

The Importance of Census 2020

EVERYONE

COUNTS *Census
2020*

Colorado Department of Local Affairs
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Demography.dola.colorado.gov



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April 1, 2020 is Census Day

- **03/23/2020:** The count of the population begins online.
- **12/31/2020:** Delivery of Apportionment Counts to the President (U.S.C. Article 1, Section 2)
- **04/01/2021:** Complete Delivery of Redistricting Counts to the States (P.L.94-171)



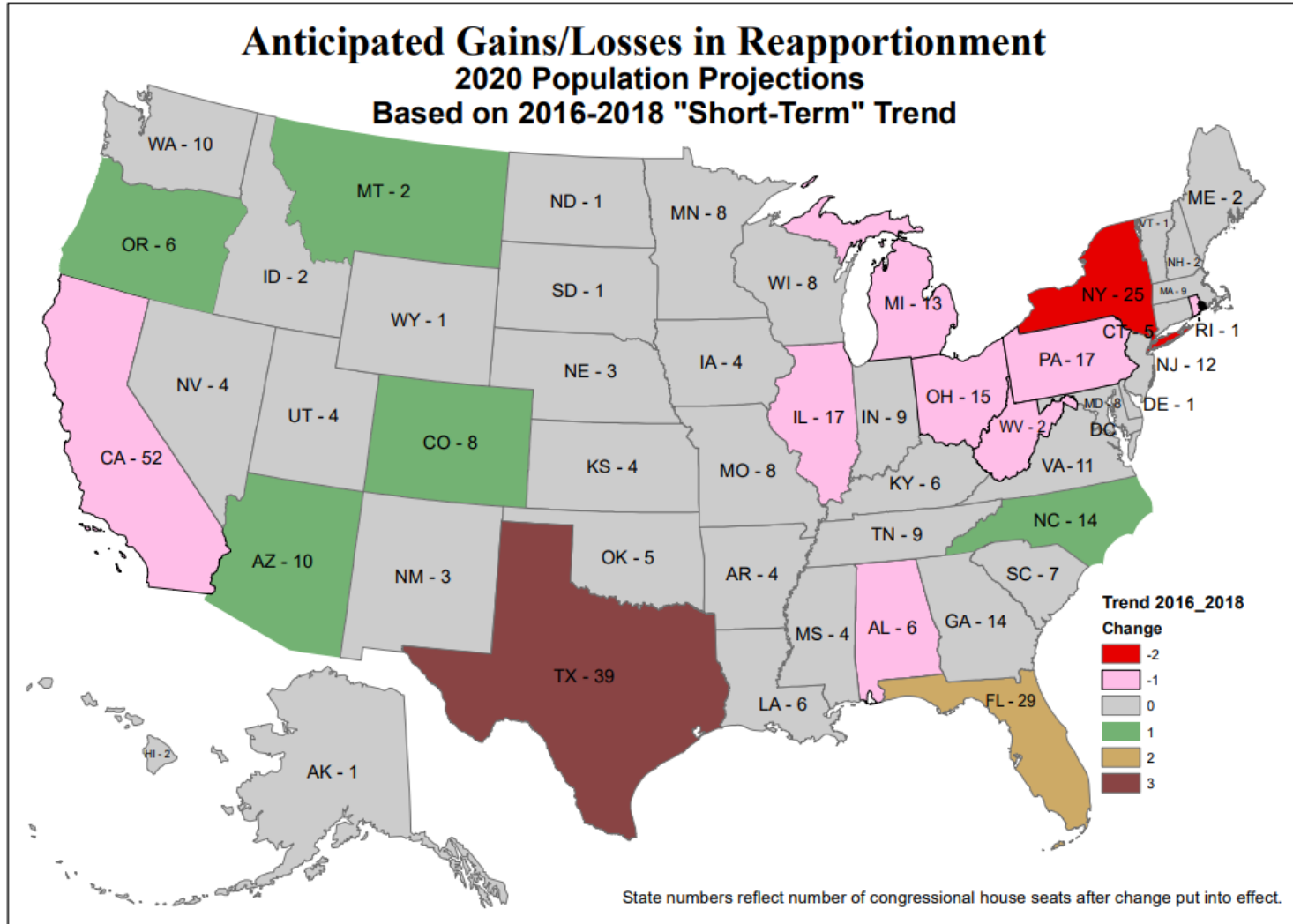
It's Important

The Census is the Foundation of Democracy

- The decennial census is required by the U.S. Constitution (Article I, 1, § 2, cl. 3):
 - “The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent Term of ten Years”
- And the Fourteenth Amendment, Section 2:
 - “Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State”



Reapportionment - Projection



Election Data Services

Based on Census Bureau estimates released 12/19/2018



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Source: Election Data Services Inc. December 19, 2018

State and Local Redistricting

- Redistricting draws boundaries within each state for voting and representation, *after* reapportionment has taken place - US House of Representatives
- State House and Senate Districts
- County Commissioner Districts
- City Council Districts



Census 2020 = Local Funding

\$880 billion in federal funding allocated in US based on Census population counts

Approx. \$2,300/person per year in Colorado or over \$13 billion

- Senior services (Medicare)
- Public libraries
- Health services (Medicaid)
- Community centers
- Road improvements
- Public Housing (Section 8)
- Title 1 Grants to Local Education Agencies
- Programs for Veterans
- Community colleges
- Tuition assistance
- Women, Infants & Children (WIC)
- Public Assistance (SNAP)
- School Lunch
- Health Centers



Why does Census data matter

- Planning
- Control Totals – for surveys and models
- Denominators – for rates
- Program Evaluation
- Program Qualification
- Service levels and provision
- Basic characteristics
- Range and threshold for markets/business
- Long term trends



It's Easy

- More ways to respond.
 - Online, Phone, Mail, In-person interview
 - Online available in 13 languages
 - English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, French, Tagalog, Polish, Haitian Creole, Portuguese and Japanese
- 11 Questions, 10 minutes



Census 2020 Questions

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

- Name
- Phone Number – Just for Census use if necessary.
- Age
- Citizenship – still pending final decision
- Hispanic Origin
- Race
- Relationship to householder
- Sex
- Tenure – own/rent
- Number of persons in household
- Does the person usually stay or live somewhere else?



Citizenship Question?

Is this person a citizen of the United States?

Yes, born in the United States

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

No, not a U.S. citizen

- Several court cases are challenging the inclusion of this question.
- Court decisions in New York and California *have* rejected inclusion of this question.
- These decisions have been challenged by the Department of Justice and will be taken up by the Supreme Court in its April Docket.
- Decision must be made by June 2019 when the census form goes to print.

It's Safe

1. All data are protected under Title 13 of the U.S. Code
2. Census will never share a respondents personal information with other government agencies
3. Only summary data by geography is released – no individual records
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
 - Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

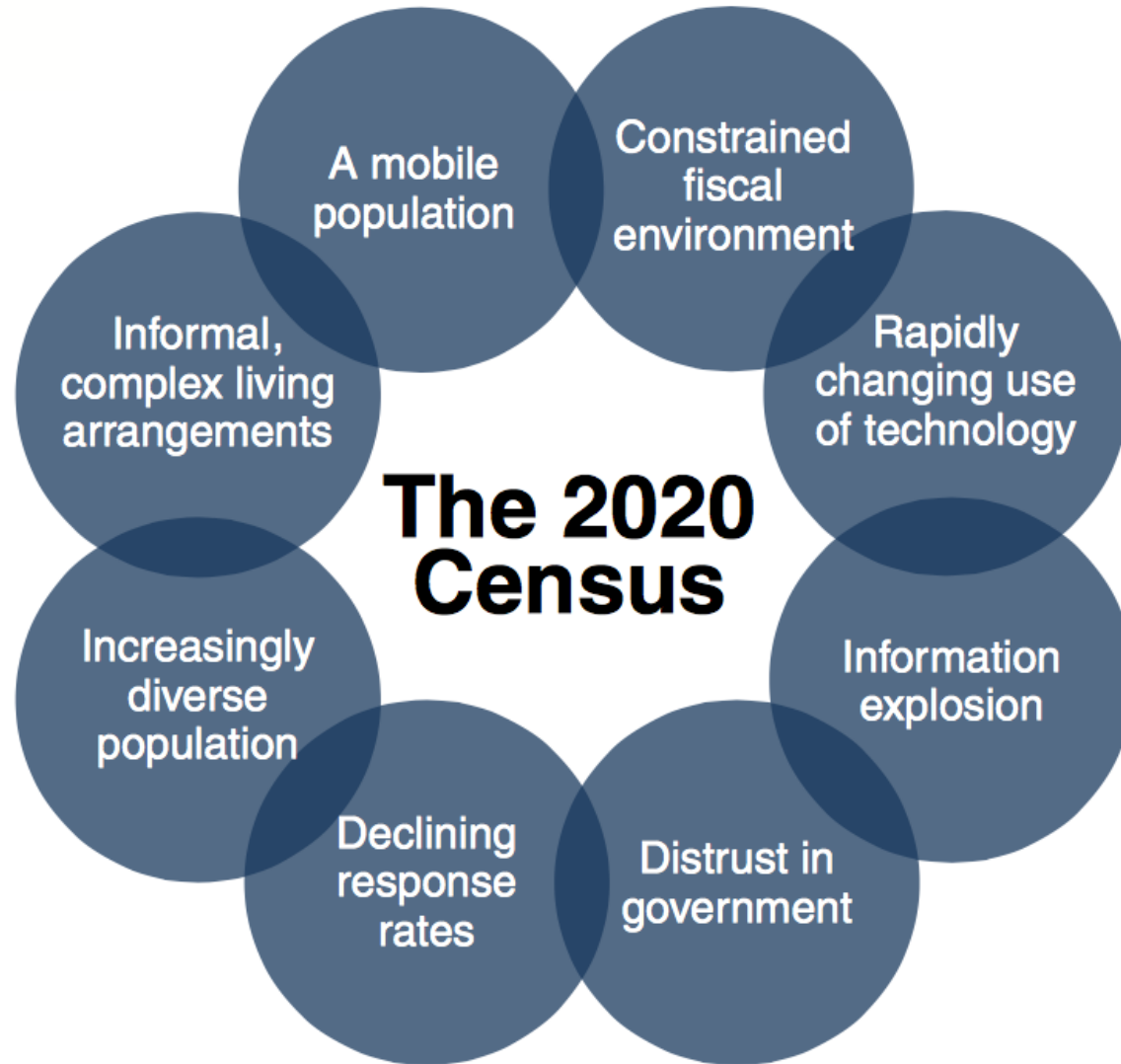


Census Count Process

- **Mid-March Mailings begin:**
 - Census Bureau sends letters to all addresses.
 - Respondents in areas with low internet connectivity receive paper form along with login instructions
- **April 1 CENSUS DAY**
- **Mid-April** Reminder postcards sent to non-respondents
- **Early May** Non-Response Follow-Up begins
- **August** Data Collection Ends
- **December 31, 2020** Delivery of Reapportionment File to President



Challenges to a Successful Census



Hard-To-Count / Survey Populations

- Young children
- Highly mobile persons
- Persons with complex living arrangements or crowded housing
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented (and documented) immigrants
- LGBTQ persons
- Persons not living in traditional housing



What is the State's Role?

- Collaborate and support the Census Bureau
- Collaborate and support local governments and organization.
- Leverage ideas and work across the state
- State Complete Count Campaign



What Has the State Been Doing

- Goal - Count everyone, once, in the right place.
 - Housing units and Boundaries are the foundation for a successful Census.
 - Updating the Master Address File for all housing.
 - **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.



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

Census Partnership Coordinator - Lily Griego =
Lily.Romero.Griego@2020Census.gov or 303-489-6293



Marketing and Outreach

Educate, Engage, Encourage

- Developed Colorado Census 2020 Website
 - Resources and Information
- Requested for funding from legislature - \$300,000
 - Support local marketing/outreach efforts
- Gathering and sharing ideas with other states
- Leveraging ideas and resources across Colorado
- State Complete Count Campaign



State Complete Count Campaign

Goal: Increase awareness about Census 2020 and to motivate residents in the community to respond with the result of the best, most accurate, count in Colorado.

Sub-committees:

1. Education and Youth
2. Higher Education
3. Policy
4. Business and Nonprofits
5. Communications/Outreach/Media
6. Rural
7. Immigrant, Refugee, Communities of Color
8. Local and State Government





[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 from Colorado.

Find resources for communities and constituent groups by following the links below.



[Why Complete the
Census?](#)



[Census Fact Sheets](#)



[Census FAQ](#)



[Census Jobs](#)



[Census News](#)



[Colorado Complete
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[Resources for
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[Census Data Tools](#)



Interested in a Local Complete Count Committee?

- Census Partnership Coordinator - Lily Griego -
Lily.Romero.Griego@2020Census.gov or 303-489-6293
- Website - https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html
- Department of Local Affairs & State CCC, Natriece Bryant
natriece.bryant@state.co.us
- State Demography Office, Adam Bickford adam.bickford@state.co.us or 303-864-7753



How to Support the Census

- Keep up on Census 2020 by checking out our website www.demography.dola.Colorado.gov/census_2020/
- Share information with clients, colleagues, friends
- Inform us about meetings or events where Census 2020 information would be important
- Identify strategies for getting the message out
- Ask your local governments if they are starting a Complete Count Committee or have questions
- Let us know about questions, concerns, ideas.



Colorado Resources

- Colorado 2020 Website
demography.dola.colorado.gov/census_2020/
- Department of Local Affairs - Natriece Bryant -
Natriece.Bryant@state.co.us or 303-864-7707
- State Demography Office - Adam Bickford -
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- Census Partnership Coordinator - Lily Griego -
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Questions?



Thank you

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