Preparing for Census 2020

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Department of Local Affairs
Census 2020

Why:

- Count of the total population - Article 1, Section 2 and 14th Amendment of the U.S. Constitution for **Re-apportionment**
- **Re-districting** - state and local
- **Funding** - $1,400 per person per year est.
- **Re-calibrate** counts from estimates.
- **Planning** - housing, roads, schools, health, aging services, water, etc.
Reapportionment - Projection

Anticipated Gains/Losses in Reapportionment
2020 Projections,
Based on short-term trend from 2016 to 2017

State numbers reflect number of congressional house seats after change put into effect.

Based on Census Bureau estimates released 12/26/2017

Source: Election Data Services Inc. Printed in Bloomberg, Jan 5, 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
Why is the Census 2020 important to Local Governments?

$400 billion in federal funding allocated nationally based on Census population counts

$1,481 per person in Colorado, or ~$8.08 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

https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
Why does Census data matter

- **Control Totals** – for surveys and models
- **Denominators** – for rates
- **Program Evaluation**
- **Service levels and provision**
- **Knowing ourselves**
  - Basic demographics
  - Characteristics
- **Range and threshold for markets**
- **Long term trends**
Preparing for Census 2020

1. Geography, boundaries.
   a) Block boundaries and precincts - 2017
   b) Update municipal boundaries (BAS) - Annually
   c) Participant Statistical Area Program (PSAP) - Block Groups, Tracts, Census Designated Places. Geographies for receiving data. Winter 2018-2019

2. Housing Units and Group Quarters
   a) Local Update of Census Addresses (LUCA) - Spring 2018.
   b) Group Quarter Update - Jan - June 2019
   c) New Construction - 2019-2020
   d) Count Review - March-July 2020

3. Education, Marketing, Outreach
**Participant Statistical Areas Program**

- Only time to update statistical areas.
- Data used for grant applications, planning.
- July 2018 Invitation to participate.
- January 2019 training and delineation begins
- July 2019 close out
Colorado Census 2020

Everyone Counts in Colorado.

Welcome to the Colorado Census 2020 Homepage

Census Day is April 1, 2020.

This website provides information about the Census along with resources communities and constituent groups can use to achieve a complete count of people in Colorado.

The contents of this page will develop as we get closer to Census Day, April 1, 2020.

This site is maintained by the State Demography Office. Be sure to visit this site often.

<table>
<thead>
<tr>
<th>Why Complete the Census</th>
<th>Census FAQ</th>
<th>Census Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completing the Census provides multiple benefits for the State of Colorado and your community. It also gives you the chance to show the world that you are here.</td>
<td>Frequently Asked Questions about the Census. Answers to your questions about the Census, its contents, and how you complete it. Questions are updated periodically.</td>
<td>A listing of Census jobs offered by the U.S. Census Bureau.</td>
</tr>
<tr>
<td>Reasons to complete the Census</td>
<td>Read the Frequently Asked Questions</td>
<td>Census Jobs</td>
</tr>
</tbody>
</table>

State Complete Count Campaign  

Resources for Communities  

Census Data Tools
Challenges to a Successful Census

- A mobile population
- Constrained fiscal environment
- Informal, complex living arrangements
- Rapidly changing use of technology
- Increasingly diverse population
- Information explosion
- Declining response rates
- Distrust in government

The 2020 Census
2020 Census: What You Need to Know and Do Now

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U.S. Census Bureau-Denver Region
What is a Complete Count Committee

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Structure of a Complete Count Committee

A Mayor or County Commissioner may appoint members of the CCC based on their ability to:

• Communicate to Hard To Count Communities
• Bring resources to the table
• Approve initiatives
• Influence
• Allocate sufficient time
• Represent all races/ethnicities in a non-partisan manner
• Create coalitions
Complete Count Committee Formation

- MEDIA COMM
- BUSINESS
- COMMUNITY ORG
- EX-OFFENDER
- FAITH BASED
- EDUCATION (K-12)
- HOMELESS
- VETERANS
- GROUP QUARTERS
- IMMIGRANT
- RECRUITING
- MAYOR COUNTY CHAIR
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
CCC TOOLS

https://www.census.gov/partners/toolkit.pdf

https://www.census.gov/programs-surveys/sis.html

United States Census

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Community Outreach Toolkit

A quickstart guide to tailoring census outreach efforts for the people you serve.

Census 101: What You Need to Know

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.
The census counts every person living in the U.S., even your pets, and it is in the right place.

It's about fair representation.
Every 10 years, the results of the census are used to reorganize the House of Representatives, determining how many seats each state gets.

It's in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country, factoring in every state's population.

It means $675 billion.
Census data determine how more than $675 billion are spent, supporting your state, county, and community's vital programs.

It's about redistricting.
After each census, state officials use the results to redraw the boundaries of your congressional districts, adapting to population shifts.

Taking part is your civic duty.
Completing the census is required—it's a way to participate in our democracy and say COUNT!

https://www.census.gov/partners/toolkit.pdf
Response Outreach Area Mapper (ROAM)
census.gov/roam
Response Outreach Area Mapper (ROAM)

www.census.gov/roam

Census Tract 98.31
Jefferson County, Colorado

Low Response Score (%): 33.9

2012-2016 ACS 5-year estimates

Total Population: 2,414
Median Household Income ($): 50,813
Population Under 5 (%): 3.19
Population 18-24 (%): 11.15
Population 65 and Over (%): 5.01
Below Poverty Level (%): 12.30
Not High School Graduate (%): 4.69
Non-Hispanic, Black (%): 5.10
Non-Hispanic, White (%): 68.43
Hispanic (%): 17.61
American Indian or Alaska Native (%): 0.00
Asian (%): 4.10
Native Hawaiian or Other Pacific Islander (%): 0.50
Some Other Race (%): 0.00
Foreign Born (%): 9.69
No One in Household Age 14+ Speaks English "Very Well" (%): 0.81
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 2.16
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.39
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00
Total Housing Units: 1,337
Total Occupied Housing Units: 1,241
Renter Occupied Housing Units (%): 100.00
Family Occupied Housing Units with Related Children Under 6 (%): 23.32
Population 1+ Who Moved From Another Residence Within the Last Year (%): 47.93
Vacant Housing Units (%): 7.18
Multi-Unit (10+) Housing (%): 81.97
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
Action Items

- Cities/Counties/Regions - Are you involved with PSAP - geographies?
- Become a Census 2020 expert - or at least very knowledgeable and know how to locate info.
- Collaborate, connections, leverage
  - Everyone is important in counting Colorado!
  - Access to networks - people, meetings, speaking opportunities.
  - Share questions and concerns from constituents.
- Are you part of a Complete Count Committee?
Resources:

- Colorado Census 2020 Website: https://demography.dola.colorado.gov/census-acs/2020-census-information/#census-information-2020
- Census Complete Count Committee Material https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html
- Census Toolkit - https://www.census.gov/partners/toolkits.html
- Census Jobs - https://demography.dola.colorado.gov/census-acs/2020-census-jobs/
- Counting for Dollars (impact of population on Federal Transfers and Grants https://gwipp.gwu.edu/counting-dollars-2020-initial-analysis
Thank you
Questions?

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