

**Goal:** Encourage Castle Rock residents to participate in the 2020 Census and help create awareness that responding to the Census is important, safe and easy.

**Audience:**

- Castle Rock residents, local businesses, Town employees

**Key Messages:**

- Everyone counts – The census counts every person living in the U.S. once, and only once.
- Results from the census influence critical funding that shapes our everyday lives and the community we live in. Each year, \$13 billion is allocated to Colorado derived from 2010 Census.
- Safe and confidential – By law, responses cannot be shared with anyone, including other federal agencies and law enforcement agencies. Census responses are only used for statistical purposes and not shared.
- Responding is easier than ever – In 2020, you will be able to respond to the census online.
- Each response in the upcoming census influences decisions about how public funds are spent for programs in education, health care, fire and emergency services, housing, parks, recreation and arts and culture in the community.
- The Town of Castle Rock wants to make sure that our community receives its fair share of federal dollars so that every resident benefits from the public programs that are funded by the dollars.
- The results of the census are used to determine the allocation of representatives for the United States House of Representatives, the Colorado State Legislature and in the Town of Castle Rock and Douglas County voting districts.

**Key Dates:**

- March – Residents invited to respond via internet, phone, paper (invitation sent to households via USPS)
- April 1 – Census Day
- May – Door-to-door enumeration begins
- July 24 – Deadline for census self-response
- Dec. 31 – Census counts delivered to the President

**Tactics/Deliverables:**

Deliverables	Team member	Deadline
<b>Website</b>		
CRgov.com/2020Census landing page for 2020 Census information/resources	Melissa	Jan. 17
<b>Publications/News releases</b>		
Your Town Talk newsletter	Melissa	<ul style="list-style-type: none"> <li>• February – 2020 Census highlights/teaser information</li> <li>• March – 2020 Census article</li> <li>• May – Reminder to participate</li> </ul>
Outlook magazine article	Melissa	Late February

## 2020 Census

Jan. – July 2020

News release – Connect 2020 Census to Town services/ community benefits	Melissa	March 9
<b>Social Media</b>		
Share/create census posts – every two weeks throughout February	Lauren	February
Share/create census posts – once per week from March through April	Lauren	April 30
<b>Graphics</b>		
SMG (as needed)	Carrie	January - April
Informational boards for events (such as Town Council open houses)	Carrie	Jan. 16
<b>Other</b>		
Attend Douglas County Communicators Complete Count Committee training	Melissa	Oct. 2 - Done
Display 2020 Census Partner decal at Town Hall	CJ	November - Done
Town Council resolution	Melissa to coordinate	March 3
Attend collaboration meeting with Douglas County Complete Count Committee	Melissa or other CR team members	ongoing
Follow up with population shifts/other details or interesting information	CR team	January 2021, or when info is available

### Measuring Success:

We will monitor the ROAM data to track participation. Additional outreach efforts may be implemented in May through July, depending on participation rates.