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Census
2020

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CITY OF LITTLETON 2020 CENSUS

Complete Count Committee Presentation

TODAYS TOPICS:

2020 Census and the City of Littleton

- Introductions/Topics
- General Census Information
- Project Plan for the City of Littleton
 - Grant Funding for Census
 - County Census Position
- Engagement and Outreach ideas
 - Getting information to the people
- Complete Count Committee and how is it involved
 - Census Bus
 - Community Events
 - Mobile Kiosks
 - Host Census specific meetings
- Census Timeline

THE 2020 CENSUS - NATIONAL

- The Census Bureau is the federal government's largest statistical agency
- Determines how many representatives each state gets in Congress and used to redraw district boundaries
- Distribute over \$675 billion in federal funds each year.
 - 16 federal assistance programs that receive funds based on the Census derived statistics

LOCAL STATISTICS

Littleton as of 2015:
46,352 residents

- Over \$8 billion in funding based on Census information spent annually in Colorado
- Breaks down to about \$1,481 per person
- School lunch programs, highway planning and construction, child care, and housing assistance programs

DEPARTMENT OF LOCAL AFFAIRS CENSUS GRANT

\$12,864

Awarded to the city of Littleton

Covers costs for marketing and engagement

COMPLETE COUNT COMMITTEES





ARAPAHOE COUNTY
COLORADO'S FIRST

County Approach to Census 2020

Educate, engage, and motivate to participate

Focus on populations considered “hard to count,” which include:

- | | |
|---|--|
| <ul style="list-style-type: none">• youth under age 5• older adults• highly mobile people• racial and ethnic minorities• Limited English Speakers• Undocumented• LGBTQ | <ul style="list-style-type: none">• low-income• transient• people who live in multi-family housing• persons with mental or physical disabilities• people who distrust government• people who live in more rural areas |
|---|--|

LITTLETON'S CCC

- Littleton Public Schools
- Arapahoe Community College
- Littleton Hospital
- Love in the Name of Christ
- Littleton Immigrant Resource Center
- Next Generation Advisory Committee
- LPCAAA
- South Metro Housing
- South Suburban Parks & Rec.

2020 CENSUS ENGAGEMENT

What are effective ways to engage residents in Littleton?

THE CENSUS BUS!!!!



Mobile Kiosks

- We will bring the kiosk to you!
- Kiosk can operate on its own power.
- Wireless and secure



CITY OF LITTLETON COMMUNICATION

- Littleton Report
- Employee Newsletters
- Littleton Website
- Main Street Banners
- Social Media Platforms



WE ENCOURAGE YOU TO

- Engage with existing channels of communication
- Utilize talking points
- Talk with constituents

Go to the Census website!

<https://2020census.gov/en/partners/outreach-materials.html>

ADDITIONAL PROMOTIONAL IDEAS

Neighborhood Pizza Parties

Gift Card Giveaways

Public Engagements

Multiple Kiosk Locations

TIMELINE

1ST QUARTER 2020

PROCURE EQUIPMENT AND SUPPLIES FOR
CAMPAIGN

COMPLETE COUNT COMMITTEE TRAINING

2nd Quarter 2020

Census Campaign Begins

2ND QUARTER

- **March – Census goes out in the mail**
- **April 1st – National Census Day**
- **Meet Greet & Eats**
- **Mobile Kiosk Campaign**
- **Neighborhood Engagement**

3rd Quarter

July 24 - Count ends

Non-response follow up

4th Quarter 2020

Quality Evaluation

Deliver counts to the President

NEXT STEPS

- Talking Points
- Volunteer Coordination
- Engagement
- Get on the BUS!!!

GOAL: 50,000 +

“YOU COUNT, BE COUNTED”

