

EVERYONE ONE

COUNTS *Census 2020*

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Department of Local Affairs

United States
Census
2020

What is a census?

A count of all persons living in the United States on April 1st conducted every 10 years

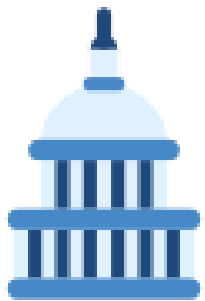
Census Day is April 1, 2020

Online submission begins in March, 2020



It's Important

Census counts influence representation by determining:



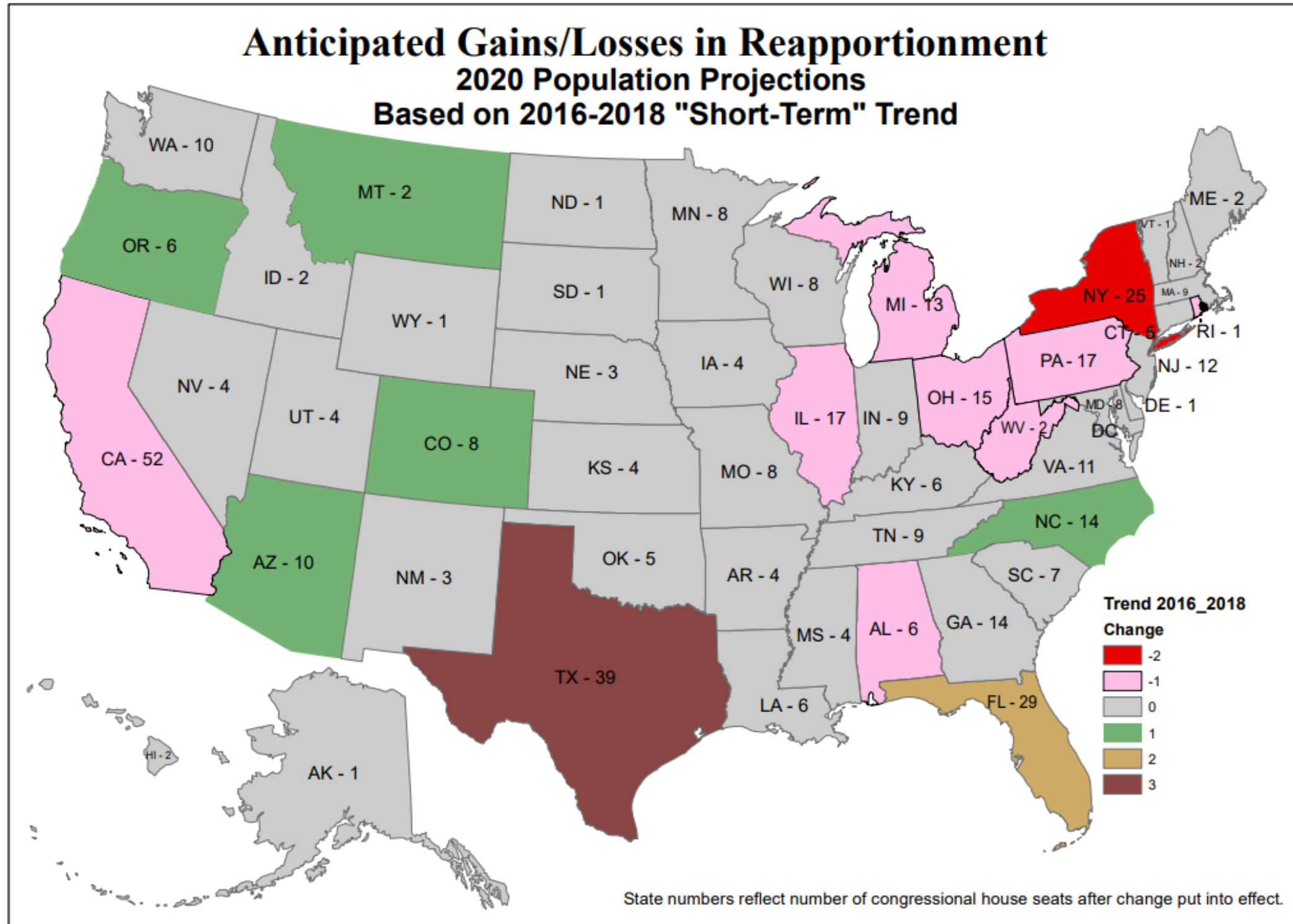
The number of seats each state has in the US House of Representatives.



How Congressional Districts, State House Districts, State Senate Districts, County Commissioner and City Council Districts are redrawn



Reapportionment - Projection



It's Important

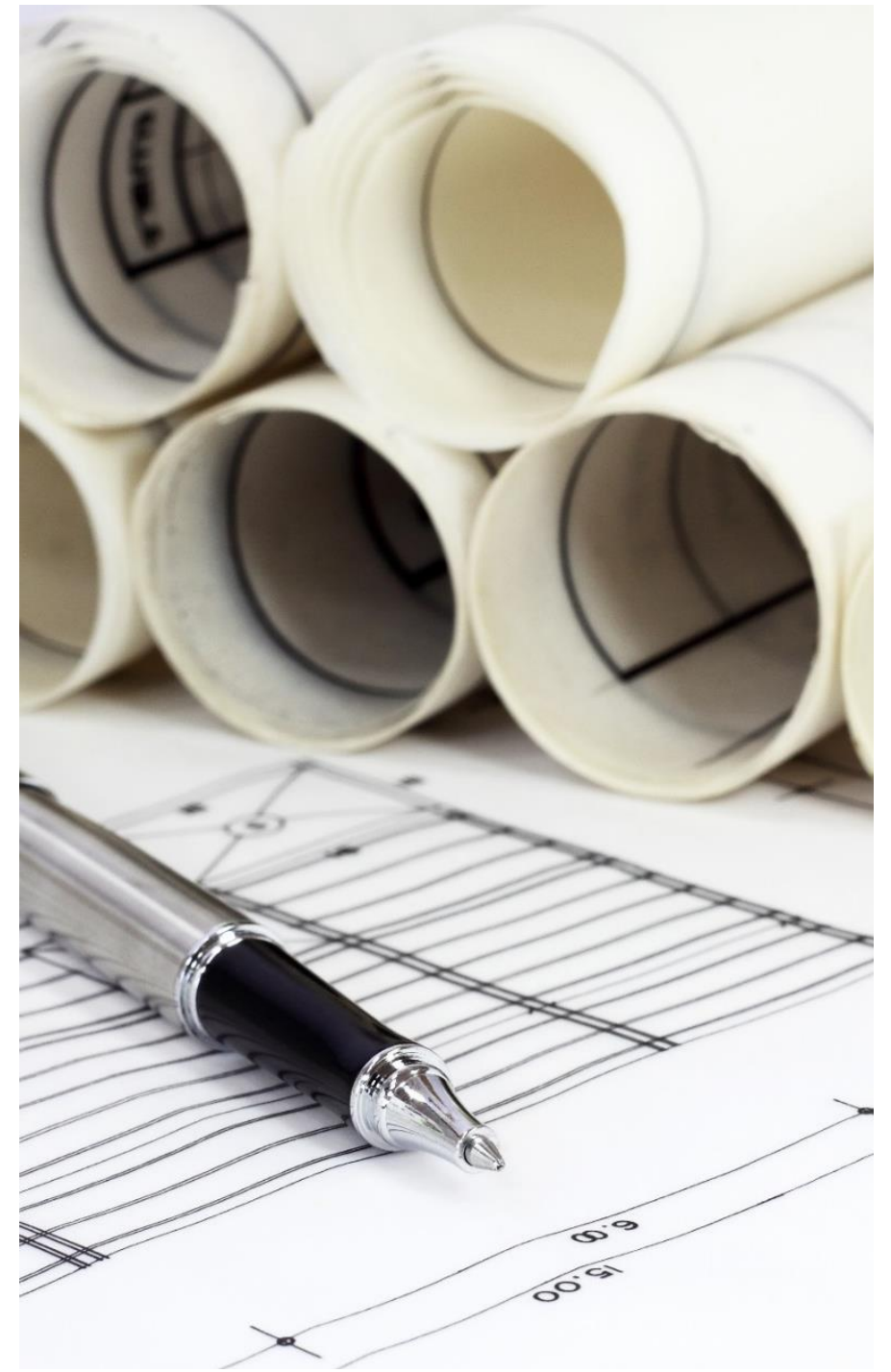
Colorado receives ~\$2,300/person per year, or over \$13 billion annually for programs like:

- Senior Services
- Health Services
- Public Housing (Section 8)
- Public Assistance (SNAP)
- Women, Infants, & Children (WIC)
- Education
- School Lunch
- Road Improvements
- Programs for Veterans
- Community Colleges
- Tuition Assistance
- Health Centers
- Public Libraries
- Community Centers

It's Important

Census data is used for planning, program evaluation, business analysis, and service provision

Used as a base population for the next 10 years



Count Everyone Once, and Only Once, In the Right Place.

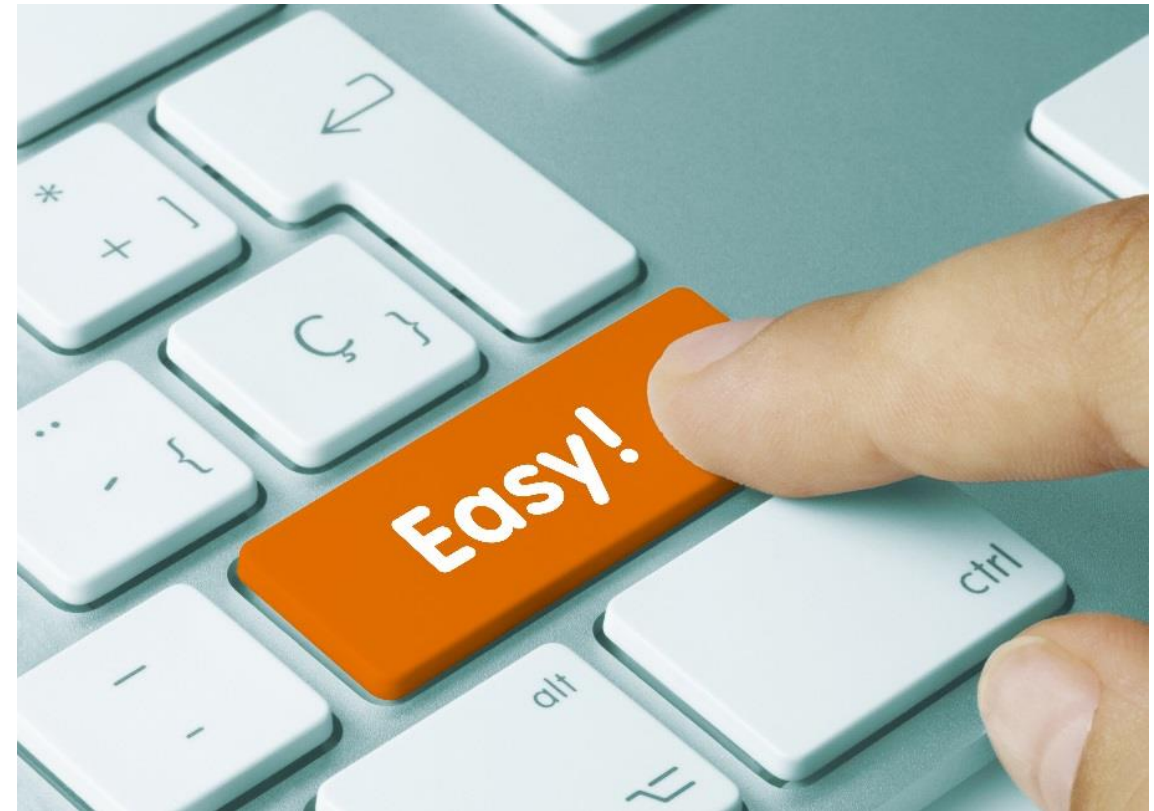
- Housing units /addresses are used as the foundation for the population count
- Census form information will be sent to households using the Master Address File
 - Address Canvassing going on now
- Importance of having all housing units in list
- Importance of having boundaries updated

It's Easy

10 Questions

4 Ways to Respond

1. Online
2. By Phone
3. By Mail-in Form
4. In-person, Through an Enumerator



Census form in 13 Languages

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, French, Tagalog, Polish, Haitian Creole, Portuguese, and Japanese

Language guides in 59 other languages

Census 2020 Questions

10 questions directed to the householder and to each person living in a household.

- Name
- Phone Number
- Sex
- Age and Date of Birth
- Relationship to householder
- Hispanic Origin
- Race
- Housing Tenure - own/rent
- Number of persons in household
- Does the person usually stay or live somewhere else?



Census Completion

- People may skip questions, but SDO recommends that everyone answer the Census completely and accurately
 - This includes reporting on all persons living in a household (including babies...)
- The Census Bureau plans to follow up with households that do not return a census form
- There are no plans to follow up with people who leave questions unanswered
- Results from incomplete census forms will be included in the head count



Special Populations

- Colleges/Universities
 - Count students at the schools if that is where they normally live.
 - Students in dorms are part of dorm count - will be counted by university/college
 - Students off campus should be counted in the housing unit
- Prisoners - counted by the prison.
- Homeless and transient locations - March 30th - April 1 by census takers at service providers or transient locations
- Homes in non-addressed areas - Update and leave
 - Census taker will verify addresses and leave a questionnaire at housing units that have been identified as not having a traditional mail address. These are about 5% of the housing units across the US

<https://www.census.gov/newsroom/press-releases/2019/tea-viewer.html>



It's Safe

- All data are protected and records are confidential for 72 years under federal law
- Census will never share individual information with other government agencies
- All Census Bureau employees swear a lifetime oath to protect information



Will a Census Enumerator come to someone's house?

- In most cases, no.
 - The census data collection process includes five contact opportunities before in-person enumeration begins
 - A census enumerator will visit households that do not respond to contact requests
 - Submitting the census form in online, over the phone, or on paper will prevent in-person enumeration
 - Census Bureau administers several surveys - you may be contacted for other surveys



How Will This Work in Colorado?

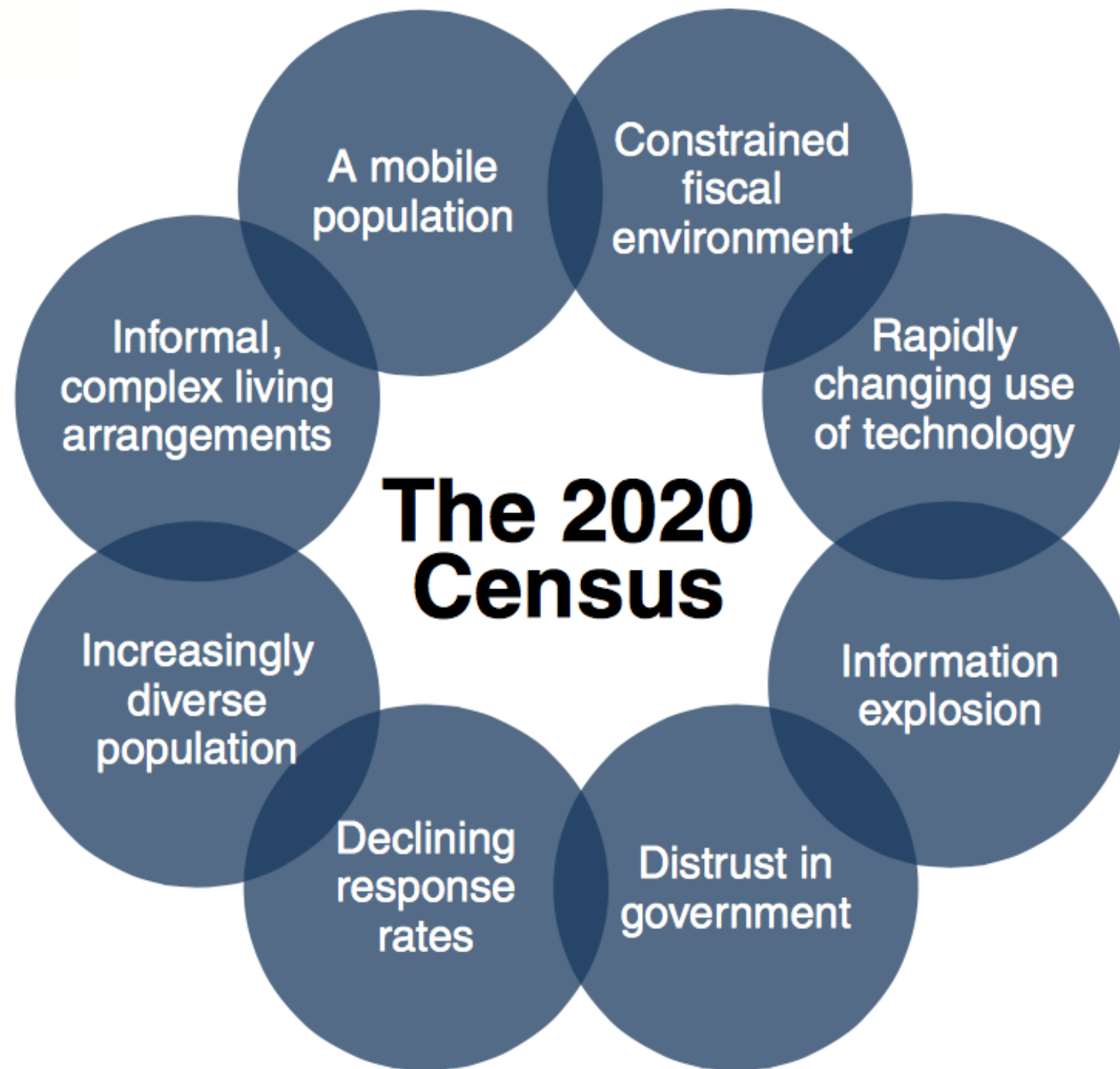


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Challenges to a Successful Census



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)

Collaborate and with the Census Bureau

Funding Census 2020 Outreach Program

Collaborate and support local governments and organization.

Funding for marketing materials through DOLA's State Demography Office

Leverage ideas and work across the state



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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.



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Educate, Engage, Encourage

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Colorado Census 2020
It's Important. It's Easy. It's Safe.

Welcome to the Colorado Census 2020 Homepage
Census Day is April 1, 2020.

Recent updates: 8/6/2019 [Census FAQ: Address Canvassing](#)
8/19/2019 [Census Jobs](#) [Resources for Communities](#)

 CENSUS 2020 OUTREACH GRANT PROGRAM	 WHY COMPLETE THE CENSUS?	 CENSUS FACT SHEETS	 CENSUS FAQ	 CENSUS JOBS
 COLORADO 2020 CENSUS SUPPORT PROGRAM	 CENSUS NEWS	 COMPLETE COUNT COMMITTEE	 RESOURCES FOR COMMUNITIES	 CENSUS DATA TOOLS

https://demography.dola.colorado.gov/census_2020/



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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.



Census 2020 Resources

- Program Information on the “Resources for Communities” page:
<https://demography.dola.colorado.gov/census-acs/2020-resources/>
- **Census 2020 Outreach Grant Program**
 - \$6,000,000 in grant funds to support outreach to Hard to Count populations
 - Applications due on September 15, 2019
 - Awards will be announced on November 1, 2019
- **Colorado 2020 Census Support Program**
 - \$220,000 from SDO to reimburse purchase of census promotional materials
 - Encourage coordination with local complete count committees
- **Census Bureau Promotional Materials**
 - Available September, 2020



Thank you

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State Demography Office, Department of Local Affairs



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Questions?



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