



EVERYONE ONE

COUNTS *Census 2020*

Colorado Department of Local Affairs
Natriece Bryant, Deputy Executive Director
[Demography.dola.colorado.gov](https://demography.dola.colorado.gov)



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How Will This Work in Colorado?



Federal State Local Community



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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



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

[Get Data](#)

Why Complete the Census	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.		
Census Fact Sheets	 Why Complete the Census?	 Census Fact Sheets	 Census FAQ
Census Jobs			 Census Jobs
Census News			
Colorado Complete Count Campaign	 Census News	 Colorado Complete Count Campaign	 Resources for Communities
Resources for Communities			 Census Data Tools
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: 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/
- Department of Local Affairs - Natriece Bryant -
Natriece.Bryant@state.co.us 303-864-7707
- State Demography Office - Adam Bickford -
Adam.Bickford@state.co.us 303-864-7753



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Questions?



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