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

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Census Overview

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- Why we do a census:
- **Article 1, Section 2 of the U.S. Constitution**
 - *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, in such Manner as they shall by Law direct.*

Mandated by the Constitution and:

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- The Census determines apportionment in Congress
- The Census provides data for distribution of more than 675 Billion Federal Funds, every decade
- The census provides data essential for redistricting in 2021.

2020 Census

Why should every person be counted in Colorado?

- It's the law
- It's safe
- It's easy
- It's is the process of our democracy that building equity in access to funding and representation in Congress
- It only takes a few minutes to answer the decennial census
- This is the 1st time we can do the census on a computer, smart phone, ipad or any other electronic device
 - People can still be counted by calling in by phone, filling out a paper form or with an enumerator at the door

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Confidentiality

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Census Bureau reputation depends on keeping data confidential. We take it very seriously!

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or \$250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.

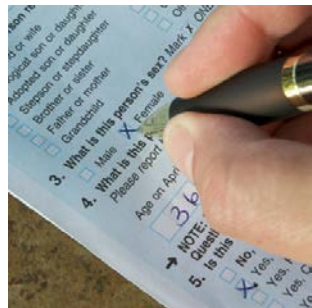


Ways to Respond

2020 Census Offers More Choices

- Internet
- Phone
- Paper
- In-Person

Self Response Available Until July 24, 2020



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George Washington University Counting For Dollars 2020

- Colorado receives Federal Funds for programs that impact every person living here.
- According to this study, the per capita allocation is \$1,481.
- When we undercount by even the smallest margin – we are at risk of missing out on the fair share of this distribution. Which often equals billions of dollars.
- **Counting for Dollars link:**
- <https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

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Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial
Census-derived Statistics (Fiscal Year 2015)

Colorado

Total Program Obligations: \$8,080,172,941
Per Capita: \$1,481 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$4,650,854,036
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$771,959,823
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$715,616,897
20.205	Highway Planning and Construction	DOT	Grants	States	\$521,218,168
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$242,806,000
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$157,512,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$155,683,621
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$154,827,292
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$152,250,916
10.555	National School Lunch Program	USDA	Grants	States	\$131,240,219
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$106,299,097
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$96,212,429
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$72,447,786
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$63,500,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$48,958,657
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$38,786,000

- For Government Agencies
- For Recipients/end users
- For data driven approaches to getting a fair share of the pie
- For all Coloradoans
- Please note the funds listed in this study: Transportation, Medicaid, Medicare, SNAP, CHIP, Housing WIC, everything related to providing for children in need and families who live in Colorado.

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Counting for Dollars 2020

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How can local governments and community partners play a direct role?

Create a Complete Count Committee:

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
- CCCs are all inclusive and representative of your local community

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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.

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Complete Count Committees



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What is a Complete Count Committee

Complete Count Committee Formation



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What's next is we have a CCC?



Photo courtesy of Sue Cutsforth, Omaha-Council Bluffs Metropolitan Area Planning Agency

- Partnership Staff provides a comprehensive 2 hour training.
- Partnership Staff provide regular updates and work to address questions from the CCC and community.
- Partnership Staff serve as technical advisors for CCCs
- This is ongoing from NOW until end of our operations
- CCCs support the 2020 Census, nationally and locally.
- CCCs encourage self-response.
- March 23rd 2020– Internet and Phone Self-Response begins
- April 1, 2020 – CENSUS DAY
- CCCs educate, increase awareness, provide trusted messenger advocacy, and support of the census in local communities (i.e. presence within the community)
- CCCs thank the community for their participation in the 2020 Census, in tandem with Partnership

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What else do Partnership Specialists do?

- Form Partnerships
 - Community members
 - Business Chambers
 - Business Owners
 - Public Venues
 - With Anyone and anywhere the public is likely to see messaging on the importance of the 2020 Census
- Speak at events (BCC, Council Meetings, Community Gatherings, Panel discussions, Webinars, School Board meetings, and many more)

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Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- **March 23, 2020**
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020
- In-Office Address Canvass1515
- Regional Census Center Opens
- Early Area Census Offices Open *
- Address Canvassing – select areas
- Area Census Offices Open *
- Group Quarters Start
- **Self Response Starts**
- CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Census data is Delivered to President of the United States in statistical format

Field Support and Operations

Colorado will have 4 offices:

- Denver
- Colorado Springs
- Longmont
- Aurora
 - We are hiring for these offices and all field staff NOW.
 - We need your help in sharing job postings and filling these critical roles.

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Town of Yampa
Gateway to the Flat Tops

We increase our
capacity for
outreach
through
collaborative and
supportive
efforts



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CENSUS JOBS NOW LIVE!

<https://2020census.gov/jobs> - NOW (Office positions, Field staff, apply NOW for all positions)
www.usajobs.gov – Partnership (one must apply to each position as they are posted within the time allotted)

