



DENVER
THE MILE HIGH CITY

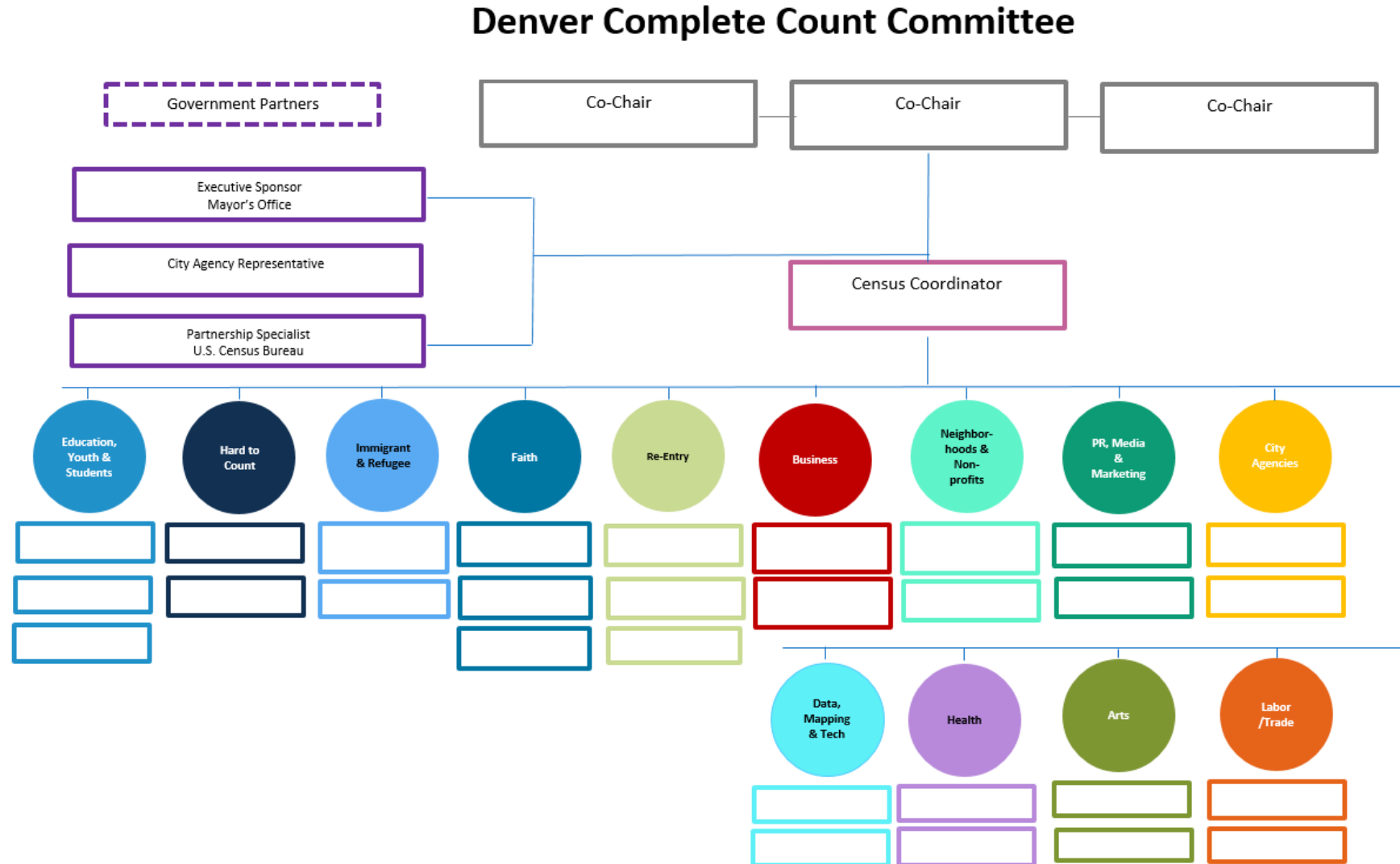
2020 Census: City Focus

FOR CITY SERVICES VISIT | CALL
DenverGov.org | **311**

Kaye Kavanagh
Census Coordinator

- Home to 700,000 people
- “Strong Mayor” form
- About a quarter of Denver households speak a language other than English at home
- Large nonprofit presence, large business presence
- Recent years have brought rapid population growth
- In 2018, an estimated 5,500 individuals are experiencing homelessness in Denver

- Budget - \$400k
(.60 cents/Denver resident) – focused on marketing & outreach
- Staffing – 1 FTE
- Created a Complete Count Committee





PROCLAMATION



City and County of Denver
Proclamation No. 19-0236

Proclamation in Support of an Accurate 2020 Census

WHEREAS, Commerce Secretary Wilbur Ross has added a citizenship question to the 2020 Census questionnaire at the last minute, citing the need for better voting rights enforcement; and

WHEREAS, the Census Bureau submitted the Census 2020 questionnaire to Congress, which includes a question on the citizenship status of residents; and

WHEREAS, the Commerce Secretary's decision is unjustified, insofar as data from the American Community Survey, and the census "long" form before that, are sufficiently robust for civil rights and Voting Rights Act enforcement; and

WHEREAS, the decennial census has not included a citizenship question since 1950, prior to the enactment of the Voting Rights Act in 1965; and

“Proclamation in support of an Accurate 2020 Census”

- Existing resource
- Trusted source
- Frequently visited
- Local voice
- Informational and persuasive



The screenshot shows the Denver City website's header with navigation links: Neighborhood, Business, Visiting, Government, Online Services, and A to Z. A search bar is located on the right. Below the header is a "Translate This Page" section with a "Select Language" dropdown and "Powered by Google" text. The main content area features a "CENSUS 2020" heading, followed by a sub-heading "Denver is preparing for the 2020 Census!". A paragraph explains that April 1, 2020 is Census Day and that Denver is preparing in advance to ensure all residents know what the census is and how their data is protected. A large digital clock displays "361 : 13 : 48 : 14" with labels "DAYS", "HOURS", "MINUTES", and "SECONDS" below each number. Below the clock are two columns: "ABOUT THE CENSUS" with a megaphone icon and a paragraph explaining the census's history and purpose, and "PARTICIPATION IN THE CENSUS" with a group of people icon and a paragraph explaining that the census counts everyone and is safe, easy, and confidential.

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Neighborhood Business Visiting Government Online Services A to Z

Search

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CENSUS 2020

Denver is preparing for the 2020 Census!

April 1, 2020 is officially Census Day when the country will count every person residing in the US. But Denver is preparing far in advance to develop the right strategy to ensure all residents, regardless of age, gender, race, ethnicity, immigration status, all know what the Census is, how their data is protected, and why it's so critical for all Denverites to participate.

DAYS UNTIL THE 2020 CENSUS

361 : 13 : 48 : 14

DAYS HOURS MINUTES SECONDS

ABOUT THE CENSUS

The Census is a head count of everyone residing in the United States. It has been mandated by the U.S. Constitution (Article 1, Section 2) since 1790 and occurs every 10 years. The U.S. Constitution instructs that every

PARTICIPATION IN THE CENSUS

The Census is for everyone and counts people of all ages, races and ethnic groups in order to allocate funds and guide decision-making at local, state and federal levels. Participation is safe, easy, and confidential

All Departments	What
Community	Farmers Market in Webb Atrium - place fliers in bags Civic Center Eats
Employee/Staff	New email signature that has a Census tagline or website City Spirit Denver Days

Clerk & Recorder	What
Community	Mid- February 2020 Mail - include flier Utilize the voter list for mass city mailer February 2020 Valentine's Day Wedding Events
Employee/Staff	

Community Planning & Development	What
Community	Utilize the Service Center to get info to public Neighborhood Inspection Team can give info Include in Neighborhood Planning meetings
Employee/Staff	

Denver Public Library	What
Community	Include Census language on self-checkout slip Include Census banner on website home screen
Employee/Staff	DPL - Developing Online trainings

- Engage your city and/or county staff across all departments
- Encourage creativity
- Educate staff on how funding levels are determined by Census data
- School districts can encourage participation by parents and guardians



American Library Association @ALALibrary · Apr 1
 "We are committed to helping our communities achieve a complete count because libraries serve everyone, and librarians believe that everyone counts." - ALA President @LoidaGarciaFebo, live from today's @USCensusBureau event @PressClubDC #2020Census #CountOnLibraries



Julio Marcial and 3 others Retweeted







Hansi Lo Wang @hansilowang · Mar 31
 Why is the #2020Census important?
 When does it officially start?
 Who gets counted?
 What questions will it ask?
 Can I refuse to answer?
 Are responses confidential?
 How do I apply for a census job?

THE ANSWERS YOU'RE LOOKING FOR 📌









#2020Census

Census data is used to:

Apportion representatives in Congress

Determine how many votes each state will have in the Electoral College

Draw state, local, and congressional districts

Allocate billions of dollars of federal funds to local communities

- Allocate funds, if possible
- Create a Complete Count Committee
- Find champions to share message
- Utilize existing communication opportunities
- Use social media – share posts by the Census Bureau and state and local efforts



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