



EVERYONE  
**COUNTS** *Census 2020*

Colorado Department of Local Affairs  
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[Demography.dola.colorado.gov](http://Demography.dola.colorado.gov)



**COLORADO**  
Department of Local Affairs



# *Census 2020 = Local Funding*

Colorado receives over \$13 billion per year in funding

Senior services (Medicare)

Programs for Veterans

Public libraries

Community Colleges

Health services (Medicaid)

Tuition Assistance

Community Centers

Women, Infants & Children (WIC)

Road Improvements

Public Assistance (SNAP)

Public Housing (Section 8)

School Lunch Programs

Title 1 Grants to Local Education

Health Centers



# *What is the State's Role?*

State Complete Count Campaign  
(CCC)

Collaborate and with the Census  
Bureau

Funding of \$6M Census 2020  
Outreach Program

Collaborate and support local  
governments and organization.

\$240k in funding for marketing  
materials through DOLA's State  
Demography Office

Leverage ideas and work across  
the state



# *What Has the State Been Doing*

- 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.



# *Marketing and Outreach*

## *Educate, Engage, Encourage*

- Developed Colorado Census 2020 Website
  - Resources and Information specific to Colorado
- Requested funding from the legislature - successful
  - Support local marketing/outreach efforts
- Gathering and sharing ideas with other states
- Leveraging ideas and resources across Colorado
- State Complete Count Campaign (CCC)



# *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.

Education & Youth

Communication/Media

Higher Education

Rural Colorado

Policy

Immigrant/Refugee/POC

Business & Nonprofits

Local & State Government



# *Subcommittee Action Plans*

- *Specific Strategic Objective*
- *What is needed to meet the objective:*
  - Who can help - strategic partners;
  - What resources are necessary;
  - What barriers are we facing;
  - Engagement with trusted community voices
- *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





# Website Development

The screenshot shows the Colorado Department of Local Affairs website for the 2020 Census. At the top left is the logo for the Colorado Department of Local Affairs (DOLA), featuring a green triangle with 'CO' and a blue triangle with 'DOLA'. To the right is the text 'COLORADO Department of Local Affairs'. A navigation bar below the logo contains links for Home, Population, Births, Deaths, Migration, Economy & Labor Force, Housing & Households, Census & ACS, and a logo for 'EVERYONE COUNTS 2020'. A breadcrumb trail reads 'Home > Colorado Census 2020 Main' and a 'Get Data' button is visible. A large photograph of a diverse group of people is centered on the page. Below the photo is the 'EVERYONE COUNTS Census 2020' logo and the text 'Colorado Census 2020 Everyone Counts in Colorado. It's Important. It's Easy. It's Safe.' A sidebar on the left lists various resources, and the main content area contains a welcome message and a grid of links to these resources.

**Colorado Department of Local Affairs**

Home | Population | Births, Deaths, Migration | Economy & Labor Force | Housing & Households | Census & ACS | **EVERYONE COUNTS 2020**

Home > Colorado Census 2020 Main [Get Data](#)

**EVERYONE COUNTS** *Census 2020*

**Colorado Census 2020**  
*Everyone Counts in Colorado.*  
It's Important. It's Easy. It's Safe.

Why Complete the Census  
Census Fact Sheets  
Census FAQ  
Census Jobs  
Census News  
Colorado Complete Count Campaign  
Resources for Communities  
Census Data Tools

Welcome to the Colorado Census 2020 Homepage  
Census Day is April 1, 2020.  
This website provides information about the 2020 Census fro Colorado.  
Find resources for communities and constituent groups by following the links below.

 <a href="#">Why Complete the Census?</a>	 <a href="#">Census Fact Sheets</a>	 <a href="#">Census FAQ</a>	 <a href="#">Census Jobs</a>
 <a href="#">Census News</a>	 <a href="#">Colorado Complete Count Campaign</a>	 <a href="#">Resources for Communities</a>	 <a href="#">Census Data Tools</a>



# *How to Support the Census Efforts Statewide*

- Visit our website to keep up on the latest and greatest information about Census 2020: [www.demography.dola.Colorado.gov/census\\_2020/](http://www.demography.dola.Colorado.gov/census_2020/)
- Share information with clients, friends and colleagues
- Inform DOLA about meetings or events where we can pass out and discuss Census 2020 information and how it relates to the audience
- Identify strategies for getting the message out and utilize some of the state materials created for Colorado
- Ask your local governments if they are starting a local complete count committee
- Contact DOLA with questions, concerns and ideas



# *Colorado Resources*

- Colorado Census 2020 Website:  
[www.demography.dola.Colorado.gov/census\\_2020/](http://www.demography.dola.Colorado.gov/census_2020/)
- Department of Local Affairs - Natriece Bryant -  
[Natriece.Bryant@state.co.us](mailto:Natriece.Bryant@state.co.us) 303-864-7707
- State Demography Office - Adam Bickford -  
[Adam.Bickford@state.co.us](mailto:Adam.Bickford@state.co.us) 303-864-7753



*Questions?*



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