




What is the Census?

- A constitutionally mandated count of US residents, once every 10 years.
- The number of members of the House of Representatives from each state are apportioned based on Census data.
 - This also has an impact on presidential elections since each state's number of electoral votes is equal to its number of representatives plus senators.
- Census data are also used for redistricting, to define State Legislature districts, School districts and County commissioner districts.




Why is the Census important to local governments?

\$400 billion in federal funding

\$1,481 per person in Colorado, or -\$8.08 billion over 10 years

•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)	•And many more!



<https://gwipp.gwu.edu/counting-dollars-rate-decennial-census-geographic-distribution-federal-funds>

Why is the Census important to local governments?

Planning!

Ties people by age, race, ethnicity to a location.

Roads

Bridges

Shopping centers

Water Demand / Infrastructure Planning

Community services





The Road to 2020 Census



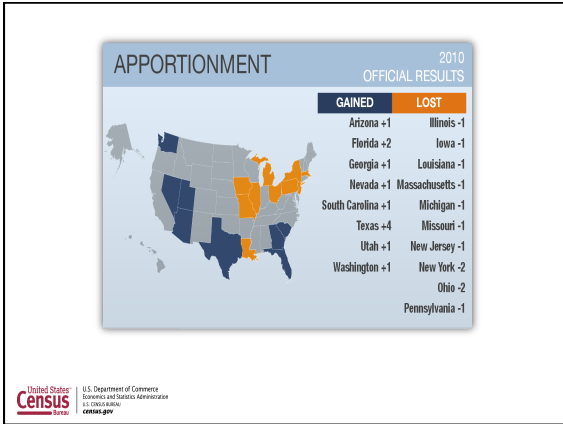
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Why We Do a Census

- Article 1, Section 2 of the US 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.
- Key Purpose is Apportioning the U.S. House of Representatives.



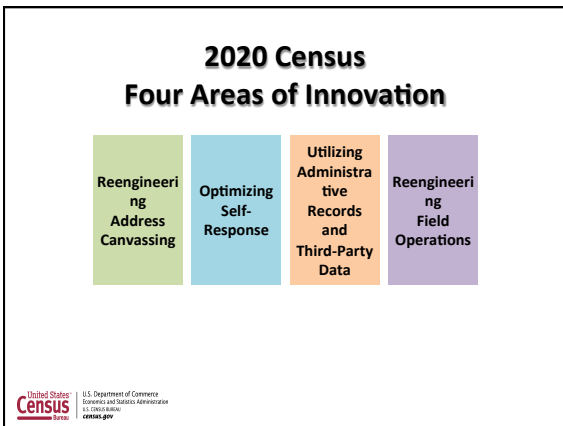
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



Also About Fairness...

- Fundamental element of Federal legislation
- Some examples:
 - Voting Rights (Voting Rights Act)
 - Civil Rights
 - Title VI
 - Title IX
 - Americans with Disabilities Act
 - Age Discrimination Act
 - Fair Housing Act

United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration | 16-00000-0000 | census.gov



Easier Ways to Respond

Optimizing Self-Response

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

Key Dates

- Now – 2019
- April 2018
- Mid 2019
- Fall 2019
- Mid 2019
- Early 2020
- March 23, 2020
- April 1
- Mid May 2020
- August 2020
- December 31, 2020
- In Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response & Update Enumerate Start
- CENSUS DAY
- Non-Response Follow-up Starts
- Data Collection Complete
- Counts Delivered to President

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

Local Jobs - Critical

Office Positions

- Regional Census Center (Dallas for Denver region)
 - Managers, clerks, admin, geography, IT, space & leasing
- Area Census Offices (all states)
 - Managers, IT, and clerks

Work from Home

- Census Field Supervisors
- Enumerators
- Partnership Specialists & Assistants
- Recruiting Assistants




United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov




The 2020 Census
Geographic Partnership
Opportunities

United States
Census Bureau U.S. Department of Commerce
Economic and Statistics Administration
16 CENSUS BUREAU
census.gov

Geographic Partnership Opportunities
Supporting the 2020 Census

-  Local Update of Census Addresses
-  Participant Statistical Areas Program
-  Boundary and Annexation Survey

United States
Census Bureau U.S. Department of Commerce
Economic and Statistics Administration
16 CENSUS BUREAU
census.gov


Local Update of Census Addresses 

LUCA

What is It?
An opportunity for local governments to review the Title 13 addresses that will be used to conduct the Decennial Census


Why Participate?
Ensure the Census Bureau has an accurate list of housing units for your jurisdiction to facilitate the best count possible


United States
Census Bureau U.S. Department of Commerce
Economic and Statistics Administration
16 CENSUS BUREAU
census.gov

2020 Participant Statistical Areas Program
PSAP 

What is it?
An Opportunity for regional planners to review and update Census Tracts, Block Groups and Census Designated Places (CDPs) in preparation for 2020 data tabulation and publication in 2021.

How to Participate?
Census staff contact Tribal planners, Council of Government officials, or County planners who will redefine the statistical map of their jurisdiction using census provided software tools and data.

 U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20254
census.gov


Boundary & Annexation Survey
BAS 

What is It?
An *annual* survey of all governments to collect legal boundaries in effect on January 1st of the BAS year.

Why Should your Government Participate?


Boundaries are used to tabulate data for:

- Decennial Census (year ending in 0)
- Economic Censuses (years ending in 2, 7)
- Population Estimates Program (annually)
- American Community Survey (annually)

 U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20254
census.gov

Boundary Validation Program (BVP)
January 2020

- Highest Elected Officials (HEO) and Tribal Leaders (TL) are provided maps of jurisdictional boundaries for initial review and update in March 2020
- HEOs and TLs complete final validation of boundary changes provided during BVP or BAS by May 2020
- Boundaries as of January 1, 2020 will be used for 2020 Census data tabulation

 U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20254
census.gov

Community Partnership and Engagement Program

Goals and Challenges

- Motivate People to Respond
- Assure Respondents that their Data are Confidential and Secure
- Educate about Importance
- Support communities in their mobilization efforts






United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration | 16-00000-0000 | census.gov

Community Engagement and Partnership Program

Census Staff

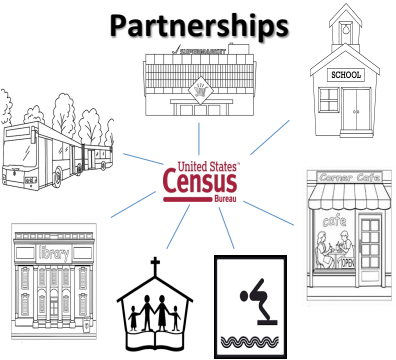
- Partnerships Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

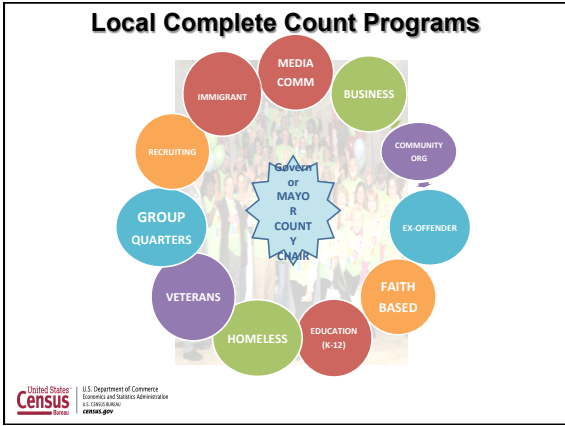
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration | 16-00000-0000 | census.gov

Partnerships



United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration | 16-00000-0000 | census.gov







Critical Next Steps

1. Assessing Local Funding and Allocation Needs for 2019/2020
2. Participating in Boundary and Annexation Survey (BAS) and the Local Update of Census Addresses (LUCA)
3. Setting Up State, Local and Tribal Complete Count Programs
4. Jobs and Recruiting



State Demography Office Role

- Integrated Partnerships and Communications
- Participant Statistical Areas Program (PSAP)
- Boundary & Annexation Survey (BAS) - 2017 completed
- Local Update of Census Addresses (LUCA)
- New Construction
- Group Quarters
- Count Review - Housing Units and Group Quarters
- Redistricting Data Program - BBSP verification done



Questions?



303-864-7750

www.census.gov/2020census

<https://demography.dola.colorado.gov/>