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Count Me in JoCo

Campaign created to make sure everyone in Johnson County gets counted in 2020

Next year, the U.S. government will attempt to count every resident in the nation. Mandated by the Constitution, the census takes place every 10 years and the next one begins April 1, 2020.

Several Johnson County cities, chambers, school districts, non-profits and other organizations joined Johnson County Government to form a Complete Count Committee (CCC). Among them is Workforce Partnership.

“We work with many job seekers who experience barriers to employment such as unstable housing, low-English proficiency or lack of internet access. Those barriers may impact their ability to participate in the 2020 census,” said Workforce Partnership Executive Director Keely J. Schneider. “It is vital to ensure that even our most vulnerable populations are counted.”

This spring, the Johnson County CCC launched **Count Me In JoCo**, a year-long campaign to educate residents about the importance of the census and how they can participate. The campaign includes a new website, **CountMeInJoCo.org**. On social media you can join the conversation with the hashtag **#CountMeInJoCo**.

Data collected in the census directs the proper portion of \$800 billion in federal funds to local communities for local programs.

“For every household that doesn’t get counted, we lose \$39,000 over a 10-year period, that could have been used for maintaining roads, funding for Medicare and other important federal funding uses,” says Alan E. Organ, M.D., PhD, U.S. Census Bureau Partnership Specialist.

Census data is also used to determine the number of seats each state has in the U.S. House of Representatives, ensuring that states have fair representation in federal lawmaking. In addition, states use census data to redraw or confirm legislative and school districts.