

# BOULDER COUNTY 2020 CENSUS CAMPAIGN COLLABORATIVE COLLECTIVE IMPACT REPORT



**COMMUNITY  
FOUNDATION  
BOULDER COUNTY**

INSPIRING IDEAS. IGNITING ACTION.®



**City of  
Louisville**  
COLORADO • SINCE 1878



**University  
of Colorado  
Boulder**



## Contents

Project Overview	1
Broad Strategy	2
2020 Census Collaborative Structure	3
Timeline: Formation & Key Decision Points	4
Partner Strategies	6
Organizational Structure	6
Funding/Resource Allocations	8
Outreach Activities	9
Metrics	18
Success Stories	21
Lessons Learned	22
Recommendations for 2030 Census	22
Conclusion & Self-Response Rates	24
Boulder County Partner Organizations	26

# PROJECT OVERVIEW

Guided by the belief that “Everyone Counts in Boulder County!”, a collaboration of committed community partners representing the county’s municipalities and mountain communities, area non-profits and civic organizations, educational institutions, local foundations and other funders, as well as, community stakeholders, created a collective 2020 Census Complete Count Campaign. The goal was to assure that all of Boulder County’s residents, especially those who have been historically undercounted, completed the 2020 Census.

Leadership was provided by representatives of each of the county’s Complete Count Committees (City of Boulder, City of Longmont, CU Boulder, non-profits), City of Louisville, the Census Bureau Partnerships Specialist for Boulder County, Community Foundation Boulder County and Boulder County Community Services.

Community partners were centrally coordinated with the support of county-hired project and outreach coordinators, and the development of bilingual county branded census material, much of it tailored to speak to specific traditionally undercounted audiences. Early planning of the City of Longmont’s Complete Count Committee in 2019 provided an example for the broader campaign’s outreach strategy and material development.

The identified under-counted populations in Boulder County included immigrants and Latinos who speak Spanish as a first language, communities of color, college students, older adults, families with children under five, residents with lower incomes, and people experiencing homelessness, among others. The primary strategy for reaching these harder-to-count groups was to create a grassroots outreach effort consisting of a team of Cultural Brokers (trusted members of each of these communities) to educate, encourage and assist with Census self-response.

The original plan was to encourage city and county residents to complete the census using existing relationships with service providers and trusted community groups for outreach, with a heavy focus on in-person scheduled and special events (including both urban and rural communities).

COVID-19 changed everything, and by mid-March all events were canceled, and census outreach shifted to electronic and virtual platforms. The Cultural Brokers focused on phone assistance, social media events and on-line educational sessions. Community partners adapted

their outreach to electronic communication and social media, virtual interviews and events, radio, newspaper and other traditional print media, including paid advertising.

Alternate outreach materials that were less dependent on in-person events, including a call-to-action postcard and doorhangers. To adapt to the shift to drive-through services, bilingual outdoor banners and weather resilient sidewalk signs were created and displayed countywide.

Banners hung outside of schools that provided meal boxes. The sidewalk signs rotated between businesses, food distribution and service sites, and car parades. Census postcards, water bottles and bags were included in food boxes. Over 6,000 door hangers were distributed by the Census Outreach Team to each low-income community in Boulder County.

While outreach was challenging and required shifting strategies, the collective Outreach Team, including community partners, continued to find creative ways to reach Boulder County residents. The extension of the original census deadline for self-response offered an opportunity to expand outreach, which was evident in the door hanger distribution and the targeted text and radio PSA campaigns.

## Broad Strategy

- Collaborative Partnership and Leadership Model
- Oversight of Campaign and Outreach Team
- Grassroots Outreach Model - Cultural Brokers
- County-branded print and display material (both English and Spanish), including: "meetings-in-a-bag" and COVID "Pivot Point" materials designed for contact-less outreach
- Made census information and tools easily available through websites and calendars; Boulder County census resources and mini-grant funds for community groups and partners; and individual cities, partners and groups created and incorporated census-branded information.

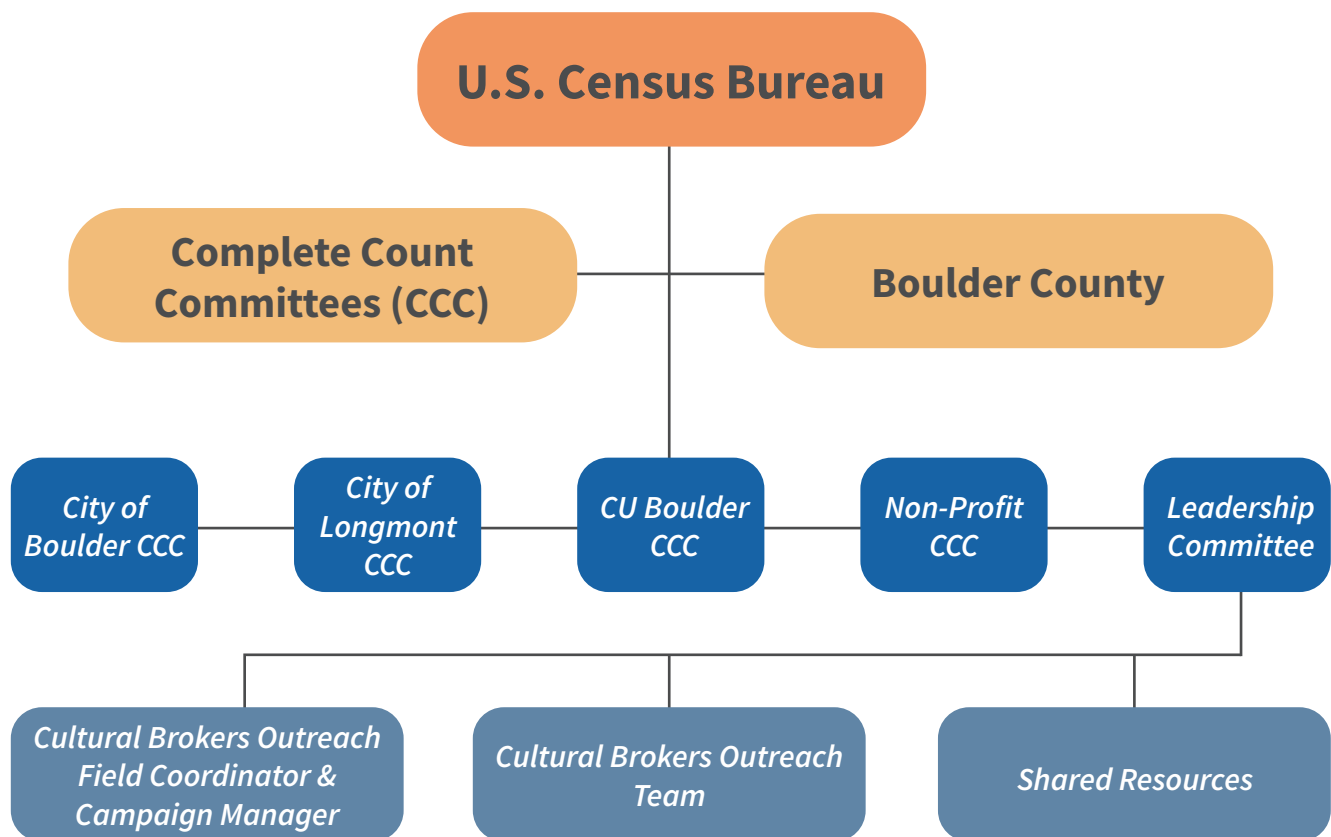


2020 Census Mural at Arapahoe Court in Boulder.

By: Silas Emanon

## 2020 Census Collaborative Structure

This diagram shows the collaborative work undertaken by dozens of organizations in Boulder County. The structure helped efficiently leverage resources and contribute to a unified approach to engagement. The 2020 Census Fund of the Community Foundation Boulder County supported organizations with grassroots outreach efforts led by cultural brokers – well-connected members of communities identified as hard-to-count populations.



### *Multiple Other Engaged Community Groups*

- Area Agency on Aging
- Boulder Area Labor Council
- Boulder Shelter
- Bridge House
- Chamber of Commerce
- City & county departments
- City of Louisville
- Community Foundation
- CPWD
- EFAA
- El Centro Amistad
- Faith Communities
- FRCC
- Harvest of Hope Pantry
- KGNU
- Mountain Human Services Alliance
- NAACP
- Non-profits
- Out Boulder
- Schools
- Teens, Inc.
- Wild Plum (early childhood outreach)

## Timeline: Formation & Key Decision Points

City of Longmont organized Complete Count Committee to ensure a complete and accurate count of every Longmont resident, including the hardest to count populations of Spanish speakers, immigrant communities & seniors.

**January 2019**

Community Foundation Boulder County joined hundreds of foundations across the United States to oppose the White House proposal to add citizenship question to Census, which was ultimately stopped by the U.S. Supreme Court.

**Spring/Summer 2019**

City of Boulder, League of Women Voters and NAACP formed Nonprofit Complete Count Committee.

**Summer 2019**

**Fall 2019**

- Community Foundation Boulder County's biennial TRENDS Report was released, informed primarily by census data, and includes stories about the importance of the census and the "perfect storm" of difficulties swirling around the 2020 count.
- Boulder County government brought together a coordinating committee to jointly apply for funding from the state to support collaborative complete count efforts. Application was not funded.
- Boulder County and Community Foundation Boulder County assembled field team of cultural brokers to help increase the count of hard-to-count communities.
- Nonprofit CCC conducted a messaging and outreach workshop in Boulder with 68 participants to develop a logo and help local nonprofits develop local census messaging.
- Carmen Ramirez, co-chair of Longmont Complete Count Committee, and former CFBC Board Chair, presented to CFBC Trustees on the need for cultural brokers to help ensure a complete count. CFBC opened Census 2020 Fund with initial donations from trustees.
- Boulder Valley School District adopts resolution committing to work toward a complete count and post the resolution in every BVSD school.

CFBC solicited input from cultural brokers and local nonprofit executive directors about how best to fund and mobilize cultural brokers. CFBC designed outreach strategy in collaboration with Boulder County and local nonprofits. CFBC raised \$125,000 from local donors, which was matched by financial commitments from Boulder County, The Colorado Health Foundation, Next 50 Initiative and the Colorado Department of Local Affairs. Boulder County hired 2020 Census Campaign Manager and Outreach Coordinator to oversee Census outreach efforts. Nonprofit CCC conducted “train the trainer” event in Longmont with special guest Dolores Huerta, drawing 90 participants.

#### Winter 2019/2020

Cities of Boulder, Lafayette and Longmont, the Town of Jamestown and Boulder County adopted proclamations designating March 2020 as “Census Awareness Month”

#### March 2020

#### Spring 2020

CFBC coordinated grantmaking to 13 nonprofit and government agencies, which hired a combined 21 cultural brokers as Census Outreach Partners to conduct a coordinated outreach effort to hard to count populations, including Spanish speakers, immigrant populations, seniors, rural residents, people with disabilities, LGBTQ residents, families with young children, people experiencing homelessness, residents with lower income, and college students. The effort was coordinated by the two campaign managers hired by Boulder County’s Community Services Department.

#### Summer 2020

Census Outreach Partners conducted coordinated outreach to hard-to-count populations, creatively and relentlessly. Census Bureau cut collection period shorter, determining it must end Sept. 30 to deliver final numbers by end of year to White House, which refused to extend deadline. CFBC joined more than 500 other foundations in urging White House to reconsider. Nonprofit CCC conducted texting campaign targeting low-response residents, with about 20 volunteers reaching approximately 29,000 mobile numbers.

## Partner Strategies

**Community Foundation Boulder County's** strategy was to fund nonprofit and government agencies to hire cultural brokers to help ensure historically under-counted populations completed the 2020 Census.

**City of Boulder's** strategy included a Marketing and Equal Access Campaign to ensure that community members (i) are aware of the benefits of the census and how it impacts them, (ii) feel safe and comfortable completing the census and (iii) are motivated enough to spread the word. The city used various means to get the word out, like a Complete Count Committee and city departments. The city received two generous grants from Colorado Department of Local Affairs and the National League of Cities for outreach materials ("meetings-in-a-bag"), bus wraps and online marketing.

**City of Longmont** developed a robust strategy and plan for outreach and education. City staff and the CCC focused on a public information campaign, working with trusted local partners (cultural brokers) to provide targeted outreach to harder to count populations, and support and coordination with other outreach & marketing activities. City staff also worked with Census Bureau staff to ensure the current municipal boundary is recognized and that there are correct local addresses on file.

**CU Boulder's** student government hired a census outreach and engagement chair (Cultural Broker) who deployed a variety of strategies prior to COVID-19 shut downs. CU Boulder Marketing and communications team developed branding, messaging, collateral materials and website. Deployed paid and organic social media across all campus channels directing traffic to website. Developed and delivered a regular cadence of messaging about the census - its importance to the campus community, broader community and state - to all campus audiences. Delivered messages to parents informing them to not count their student if not living at home, and why/how to encourage their student to self respond.

**Boulder County's** strategy was to support a broad county wide approach, which included



grant funding big and small, building an organizational structure within the county, mobilizing and utilizing cultural brokers and valuing, and appreciating their contributions.

## Organizational Structure

### Leadership

Leadership was provided by a collaboration of partners representing each of Boulder County's Complete Count Committees, municipalities and mountain communities, the Census Partnerships Specialist for Boulder County, Boulder County Community Services, non-profits, Community Foundation Boulder County and civic organizations.

### U.S. Census Bureau Partnership and Engagement Program

Serving as technical advisor on all matters related to Census operations, timelines, education and

engagement and serving as liaison between local census campaigns and U.S. Census Bureau.

Boulder County Partnership Specialist: Julie Frieder

## Campaign and Cultural Broker Oversight

Boulder County hired staff to provide oversight for the Census Campaign.

- Pamela Craig, Boulder County Census Campaign Manager; and
- Carmen Faucette, Boulder County Census Outreach Coordinator.

## Grassroots Outreach Model - Cultural Brokers

Cultural Brokers became integral members of the Census Grassroots Outreach Team. They were hired by area non-profits (funded by the Community Foundation Boulder County) and CU Boulder to connect with identified harder-to-count groups and populations within the county.

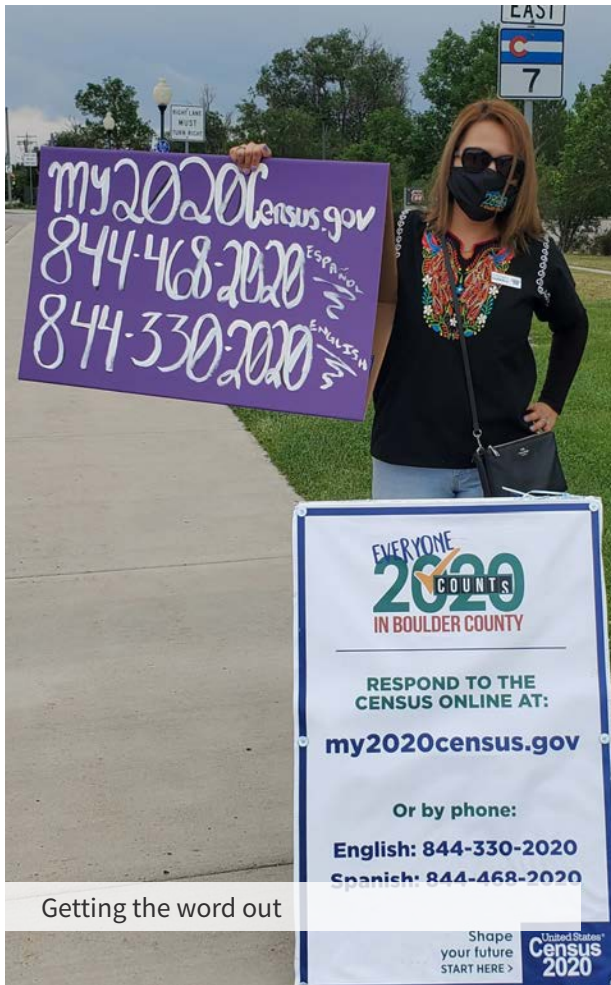
Nonprofit Hosts for Cultural Brokers who worked as Outreach Partners:

- Area Agency on Aging – Older Adults in Boulder County

- Bridge House – Boulder County residents experiencing homelessness
- Center for People with Disabilities (CPWD) – People with disabilities
- EFAA (Boulder), OUR Center (Longmont), Sister Carmen (Lafayette), Community Food Share (Louisville) – Low-income clients/families
- El Centro Amistad – Latinx & Immigrant populations in Boulder
- El Comite de Longmont – Latinx & Immigrant populations in Longmont
- Front Range Community College – College students in Longmont
- Intercambio – Latinx & Immigrant populations in Boulder County
- Out Boulder County! - LGBTQ populations in Boulder County
- Teens, Inc. - Boulder County mountain communities
- University of Colorado at Boulder – College students in Boulder
- Wild Plum – Families with children 0 – 5 county-wide

Carmen Faucette, Outreach Field Coordinator and Pamela Craig, Campaign Manager





Getting the word out

## Partner Complete Count Committees

### *City of Boulder CCC*

Included over 12 organizations in Boulder;  
Chair: Phil Kleisler

### *City of Longmont CCC*

Included over 20 organizations in Longmont;  
Co-Chairs: Erin Fosdick and Carmen Ramirez

### *Nonprofit CCC*

Included scores of nonprofits across Boulder County;  
Co-Chairs: Peggy Leech, LWVBC and Cherry Anderson, NAACP

### *CU Boulder CCC*

Coordinated census awareness and engagement of CU Boulder faculty, staff and students, and the surrounding campus neighborhoods

Co-leads: Kim Calomino and Jeremy Moore

### *Coordinated Leadership/Boulder County CCC*

Coordinated communication between all CCCs and Cultural Broker Census Outreach Partners, and providing free materials.

Boulder Community Foundation; Boulder County; Census Bureau; City of Boulder CCC; City of Longmont CCC; Non-Profit CCC (League of Women Voters and NAAACP); City of Louisville.

## Proclamations & Resolutions

- Longmont City Council Resolution 2019-05;
- Proclamations/resolutions: Cities of Boulder, Lafayette and Longmont, Town of Jamestown, Boulder Valley School District.

## Funding/Resource Allocations

### *Community Foundation Boulder County*

raised \$125,000 from individual donors to fund the work of the cultural brokers, and also coordinated with additional funders, which contributed another \$125,000.

*City of Boulder* spent \$2,000 on bilingual mailings to each city resident. The city also received \$7,500 through two grants. The Department of Local Affairs provided \$2,500 to purchase “meetings-in-a-bag” and other marketing materials to support train-the-trainer sessions. The National League of Cities provided \$5,000 to fund city bus wraps, the city’s portion of a texting outreach campaign, Spotify advertisements, KGNU public radio underwriting and paid social media.

*City of Longmont* spent \$10,000 for Longmont specific printed information (flyers, postcards), promotional materials (magnets, pens, bags, stickers and advertisements).

*Boulder County* spent \$18,000 on county-branded bilingual print materials. Materials included indoor and outdoor displays, and general materials for display and distribution.

The county also distributed \$8,000 through the Census Mini-Grant Fund for trainings, events, a letter to Nederland residents, mailing to families with children under five, newspaper advertisements in Lyons, #Queer the Census

drawing incentives and a portion of the census text campaign.

**CU Boulder's** student government funded the Student Engagement Chair position (CU Boulder's cultural broker). Grant dollars were provided to Off Campus Housing and Neighborhood Relations by Boulder County for collateral materials and events Government, and Community Engagement funded additional collateral materials. Strategic Communications and Marketing contributed staff resources for marketing, creative and web development.

## Outreach Activities

A wide range of call-to-action census messaging and response assistance activities provided by committed volunteers, community partners, service providers, Census Bureau field staff, Cultural Brokers and more, contributed to Boulder County's 77% Self Response rate. The following

noted activities are a reflection, though not an exhaustive list of outreach efforts.

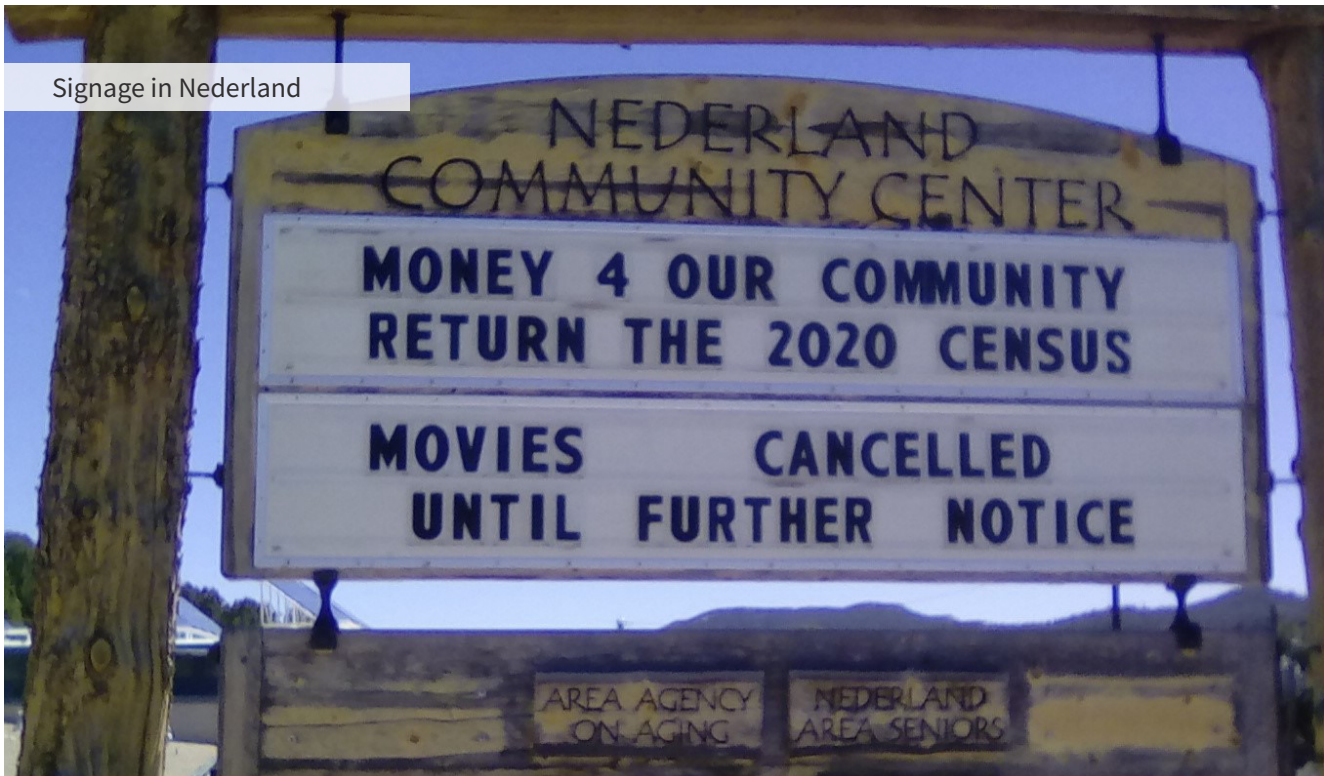
### Leadership Partners (in alphabetical order)

#### Boulder County:

- Online All Staff Updates to 2,500 employees; Presentation to approximately 300 Boulder County Supervisors
- Service Recipient/Program Participant presentations
- Parents Involved in Education presentation - 30 participants
- HHS hotline messaging that included a Census reminder on all phone calls
- Departmental Presentations (Community Services, Head Start & more)
- Presentations to County Commissioners
- Website Information & Partner/Community Resources
- Hosted an All Spanish Town Hall with Census Messaging



Signage in Nederland



- Census communications in all Boulder County publications, newsletters, social platforms (Facebook, Twitter, Instagram, Next Door) and websites

### City of Boulder

- Bilingual census FAQs mailed to each resident
- City Council presentations
- Opening message at City Council meetings
- Created city-branded informational items & giveaways: USB drives with census materials, water bottles, pins and bags
- Conducted multiple census trainings for city staff, partners and volunteers
- Bilingual "Everybody Counts" bus wraps
- Census Spotify ad buys
- KGNU underwriting campaign
- Mural created by area artist in visible community location with census equity message
- Boulder Channel 8 segments

- Participated in the coordinated texting campaign
- Published ongoing census messaging in the Older Adult Services program and newsletter; literature in lobby, program on census at Age Well Center
- Ongoing and additional promotions through several department-specific communications channels at the City of Boulder, like newsletters, web pages, social media and more
- Paid social media ad buys

### City of Longmont:

- Community Radio interviews
- City Council presentations
- Community non-profits and organization presentations
- Community Events (MLK Celebration, Chinese New Year, Loteria Mexicana)
- Bilingual flyers (distributed at meetings and events, available at City and other community facilities, delivered door to door in areas with harder to count populations);

- Bilingual posters placed in City and community facilities, available for meetings/ events
- Website information
- Census Messaging on Trash Trucks in targeted (harder-to-count) neighborhoods
- Social Media (Facebook, Twitter, Next Door, etc. – posts related to “what is the Census,” “why is it important to Longmont,” “how can people respond,” “how people know their information is confidential,” and related topics)
- “Meeting in a Bag” (for staff and community partners’ outreach to groups/individuals)
- Citywide publications (City Line, Recreation brochure, Senior GO catalog, etc.); Op-Eds; Census branded materials (tote bags, magnets, stickers, etc.)

### Community Foundation Boulder County:

- Promoted the Census in presentations of Community Foundation Boulder County’s TRENDS Report
- Attended the Nonprofit training events at the Museum of Boulder and Xilinx
- Spoke on a 9Health Fair Facebook live event about the Census
- Community Foundation’s communications team wrote and distributed stories about the outreach efforts of the cultural brokers, through social media

### Boulder Chamber

- Chamber Chats: John Tayer, President and CEO, promoted the initiative through his biweekly vlog Chamber Chat on our YouTube Channel (distributed to 5k+ members and nonmembers)
- Placement in all six newsletters during the month of August (1300+ members)
- Chamber Check-in Live on Facebook: Fifteen minute interview with a Census representative on progress update and to announce the winner of a free membership.
- Social Media: Promoted the Complete the Census campaign through the official social media profiles.
- Membership contest: upon submitting confirmation message, members would enter to win a free Entrepreneurial Level Membership 2021.

### CU Boulder

- Scheduled and conducted two in-person trainings in collaboration with Partnerships Specialist Julie Frieder
- CU Boulder Census 2020 website
- CU Boulder Census 2020 social media outreach/campaigns
- Participated in countywide texting campaign
- CU Student Government (CUSG) Outreach Chair participated in City of Boulder’s proclamation event and Complete Count Committee



Bus wraps in Boulder.



Pop-up Event

- CUSG Outreach Chair met with leaders of all student groups, gained agreement that they would share census messaging with their members
- CUSG social media channels and academic channels (Canvas Learning Management System) leveraged for messaging to students
- CUSG Outreach chair conducted tabling events outside student events, including near polling center for Presidential Primary election

### Nonprofit CCC

- Conducted Messaging/Outreach workshop at the Museum of Boulder with 68 participants who worked in facilitated breakout groups. Resulted in a Boulder County logo design (English and Spanish)

- Conducted “Train the Trainer” event at in Longmont in February 2020, with special guest Dolores Huerta. There were over 90 participants, from many different organizations. Longmont Community Foundation sponsored this event, providing the location (Xilinx) and refreshments. Boulder County provided a mini-grant, and the Community Foundation of Boulder County provided funding—both for the expenses for Dolores Huerta. Boulder County also provided Census materials such as bags, displays, literature, etc.
- NAACP & Har-Hashem conducted outreach events prior to COVID-19 restrictions
- KGNU Interview
- Worked with Strategies 360 to create a texting campaign targeting three low-response demographics. Coordinated with City of Boulder CCC and University of Colorado CCC, along with Boulder County and the Community Foundation of Boulder County to provide funding for this project. Reached approximately 29,000 cell numbers, with about 20 volunteers doing the texting.

### Outreach Activities - Cultural Brokers

#### Area Agency on Aging (AAA) Outreach to Older Adults in Boulder County

- Cultural Broker - Stuart Feinhor
- Pre-COVID Events/Activities: Five events - 75 attendees total; Cultural Affairs Event – est. 200; approx. 275 total
- Post COVID Events/Activities
  - o Weekly Electronic Outreach (starting in April)
  - o The Older Adults Cultural Broker provided self-response updates on Facebook
  - o Contacted the nine mayors in Boulder County
  - o Provided Census information updates to the County Commissioners
  - o Early morning/Senior hours at Safeway and King Soopers
  - o Out Boulder County Zoom Chat

- o Boulder Chamber Facebook Live for Out Boulder County, with CPWD
- o Post Card Distribution to the Meal-on-Wheels recipients in Boulder, Lafayette, Longmont, Louisville, Lyons & Erie
- o Additional post cards distributed to Longmont Meals on Wheels
- AAA Aging Well in Boulder County Newsletter - 4 issues x 3,586; 14,344 "contacts"
- Electronic Outreach - AAA Facebook outreach – 1,065 followers
- Additional Outreach Activities to Older Adults by Census Outreach Team:
  - o Door Hangers distributed to older adult housing communities in Boulder, Lafayette, Longmont, Louisville, Lyons & Erie - 732 total
  - o Text Campaign to 8,613 older adults
  - o August Radio Spots - PSAs targeting older adults with two local community radio stations with a high listening audience of older adults
  - o KGNU Radio – seven days; 166 spots reaching 115,200 older adult listeners

- o La Ley Radio – five minute spots; two per day (20 spots) reaching 8,600 – 11,625 older adult listeners

## Bridge House

- Outreach to Boulder County residents experiencing homelessness
- Bridge House worked actively with the Census Bureau Partnership Specialist and other Partners to assure accurate Service-based Enumeration and Self Response Assistance for those experiencing homelessness. However, COVID-19 related shut-downs in mid-March redirected all Census activity.

## CPWD / Center for People With Disabilities Outreach to People with disabilities

- Cultural Broker - Craig Towler
- It was essential to engage community members directly to help create personal connections to how the census can have a positive impact on their lives, as well as acknowledging their inclusion within the community. This personal and humanizing connection was essential in achieving increased self-response rates. Marginalized communities are in need of increased





Census representation in Longmont Pride

outreach focused on re-establishing equity. Without the work of the cultural brokers this type of human connection would not be possible.

#### Outreach Strategies Included:

- Direct access to consumers via daily peer groups
- Online informational videos/ tutorials
- [Video Link](#)
- Creating accessible video content to ensure greater reach within our targeted demographics i.e. adding closed captioning to videos and audio recording.
- [Video Link](#)
- Participate in online interviews

- Boulder Chamber interview: Lunch and Learn [at Home] Series - [The Census: Why You Should Care](#)
- AIN Colorado Interview: Census, Accessibility, and COVID-19: What you need to know to Complete the Census Today.
- <https://aincolorado.org/2020/05/07/census-accessibility-and-covid-19-what-you-need-to-know-to-complete-the-census-today/>
- Created a [social media page](#) specific to Census outreach
- Coordinated text message campaign directed to areas of Boulder County with lower self- response rates
- 2900+ text messages were sent out in this campaign
- Door hanger campaign directed to areas of Boulder County with lower self- response rates - 6,269 door hangers were distributed to residents
- Continuous analysis of hard to count maps to direct resources to the areas in need

#### CU Boulder

- Cultural Broker - Ciera Dykstra
- Prior to being interrupted by COVID-19, when all classes went virtual and students were sent home (mid-March), the Student Cultural Broker targeted social media for Peer to peer influence; placed posters in high traffic campus areas; identified outreach opportunities on campus; and used motivation and purpose messages.

#### EFFA/ Sister Carmen/ OUR House/ Community Food Share Outreach to Low-income Individuals/Families

- Cultural Broker - Carla Colin
- The Cultural Broker worked between the four service agencies posting sidewalk signs & distributing Census post cards, bags & water bottles for food boxes. She was instrumental in the design and creation of Boulder County Census Face Masks to be distributed to program participants. She created several videos in both English & Spanish for use on social media, as well as several radio & on-line interviews. She also participated with

the Cultural Broker Outreach Team helping to distribute door hangers, and participating in Car Parades and Pop-Up Produce distribution events.

### El Centro Amistad Outreach to Latinx & Immigrant Populations in Boulder

- Wendy Chairez, Laura Gonzalez (staff)
- El Centro Amistad staff worked with Latinx & Immigrant communities to encourage and assist with Census Self Response. They produced two Facebook Videos, and conducted two-hour/weekly Zoom Sessions with Census information and assistance.

### El Comité' Outreach to Latinx & Immigrant Populations in Longmont

- El Comité staff started calling clients about the importance of completing the Census in March 2020. They asked all clients (on the phone or that came in) if they had completed their census. If they had not, they helped them to do so.
- El Comité' assisted 357 individuals and families with the Census form between March and August. March - May Census assistance was done by phone. Clients were again able visit the office and in person in June and July.

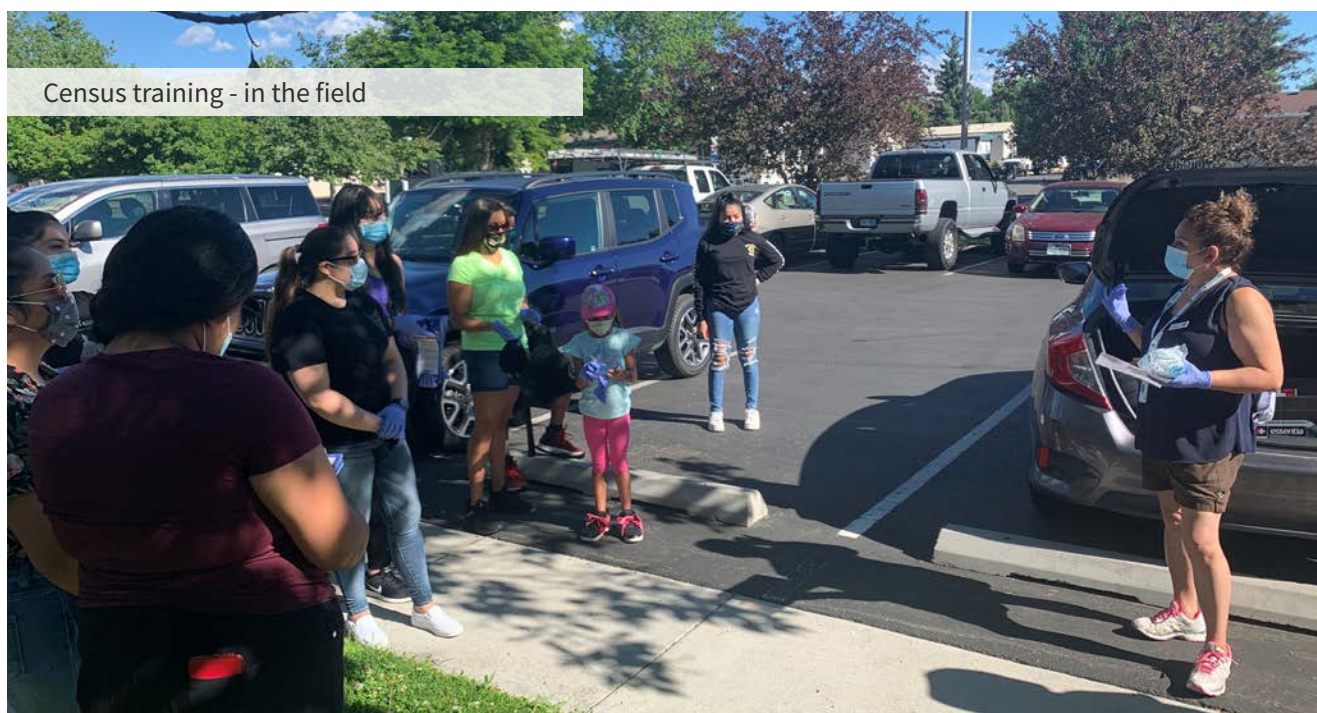
- Information was posted on the webpage and posters were in the office, as well as, the Census Sidewalk sign was placed outside the office.
- Staff offered swag to clients (i.e., bags, stickers, buttons, etc.).

### Front Range Community College Outreach to College Students in Longmont

- Cultural Broker - Astrid Villalobos Chavez
- The Cultural Broker served as a census advocate on several levels, creating engaging ways to inspire Front Range's students to complete the Census through virtual events to address students' questions, online postings, newsletters; and by active outreach to Longmont's Latinx Business community, including working with the Latino Chamber of Commerce. She also worked as a member the Cultural Broker Outreach Team to provide informational interviews and distribute material.

### Intercambio: Outreach to Latinx & Immigrant Populations in Boulder County

- Cultural Broker - Gabriela Monge
- Intercambio Uniting Communities originally planned face-to-face outreach activities



Census training - in the field

and hired a former Intercambio student with that in mind. She quickly pivoted to engage online and outside with more than 13,000 local residents to encourage census participation. As an immigrant herself, the Cultural Broker was able to build upon the trust that local residents have with Intercambio and calm fears that people, especially undocumented residents and those with little English skills, might have about the census. We focused considerable attention during the census campaign on collaborating with Carmen Faucette and the other county-wide census outreach activities, including:

- Helped distribute 6,269 door hangers to low income housing communities
- Went to small grocery stores in Lafayette with postcards and bags
- Provided masks with census information to 20 individuals
- Participated in school parades for Centaurus High School, Pioneer Elementary Pre-school and Kindergarten, Peak to Peak and Skyline Schools
- Installed banners at Louisville Middle School, Columbine, Crestview, University Hill and Sanchez Elementary Schools
- Attended food distribution at Clinica Campesina and Columbine Elementary
- Did outreach to Intercambio students and community, including:
  - o 193 phone calls to Intercambio students enrolling in classes
  - o Many postings and videos with census information were shared on the Intercambio Facebook site, which reaches 3,000 each month

## Out Boulder County! Outreach to LGBTQ populations

- o Cultural Broker - José Garcia-Madrid

The Census Outreach Partner position with Out Boulder County (OBC) worked on Census outreach in the LGBTQ community of Boulder County. We estimate we supported at least 1,128 individuals in completing the Census and we estimate we made approximately 36,584 points

of contact (social media reach) with individuals through our combined Census outreach efforts between March and mid-September, 2020. The 3 areas of focus for our outreach strategy in LGBTQ communities were: #QueerTheCensus Giveaway Campaign, Larger Social Media Strategy, and #QueerTheCensus Newsletter & Weekly Updates.

**#QUEERTHECENSUS GIVEAWAY:** The Census Outreach Partner position started at Out Boulder County (OBC) toward the end of February. Our original strategy was heavily focused on the robust OBC events calendar, which consisted largely of in-person programming. After COVID we immediately reworked our strategy to focus Census outreach online. The first significant programming project we led was a 9-week campaign titled #QueerTheCensus Giveaway. The campaign was launched March 23, 2020, and was completed May 21, 2020.

In aggregate, our 9-week campaign reached 11,520 people, and engaged 1128 people via Facebook. Together these numbers tell us that of the close to 12,000 people who saw the campaign on their screen, about 10% of them engaged—clicked on, commented, shared, or “liked”—the posts. Because we asked people to engage with the posts after they had completed the census, we estimate the total number of people who completed the Census and also engaged with this campaign is 1,128, though some margin of error exists.

June through mid-September, we estimate in aggregate, we reached 24,000 people and engaged 1,800 people via Facebook with our larger social media campaign.

**#QUEERTHECENSUS NEWSLETTER & WEEKLY UPDATES:** In addition to the social media work, OBC sent out a weekly newsletter to its community of 3,800 members who’ve self-selected to receive a weekly newsletter. OBC included Census material in many of the weekly newsletters between March and September, and sent three #QueerTheCensus stand alone newsletters during the same period. Quantitative estimate of reach on average, 28% of newsletter recipients open the weekly letters. This means that an average weekly population of 1,064

individuals read the newsletter between March and mid-September.

## Teens Inc. - Outreach to Boulder County's mountain communities

Cultural Broker - Katherine Harvey

Our videos were very popular with our communities and were widely shared through Facebook and by word of mouth; our outreach coordinator received many positive responses from neighbors and other residents in casual conversation. The videos were applicable to a wider audience, but community members seemed to enjoy their particular relevance to mountain culture (one featured a reclusive "mountain man" and the other was Western-inspired).

We had the good fortune of securing an additional small grant of \$500 from the Community Resource Center's Rural Census Outreach Fund, which allowed us to design and distribute culturally appropriate materials to our communities. Materials we created included posters, bookmarks, and postcards; we also spent a large portion on paid Facebook promotions and advertisements in two local papers, which we would not have otherwise been able to do.

- Social media/Facebook - seven posts between May and August
- Email outreach - TEENS, Inc. emailed four reminders to our email list, including families of our students at our alternative high school Chinook West and our preschool New Explorers Learning Center. Over 860 emails each time, with a 26 – 29% open rate and a 3 – 6% click rate
- Five local newspapers
- Materials distribution - distributed census postcards through: Nederland, TEENS Inc., Ward, Jamestown, Bar-K, Gold Hill, Allenspark, and Lyons food pantries (770+)
- Designed, printed, and distributed Mountain Folks Count bookmarks
- Radio - played one census promotion on local radio station Way High Radio (reach unknown). Our outreach coordinator also spoke during KGNU's 32nd Annual Charles Sawtelle Memorial Mountain Jam, which had about 70 remote attendees



- Posters - designed and hung over 15 posters at strategic locations (liquor stores, ice cream shops, post offices, trailheads, outside bulletin boards, bus stops, restaurants, dispensary).
- Hung a banner for several months at Nederland High School, where food distribution to families took place throughout the summer;
- Placed an A-frame census sidewalk sign in Nederland's shopping center; and
- Advertised on the Nederland Community Center's marquee.

## Wild Plum Outreach to Families with children under five years of age county-wide

Cultural Broker - Sandra Parra

Wild Plum's Cultural Broker worked with Wild Plum families to help them understand the importance of completing the Census, and help address barriers to doing so. Wild Plum sent Census inserts in a mass mailing to families with children under the age of five. The Cultural Broker

*"I think the entire adaptation of our strategy from numerous in person outreach events to virtual outreach was successful. I think the main reason for that success was the work of the Cultural Brokers working throughout the County."*

*"Our strategy was effective, even when COVID threw a huge wrench in everything. Sticking to our strategy of CCC's and cultural brokers ensuring outreach, while pivoting tactics to remote methods proved effective."*

also participated with the Census Outreach Team helping to distribute flyers, postcards, door hangers, and participating in Car Parades & Pop-Up Produce distribution events.

## Metrics

### Overview Summary by CPWD Cultural Broker - Craig Towler

Upon reflection of our Census outreach efforts we demonstrated effective and proficient outreach for the 2020 census through community engagement within our targeted low response demographics, careful analysis of census tract response rate maps, multi modal outreach techniques, and the use of direct access to our community members through our individual organizations. Through this outreach we successfully achieved greater participation and increased self-response rates in Boulder County despite multiple barriers in place.

Based on self-response rates from the Denver Region Census Outreach Map showing response rates in Boulder County focusing on hard-to-count communities, we saw, on average, a 10% increase in response rates, which can be attributed to our targeted outreach efforts. Specifically, the University Hill area in Boulder county increased 3.6% after our door hanger campaign, and we reached 53.8% self-response in our other targeted

area east of the University. In total Boulder County achieved a 76.5% self-response rate well over the State parentage of 69.1%.

- Door Hanger Campaign (July and August): Distributed 6,269 door hangers to low income housing communities - Boulder, Lafayette, Longmont, Louisville, Lyons, & Erie
- Post Card Distribution: Food Banks, meal distribution, Pop-up Produce sites
- Car Parades with Census Information and Signs (for social distancing): Cultural Brokers, their agencies and friends participated in school parades for Centaurus High School graduation, Pioneer Elementary pre-school and kindergarten students, Peak to Peak school, and Skyline graduation
- Longmont Pride Car Parade: Out Boulder's Cultural Broker was a lead parade participant; Cultural Brokers were stationed at key intersections with sidewalk signs
- Summer Text Campaign (late phase of outreach campaign): Three target Groups include City of Boulder 18 - 30 age bracket, Western Boulder County (mountain communities) and lower income earners.
  - o Sent text messages to 28,468 residents total
  - o Received 1,491 total replies (5%); 578 clicked the census self-response link (2%)
  - o Approximately 20 volunteers sent all texts
- August Radio Campaign targeting older adults with two local community radio stations with a high listening audience of older adults

- o KGNU Community Radio – seven spots per day between Aug. 10 – 31, 2020, totaling 166 spots; 48% older adults (33% 55 – 64; 15% 65 & older); 115,200 older Adult listeners
  - o La Ley Spanish language Radio: 5-minute spots; to per day; 20 spots; 43% older adults (33% 55 – 64; 10% 65 +); 8,600 – 11,625 older Adult listeners
- Radio Spots
  - o KGNU PSAs for western Boulder County mountain communities
  - o Way High Radio – mountain community station (reach unknown)
  - o La Ley (Spanish Language) Radio
  - o Other Radio Spots & Interviews
- KGNU's 32nd Annual Charles Sawtelle Memorial Mountain Jam (virtual event): Outreach to mountain community listeners; approximately 70 remote attendees; Cultural Broker Katherine Harvey was interviewed; Census Phone Response Assistance was available (though they did not receive any calls)
- Out Boulder County's Social Media Campaign: Out Boulder County estimates they supported at least 1,128 individuals in completing the census and that they made approximately 36,584 points of contact (social media reach) with individuals through their combined census outreach efforts between March and mid-September, 2020
- Boulder County Non-Profit CCC
  - o Messaging/Outreach Workshop at the Museum of Boulder on Sept. 19, 2019 (68 attendees)
  - o "Train the Trainer" event in Longmont on Feb. 2, 2020 (90 participants)
  - o Initiated Text campaign in early August 2020 to three different low-response demographics. Coordinated with City of Boulder CCC and University of Colorado CCC, along with Boulder County and the Community Foundation of Boulder County to provide funding for this project. Reached approximately 29,000 cell



Pop-up Event

- o numbers, with about 20 volunteers doing the texting.
  - o All work was supported by the other CCCs, Boulder County, the Community Foundations, faith community, and many non-profit organizations throughout the County.
- City of Longmont: With the number of citywide publications, work of the cultural brokers, and social media, it's estimated that a high percentage of Longmont residents were reached. The work of the CCC was focused on harder to count households including households with: seniors, children under five, young adults (who may not have been through a prior Census), Hispanic/LatinX individuals, lower income households, and households primarily speaking a language other than English.

# JOIN US FOR AN OPEN FORUM

WITH:



**SARINA PARGAS-VEGA**  
STUDENT & STUDENT  
GOVERNMENT  
REPRESENTATIVE



**ASTRID VILLALOBOS**  
STUDENT & CENSUS  
OUTREACH PARTNER  
AT FRCC



**JOSÉ RAMÓN GARCÍA**  
CENSUS OUTREACH PARTNER  
AT OUT BOULDER COUNTY

**CENSUS 2020:** A CONVERSATION  
ABOUT RACE, ETHNICITY, AND GENDER.

**DATE** AUGUST 26TH, 2020

WATCH US ON YOUTUBE @FRCCEDU



- Community Foundation Boulder County reaches more than 7,000 Boulder County residents each time they share stories through their communications channels, including social media. It is estimated that they are donors, nonprofit staff and board members, as well as interested community stakeholders.
- City of Boulder: Bilingual census flyers mailed to each city resident and elementary schools; hosted six Complete Count Committee meetings; served 54,000 ads on Spotify, including 6,454 unique listeners (69 clicks to census form); distributed 1,800 pieces of census promotional materials; ran 35 spots on KGNU targeting college students; ran paid Twitter ads in the summer/fall 2020; ran bilingual bus ads during the summer of 2020; participated in the coordinated texting campaign.
- CU Boulder: Approx. 35,000 CU Boulder Students aged 19-26; Approx. 7,600 CU Boulder faculty and staff, aged 19-75; Approx. 25,000 City of Boulder residents aged 19-29 (as partner in the county's texting campaign).
- Census Bureau's team of Census Response Representatives executed an aggressive messaging campaign to essential businesses in Boulder County reaching 1,341 businesses across the county.

## Success Stories

### Partner Responses

- “I feel like this overall collaborative effort is a huge success.”
- “Our strategy was effective, even when COVID threw a huge wrench in everything. Sticking to our strategy of CCC’s and cultural brokers ensuring outreach, while pivoting tactics to remote methods proved effective.”
- “There were many successes with this effort. The biggest ones that stand out were the collaborative and heroic work of the cultural brokers, as well as the collaborations amongst and between members of the various CCC’s.”
- “I think the entire adaptation of our strategy from numerous in person outreach events to virtual outreach was successful. I think the main reason for that success was the work of the Cultural Brokers working throughout the County.”
- “In the end when COVID-19 resulted in most (CU) students being sent home, creating lots of confusion and diverted attention among our target audience, we successfully provided directly to the Census Bureau the required data on 100% of our student population; Created high attention getting graphics, student-oriented messaging and an effective website with consistent messaging to students and their parents.”
- “The adaptability & agility of the collective Census Outreach Team.”
- “Design of (additional) materials used in the pandemic environment.”
- “Sturdy outdoor sidewalk signs & banners; post cards; no-contact door hangers.”
- “The extended Self Response Timeline (even though it created concerns when that was shortened by a month).”

### Cultural Broker Responses

- “Marginalized communities are in need of increased outreach focused on re-establishing equity. Without the work of

the cultural brokers this type of human connection would not be possible.”

- Craig Towler

- “Originally my work as a cultural Broker to promote the Census was planned to be a kind of tutor and give talks to groups of students in the Intercambio organization and get my voice out to the entire community that speaks English as a Second language throughout Boulder County, but due to the Pandemic, I was not able to interact directly with people ... Even so, I can express the following: People in general knew what the census was, but some did not know that the resources they see daily are the result of federal funds that are linked to the census, for example, the construction of highways. During some of my calls with Intercambio’s students they told me that they had not responded to the census because they did not know how to use the computer and if they did it in writing they did not know how to answer some of the questions that seemed confusing ... I think that with everything I contributed in the campaign, I helped clear the doubts about the census in all possible ways and that everyone realized why they had to be counted.”

- Gabriela Monge Escalante

- “We sought community feedback on our designs and believe that using mountain-specific materials had a significant effect in developing trust and encouraging residents to complete the Census, as we were able to emphasize our status as “locals” and target our messaging to mountain values and needs, rather than contributing to residential distrust by hanging posters that evoked the “flatlands” or “government intrusion.”

- Katherine Harvey

## Lessons learned

- The importance of the Team: With the advent of COVID-19, by mid March the original plans to focus on in-person outreach and assistance events had to be abandoned. It was the agility and creative efforts of the collective Census Outreach Team - leadership, Cultural Brokers, Bureau staff, and partners that produced Boulder County's Census Campaign Self Response Rate results of 76.5%, despite the challenging environment.
- Provide all Census Response Options on Materials: Though the initial emphasis was on website response, due to lack of computer/internet accessibility and/or computer skills for some harder-to-count groups, it became critical to include call-in information on all materials, especially after COVID-19 interrupted physical assistance events.
- Create weather proof materials for outdoor use, remembering mountain communities
- Develop a team culture for the Cultural Brokers While some Cultural Brokers were more self contained with the work of their host agencies, a core group formed into the Cultural Broker Team, under the guidance of the County Outreach Coordinator. It worked well to have the coordinator direct the combined activities of these Cultural Brokers, especially for consistent messaging, training, problem solving and county-wide activities that may be subject to change.
- The key messages developed for the 2020 Census Campaign were:
  - It's simple – it takes less than 10 minutes to complete the questionnaire
  - You can complete it a number of ways (online, via phone, or mail)
  - It's safe – responses are protected by law and confidentiality is guaranteed
  - It's required – the law requires participation in the Census
- Longmont CCC's early start & pragmatic planning process was highly effective
- Cultural Brokers are the most effective messengers for outreach to historically under-represented populations
- Boulder County's leadership was effective, and the campaign structure of having a campaign manager and a lead coordinator was also very effective in providing the "glue and the gas" that made everything else work well.
- The anti-immigrant messages from the White House helped catalyze a strong local, pro-immigrant response.
- Social media marketing was extremely effective, but paid social media presented a challenge due to the perception that census efforts were political advertising.
- Identify and develop a budget and funding from the CU Campus and System.
- Need more prominent voices from CU campus leadership regarding the importance of the census on campus and the surrounding community. Conflicting institutional priorities and differing views of the census and census-related efforts can hinder the success and latitude of potential outreach and communications campaigns.

## Recommendations for 2030 Census

- Start the work early
  - Start organizing two years in advance of the Census
  - Connect with Census Bureau staff early on
  - Get community leaders on board and help them understand the importance
  - Partnerships between government, agencies and nonprofits are helpful
  - Form Complete Count Committees & determine roles for members
- Develop simple messaging
- Provide print and electronic versions of locally-branded Census material
- Be open to adaptation
- Provide a budget to support outreach work

- Determine needs and request funding for these items
- Philanthropic support - Raise a similar amount; use cultural broker strategy
- CU System & Campus leadership need to designate funding for CU outreach
- Remember Reasons Under-Counted Populations do not respond to the Census
  - They don't feel comfortable sharing personal information
  - Some of the questions may be confusing or concerning
  - They may have trouble completing forms
  - Language or other barriers (being differently abled)
  - Lack of computer skills or not having access to one and/or internet
  - They're worried the information will be used against them
- Identify Cultural Brokers to work with specific "hard to engage" populations
  - Cultural brokers should be recruited & retained at every level of nonprofit and government infrastructure, to ensure effective outreach year-round
- Work closely with Cultural Brokers
- Identify ways to collaborate with the school districts
- (CU) Engage academic partners such as faculty members & classes to amplify census efforts; Encourage greater use of campus and system leadership voices



Door hangers, post-COVID

## Conclusion

Through our extensive directed outreach campaign, we have successfully achieved a greater self-response rate in Boulder County comparative to the 2010 Census. We have also seen evidence of direct positive impact on targeted community's self-response rates following targeted outreach efforts.

In addition to an increased response rate, this work has demonstrated the importance of cultural brokers within undercounted populations, and that personal connection is essential when attempting to survey marginalized communities. If these complexities within our communities are not acknowledged, the overall goal of the Census to count everyone cannot be achieved.

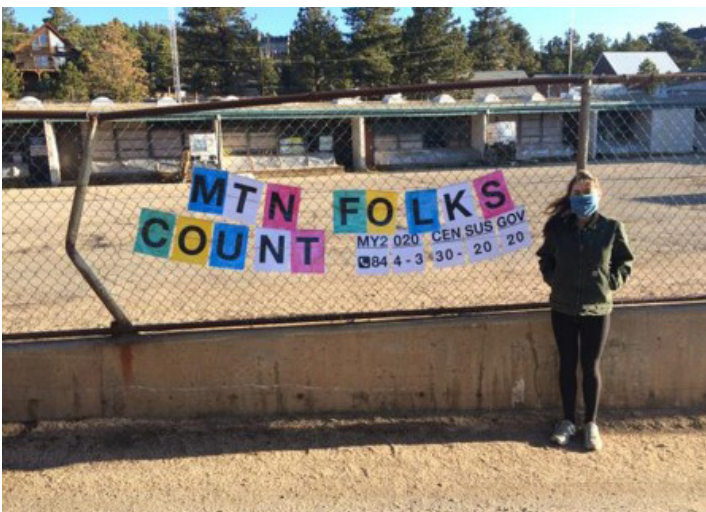
## Self-Response Rates

Census data collection ended on October 15, 2020. At the end of the Census data collection, Colorado achieved a self-response rate of 70.0 percent. Colorado reached the Census Bureau's threshold for complete housing enumeration (99.9 percent) on October 10, 2020. Nationally, the final self-response rate was 67.0 percent. Colorado's final self-response rate for the Census was 7.3 percentage points greater than its 2010 self-response rate of 62.7 percent.

Overall, Boulder County's response rate was 3.6 percent higher than in 2010 and seven percent higher than the statewide rate. Over half of the cities in Boulder County achieved a response rate higher than the overall state.

<i>County/Place</i>	<i>2010 Self-Response Rate</i>	<i>2020 Cumulative Total Self-Response Rate</i>	<i>2020 Cumulative Internet Self-Response Rate</i>
Boulder County	73.40%	77.00%	70.30%
Boulder	73.00%	74.30%	68.90%
Jamestown	76.90%	65.10%	34.20%
Lafayette	78.30%	83.20%	76.80%
Longmont	75.50%	75.30%	67.20%
Louisville	81.20%	85.00%	79.20%
Lyons	52.20%	71.60%	50.90%
Nederland	62.30%	60.30%	39.70%
Ward	42.90%	32.20%	13.90%

Source: U.S. Census Bureau, Compiled by the State Demography Office on Oct. 17, 2020



## Boulder County Census Partner Organizations

- A Precious Child
- Adult Opportunities Program - Boulder Housing Partners Adventure Rabbi
- Alicia Sanchez Elementary & International School
- Alternatives For Youth
- Always Mountain Time
- Area Agency on Aging - Boulder County
- ArielMIS
- Aspen Creek PK-8
- Aspen Management
- Association for Community Living
- Attention Homes
- Audio Information Network
- Bear Creek Elementary School
- Birch Elementary School
- Blue Sky Bridge
- BoldeReach
- Boulder Area Labor Council
- Boulder Area Rental Housing Association
- Boulder Asian Pacific Alliance
- Boulder Ayuda
- Boulder Bridge House
- Boulder Chamber of Commerce
- Boulder Community Health
- Boulder Community Nonprofit CCC
- Boulder County
- Boulder County AIDS Project
- Boulder County Arts Alliance
- Boulder County Fair
- Boulder County Farmers Market
- Boulder County Healthy Youth Alliance
- Boulder County Mental Health Partners
- Boulder County Nonprofit CCC
- Boulder High School
- Boulder High School - Parent Advisory Council
- Boulder Housing Partners
- Boulder JCC
- Boulder Jewish Community Center
- Boulder Jewish Festival
- Boulder Meals on Wheels
- Boulder Medical Center
- Boulder Packaging Center
- Boulder Public Library
- Boulder Shelter for the Homeless
- Boulder Valley School District
- Boulder Valley Womens Health Center
- Boulder Vet Center
- Boulder Weekly
- Boulder West Senior Center
- Bridge to Justice
- Broomfield Community Foundation
- Buy it with Soul
- Casa de la Esperanza - Boulder County
- Center for People with Disabilities - Boulder and Peak to Peak Area
- Central Longmont Presbyterian Church
- Central Presbyterian Church
- Centro Amistad
- Centura
- Children First of The Rockies
- Christ Church International - Longmont, CO
- City of Boulder
- City of Lafayette
- City of Longmont
- City of Louisville CO
- City of Westminster
- Clinica
- Clinica
- CO-Labs
- Coal Creek Elementary School
- Coal Creek Meals on Wheels

## Boulder County Census Partner Organizations, cont.

- Cobalt Advocates
- Code for Boulder
- Colorado Childrens Campaign
- Colorado Common Cause
- Colorado Council for the Social Studies
- Colorado House of Representatives
- Colorado Immigrant Rights Coalition
- Colorado Latinx Festival
- Colorado LGBTQ Chamber - Boulder County
- Colorado Mountain College
- Colorado Natural Products Naturally Boulder
- Colorado Nonprofit Association
- Colorado Policy Pathways
- Colorado Restaurant Association
- Colorado State University - Office of the President
- Columbine Elementary School
- Columbine Family Care
- Community Cycles
- Community Food Share, Boulder
- Community Foundation of Boulder County
- Community Montessori Elementary School
- Community Protection Division, Office of the District Attorney - Boulder County
- Community Services -Boulder County
- Congregation Har Hashem
- Congressman Neguse's Office
- Creekside Elementary School at Martin Park
- Crest View Elementary School
- Crossroads School
- Cultivate - Boulder
- Dental Aid
- Dignity Care
- Disability Law Colorado
- Double D's Sourdough Pizza
- Douglass Elementary School
- Downtown Boulder Parntership
- Early Childhood Center
- Early Childhood Council of Boulder County
- Early Intervention - Housing and Human Services
- Eisenhower Elementary, Colorado
- El Centro Amistad
- El Comite de Longmont
- Eldorado PK-8 School
- ELPASO
- Emergency Family Assistance Association
- Empowerment Center of East County (Lafayette)
- Engaged Latino Parents Advancing Student Outcomes
- English Department - Unversity of Colorado Boulder
- Entravision
- Family Learning Center
- First Congregational UCC Boulder
- First Bank
- Harvest of Hope Pantry
- High Plains Bank - Longmont
- Home Instead Senior Care - Lafayette, CO
- Homecare of the Rockies
- Homeless Solutions for Boulder County - Boulder County
- Homlessness Initiative - City of Boulder - Colorado
- HOPE
- Hope's Pantry
- Human Services Alliance of Boulder County
- I Have a Dream Foundation
- Imagine
- Immaculate Conception Catholic Church
- Immigrant Legal Center of Boulder
- in Search of Eagles

## Boulder County Census Partner Organizations, cont.

- Indivisible North Boulder
- Innovation Center - St. Vrain Valley School District
- Insight Designs, LLC
- Intercambio
- Islamic Center of Boulder
- Islamic Center of Boulder
- Jewish Family Service Boulder
- Jordan Groth Film
- Judy Amabile
- KC Becker
- KGNU
- Latino Chamber of Commerce
- League of Women Voters
- LGBTQ Chamber of Commerce
- Longmont Chamber
- Longmont Community Foundation
- Longmont Community Justice Partnership
- Longmont Housing Authority
- Longmont Meals on Wheels
- "Longmont Multicultural Action Committee, City of Longmont"
- Longmont Museum and Cultural Center
- Longmont Public Library
- Longmont Senior Center
- Louisville Chamber of Commerce
- Louisville Senior Center, CO
- Lyons Emergency Assistance Fund
- Mavi Unlimited, Inc.
- McCord Consulting Group
- Meals on Wheels
- Meals on Wheels Boulder
- Mental Health Partners
- Mental Health Partners - Longmont, CO
- Mental Health Partners, Boulder
- Mile High Health Alliance
- Mother House
- Motus Theater
- Museum of Boulder
- Naropa University
- Nederland Area Seniors Inc
- Nederland Colorado Homeless Advocate
- Nederland Community Library
- Nederland Community Presbyterian Church
- Northridge Elementary School
- Northwest Chamber Alliance
- NW Council of Governments
- Open Studios Boulder Colorado
- Oracle
- OUR Center
- Out Boulder
- Outreach United Resource OUR Center
- Panthers Z Club
- Peak to Peak Housing and Human Services
- Pledge One Percent Colorado
- Positively Funded
- Poudre River Public Library District
- Recovery Cafe, Longmont
- Reentry Initiative
- Regan Byrd Consulting
- Religious Studies Department - University Colorado Boulder
- Research Data Alliance
- Rocky Mountain Legal Center
- Rotary Club of Niwot
- Ryan Wellness Center
- Sacred Heart of Jesus School
- Safe House Alliance
- Safe Shelter of St. Vrain
- Safe Shelter of St. Vrain
- Saint Vrain Valley School District

## Boulder County Census Partner Organizations, cont.

- Salud
- Salud Clinic
- Science Fair Fun
- Second Baptist
- Second Wind Fund of Boulder County
- Senior Reach
- Seniors Commission
- Sister Carmen
- Sister Carmen Community Center
- Smile Logic
- Social Justice Committee - Congregation Har Hashem
- Social Venture Partners - Boulder County
- St. Aidan's Episcopal Church
- St. Andrews Presbyterian Church
- St. Vrain Community Council
- St. Vrain Valley School District
- State of Colorado, Veterans Workforce
- Suma
- Summit County Colorado
- Superior Chamber of Commerce
- Superior Patent Group, LLC
- SWBC Mortgage
- Teens Inc.
- Thistle
- The Inn Between
- The Latino Chamber of Boulder County
- The Refuge - Broomfield, CO
- Together Colorado
- Town of Erie
- Town of Jamestown
- Town of Lyons
- Town of Nederland
- Town of Superior
- Tru Community Care
- Tru Pace
- United States Postal Service
- United Way
- University of Colorado
- University of Colorado Boulder
- Veteran's Services - Boulder County
- Via Colorado
- Via Mobility Services
- Volunteer with Children For Boulder CASA
- Walker-Stanley Communications
- WIC Boulder County
- Wild Bear Mountain Ecology Center
- Wild Plum Center
- Women's Collaborative of Boulder County
- Workforce Boulder County
- World of Wonder Children's Museum
- Wow Children's Museum
- Xilinx - Longmont
- YMCA
- Youth Opportunities Advisory Board
- YWCA of Boulder County

To our community partners, colleagues and friends,

We could not have done this without you. Thank you for helping us count Boulder County residents once, only once and in the right place.

With Gratitude,

The Boulder County 2020 Census Campaign Collaborative Team

