How Will This Work in Colorado?
It’s Important, It’s Easy, It’s Safe

Census Day - April 1, 2020

Colorado has 64 counties and over 4,000 local governments
Census 2020 = Colorado Funding

$883 billion in federal funding allocated in US based on Census population counts

Approx. Colorado funding per year = $13 billion

- Senior services (Medicare)
- Public libraries
- Health services (Medicaid)
- Community centers
- Road improvements
- Public Housing (Section 8)
- Title 1 Grants to Local Education Agencies
- Programs for Veterans
- Community colleges
- Tuition assistance
- Women, Infants & Children (WIC)
- Public Assistance (SNAP)
- School Lunch
- Health Centers

Community Engagement and Partnership Program

Census Staff
- Partnerships Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion
What is the State’s Role?

State Complete Count Campaign (CCC)

- Funding of $6M Census 2020 Outreach Program

$220k in funding for marketing materials through DOLA’s State Demography Office

Collaborate and with the Census Bureau

Collaborate and support local governments and organization.

Leverage ideas and work across the state
What Has Colorado Done to Date

Goal - Count everyone, once and in the right place

- Housing units and boundaries are the foundation for a successful Census.

- Updating the Master Address File for all housing in Colorado.

- Update the list of all Group Quarter facilities (prisons, nursing homes, college dorms)

- Updating all boundaries - precincts, census tracts, census block groups and municipal boundaries.
Reapportionment - Projection

Anticipated Gains/Losses in Reapportionment
2020 Population Projections
Based on 2016-2018 "Short-Term" Trend

State numbers reflect number of congressional house seats after change put into effect.

Based on Census Bureau estimates released 12/19/2018

Election Data Services
Challenges to a Successful Census

The 2020 Census

- A mobile population
- Constrained fiscal environment
- Rapidly changing use of technology
- Information explosion
- Increasingly diverse population
- Declining response rates
- Distrust in government
- Informal, complex living arrangements
Everyone Counts in Colorado.

It's Important. It's Easy. It's Safe.

Welcome to the Colorado Census 2020 Homepage
Census Day is April 1, 2020.
This website provides information about the 2020 Census for Colorado.
Find resources for communities and constituent groups by following the links below.
You Can’t Spell Census without “Us”

Requested funding from the legislature - $6 Million:

• HB 19-1239 - Promoting of accurate count in the decennial Census

• Outreach, education and promotion to focus on hard-to-count communities in Colorado and to increase self-response.
You Can’t Spell Census without “Us”

**Timeline:**

- Census 2020 Grant Outreach Committee Meeting - July 1, 2019
- Stakeholder Meeting - July 8, 2019
- Launch application - July 22, 2019
- Applications due - September 15, 2019
- Awards made by DOLA - November 1, 2019
Census 2020 Grant Program
Stakeholder Session - July 8th

- Identified eligible entities
- Brainstorm potential partnerships and ideas in the community
- Defined hard-to-count communities
- Discussed policies and procedures
- Provided a draft application and instructions on how to apply
State Complete Count Campaign

Goal: To increase awareness about Census 2020 and to motivate residents to respond with the result of the best and most accurate count in Colorado.

Subcommittees:

- Education and Youth
- Higher Education
- Policy
- Business and Nonprofits
- Communications/Outreach
- Rural Colorado
- Immigrant/Refugee/POC
- Local & State Government
Subcommittee Action Plans

• Tactics for Execution
  • Back to School night handouts & Friday folder inserts
  • Library outreach - assistance centers
  • Develop “drop in” articles for specified newsletters
  • Census Link on student portals through school districts
  • Banner on county websites - story of Census dollars for the community
  • PSAs from trusted voices - Secretary of State
  • Engagement of Re-Entry Population
  • Develop targeted messaging through web and social media
Denver Urban Indian Meeting
Census One Year Out Celebration
Lessons Colorado Has Learned

• States should be developing plans early due to the number of planning events and work that takes place.

• Utilize resources on programs such as: Redistricting preparations, LUCA (update of census addresses), Count Review, PSAP (drawing new census tract and block groups), BAS (updating muni boundaries), New Construction.

• California invested 10 million in LUCA

• Flexibility in funding is critical

• Statistics in Schools should be developed and implemented early.

  • Use your Department of Education to help implement!
Lessons Colorado Has Learned

• Issue with turnover in leadership between 2017 and 2020.
  • New governors, new legislatures, new leadership in state agencies, makes it difficult.

• Value of the Federal State Cooperative for Population Estimates (FSCPE) basically the organization of State Demography Offices collaboration with Census Bureau.
  • Less turnover, importance of the data and information

• Close and collaborative relationship with Partnership Specialists who value state knowledge and partners.
Colorado’s Overall Efforts
Colorado Resources

Colorado Census 2020 Website:  
www.demography.dola.Colorado.gov/census_2020/

Department of Local Affairs - Natriece Bryant  
Natriece.Bryant@state.co.us 303-864-7707
Questions?