health Insurance Program (S-CHIP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$126,012,000</td>
</tr>
<tr>
<td>84.027</td>
<td>Special Education Grants (IDEA)</td>
<td>ED</td>
<td>Grants</td>
<td>States</td>
<td>$120,827,538</td>
</tr>
<tr>
<td>10.555</td>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$101,819,938</td>
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<tr>
<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$57,095,000</td>
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<td>Title I Grants to Local Education Agencies</td>
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<td>Grants</td>
<td>LEAs</td>
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<tr>
<td>93.600</td>
<td>Head Start/Early Head Start</td>
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<td>Grants</td>
<td>Providers</td>
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<tr>
<td>14.195</td>
<td>Section 8 Housing Assistance Payments Program (Project-based)</td>
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<td>Direct Pay</td>
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<td>93.568</td>
<td>Low Income Home Energy Assistance (LIHEAP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$53,795,058</td>
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<tr>
<td>10.557</td>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$44,518,770</td>
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<td>93.527/93.224</td>
<td>Health Center Programs (Community, Migrant, Homeless, Public Housing)</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
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<td>Grants</td>
<td>States</td>
<td>$25,064,000</td>
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<tr>
<td>93.658</td>
<td>Foster Care (Title IV-E)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$18,342,000</td>
</tr>
</tbody>
</table>
## Counting for Dollars 2020

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

### Nebraska

Total Program Obligations: $2,544,798,214  
Per Capita: $1,342 (see note on proper use)

<table>
<thead>
<tr>
<th>CFDA #</th>
<th>Program Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>93.778</td>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$1,115,705,449</td>
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<tr>
<td>93.774</td>
<td>Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services</td>
<td>HHS</td>
<td>Direct Pay</td>
<td>Providers</td>
<td>$354,653,896</td>
</tr>
<tr>
<td>20.205</td>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>Grants</td>
<td>States</td>
<td>$283,856,429</td>
</tr>
<tr>
<td>10.551</td>
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<td>USDA</td>
<td>Direct Pay</td>
<td>Households</td>
<td>$242,092,503</td>
</tr>
<tr>
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<td>Direct Pay</td>
<td>States</td>
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<tr>
<td>84.010</td>
<td>Title I Grants to Local Education Agencies (IDEA)</td>
<td>ED</td>
<td>Grants</td>
<td>LEAs</td>
<td>$70,930,488</td>
</tr>
<tr>
<td>93.767</td>
<td>State Children’s Health Insurance Program (SCHIP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$69,689,000</td>
</tr>
<tr>
<td>10.555</td>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$67,470,553</td>
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<td>14.871</td>
<td>Section 8 Housing Choice Vouchers</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$67,187,000</td>
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<tr>
<td>93.600</td>
<td>Head Start/Early Head Start</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$53,894,062</td>
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<tr>
<td>10.557</td>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>USDA</td>
<td>Grants</td>
<td>States</td>
<td>$32,309,177</td>
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<tr>
<td>93.568</td>
<td>Low Income Home Energy Assistance (LIHEAP)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$29,374,312</td>
</tr>
<tr>
<td>14.195</td>
<td>Section 8 Housing Assistance Payments Program (Project-based)</td>
<td>HUD</td>
<td>Direct Pay</td>
<td>Owners</td>
<td>$27,819,612</td>
</tr>
<tr>
<td>93.596</td>
<td>Child Care and Development Fund-Entitlement</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$21,407,000</td>
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<tr>
<td>93.527/93.224</td>
<td>Health Center Programs (Community, Migrant, Homeless, Public Housing)</td>
<td>HHS</td>
<td>Grants</td>
<td>Providers</td>
<td>$18,795,713</td>
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<tr>
<td>93.658</td>
<td>Foster Care (Title IV-E)</td>
<td>HHS</td>
<td>Grants</td>
<td>States</td>
<td>$15,713,000</td>
</tr>
</tbody>
</table>
2020 Census Content

- Sex
- Age
- Race
- Hispanic Origin
- Household Relationship
- Tenure
- Citizenship
Almost all households will receive an invitation letter in the mail with instructions for responding to the census online. The invitation will include a unique identification code called a Census ID or User ID. Using the Census ID helps the Bureau keep track of responses and prevent duplication. However, the Census ID is not required in order to respond online or by telephone. If respondents don’t have their Census ID handy, they can use their address instead. The online questionnaire will be available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese). If respondents have questions about the online form, they can contact Census Questionnaire Assistance for support in the same 13 languages. Respondents can also complete the questionnaire over the phone when they call.
Group Quarters (e.g., College Dorms, Military Bases, Prisons)

- The Census Bureau uses a different method to count people in group living situations, called “group quarters,” such as college student housing, prisons, military barracks, and nursing homes. In some of those cases, the facility administrator will work with local 2020 Census office staff to collect the information for the people residing there; those individuals will not respond directly to the Census Bureau.
People Experiencing Homelessness

- The Census Bureau will count people experiencing homelessness (and who are not part of a household) at the places where they receive services, such as shelters and soup kitchens. (This operation is called Service-Based Enumeration.) The Census Bureau will also conduct a count of people sleeping outdoors. In addition, the Bureau will count people staying in transitory locations such as motels, campgrounds, and migrant farmworker camps, through the Enumeration of Transitory Locations operation. However, people who are staying in the home of a friend or family member as of Census Day should be counted on the questionnaire for that household if the person does not have a usual home elsewhere.
2020 Participation and Resources
Overview of CCCs

- CCCs at the State and Local Level are one of the core strategic elements of the Partnership program for the 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
Community CCCs

- Formed in specific low response score areas
- Formed to fill a gap in areas where there is no government-sponsored SCCC/CCC
- Includes representation from the following suggested areas of the community:
  - Business leaders
  - Educators
  - Media representatives
  - Organization leaders
  - Community-based organization leaders
  - Faith Based Organizations
Planning Database

- Data from the previous Census (2010)
- Data from the most recent release of the American Community Survey
- Data summarized at all geographic levels down to Census Tract and Census Block Group
- Used for outreach and local census promotion efforts
- Used for census staffing and recruitment efforts
Response Outreach Area Mapper
Census Engagement Navigator

Race (Non-Hispanic) in Iowa: 2012-2016
- White alone: 87.0%
- Black or African American alone: 3.2%
- American Indian and Alaska Native alone: 0.3%
- Asian alone: 2.1%
- Native Hawaiian and Pacific Islander alone: 0.1%
- Some Other Race alone: 0.1%
- Two or more races: 1.7%

Hispanic or Latino Origin
- Hispanic or Latino (of any race): 5.6%

Language Spoken at Home (Population 5 years and over)
- 7.5% speak a language other than English

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates (Map) 2010 Decennial Census Mail Response Rates
Library Resources
LIBRARIES’ GUIDE TO THE 2020 Census
## Timeline of Key Census Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>Census Questionnaire Assistance will be available to answer general questions about the census from mid-January through early September 2020. However, the self-response period for the telephone option will run from mid-March through the end of July.</td>
</tr>
<tr>
<td>February 2020</td>
<td>The Census Bureau will contact administrators of group quarters (military barracks, college dorms, prisons, and skilled nursing homes, among others) in advance of the enumeration of these locations, which will occur in April.</td>
</tr>
<tr>
<td>March 12, 2020</td>
<td>The internet self-response period will start as households begin to receive invitations to respond, either through the mail or hand-delivered to households in many rural and remote areas. Households may continue to self-respond through July 31.</td>
</tr>
<tr>
<td>March 30, 2020</td>
<td>Service-Based Enumeration (SBE) will begin. This three-day/night enumeration occurs at shelters, locations that provide services for people experiencing homelessness, and targeted outdoor locations where people experiencing homelessness sleep.</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Census Day! Respondents do not have to wait until April 1 to respond but should include everyone who will be a &quot;usual resident&quot; on April 1. If people aren't sure, they can wait until April 1 to respond.</td>
</tr>
<tr>
<td>April 2020</td>
<td>Group quarters will be counted during April.</td>
</tr>
<tr>
<td>May 13, 2020</td>
<td>Nonresponse Follow-up (NRFU) will begin. During NRFU, the Census Bureau will follow up with households that did not self-respond to the census by sending reminders and/or visiting in person. NRFU will continue through July. (In communities with large numbers of off-campus college students, NRFU will begin on April 9, to reach students before the academic term ends.)</td>
</tr>
</tbody>
</table>
What can libraries do to prepare

- Participate in Complete Count Committees
- Prepare for increased use of public access computers
- Spread the word about census jobs in your area
- Fight misinformation, disinformation, and scams
The next Census in 2020 will require counting an increasingly diverse and growing population of around 333 million people in more than 140 million housing units. To get an accurate count, the Census Bureau must build an accurate address list of every housing unit, maximize self-response to the census, and efficiently follow up with those who do not respond.

https://www.iowadatacenter.org/2020census
2020 Census in Nebraska

Census Day is April 1, 2020.

This website provides information about the 2020 Census along with resources communities and constituent groups can use to achieve a complete count of people in Nebraska.

http://cpar.unomaha.edu/2020census
State Data Center Services

- Facts online
- Answers to data requests
- Data mapping
- Statistical profiles of Iowa communities and Iowa population groups
- Consultations on appropriate uses of data
- Referrals to quality data sources
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Coordinator-State Data Center  
State Library of Iowa  

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