



COLORADO
Department of Local Affairs
Division of Local Government

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

SMART ACT “Initial” REPORT

December 31, 2020



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SMART ACT REPORT Census Outreach Grant Program December 31, 2020

Section 24-32-125 (7), of the Colorado Revised Statute (C.R.S) requires the Department of Local Affairs, Division of Local Government, provide an initial report on or before February 1, 2021 regarding the following information:

- (I) A list of eligible recipients that received grants and the amount of the grant awarded to each eligible recipient; and
- (II) The population on which each eligible recipient that received a grant focused its 2020 census outreach using grant money

This document serves as 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

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 and Outreach Focus

Grant No	Grant Recipient	Original Amount Awarded	Outreach Focus on Hard-to-Count Populations
19-003	Adams County	\$420,000	Primary focus was on seniors and low-income families.
19-005	African Chamber of Commerce Colorado	\$244,045	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	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	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	People with limited English proficiency including Asians and Pacific Islanders (ANHPI).
19-009	Audio Information Network of Colorado	\$12,000	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	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	Families with young children, Homeless populations, Racial/ethnic minorities, Non-English speakers, Populations with low incomes, Undocumented immigrants, People with distrust of government functions, People with disabilities, Elderly populations, Single-parent families.
19-012	Boys & Girls Clubs in Colorado	\$221,359	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	Low income and minority households.
19-014	Center for African American Health	\$72,760	Low-income African American communities.
19-015	Center for Independence	\$61,174	Focused on seniors and people with disabilities.
19-027	Clear Creek County	\$50,750	Focused on seniors and transient populations.
19-028	Colorado Coalition For The Homeless	\$55,800	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	Focused on Black churches in Colorado Springs and larger Hispanic-serving, Catholic parishes.
19-092	Colorado Cross-Disability Coalition	\$161,500	Focused on people with physical, psychological, and/or cognitive disabilities.



19-031	Colorado Library Consortium	\$39,167	Focused on rural residents, elderly, people with limited access to technology, children and their parents.
19-032	Colorado Nonprofit Association	\$67,500	Focused on rural populations.
19-033	Colorado Nonprofit Development Center	\$49,950	Immigrants, limited and non-English speakers, children, older residents, lower-socio economic status/earners, LGBTQI+, racial and ethnic minorities, populations who have distrust with government.
19-095	Colorado Rural Health Center	\$187,893	Focused on rural populations.
19-094	Colorado Springs, City of	\$205,000	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	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	American Indian/Alaska Native (AI/AN) community.
19-040	Denver Regional Council of Governments	\$270,000	Focused on the older adult population of the Denver metro area.
19-041	Eagle County	\$34,040	Hispanic population, low income residents, youth, seasonal/non-traditional housing residents, and those with little/poor internet.
19-097	Englewood Schools	\$4,500	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	Elderly, people of color, and citizens at or below the poverty line.
19-044	Ethiopian Orthodox Tewahedo St. Mary Church	\$23,380	Ethiopian immigrants, refugees and first generation Ethiopian Americans.
19-046	Family & Intercultural Resource Center	\$35,000	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	East African Refugee community, Hispanics, children under 5 and senior citizens.
19-050	Grand County	\$59,160	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	Immigrant and refugee residents.
19-051	Gunnison County	\$27,054	Migrants and minorities - especially non-English speaking families and individuals, Seniors, College Students, Families with young children, Remote and rural households, Households with anti-government attitudes.
19-052	Hispanic Chamber Education Foundation	\$299,100	Immigrants, seniors, families with children under age 5, individuals and families with little to no English skills.
19-053	Hope Communities	\$5,000	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	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	Children under five years of age, racial and ethnic minorities, and communities of color.
19-054	Larimer County	\$102,500	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	Homeless and low income populations, seniors and disabled citizens, children under 5.
19-056	Mesa County	\$6,454	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	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	English language learners, individuals with PO boxes, low income, and individuals with access and functional needs.
19-065	Open Media Foundation	\$216,700	Children under age five, 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 the rural areas of the state, Adults aged sixty or over People who are transient or homeless.
19-067	Padres Unidos Inc.	\$187,598	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	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	Focused on rural areas, non-mobile populations, and senior citizen.
19-071	Pueblo County	\$350,000	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	Focused on those in the most rural areas without internet access.
19-072	Rose Community Foundation	\$115,000	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	Minorities, indigent, elderly, those without connectivity, seasonal residents, off the grid residents.
19-074	Seniors Alliance of Platte Canyon	\$18,345	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	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	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.
19-077	Southeastern Colorado Area Health Education Center	\$51,910	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	American Indians, people with low incomes, people living in rural areas of the state.
19-079	Southwest Colorado Council of Governments	\$73,607	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	Spanish speakers, seasonal workers, families with new born children, and homeless community members.
19-083	Tri-County Health Department	\$40,389	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	Seniors, Spanish-speaking immigrant population, immigrant communicates.
19-086	Upper Arkansas Area Council Of Governments	\$55,465	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	American Indians, people with low incomes, people living in rural areas of the state.
19-089	YMCA of the Pikes Peak Region	\$18,301	Seniors, families with children under 5, non-English speaking individuals.