



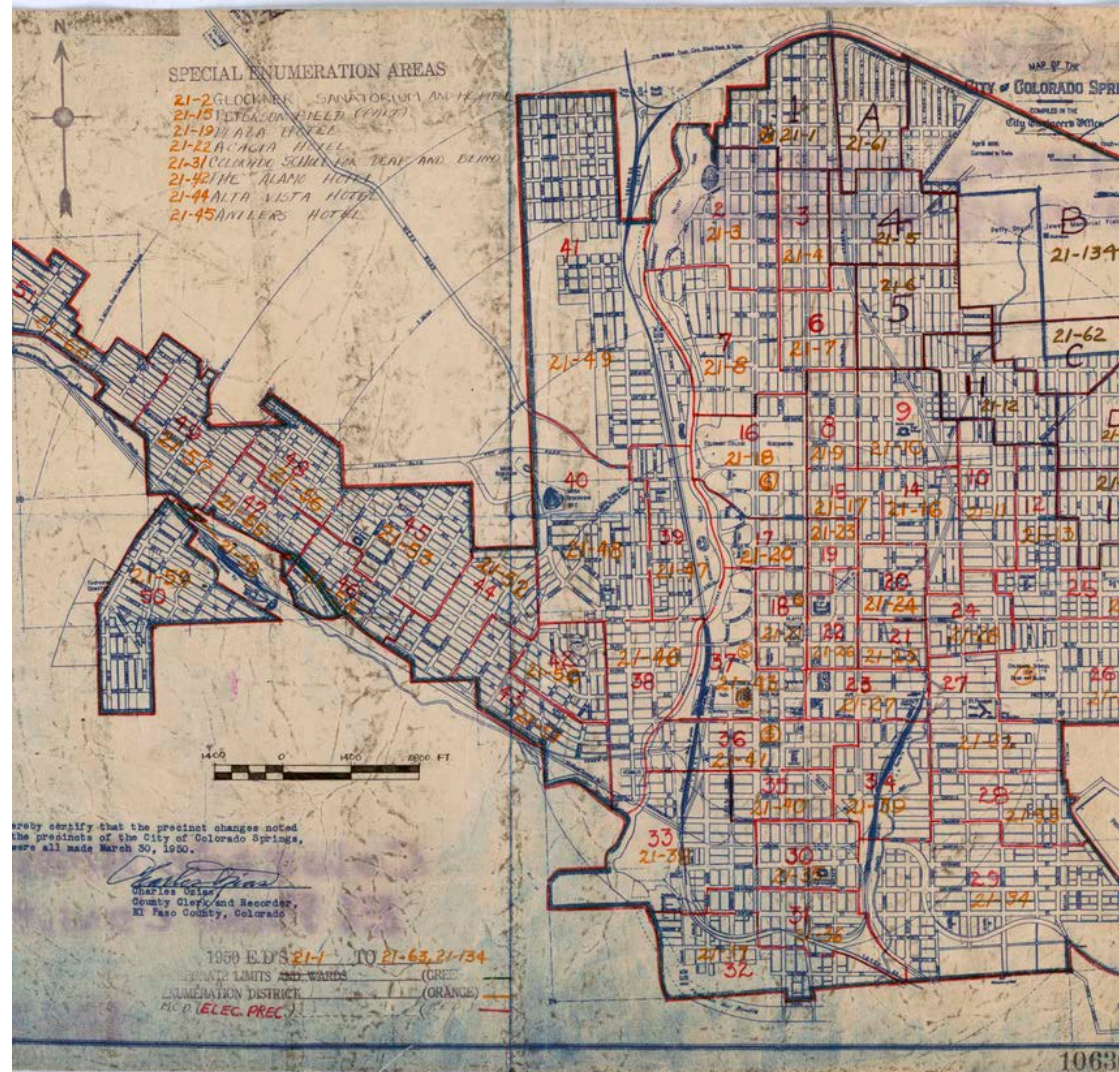
Why Complete the **Census 2020?**

Everyone Counts. Show that you are here.

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

It's Important!

- Census 2020 counts are used for reapportionment - the process of re-districting seats in the U.S. House of Representatives.
- If Colorado does gain another Representative, El Paso and Teller Counties combined would have more than enough people to be a congressional district.
- Census 2020 counts are used for redistricting of state house, state senate, and County Commissioner districts
- Census 2020 counts are used for redistricting Colorado Springs City Council district boundaries.
- Census data affects the distribution of federal and state funds.



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

- Census 2020 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. Equates to \$2,602.35 per Colorado resident, on average, and every year this decade.
- Census 2020 and other Census surveys helps businesses make better decisions, especially those dealing with location and investment.

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

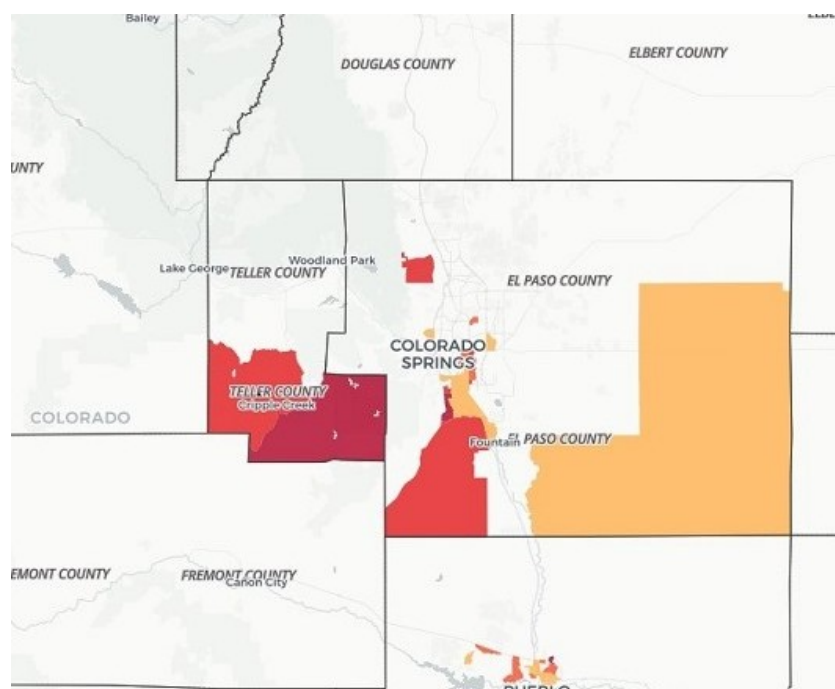
\$1,909,448,415

In 2018 \$

Teller County

\$65,790,628


In 2018 \$



Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map. Tracts with >73% return rate are not displayed.



 Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

 Tribal Lands

<https://www.CensusHardToCountMaps2020.us>

*Thank you to the Center for Urban Research at the CUNY Graduate Center for providing the map for this profile.
An interactive version of the map is online at www.CensusHardtoCountMaps2020.us.*

Omissions

The Census Bureau estimates 20.9% of people in Colorado did not self-respond to the 2010 Census.

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 Census 2020 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.

In the 2010 Census, 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 is dark, and the window is a dark rectangle. A large shadow of the person is cast on the wall to the right.

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.

Timeline

The 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 Census 2020. 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.

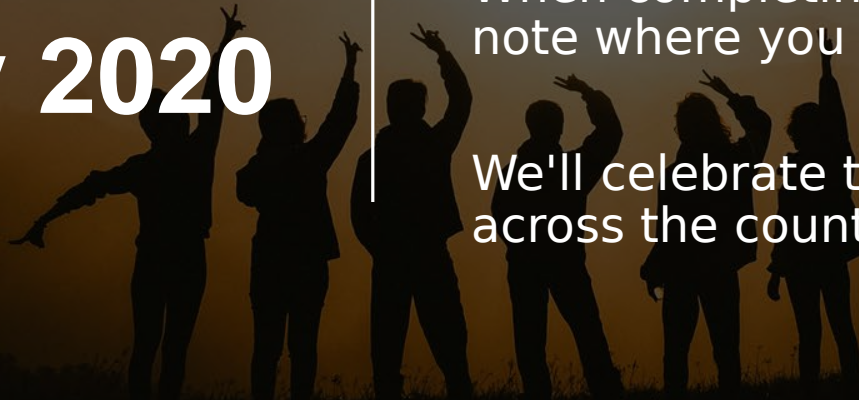
April
1,
2020

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 silhouette of six people standing on a grassy hill against a sunset sky. They are all raising their arms in celebration. The sky transitions from a dark orange at the horizon to a lighter, hazy orange at the top. A thin white vertical line is positioned to the right of the silhouettes, separating them from the text on the right.

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.

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

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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 HannsScott, Colorado College – Co-Chair

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Nora Brown, District 11 Schools – Co-Chair
Chuck Litchfield, UCCS – Co-Chair
Angela McKibben, Alliance for Kids – Co-Chair

Faith Groups

Stu Davis, COSILoveYou – Co-Chair
Alycia Erickson, Metropolitan Comm. Church – Co-Chair

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Stan VanderWerf, El Paso County Comm. – Co-Chair
Suzanne Leclercq, Woodland Park
Kristy Martinez, City of Fountain
Lynda Morgan, Teller County
Melinda Reichal, Monument
Michelle Anthony, Manitou Springs
Bill Gray, Cripple Creek & Victor
Cindy Tompkins, Calhan and Ramah
Nathan Scott, Green Mountain Falls
Palmer Lake
Pikes Peak Area Council of Gov't – Jessica McMullen
Shirley Martinez, Colorado Springs Utilities

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Merle Taylor, UCHealth – Co-Chair
Daunte Davis – Co-Chair
Rob Nartker, Peak Vista – Co-Chair
Kimberly McSparren, Children's Hospital – Co-Chair
TBD, Penrose/St. Francis Health Services

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
Sandra Lopez, Dream Spring – Co-Chair

Media

Krithika Prashant, Media Relations – Co-Chair
Lauren Hug, Hug Speaks – Co-Chair

Military

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

Neighborhood Groups

Richard Strasbaugh, 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
Robert Farmer, Springs Rescue Mission – Co-Chair
Jennifer Mariano, Comm. Health Partnership – Co-Chair

Colorado Springs Rising Professionals

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

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 Census 2020 information on your social networks. Visit 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!



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/Census-2020-PPR

#SaveTheDateCensus2020

#EveryoneCountsPPR, COS,
EPC, Teller etc.

#ICountPPR, COS, EPC

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

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Census
2020



Questions?