

United States®
Census
2020



DENVER
THE MILE HIGH CITY

**Ensuring a complete
count for **Denver** -
Census 2020**

EVERYONE
COUNTS Census
2020

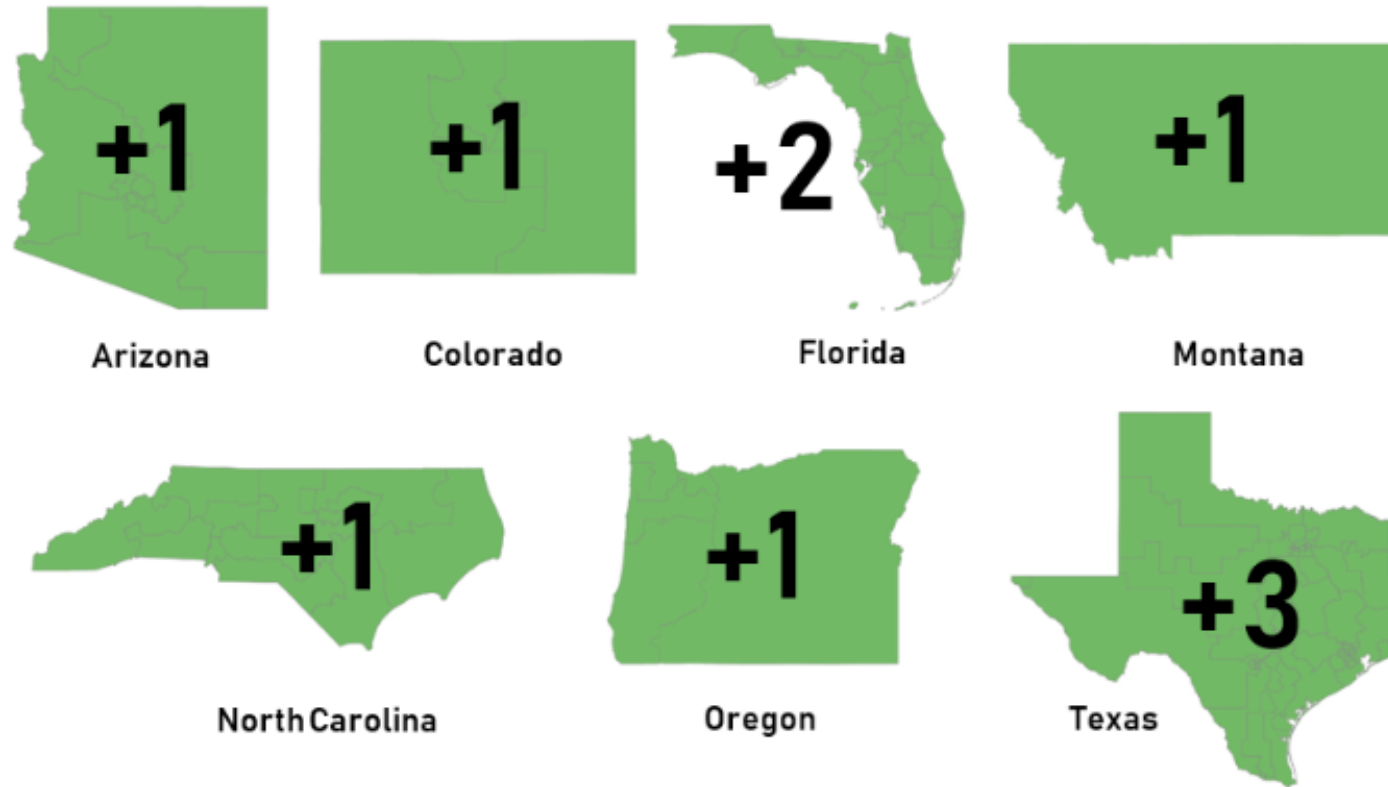


Why is the Census important to Denver?



Colorado is projected to gain a U.S. Congressional seat

States **likely to GAIN** one or more congressional seats following the 2020 Census



In 2010, 25% of Denver residents did not “self-respond” meaning they did not answer the Census form without outreach from the U.S. Census Bureau in the form of a telephone call or in-person visit.

How many traditionally undercounted people live in Denver?



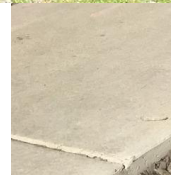
Ensuring a Complete Count: The 2020 Census

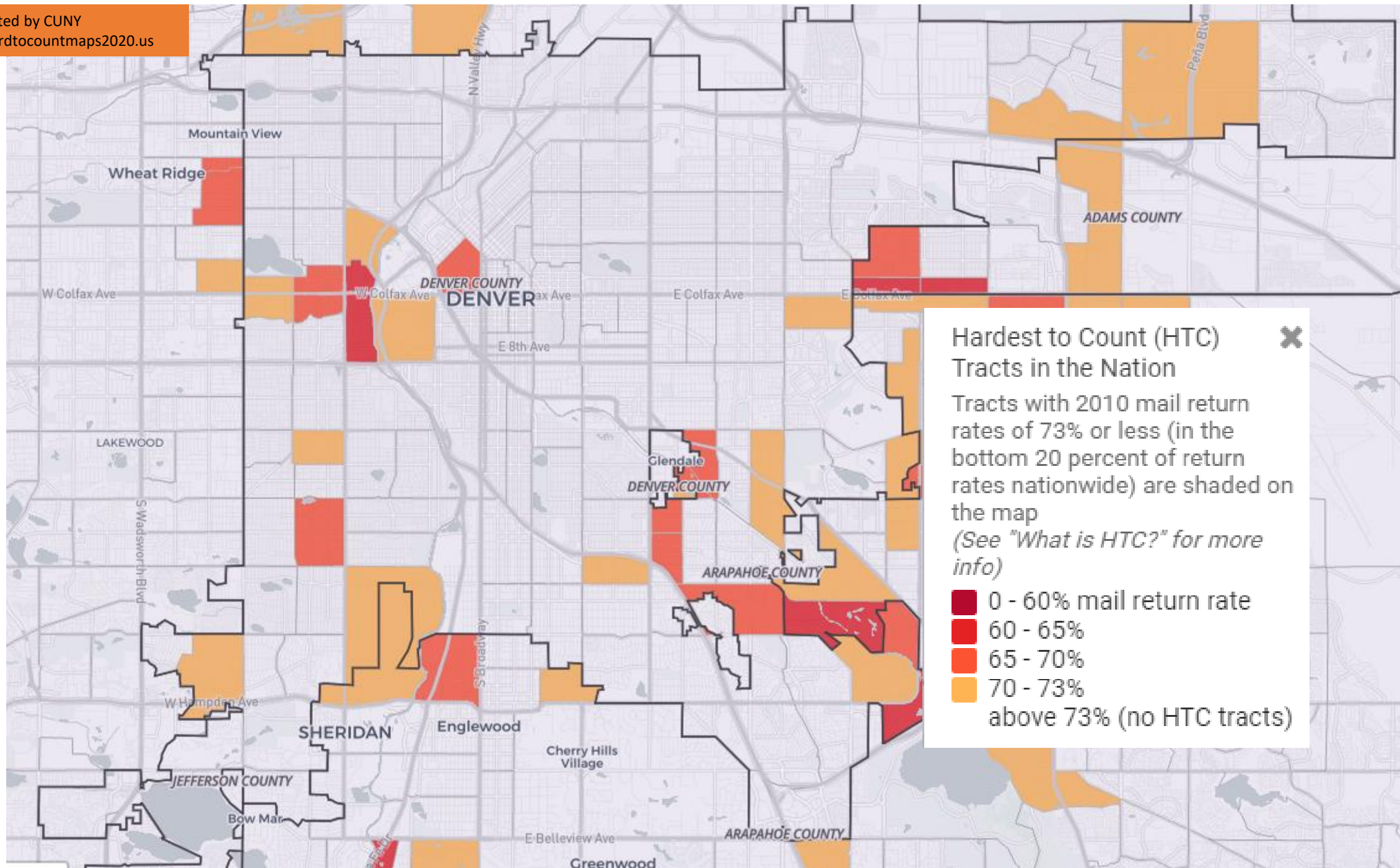
Proposed State Funding for Census 2020 Outreach by County

County	Number of People	% of Households that did not respond to the 2010 Census	# of HTC people	Basic Outreach 100% of HTC population @ \$2/person	# of HTC people	Moderate Outreach 10% of HTC population @ \$25/person	# of HTC people	Intensive Outreach 5% of HTC population @ \$75/person	Total Funding
Denver	704,621	25%	176,155	\$352,311	17,616	\$440,388	8,808	\$660,582	\$1,453,281

Colorado Fiscal Institute estimates that **176,155 Denver residents** will not self-respond to the 2020 Census.

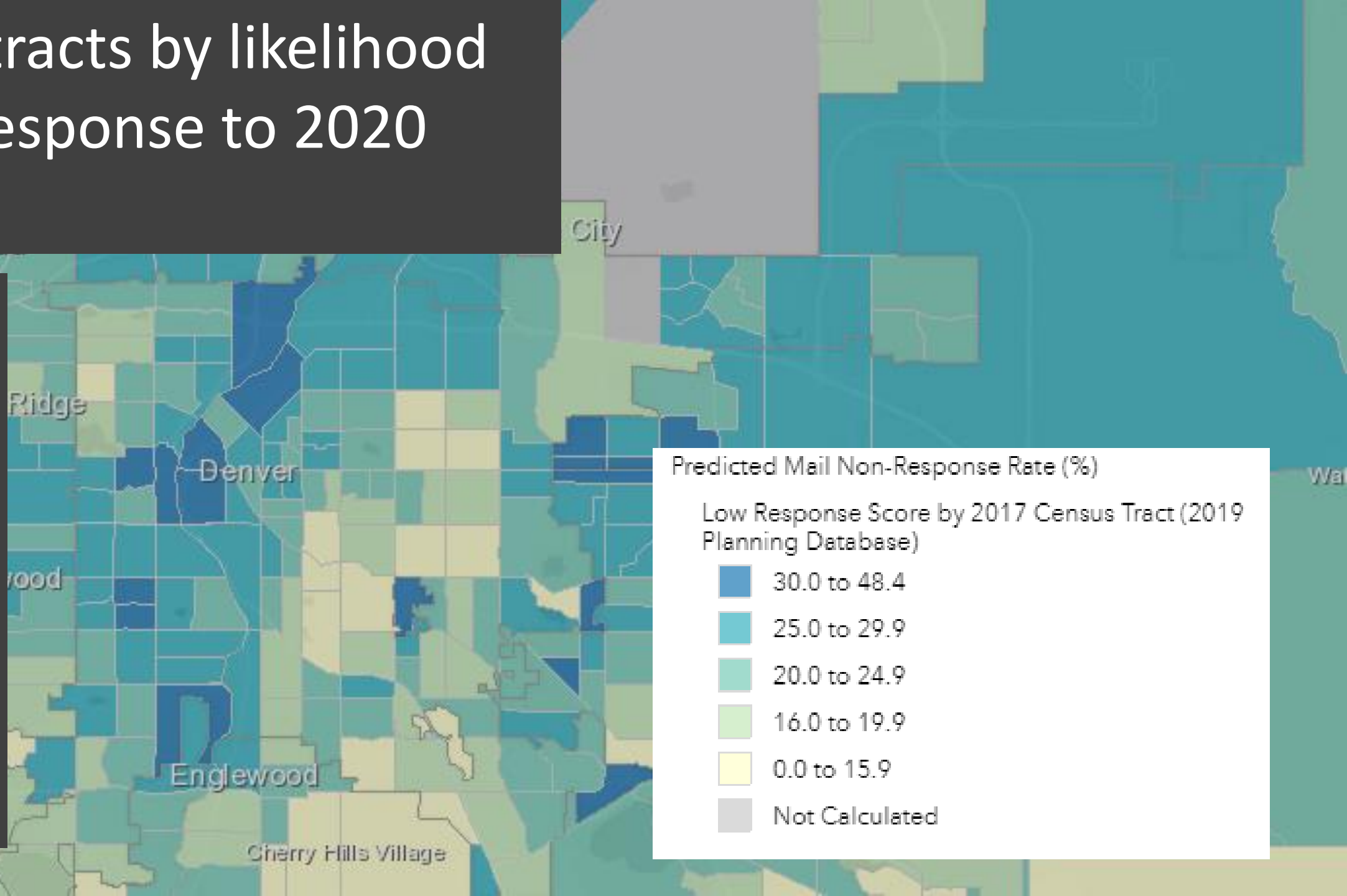
Where in Denver do the traditionally undercounted people live?





Census tracts by likelihood of self-response to 2020 Census

Areas of concern are in dark blue. Mostly clustered up and down Federal Blvd.



What are we doing in Denver?

Complete Count Committee

- Chairs: Councilwoman Ortega, Dr. Janine Davidson (Metro State) and Pastor Del Phillips
- 13 Subcommittees: focused on specific constituencies or interests
 - Health, education, immigrants, re-entry from incarceration, faith, etc.

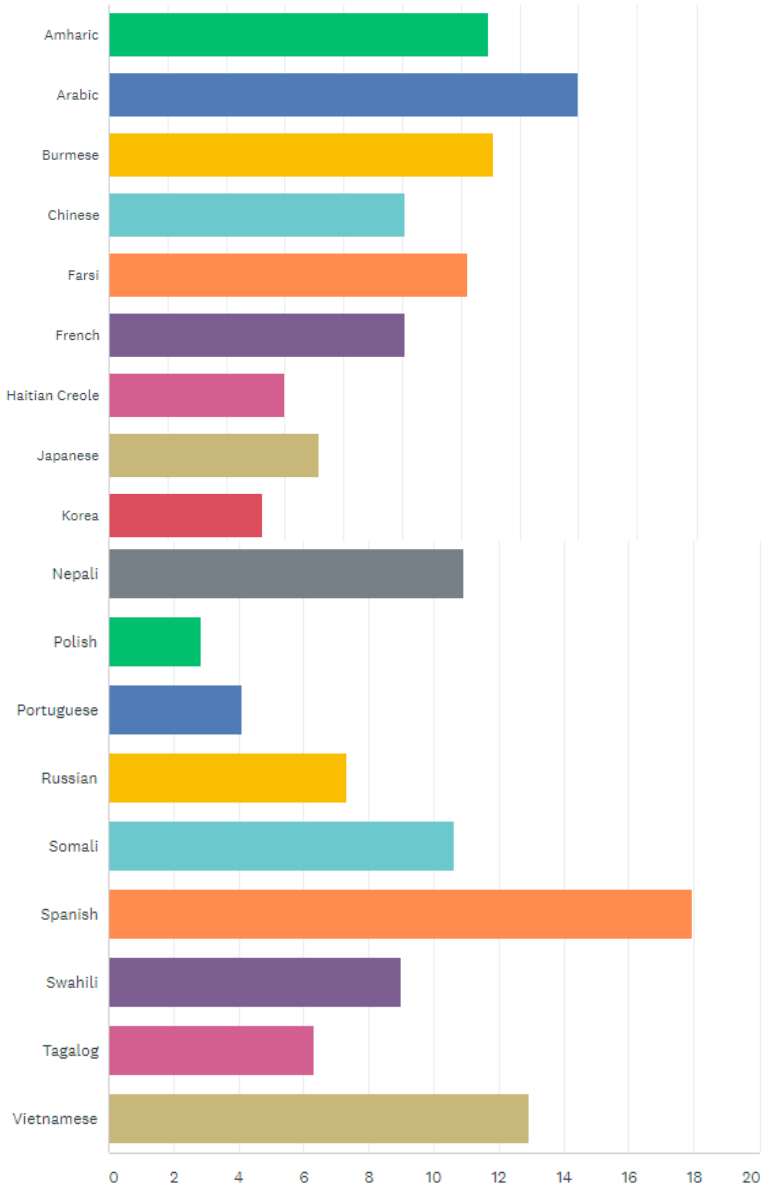
On-the-Ground Awareness

- Events (Festivals, fun-runs, Denver Days)
- Meetings & presentations
- Activating city agencies



Based on your experience with our community in Denver, please rank the following languages on the importance of providing written Census materials in that language. Please rank from most to least important.

Answered: 16 Skipped: 0



Messaging, Marketing, Media

- Media buys – targeted to specific communities in 2019
- Producing paper and digital awareness material
- Translating materials into additional languages (partnering with other cities)
- Video creation with Channel 8
- Website: Denvergov.org/Census2020

Languages in which you can respond online or phone:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

Additional languages that Denver advocates encourage including:

- Burmese
- Farsi
- Nepali
- Somali
- Swahili
- Karen
- Karenni
- Thai
- Chuuk
- Marshallese
- Bengali

What's next?

- January – March 2020 – Peak time to educate on Census
- March – May 2020 – Call to action
 - Residents hear about the census in media AND through trusted voices in their community
 - On-the-ground outreach to encourage Census completion

Throughout, communication and collaboration with the U.S. Census Bureau, the State of Colorado and our nonprofit partners, especially Together We Count

What can City Council do?

- Be a “Census Ambassador” – help dispel myths and encourage participation by your residents
 - Remind your residents that
 - The Census is for all of US.
 - The Census is SAFE.
 - The Census is easy.
 - The Census affects your community.
 - This is how we get our tax-dollars BACK to community from the federal government.
- Let us know when community events are happening, especially when traditionally undercounted folks will be in attendance
- Invite us – any of us or a combination of us – to speak to your constituents
- Let us know who we should connect with in your office to move this work forward.



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