

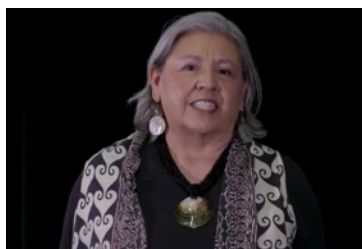
# INDIAN LEADERSHIP CIRCLE

CO / TX / UT / WY

07/06/2020

## Indian Leaders PSA Highlight

American Indian Science and Engineering Society (AISES) Sr. Director of Marketing, Montoya Whiteman (Cheyenne and Arapaho), reminds you to complete your 2020 Census. Please share!



[Share link!](#)

### 2020 CENSUS SELF RESPONSE RATES

| Area                           | Self Response 07/01 | 2 week growth       |
|--------------------------------|---------------------|---------------------|
| Denver, CO                     | 63.8                | 0.4                 |
| Colorado Springs, CO           | 68.6                | 0.3                 |
| Salt Lake City, UT             | 64.5                | 0.3                 |
| Dallas, TX                     | 53.4                | 0.4                 |
| Southern Ute Indian Tribe (CO) | 38.9                | 3 <sup>rd</sup> 2.8 |
| Ute Mountain Ute Tribe (CO)    | 21.5                | 2 <sup>nd</sup> 3.4 |
| Paiute Tribe (UT)              | 35.2                | 0                   |
| Goshute Tribe (UT)             | 7.6                 | 0                   |
| Uintah/Ouray (UT)              | 26.4                | 4 <sup>th</sup> 1.9 |
| Wind River (WY)                | 43.9                | 1 <sup>st</sup> 7.1 |
| Colorado State                 | 65.2                | 0.5                 |
| Utah State                     | 66.2                | 1.8                 |
| Texas State                    | 56.6                | 0.4                 |
| Wyoming State                  | 56                  | 1.1                 |
| National Response              | 61.9                | 0.4                 |

## Census Paid Media Buys

Interested Vendors should visit the 2020 Census Paid Media Campaign RFP Portal at [2020.wmglobal.com/login](https://2020.wmglobal.com/login)

## Census to Count Population Experiencing Homelessness

Between September 22-24, the Census Bureau plans to send specially trained census takers to count people experiencing homelessness. [Read More](#)

## Social Distancing Powwow

[\(PSA Video\)](#) It is important for all American Indians and Alaska Natives to participate in the 2020 Census. It is our time to show up in order to support ourselves in the 2020 Census. By filling out our Census forms we ensure the funding we need for grants, programs and other services our communities. View more AIAN PSA videos and other available materials at our [Tribal Resources page on 2020census.gov](#).



\*Only able to track AIAN response via Tribal Land Tracts, so Urban /State rates are for Total population.

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C O / T X / U T / W Y

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## Census Bureau Activates Additional Operations to Ensure Accurate 2020 Census Count

*Households May Receive Calls or In-Person Visits Over Next Several Months*

[Learn More](#)

**Nonresponse Followup:** Starting in mid-July, census takers from six area census offices begin soft launch of the operation of interviewing households that have yet to respond to the 2020 Census (NRFU Soft Launch). All census takers will be trained on social distancing protocols. They will be issued personal protective equipment (PPE) and follow local guidelines for their use. Aug 11 - Oct 31

**Nonresponse Followup Reinterview:** In some cases, a second census taker may visit a household to conduct a short interview to ensure the quality of our data collection activities. Aug 12 - Oct 31

**Post-Enumeration Survey:** After a household has already completed the 2020 Census, census takers will visit a select number of households as part of the Post-Enumeration Survey. Sept 23 - Dec 22

*All census takers have official ID badges that include their name, photograph, a U.S. Department of Commerce watermark, and an expiration date.*

*The Census Bureau conducts all operations with two key principles in mind: (1) protecting the health and safety of our staff and the public, and (2) fulfilling our statutory requirement to deliver the 2020 Census counts to the president on schedule.*

## 2020 Census Response Rate Toolkit + Guide

The Census Bureau needs your help to motivate people in your city, county, state, and tribes to get counted. Our [new Mini Guide](#) includes an overview for creating a Response Rate Challenge and ideas and inspiration for virtual challenges while the nation is still social distancing. [Get Toolkit](#)

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