



ARAPAHOE COUNTY
COLORADO'S FIRST

Board Summary Report

Date: January 30, 2020

To: Board of County Commissioners

From: Internal Census Committee: Michelle Halstead, Chris Henning, Nancy Sonnenfeld, John Christofferson, Jessica Gapuzan, Larry Mugler and Linda Haley

Subject: Census 2020 Update

Request and Recommendation:

The purpose of this drop-in session is to provide a brief update on current and upcoming activities associated with Arapahoe County's 2020 Census planning efforts and to answer any questions.

Background

The U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every 10 years. Census data is critical to the County in several areas, most notably in determining how many seats each state has in the U.S. House of Representatives, as well as determining the redistricting of state legislatures. Having an accurate and complete census count is important in determining Federal and State aid and grants, economic development, housing assistance, transportation improvements and many other programs that residents depend upon. Maintaining or increasing non-property tax revenue is necessary to provide more than 240 statutory services in alignment with resident expectations.

Arapahoe County's service area includes diverse populations and geography which pose unique challenges to obtaining an accurate count. The county's internal census working committee is focusing on communities that have been historically undercounted by the decennial census. According to County data, these group total 161,519 individuals, representing 25 percent of Arapahoe County's population.

The temporary coordinator position approved by the board is strategizing and leading the County's efforts in obtaining an accurate count, designing plans to engage hard-to-reach populations and coordinating efforts with internal and external stakeholders.

Complete Count Committee - reminder

- Next meeting **Thursday, 2/20/20, 4-5pm at Admin, WHR**. Relay communication plans and outreach efforts across the County, identify gaps/opportunities.

Internal Activities:

- Internal web page created and added to Arapahoe County promotional materials.
- Human Services required training to roll out and be completed week of 2/3, with Valentine's themed event at the end of the week to show gratitude and appreciation.
- Census posters and flyers distributed to facilities with public traffic.
- ACSO initiating census awareness campaign with focus on safety and security, dispatcher and patrol training scheduled, community resource officers integrating census information at community events, detention center collaboration initiated.
- Census videos modified for general staff and volunteer training.
- Volunteer recruitment to begin early February for internal client and community engagement support.
- Places of worship outreach efforts initiated, with a focus on supporting the national Census "worship weekend", 3/27-29.
- Technology and promotional items ordered to prepare for community events.
- Arapahoe County Boundary reviewed by PWD GIS analyst Sam Bishop, for certification by Commissioner Sharpe and return to the US Census Bureau.
- Census awareness messaging included in Telephone Town Hall.

External Activities:

- Census presentation provided to Centennial Council of Neighborhoods (CenCON) on 1/21, and dates set for Centennial City Council presentation as well as engagement with Senior and Youth Commissions.
- City of Glendale CCC launch on 1/30/2020
- Arapahoe Library District census engagement events planned in conjunction with various programs at each location. Flyers and posters produced by Arapahoe County distributed to each branch; information, promotional items, and staff support to be provided at events.
- Flyers and posters produced by Arapahoe County distributed to South Suburban Rec Centers within the County; sponsorship of an "Active Seniors" lunch and learn being planned.
- Media strategy within the county includes Census information in monthly space purchased in all local publications, a collaboration with regional partners to co-sponsor RTD light rail ads, media buys with iHeart Radio, KUVU, PBS Kids, and NCM Movie Theatres with market segmentation.
- Informational materials and events being planned with municipal partners, community development block grant (CDBG) grantees, homeless services partners, and faith-based organizations.
- Continued collaboration with organizations and DOLA grantees serving hard-to-count populations in the metro area, including older adults, young children, A/PI, AA, Latino, Persons with Disabilities, LGBTQ, mobile and transient populations, along with rural residents.

Reviewed By:

John Christofferson, Deputy County Attorney