



# Why Complete the **Census 2020?**

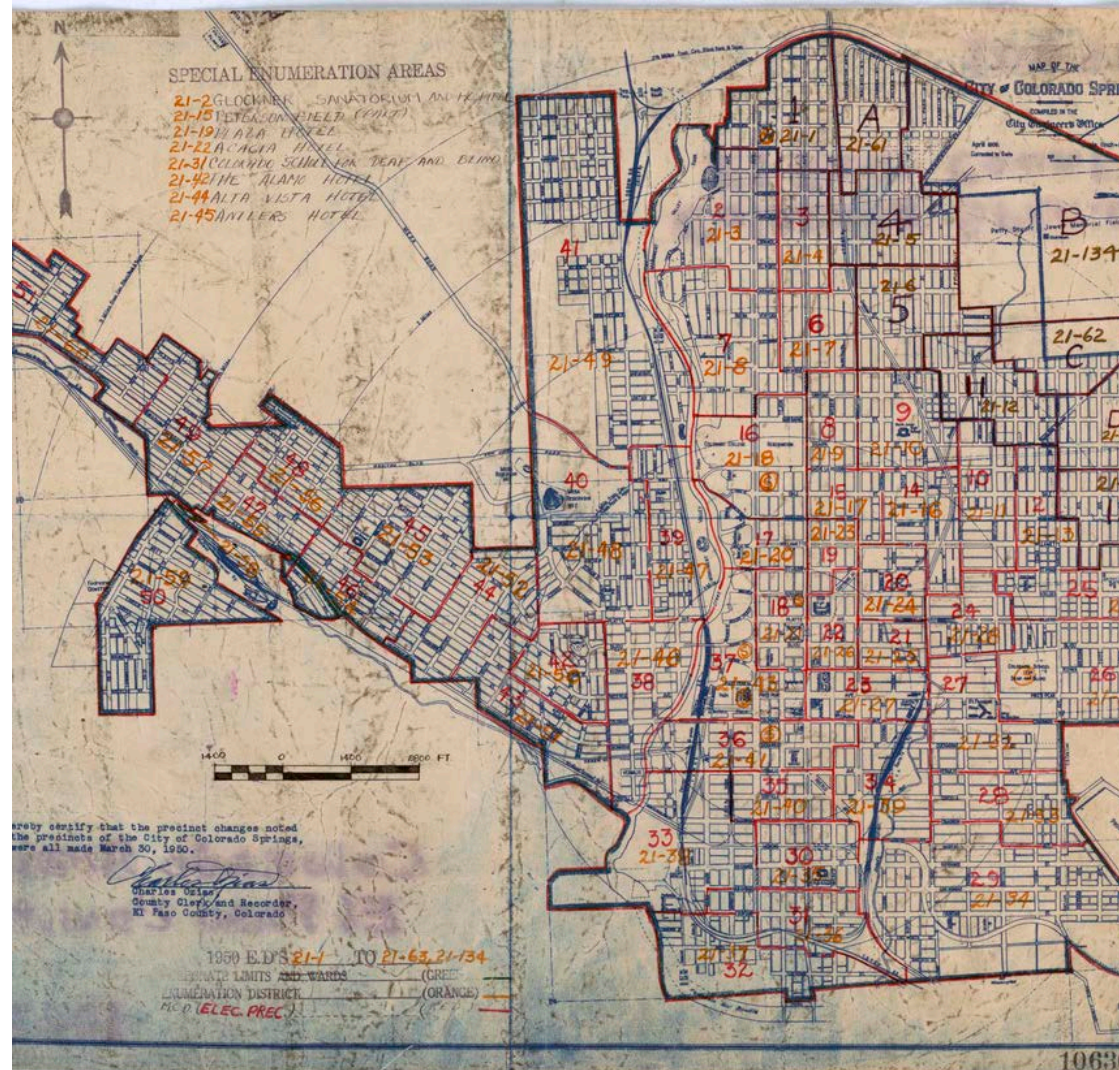
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Everyone Counts. Show that you are here.

*It's Important. It's Easy. It's Safe. It's Required.*

# It's Important!

- The 2020 Census Counts are used for reapportionment - the process of re-districting seats in the House of Representatives.
- Census 2020 counts are used for redistricting of state house, state senate, and county commissioner districts
- Census counts are used for redistricting city council district boundaries.
- Census data affects the distribution of federal and state funds.







How does Census data  
affect the allocation of  
Federal funds?

# Federal Funds

Here is an updated estimate of the annual amount of Federal funds affected by Census data in 2020, adjusted for projected population by 2020 and inflation:

## El Paso County

\$1,909,448,4

In 2018 \$  
15

## Teller County

\$65,790,6

In 2018 \$  
28

# Reapportionment



Obtaining an accurate count of state and local populations is important because the data affect the balance of political power across geographic areas and are widely used for state and local decision-making.

A comprehensive picture of census accuracy requires assessment of the number, characteristics, and geographic locations of those who are missed in the census in addition to analysis of net undercount rates.

Census data also influences business decisions.

# Omissions

By understanding who was omitted in the 2010 Census, community leaders, advocates, and others can better target geographic areas and population subgroups for Get-Out-the-Count efforts to reduce the number of people who are missed in the 2020 Census and improve the accuracy of the count for state and local populations.

## Who did not respond in 2010 in our area?

Children under 5, renters, Hispanics, African Americans and areas with high percentages of people serving in the military, and those living off base.

- Colorado is highly likely to gain another representative following Census 2020.
- It would gain one today if the latest population estimates from July 2018 were used for reapportionment.
- If Colorado does gain another representative, El Paso and Teller Counties combined would have more than enough people to be a congressional district.
- It takes a only tiny percentage of the population to be missed in Colorado vs. other states for Colorado to miss out. How tiny? Less than 1 in 500.
- In Census 2010, it is estimated that over 7% of the population were missed in our two-county area. Were it not for several people being counted twice, our population would have been smaller by over 45,000.

A person with a backpack is walking past a brick building with a window. The scene is dimly lit, suggesting dusk or dawn. The person is in silhouette, walking from left to right. The brick wall and window are the main background elements.

# It's Easy!

You can complete the census:

- Online
- Using your smartphone
- Over the phone
- Filling out a paper form



# It's Safe!



The privacy is guaranteed by law.



Census workers are sworn to secrecy and can face a \$250,000 fine and jail time.



By law, the Census Bureau cannot share respondent answers with the FBI, CIA, Welfare, Immigration, etc.

# It's Required!

The Census Bureau must count everyone and submit state population totals to the US President by December 31 of each census year. Responding to the Census is also required by Title 13 of the United States Code, the same law that guarantees the privacy of your responses.

# Pikes Peak Area Complete Count Committee

Our goal is to coordinate and support local efforts to generate a complete count at the county or city level.

## CHAIR AND VICE-CHAIR

Merv Bennett - Chair  
Eric Phillips- Vice-Chair

## SUBCOMMITTEE CHAIRS AND CO-CHAIRS

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Aikta Marcoulier, Colorado SBDC – Co-Chair  
Terri Hayes, Tri-Lakes Chamber of Commerce – Co-Chair

### Data Committee

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Rebecca Theobald, UCCS – Co-Chair  
Lauren Hannscoff, Colorado College – Co-Chair

### Education

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Nora Brown, District 11 Schools – Co-Chair  
Chuck Litchfield, UCCS – Co-Chair

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Stan VanderWerf, El Paso County Comm. – Co-Chair  
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Kristy Martinez, City of Fountain  
Lynda Morgan, Teller County  
Melinda Reichal, Monument  
Michelle Anthony, Manitou Springs  
Bill Gray, Cripple Creek & Victor  
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Nathan Scott, Green Mountain Falls  
Palmer Lake  
Pikes Peak Area Council of Governments – Jessica McMullen

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Daunte Davis – Co-Chair  
Zakary Watson, Peak Vista – Co-Chair

### Minority Groups

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Una Ng-Brasch, Colorado College - Co-Chair  
Lisa Medina, Second Chance Through Faith - Co-Chair  
Chiquita Isom - Co-Chair

### Media

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Lauren Hug, Hug Speaks – Co-Chair

### Military

Paul Wiggins – Co-Chair  
Gary Taiclet – Co-Chair

### Neighborhood Groups

Diane Loschen, CONO – Co-Chair  
Bob Cutter – Co-Chair  
Dave Munger – Co-Chair

### Non-profit Groups

Amber Coté, Colorado Nonprofit Assoc. – Co-Chair  
Amy Rodda, Strategic Services Director, PPLD – Co-Chair  
Larry Yonker, Springs Rescue Mission – Co-Chair

### Colorado Springs Rising Professionals

Katie Sunderlin – Co-Chair  
Morgan Hester – Co-Chair

# Pikes Peak Area Complete Count Committee

## Formed in 2018

- Comprised of key stakeholders across a variety of interest areas
  - Committee Co-Chairs are responsible for coordinating outreach in their area and recruiting members for their committees
  - PPACCC committee meets monthly to coordinate activities and messaging.
  - Regular updates from the State Complete Count Committee
  - Regular updates from the U. S. Census Bureau staff
- Committees including those addressing business, non-profits, and health organizations have been speaking about the census at different networking events, business events, and conferences. Stickers, buttons, and other informational materials have been created and distributed
  - The media committee has created collateral like post cards, flyers, signature logo, digital graphic, social media platforms and website.
  - All the committees are in the process of creating their detailed action plans

The Data Subcommittee is a committee of Census subject matter experts that are supporting the other subcommittees of the PPACCC with research, data, and articles to help them plan their work.

- They have provided:
  - The After Action report from Census 2010 PPACC efforts, which includes data and presentations used then plus recommendations for the 2020 effort
    - The Census 2018 planning database, which shows the mail response rate from Census 2010 at a detailed geographic level (Census Block Group) and the most recent demographic data for these areas
  - Data on how the Census is estimated to impact local areas
  - A template to deal with questions that will arise during the effort



# Timeline

The U.S. Census Bureau opens 39 area census offices.

Jun-Sept  
2019

The Census Bureau conducts in-field address canvassing.

Jan  
2020

Census Day is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You'll then have three options for responding: online, by mail, or by phone.

April  
2020

The Census Bureau begins following up with households that have not responded.

Dec  
2020

Jan –  
Mar  
2019

The Census Bureau opens the remaining 209 area census offices.

Aug  
2019

The Census Bureau begins counting the population in remote Alaska.

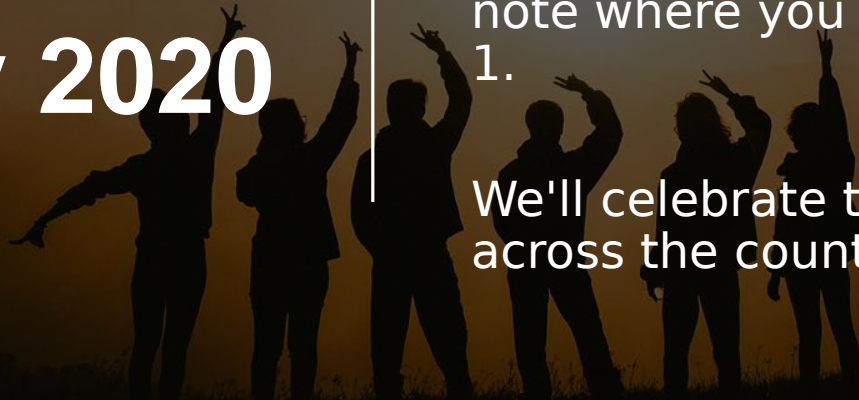
April  
1,  
202  
0

Census takers begin following up with households around selected colleges and universities. Census takers also begin conducting quality check interviews.

May  
2020

The Census Bureau delivers apportionment counts to the President.

# Census Day 2020

A vertical line is positioned to the right of the title. The background features silhouettes of six people standing on a grassy hill, celebrating with their arms raised against a sunset sky.

April 1, 2020, marks Census Day, a key benchmark for the 2020 count.

When completing the census, you'll note where you are living on April 1.

We'll celebrate the day with events across the country.

# Address

## Canvassing

The first major field operation of the 2020 Census is now underway. Address canvassing improves and refines the Census Bureau's address list of households nationwide, which is critical to delivering invitations to respond to the census.

# How will Census 2020 data fuel our community's success?

- The 2020 Census will inform tax policies, planning and funding for roads, schools and hospitals, and the redrawing of boundaries.
- Full Census 2020 participation in Colorado will direct more than \$13 billion in federal funding into the state.
- Full Census 2020 participation is highly likely to result in another Congressional seat in Washington!
- The 2020 Census and other Census surveys helps businesses make better decisions, especially those dealing with location and investment.

# How can you help us?

## EVERYONE COUNTS!

Our community is coming together to ensure everybody is counted.

## Get involved!

- Raise awareness by talking about Census 2020 with friends, family, co-workers ... EVERYONE you know
- Share 2020 Census information on your social networks. Visit [pikespeakcensus.com](https://pikespeakcensus.com) to get census information.
- Encourage participation!



# Stay Connected



[PikesPeakCensus.com](https://www.pikespeakcensus.com)

We are the only region to create our own website!



/PikesPeakCensus



/PikesPeakCensus



/PikesPeakCensus



/Census-2020-PPR

#SaveTheDateCensus2020

#EveryoneCountsPPR, COS,  
EPC, Teller etc.

#ICountPPR, COS, EPC

#YouCountPPR, Teller etc  
GetCountedPPR, COS, EPC  
WeCountPPR, COS,

**Questions?**

United States<sup>®</sup>  
**Census**  
**2020**



**Thank You**