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THE MILE HIGH CITY

HUMAN SERVICES

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FOR IMMEDIATE RELEASE

Denver Launches a Census 2010 Complete Count Committee

DENVER, CO — Thursday, Jan. 29, 2009 — The City and County of Denver today became the first community in the State to launch a Census 2010 Complete Count Committee. The Complete Count Committee (CCC) is a group of community leaders appointed by Mayor John Hickenlooper for the purpose of developing and implementing a comprehensive 2010 Census awareness campaign in partnership with the U.S. Census Bureau aimed at ensuring every resident of Denver County is counted in the 2010 Census. The first official meeting for the City and County of Denver's Census 2010 was held earlier today.

“Complete and accurate census data is critical to our ability to serve the Denver community,” Hickenlooper said. “It helps us identify our population and their needs, and it allows us to secure our fair share of federal funding to help meet those needs. We look forward to partnering with the U.S. Census Bureau to make sure we count every Denver resident in the 2010 Census.”

The goals of the CCC are to ensure an accurate count of every City and County of Denver resident; achieve a 75 percent return rate of mailed surveys; make every Denver resident aware of the Census; and make every Denver resident aware that the information they provide for the Census is kept in complete confidence..

Complete Count Committee Members

Committee Chairs: Ken Santistevan, Elbra Wedgeworth, Councilman Paul Lopez (Dist. 3)

Members: Anthony Aragon, Heather Barry, Rachel Chaparro, Alan DeLollis, Grant Jones, Diane Lapierre, Shannon Masden, Hugo Patino, Bruce Reagan, Lisa (Schiff) Relou, Steve Sander, Bobby Smith, Jamie Torres, Andrea Viarrial

What is the Census?

The Census is a head count of everyone residing in the United States. It has been mandated by the U.S. Constitution (Article 1, Section 2) since 1790 and it occurs every 10 years. The Census counts people of all ages, race, ethnic groups, citizens and noncitizens. Population totals from the decennial Census determine the number of seats each state has in the House of Representatives; the totals are also used to redraw legislative districts. The Census is also used to help determine the appropriation of federally funded programs. Census data is safe. The constitution protects Census information from being shared with the Department of Homeland Security or any other federal agency.

Why is the Census Important?

Census data is used to determine how the community is changing and what its needs are. Approximately \$300 billion in federal funding is distributed to communities each year. If the population is not counted accurately then Denver may not receive funds that match its needs. Some of the areas where Census data is used to allocate funds are:

- Title 1 grants to educational agencies
- Head Start programs
- Women, Infants, and Children (WIC)

- Public Transportation
- Road rehabilitation and construction
- Emergency food and shelter

The Colorado State Demography Office estimates that for every Denver resident that is not counted in 2010, it could lose a minimum of \$826 per person each year in federal funds. For these reasons, it is critical to Denver's continued economic success that it achieves the most accurate count possible.

Interested in Helping?

The 2010 Census Complete Count Committee is seeking volunteers to be sub-committee members. If you are interested in participating, please call Martha Rodriguez, census outreach specialist, at 720-944-3023 or e-mail martha.rodriquez@denvergov.org.

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