



# How Will This Work in Colorado?



#### Federal State Local Community

# 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)

Funding of \$6M Census 2020 Outreach Program

\$240k 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 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

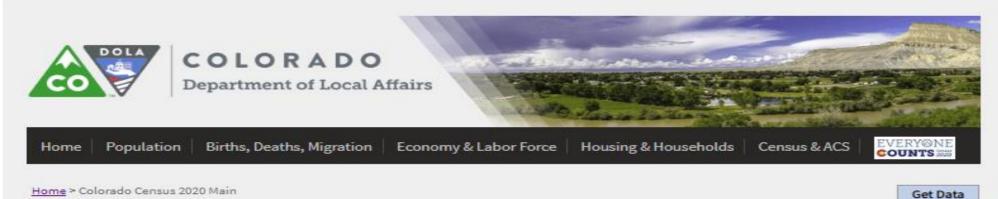
Local & State Government

#### 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





#### 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

> Colorado Complete Count Campaign

Census News

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.



Census?

Census News





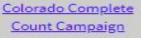


Census Fact Sheets



Resources for Communities

Census Data Tools





# How to Support the Census Efforts Statewide

- Visit our website to keep up on the latest and greatest information about Census 2020: <a href="www.demography.dola.Colorado.gov/census\_2020/">www.demography.dola.Colorado.gov/census\_2020/</a>
- 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/
- Department of Local Affairs Natriece Bryant Natriece.Bryant@state.co.us 303-864-7707
- State Demography Office Adam Bickford -<u>Adam.Bickford@state.co.us</u> 303-864-7753



