



COLORADO
Department of Local Affairs
Division of Local Government

Census Outreach Grant Program Colorado Revised Statute 24-32-125

SMART ACT “Final” REPORT

December 2022



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SMART ACT REPORT Census Outreach Grant Program December 12, 2022

Section 24-32-125 (7)(b), of the Colorado Revised Statute (C.R.S), created from House Bill 19-1239, requires the Department of Local Affairs, Division of Local Government, provide a final report on or before January 1, 2023 regarding the following information:

- (I) A list of eligible recipients that received grants and the amount of the grant awarded to each eligible recipient;
- (II) The population on which each eligible recipient that received a grant focused its 2020 census outreach using grant money;
- (III) Colorado's self-response rate in the 2020 census;
- (iv) Lessons learned from 2020 census outreach;
- (v) A recommended timeline for the state's involvement in the 2030 census outreach;
- (vi) The number of people hired with grant money and the locations served by those people; and
- (vii) The amount of grant money used for payroll expenses and the average wage paid per person through the grant program.

This document serves as the response to this report requirement.

Program Overview

The Census Outreach Grant program was created to provide grants to local governments, intergovernmental agencies, councils of government, housing authorities, school districts, and nonprofit organizations to support the accurate counting of the population of the state for the 2020 census, in Hard-To-Count communities.

Hard-To-Count means communities with populations that have been historically undercounted by previous decennial censuses, including, but not limited to: children under five years of age, racial and ethnic minorities, communities of color, American Indians, people with disabilities, people with low incomes, immigrants, people who speak and understand limited amounts of English, people living in rural areas of the state, people in the state without sufficient internet access, adults sixty-five and over and people who are transient or homeless. This program was effective July 1, 2019 through June 30, 2020, under Colorado Revised Statute (CRS) §§ 24-32-125-126. Grant funding could be used:

- (1) to conduct 2020 census outreach, education and promotion to focus on Hard-To-Count communities in the state and to increase the self-response rate and accuracy of the 2020 census.
- (2) to further award grant money to other local governments, and organizations, so long as the grant money will be used for the purposes specified in statute.

Program Outcome & Colorado's Self Response Rate

Just as most recipients got up to speed with census activities, COVID-19 forced rapid and significant changes of plan. Rather than relying on in-person events and personal connection with outreach workers, most grantees focused their funds on digital and physical advertising, phone banks, public displays promoting the census, and other creative ideas to promote the importance, ease and safety of the census.

While the US Census completion deadline was pushed back due to the health emergency, the state grant performance period expired June 30, 2020. With unavoidable delays and activity changes interrupting plans, grant recipients made extraordinary efforts to effectively use funds, within contract scope, prior to the deadline. By the end of the grant period, 93.9% of the total \$6 million available was put to use promoting the census among hard to count communities statewide. These efforts helped the overall self-response rate in the state climb to 70%, above the self-response rate of 67.2% set in the 2010 census, and above the national average of 67%. When combined with Nonresponse Follow-up operations from the US Census Bureau, 99.9% of Colorado households have been enumerated.



Program Awards, Staff Hired, Payroll, and Outreach Focus

Grant No	Grant Recipient	Original Amount Awarded	Spent	Returned to DOLA	Staff Hired*	Locations Served	Grant Funds used for Payroll	Average Wages (rounded/hour)	Outreach Focus on Hard-to-Count Populations
19-003	Adams County	\$420,000	\$420,000	\$0	0	Adams County	\$0	N/A	Primary focus was on seniors and low-income families.
19-005	African Chamber of Commerce Colorado	\$244,045	\$233,506.50	\$10,538.50	37	Arapahoe, Adams, Denver, and Morgan Counties as well as the Cities of Aurora, Greeley, Fort Collins and Colorado Springs.	\$62,231	\$20	Focused on racial and ethnic minorities, communities of color, immigrants and refugees, individuals and families that speak little to no English.
19-007	Arapahoe County	\$102,167	\$102,167	\$0	1	Rural eastern and unincorporated Arapahoe County, Cities of Sheridan, Glendale, Aurora, Centennial, Littleton, Englewood, and Greenwood Village	\$15,000	\$12	Families with children under age 5, ethnic and racial minorities, people with disabilities, people with low-incomes, people with limited English proficiency, rural residents, older adults, transient individuals, "millennials", refugee populations, and undocumented immigrants.
19-018	Arvada, City of	\$32,000	\$32,000	\$0	6	Arvada	\$15,407.55	\$19	Adults over age 65, service organizations, faith-based organizations, local businesses, non-English speakers, students and youth, and foreign born Arvada residents.
19-008	Asian Roundtable of Colorado	\$326,430	\$326,430	\$0	104	Arapahoe, Denver, El Paso, Adams, Jefferson, Douglas, Boulder, Larimer, Adams, Weld, Broomfield, Pueblo counties, Cities of Aurora, CO Springs, Greeley, and Westminster	\$137,888	\$20	People with limited English proficiency including Asians and Pacific Islanders (ANHPI).
19-009	Audio Information Network of Colorado	\$12,000	\$12,000	\$0	0	State-wide	\$13,059	\$23	Blind, low-vision and print-disabled children, youth, adults and seniors (i.e., those who cannot read due to a visual, motor, learning disability, neurological disorder or literacy issue).
19-019	Aurora, City of	\$53,600	\$52,048	\$1,552.46	0	City of Aurora census tracts 73.02, 810.02, 820, 83.09.	\$0	N/A	Focused on all Aurora residents, including Community based organizations, Seniors, Veterans, Faith-based, Health, Immigrant and Refugee, People with disabilities, Homeless and transient, non-English speakers, racial/ethnic minorities.
19-010	Bent County Development Foundation	\$4,000	\$4,000	\$0	0	Bent County	\$1,943.75	\$25	Families with young children, Homeless populations, Racial/ethnic minorities, Non-English speakers, Populations with low incomes, Undocumented



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									immigrants, People with distrust of government functions, People with disabilities, Elderly populations, Single-parent families.
19-012	Boys & Girls Clubs in Colorado	\$221,359	\$221,359	\$0	2	La Plata, Weld, Fremont, Conejos, Costilla, Alamosa, Mineral and Saguache Counties, Pikes Peak Region, San Luis Valley, High Rockies	\$191,404.12	\$18	Young children, low-income families, racial and ethnic minorities, non-English and limited-English speakers, persons experiencing homelessness, highly mobile persons, and those who distrust/mistrust the government.
19-100	Centennial, City of	\$4,150	\$4,150	\$0	0	City of Centennial	\$0	N/A	Low income and minority households.
19-014	Center for African American Health	\$72,760	\$72,760	\$0	1	Denver Metro area	\$32,027.24	\$15	Low-income African American communities.
19-015	Center for Independence	\$61,174	\$46,275.58	\$14,898.42	0	Montrose, Grand Junction and Glenwood Springs	\$3,888.27	\$18	Focused on seniors and people with disabilities.
19-027	Clear Creek County	\$50,750	\$50,750	\$0	1	Clear Creek County and municipalities within	\$0	NA	Focused on seniors and transient populations.
19-028	Colorado Coalition For The Homeless	\$55,800	\$52,403.55	\$3,396.45	5	Las Animas, La Junta, Denver Metro area	\$36,807.40	\$15	Focused on people experiencing homelessness, Hispanic, African American, and American Indian/Alaska Native communities, non-English and limited-English speakers, persons experiencing homelessness.
19-029	Colorado Council of Churches	\$90,200	\$89,629.01	\$570.99	2	Denver Metro area and Colorado Springs	\$35,730	\$30	Focused on Black churches in Colorado Springs and larger Hispanic-serving, Catholic parishes.
19-092	Colorado Cross-Disability Coalition	\$161,500	\$161,500	\$0	8	Statewide, La Plata, Archuleta, Montezuma, Dolores, San Juan Counties, Downtown Denver area	\$0	N/A	Focused on people with physical, psychological, and/or cognitive disabilities.
19-031	Colorado Library Consortium	\$39,167	\$39,167	\$0	0	Denver Metro and Front Range areas	\$0	N/A	Focused on rural residents, elderly, people with limited access to technology, children and their parents.
19-032	Colorado Nonprofit Association	\$67,500	\$67,196.84	\$303.16	1	Counties of Alamosa, Chaffee, Eagle, Garfield, Grand, La Plata, Las Animas, Montezuma, Routt, Summit, Teller, and Yuma.	\$23,453.13	\$25	Focused on rural populations of Alamosa, Chaffee, Eagle, Garfield, Grand, La Plata, Las Animas, Montezuma, Routt, Summit, Teller, and Yuma counties.
19-033	Colorado Nonprofit Development Center	\$49,950	\$49,950	\$0	0	Denver metro area	\$27,726.92	\$30	Immigrants, limited and non-English speakers, children, older residents, lower-socio economic status/earners,



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									LGBTQI+, racial and ethnic minorities, populations who have distrust with government.
19-095	Colorado Rural Health Center	\$187,893	\$187,893	\$0	0	Colorado's 47 rural counties	\$55,292.19	\$30	Focused on rural populations in all of Colorado's rural counties.
19-094	Colorado Springs, City of	\$205,000	\$205,000	\$0	16	City of Colorado Springs	\$57,774	\$20	Families with children under five years of age, those experiencing homelessness, racial and ethnic minorities, and communities of color, low-income individuals, immigrants, and those with limited English, urban millennials, seniors and families with young children, college-aged populations, and American Indians/Alaskan Natives/individuals from communities of color.
19-037	Denver Housing Authority	\$50,000	\$50,000	\$0	4	Denver metro area Census tracts 2.02, 7.01, 7.05, 8, 14.01, 19.01, 24.05, 31.02	\$25,000	\$22	Targeted efforts to reach low-income households where seniors, people with disabilities, immigrants and/or persons in which English was not their primary language, and families with school-aged children live.
19-038	Denver Indian Center	\$69,432	\$47,020.91	\$22,411.09	4	Denver and surrounding counties	\$24,942.22	\$20	American Indian/Alaska Native (AI/AN) community.
19-040	Denver Regional Council of Governments	\$270,000	\$247,707.53	\$22,292.47	0	Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Gilpin, and Jefferson counties	\$118,000	\$15	Focused on the older adult population of the Denver metro area.
19-041	Eagle County	\$34,040	\$34,040	\$0	0	Eagle County	\$0	N/A	Hispanic population, low income residents, youth, seasonal/non-traditional housing residents, and those with little/poor internet.
19-097	Englewood Schools	\$4,500	\$4,500	\$0	0	City of Englewood	\$0	N/A	Families with children 5 and under, families who do not speak English as their first language, families who live in apartments/rental properties and homeless families.
19-020	Englewood, City of	\$15,178	\$8,945.55	\$6,232.45	0	City of Englewood	\$5,000	\$30	Elderly, people of color, and citizens at or below the poverty line.
19-044	Ethiopian Orthodox Tewahedo St. Mary Church	\$23,380	\$23,380	\$0	4	Arapahoe, Denver, Boulder, Douglas and Adams Counties	\$9,135	\$17	Ethiopian immigrants, refugees and first generation Ethiopian Americans.
19-046	Family & Intercultural Resource Center	\$35,000	\$35,000	\$0	0	Summit County	\$21,322.87	\$16	Focused on Latinx population, immigrants, non-English speakers, transient individuals, and families with children ages 0-5.
19-021	Fort Morgan, City of	\$70,000	\$22,059	\$47,941.00	0	City of Fort Morgan	\$0	N/A	East African Refugee community, Hispanics, children under 5 and senior citizens.
19-050	Grand County	\$59,160	\$50,124.04	\$9,035.96	0	Grand County	\$0	N/A	Persons under five, persons under 18, Hispanic or Latino, persons of minority, persons living in poverty, seasonal or highly mobile persons, persons with no or limited Internet access.
19-022	Greeley, City of	\$47,500	\$47,500	\$0	0	Greeley and Evans	\$0	N/A	Immigrant and refugee residents.
19-051	Gunnison County	\$27,054	\$20,044.56	\$7,009.44	1	Gunnison County	\$8,735.80	\$21	Migrants and minorities - especially non-English speaking families and individuals, Seniors, College



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									Students, Families with young children, Remote and rural households, Households with anti-government attitudes.
19-052	Hispanic Chamber Education Foundation	\$299,100	\$299,100	\$0	0	Denver, Adams, Arapahoe, El Paso, Weld, Jefferson, Pueblo, Boulder, Larimer, Douglas, Mesa, Garfield, Eagle, Morgan, Montrose, Broomfield, Otero & Alamosa	\$0	N/A	Immigrants, seniors, families with children under age 5, individuals and families with little to no English skills.
19-053	Hope Communities	\$5,000	\$5,000	\$0	0	NE Park Hill and East Colfax Corridor	\$2,300	\$21	Families and individuals in poverty, individuals with no transportation, Refugees, individuals and families with little to no English skills.
19-098	La Raza Services, Inc.	\$250,362	\$250,081.47	\$280.53	0	51/64 Colorado Counties	\$16,461.75	\$19	Demographics of children under age 5, over 60, people of color, immigrants, multiple languages, individuals and families with little to no English skills.
19-023	Lakewood, City of	\$66,959	\$66,959.00	0	0	Jefferson County	\$0	N/A	Children under five years of age, racial and ethnic minorities, and communities of color.
19-054	Larimer County	\$102,500	\$63,539.33	\$38,960.67	1	Larimer County	\$40,022.43	\$25	Focused on the 0-5 early childhood population, the aging population, individuals and families who identify as Latinx, communities living in mobile home parks throughout Loveland and Fort Collins, CSU and Front Range students living off-campus, and residents residing in rural areas.
19-024	Littleton, City of	\$12,685	\$12,409.78	275.22	0	City of Littleton	\$0	N/A	Homeless and low income populations, seniors and disabled citizens, children under 5.
19-056	Mesa County	\$6,454	\$5,305.62	\$1,148.38	0	Mesa County	\$0	N/A	Focused on individuals with no/ inadequate access to a computer or internet access, homebound individuals, low-income families with children and help with work options for non-English speakers.
19-057	Metropolitan State University of Denver Foundation	\$456,698	\$445,523.41	\$11,174.59	53	Denver County	\$106,311.00	\$19	Focused on young children, communities of color, people with disabilities, people with low incomes, immigrants, people with limited English, people with limited access to internet resources, adults age 55+ and people who are housing insecure or who have experienced homelessness.
19-060	Montrose County	\$80,475	\$80,475	0	1	Montrose County	\$5,559.00	\$20	English language learners, individuals with PO boxes, low income, and individuals with access and functional needs.
19-065	Open Media Foundation	\$216,700	\$216,700	0	0	Statewide	\$39,903.39	\$35	Children under age five, Racial and ethnic minorities, Communities of color American Indians, People with disabilities People with low incomes, Immigrants



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									People who speak and understand limited amounts of English People living in the rural areas of the state, Adults aged sixty or over People who are transient or homeless.
19-067	Padres Unidos Inc.	\$187,598	\$144,341.98	\$43,256.02	17	Denver, Adams (Westminster) and Pueblo (Pueblo) counties.	\$78,000	\$17	Racial and ethnic minorities, Communities of color, People with low incomes, Immigrants, People who speak and understand limited amounts of English, People living in the rural areas of the state.
19-068	PARENT POSSIBLE	\$62,452	\$60,406.80	\$2,045.20	0	Statewide, with focus in Greeley, Routt, Delta, La Plata, Fremont, Weld counties and San Juan Valley	\$6,006	\$29	Families with children under age 5, low-income communities, communities of color, families who speak English as a second language and rural communities.
19-070	Pikes Peak Library District	\$46,797	\$46,797	\$0	0	Fountain, Penrose, Ruth Holley, and Sand Creek	\$33,334.11	\$20	Focused on rural areas, non-mobile populations, and senior citizens.
19-071	Pueblo County	\$350,000	\$296,056.73	\$53,943.27	0	Pueblo County	\$0	N/A	Focused on the homeless, food pantry recipients, specially-abled, rural school districts, senior citizens, children under the age of five and Spanish-speaking populations.
19-099	Rampart Library District	\$1,000	\$1,000	\$0	0	Teller County	\$0	N/A	Focused on those in the most rural areas without internet access.
19-072	Rose Community Foundation	\$115,000	\$115,000	\$0	0	Denver, El Paso, Weld, Pueblo, Douglas, Jefferson, Arapahoe, Adams and Boulder Counties	\$0	N/A	Children under five years of age, racial and ethnic minorities, communities of color, American Indians, people with disabilities, people with low incomes, immigrants, people who speak and understand limited amounts of English, people living in rural areas of the state, people in the state without sufficient internet access, adults sixty-five and over and people who are transient or homeless.
19-073	San Luis Valley Resource Development Group	\$50,000	\$46,127.74	\$3,872.26	0	San Luis Valley	\$3,624.41	\$25	Minorities, indigent, elderly, those without connectivity, seasonal residents, off the grid residents.
19-074	Seniors Alliance of Platte Canyon	\$18,345	\$14,731.30	\$3,613.70	0	Park County	\$0	N/A	Focused on seniors over the age of 60 years old, those in small rural communities, and those utilizing support through food banks.
19-025	Sheridan, City of	\$7,100	\$7,100	\$0	0	City of Sheridan	\$0	N/A	Focused on Spanish-speaking residents, those living in multi-family housing, and those receiving assistance from food pantries and social services.
19-076	South Central Council of Governments	\$58,500	\$46,588.57	\$11,911.43	0	Huerfano and Las Animas Counties	\$33,578.28	\$26	Children under 5 and their families; Low income persons; Persons with lack of internet access; Seniors; Home-bound persons; Hispanic Families; rural and geographically isolated families; and persons who have a distrust in the government.



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19-077	Southeastern Colorado Area Health Education Center	\$51,910	\$50,255.73	\$1,654.27	0	Baca, Bent, Crowley, Huerfano, Kiowa, Las Animas, Otero, Prowers, Pueblo, Chaffee, Custer, Fremont, Lake Cheyenne, Park and Teller	\$16,191	\$29	Focused on rural communities, especially farmers, ranchers, small town populations, and minority groups within migrant housing or service organizations.
19-078	Southern Ute Indian Tribe	\$7,004	\$7,004	\$0	0	Southern Ute Indian Reservation	\$0	N/A	American Indians, people with low incomes, people living in rural areas of the state.
19-079	Southwest Colorado Council of Governments	\$73,607	\$73,607	\$0	0	Archuleta, Dolores, La Plata, Montezuma and San Juan Counties	\$0	N/A	Children under age 5, seniors and lower income residents, rural residents, Spanish speaking communities, college students, homeless populations and elderly people that receive services in their homes.
19-080	Summit County	\$55,375	\$55,375	\$0	0	Summit County	\$0	N/A	Spanish speakers, seasonal workers, families with new born children, and homeless community members.
19-083	Tri-County Health Department	\$40,389	\$40,389	\$0	0	Adams, Arapahoe and Douglas Counties	\$2,974	\$28	Households that are low-income, families with children under five, seniors without dental access, immigrants, and those on Medicaid or who are uninsured.
19-084	Tri-County Health Network	\$58,335	\$58,335	\$0	3	San Miguel, Ouray and the West end of Montrose County	\$23,253	\$21	Seniors, Spanish-speaking immigrant population, immigrant communities.
19-086	Upper Arkansas Area Council Of Governments	\$55,465	\$41,022.56	\$14,442.44	0	Fremont, Custer, Chaffee and Lake Counties	\$22,059.52	\$19	Focused on families with children under age of 5, racial/ethnic minorities, people with disabilities, low income, transient or homeless, immigrants, limited English skills, without sufficient internet access, adults 60+, highly mobile, households representing lesbian, gay, bisexual, transgender, queer/questioning persons.
19-087	Ute Mountain Ute Tribe	\$79,200	\$52,421.05	\$26,778.95	2	Colorado side of the Ute Mountain Ute Tribe's reservation	\$10,000	\$20	American Indians, people with low incomes, people living in rural areas of the state.
19-089	YMCA of the Pikes Peak Region	\$18,301	\$4,013.54	\$14,287.46	0	Colorado Springs	\$1,921.72	\$23	Seniors, families with children under 5, non-English speaking individuals.
Totals	62 grantees	\$6,000,000	\$5,626,174	\$373,827	274		\$1,363,268	\$22	

* Grantees that listed "0" for staff hired used existing staff to conduct Census outreach activities.



Lessons Learned

Programmatic lessons learned:

- Clarify DOLA's stance on fiscal sponsorship from the beginning to ensure consistent information.
- Create clearer expectations around administrative and indirect costs allowable with grant funding.
- Establish reporting requirements, to include subrecipients, during the application process so grantees are clear on expectations.
- Carefully determine a reasoning for each ineligible expense detailed in the contract.
- Write percentages or thresholds that need to be hit into the contract. For example, we need 75% of funds spent by April.

Committee lessons learned:

- Create a clearer criteria during the discussion to save time and expedite the decision making process.
- Allow more time for the committee to compile their scores and thoroughly read through applications.

State Demography Office lessons learned:

- There could have been better coordination between the “2020 Census outreach” program and the other programs in Colorado like the State Complete Count Committee, and the other grant program that the State Demography Office was running. This would allow for more coordination and communication between local governments, nonprofits and DOLA.
- Create a planning group with grant managers and former recipients in late 2027 or early 2028 to develop a more strategic program that could work through concerns such as geography and different audiences. This planning group may think of a different way to organize and think about outreach. This planning group should also include former members of the State Complete Count Committee to include their perspectives on outreach and the work they did.
- More strategic outreach. A planning group or working group could help focus this as well. “Hard to Count” includes almost everyone in the way that the initial bill was written. With more time and some research and review from previous Census results, a more strategic outreach program could be developed.
- More direct program guidance regarding types of outreach and timing of outreach. Granted, COVID completely changed Census 2020 but many programs were not planned or implemented prior to March of 2020. This could be supported by the planning group.
- Create appropriation in 2028 so that outreach programs could start planning and meeting in 2029 – at least a year prior to Census Data April 1 2030.
- The State Census Complete Count Committee is typically created in June of the year ending in 8. Last decade it was created in June of 2018 and coordination with this group and any type of outreach program should be coordinated.
- The State Demography Office starts planning for the Decennial Census Count in the year ending in 7. We start working on geographies and addresses first and then move into the State CCC in the year ending in 8.
- Census 2030 will be very different from what we have seen in previous Censuses and this information should be used when developing the Colorado program for 2030. The State Demography Office works directly with the Census Bureau and can provide updates throughout the decade.

Grantee lessons learned:

- Having a dedicated staff person embedded within our jurisdiction to focus on leading and coordinating outreach efforts was extremely valuable. Placement of this position within the communications and administrative services division of the county positioned us well to incorporate census promotional messages with other county wide communications, initiatives and events. Also facilitated access to graphics and social media expertise, print shop, relationships with vendors for promotional and procurement items.
- Collaboration with colleagues at the local, state and federal level served as a critical function in this engagement effort. Forming a county-wide Complete Count Committee proved helpful in reaching populations of interest. Partners focused on hard-to-count populations proved supportive, serving as “trusted voices” within our communities.
- Be agile - The challenges of COVID-19 required the City to adjust its approach quickly. Key lessons learned in this area include the importance of shifting as quickly as possible. The City was fortunate to have previous experience implementing the Community Connector program. The City had used connectors for several earlier



grant programs and community engagement projects, and as a result, the process for hiring, onboarding and managing the connectors was perhaps more efficient. Again, COVID-19 significantly impacted the connectors activities, and knowing what we now know, it may have been prudent to not begin the program.

- With the shut-down of schools and campuses, turning to SMALL BUSINESS PARTNERS was a smart institutional substitute. Businesses showed no interest in February or March, but they are now more willing to participate because of the economic hardship caused by COVID-19.
- In short, we've learned that it's all about education, trust and safety. We were successful in beginning our education and awareness building work a year ago. We were purposeful in branding our materials close to the US Census branding to ensure a broader recognition of branding with the census. The City brought on a trusted community partner to help with stakeholder engagement and grassroots outreach. That was a powerful move by the City to bring on a group that could be seen as separate from the city but helping lead the charge and offer community groups a helpful hand to coordinate with and through the city
- Overall we feel that funds played a key role in our ability to engage and educate our local residents; which resulted in a successful Census marketing campaign.
- Higher need to utilize social digital media to reach the community given COVID-19 Pandemic. Access to reliable internet continues to be an issue for older adults and those lacking access in completing the Census online.
- Our outreach efforts have proven to be far more successful when they are conducted by people who are members of those populations they are trying to reach.
- Nonprofits have considerable reach into hard-to-count communities that can be leveraged even more in the next Census
- Creating more peer-to-peer communications
- Encourage more frequent communications with sub-grantees
- The major hurdles we had to overcome were related to COVID-19. We relied more heavily on technology than we had planned and unfortunately hard-to-count Communities do not always have access to that technology. It certainly drove home the importance of collaborating with other organizations.

2030 Census Outreach Timeline Recommendation

The Decennial Census of the population is required by the United States Constitution. A precise count is vital to guaranteeing each state receives the appropriate number of seats in the United States House of Representatives, influences how states draw their legislative districts, ensures communities across the country receive the appropriate amount of funding, and guides policy decisions at every level of government.

The development of an outreach grant program focused on the historically undercounted populations across the state provides a significant opportunity for the Census-derived statistics to more accurately reflect the demographic, social and economic profile of Colorado. Such an instrumental opportunity with so many significant benefits to Colorado should be afforded adequate time to effectively coordinate and launch a beneficial grant program.

The 2020 Census outreach grant program had a limited amount of time between the legislative session creating the outreach grant program, to committee coordination, to grantee contracts, and project close out. While the grantees made remarkable strides in the face of a pandemic to reach hard to count populations across Colorado, the program would benefit from a legislative declaration much sooner to elicit a more significant self-response rate. It is recommended that such an endeavor be initiated a minimum of 2 years prior to the 2030 Census.