

Growing Forward

Population and Economic Trends for Colorado and the Importance of Census 2020

2018

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Colorado Department of Local Affairs

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Transitions to Watch

- Disparate Growth - Why
- Slowing Growth
 - Migration - attracting and retaining the right fit.
- Aging - labor force, income, housing, jobs
- Increasing racial and ethnic diversity.
- Population growth (but slowing) - planning for the people (and everything that comes with them)
- The Importance of Census 2020



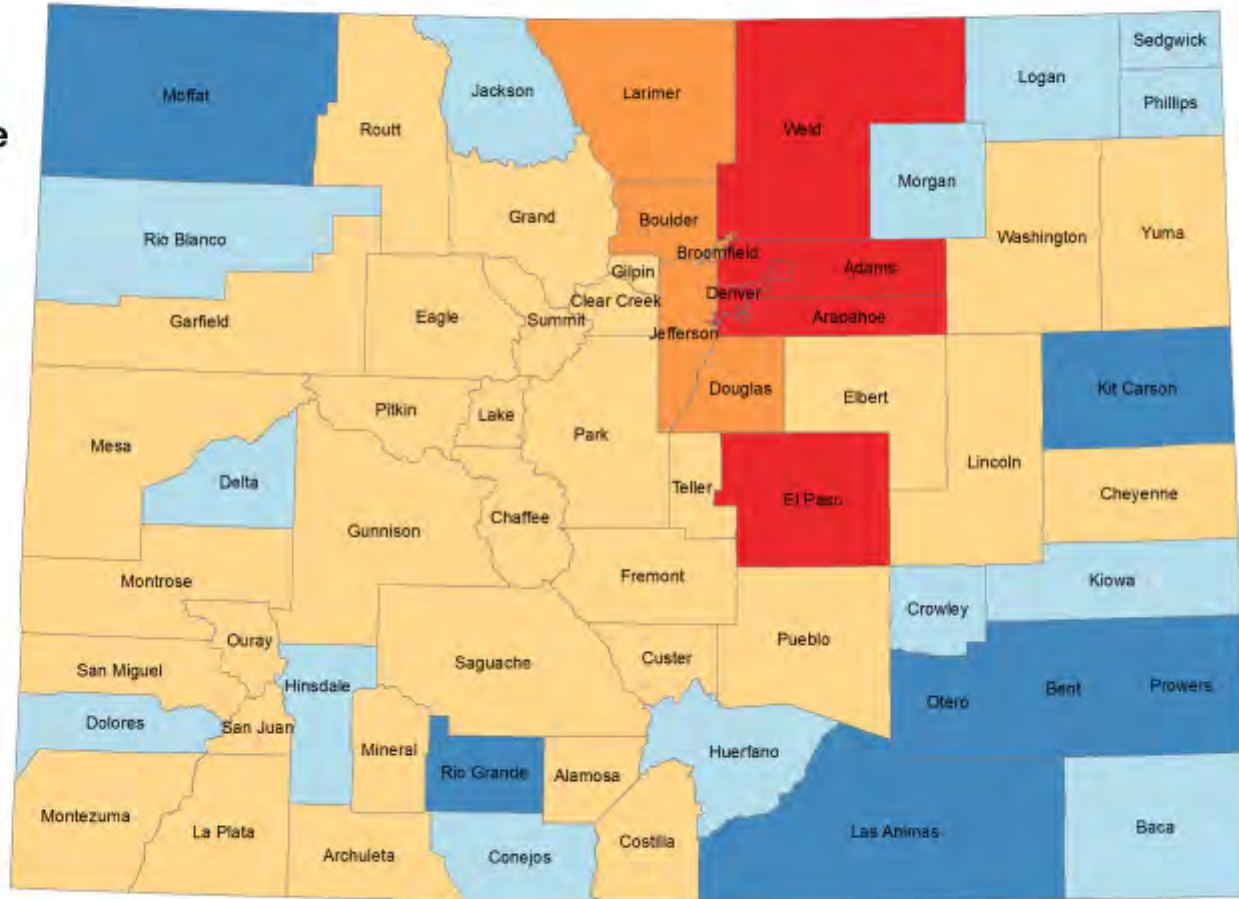
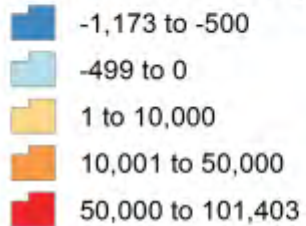
Big Picture: 2016-2017 Pop Change

- US - 325.7 million, + 2.3 million or .7%
- Colorado - 5,609,445
- Ranked 9th fastest 1.4% - ID, NV, UT, WA, FL, AZ, TX, DC
- 8th in total growth 75,205 - TX, FL, CA, WA, NC, GA, AZ
- Uneven Growth - within state and nation
 - Range in CO counties = +12,000 to -470



Colorado: Total Population Change 2010 - 2017

Population Change



Colorado State Demography Office, 03/22/2018



County Population Rankings, 2017

Population Growth

1	El Paso County	12,201
2	Weld County	10,141
3	Denver County	9,304
4	Douglas County	7,665
5	Arapahoe County	5,991

Population Decline

1	Kit Carson County	-475
2	Logan County	-150
3	Rio Blanco County	-89
4	Sedgwick County	-85
5	Yuma County	-70

Largest by Population

1	Denver County	705,651
2	El Paso County	701,283
3	Arapahoe County	643,257
4	Jefferson County	575,193
5	Adams County	503,375

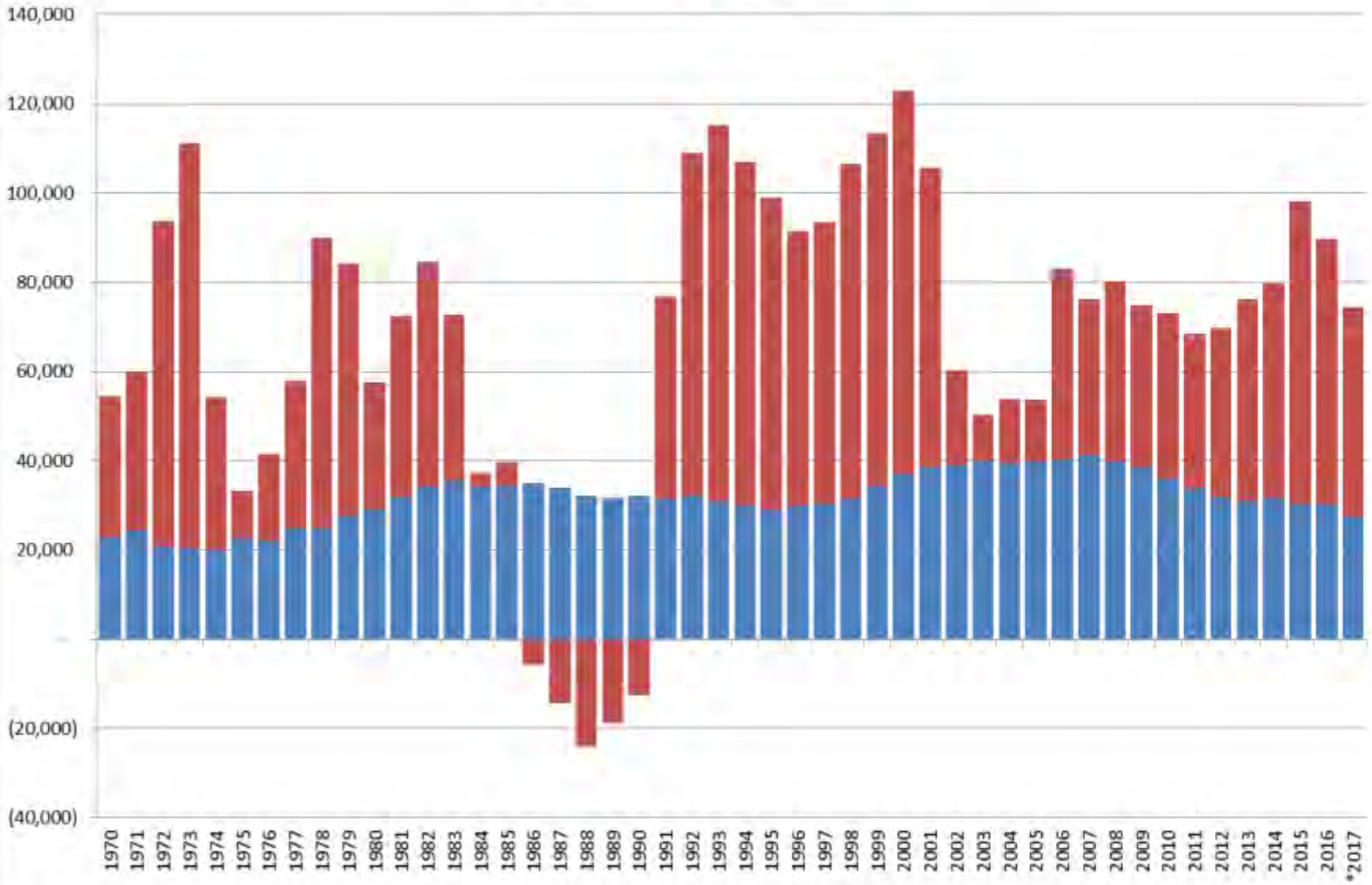
Smallest by Population

1	San Juan County	714
2	Mineral County	752
3	Hinsdale County	791
4	Kiowa County	1,364
5	Jackson County	1,375



Components of Population Change 1970-2017

■ Natural Increase ■ Net Migration

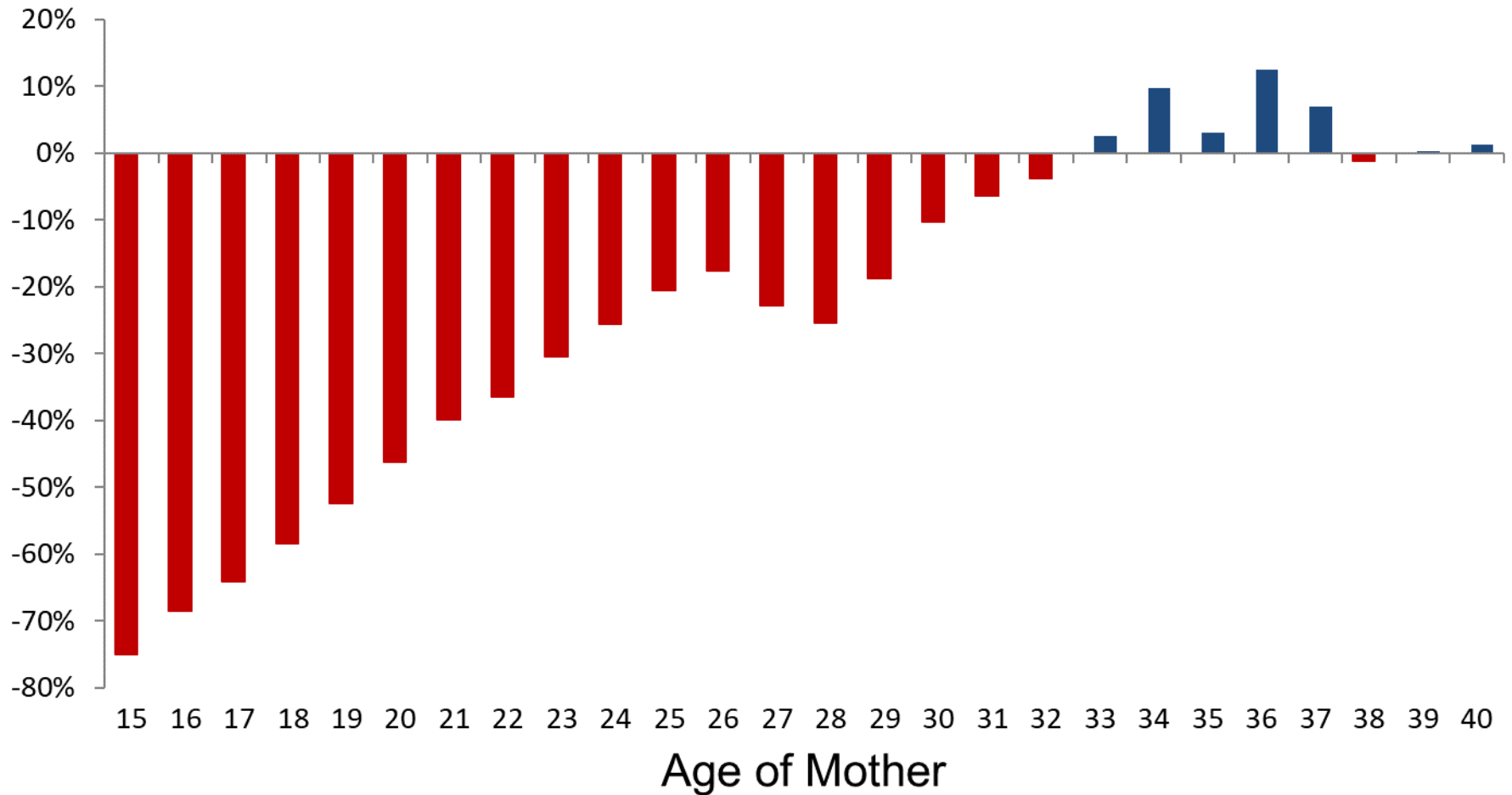


Colorado Births and Deaths

— Births — Deaths



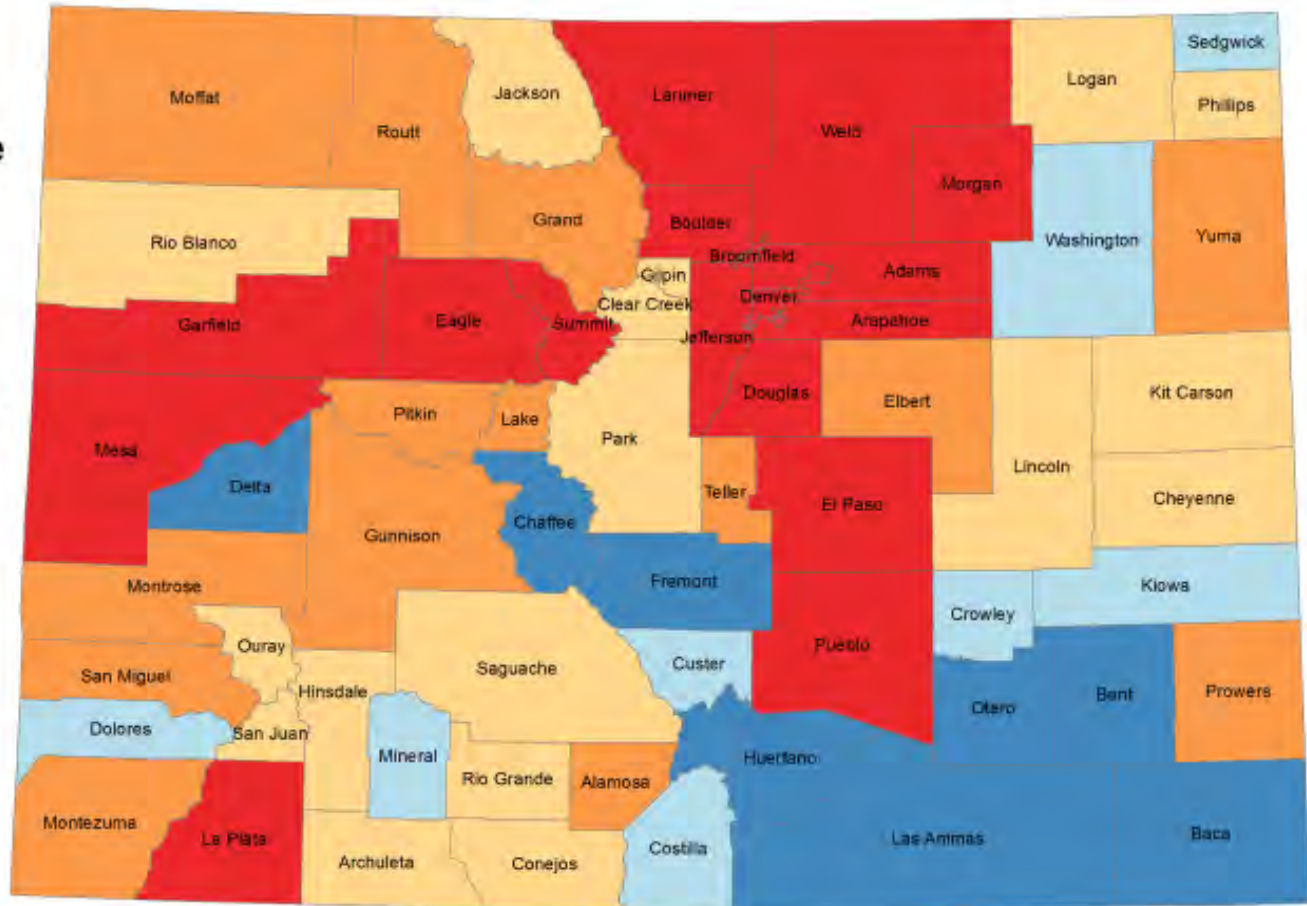
PERCENT CHANGE IN BIRTH RATE BY AGE 2009-17



Colorado: Natural Increase

2010 - 2017

Natural Increase



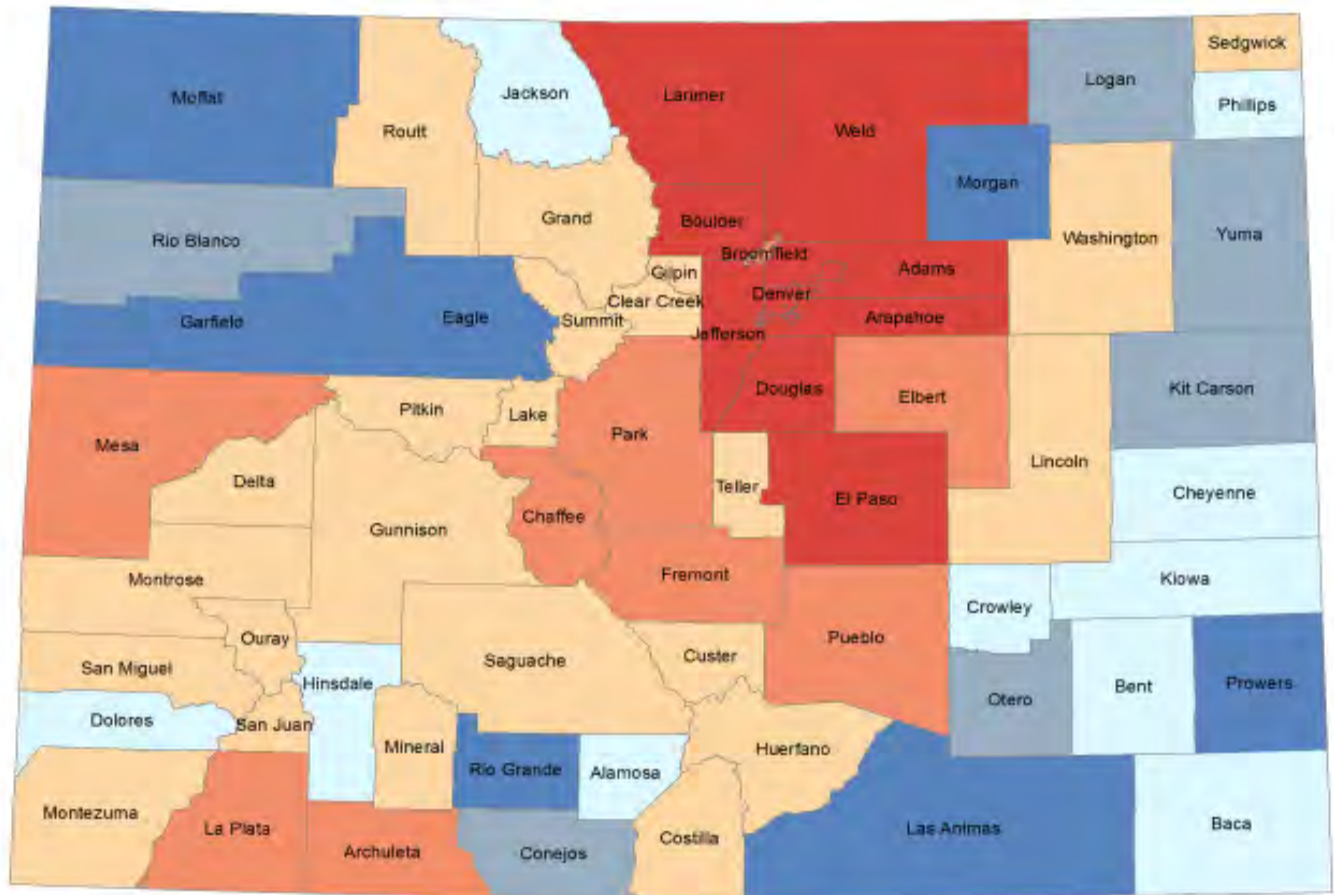
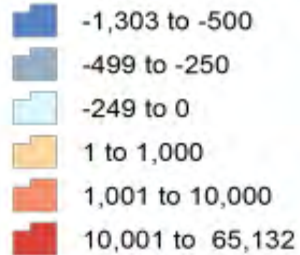
Colorado State Demography Office, 06/04/2018



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Colorado: Net Migration 2010 - 2017

Net Migration



Colorado State Demography Office, 06/04/2018



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Colorado State to State Migration

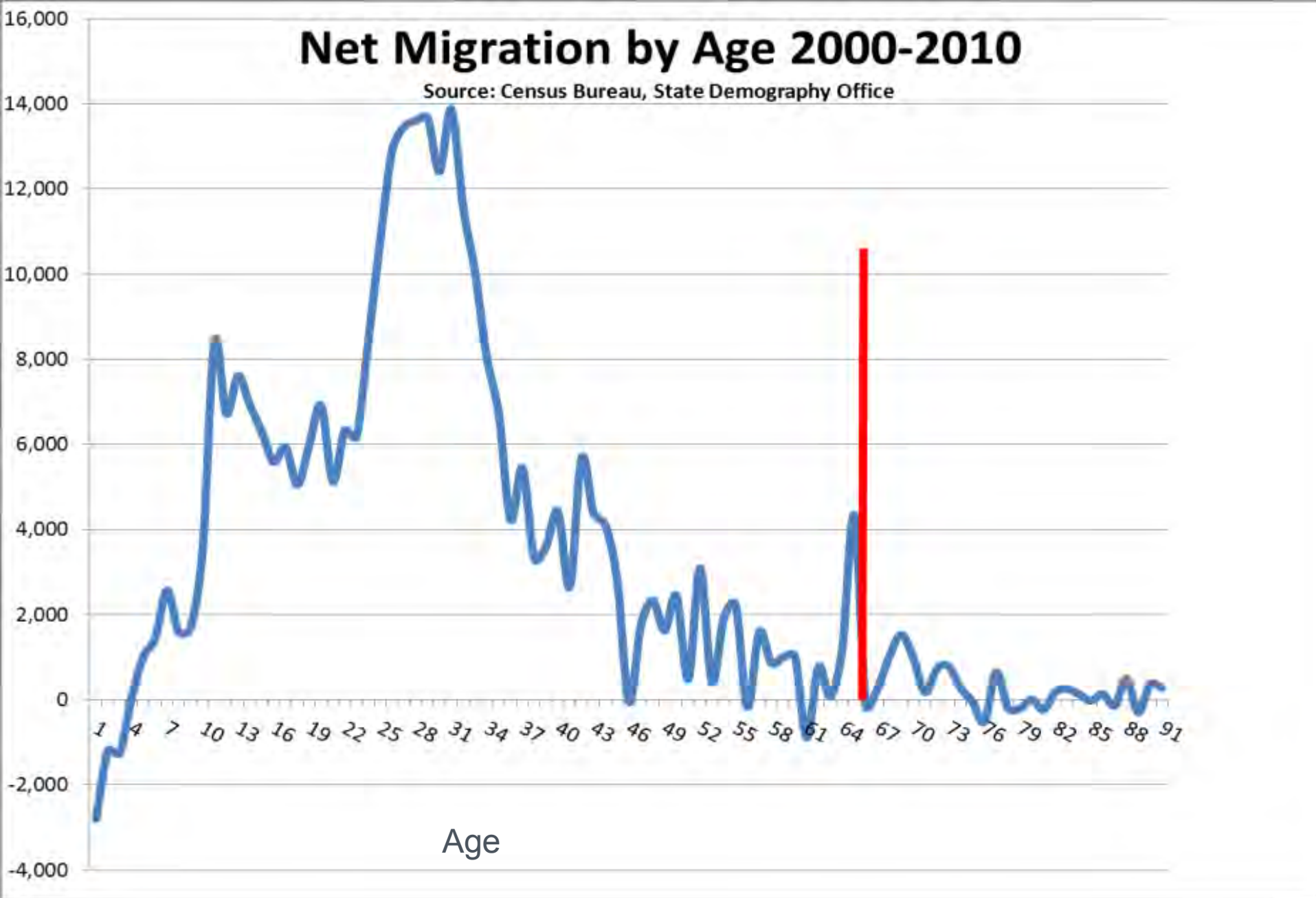
2016 State to State Migration					
In	(#)	Out	(#)	Net	(#)
California	(26,900)	California	(22,500)	Illinois	(8,100)
Texas	(20,700)	Texas	(21,600)	New York	(5,100)
Florida	(13,500)	Washington	(13,000)	California	(4,400)
Arizona	(13,000)	Arizona	(11,900)	Virginia	(3,900)
Illinois	(11,400)	Florida	(9,900)	Florida	(3,700)

- In-migration average 200,000 each yr.
- Out-migration average 150,000 each yr.

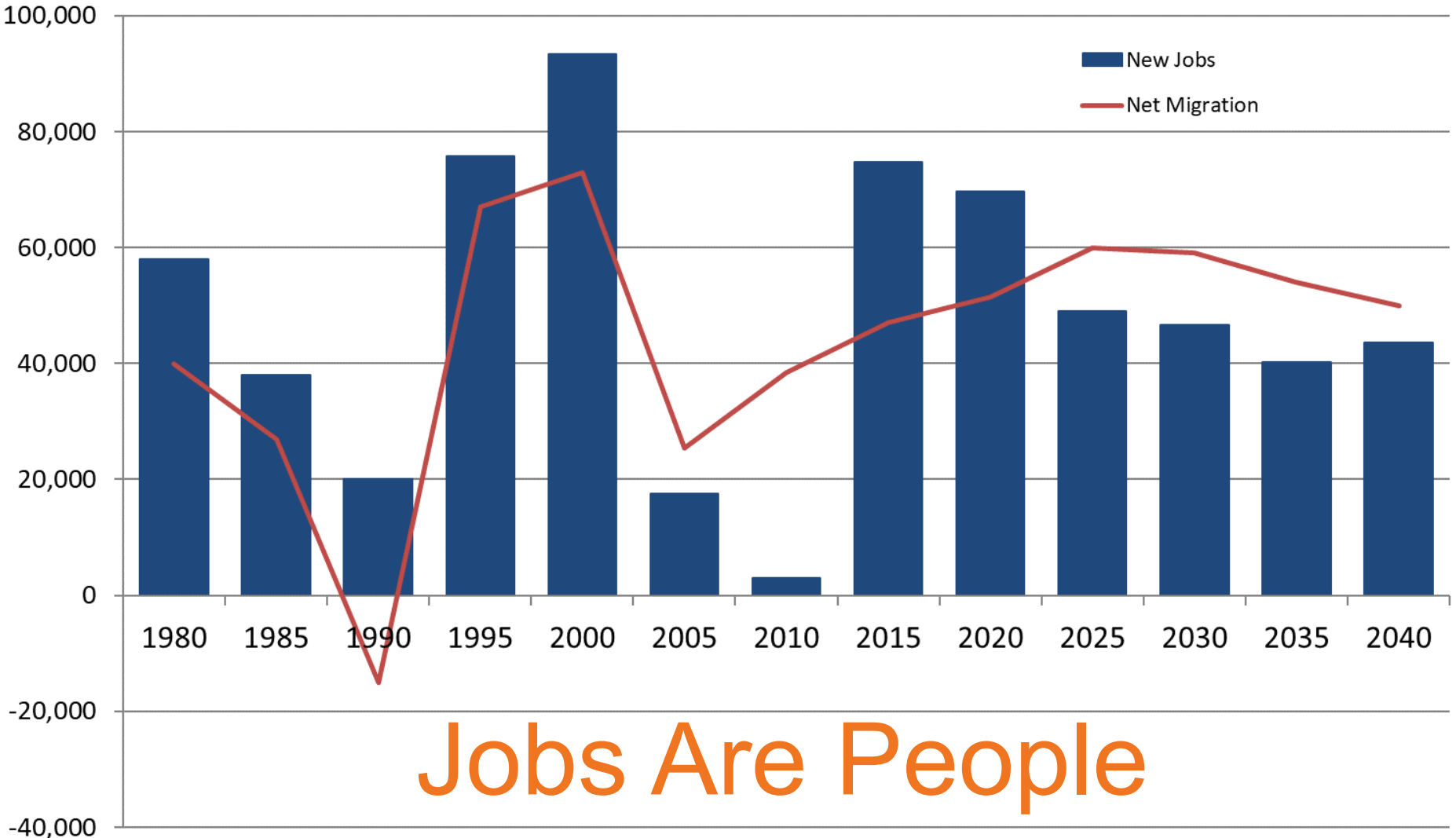


Net Migration by Age 2000-2010

Source: Census Bureau, State Demography Office



Colorado New Jobs and Net Migration



Jobs Are People



FASTEST GROWING STATES SINCE 2010

State	Total Employment (9/18)	Absolute Job Growth from 9/10	Percentage Growth from 9/10
Utah	1,527,900	343,900	29%
Nevada	1,348,000	281,500	25%
Colorado	2,748,100	528,500	24%
Florida	8,842,400	1,676,200	23%
Idaho	738,900	137,500	23%
Texas	12,638,500	2,248,600	22%
Washington	3,444,500	611,500	22%
Arizona	2,876,600	503,800	21%
California	17,202,900	2,920,500	20%
Oregon	1,922,600	320,700	20%
Top 10	53,336,500	9,572,200	21.9%
United States	149,500,000	19,135,000	14.7%

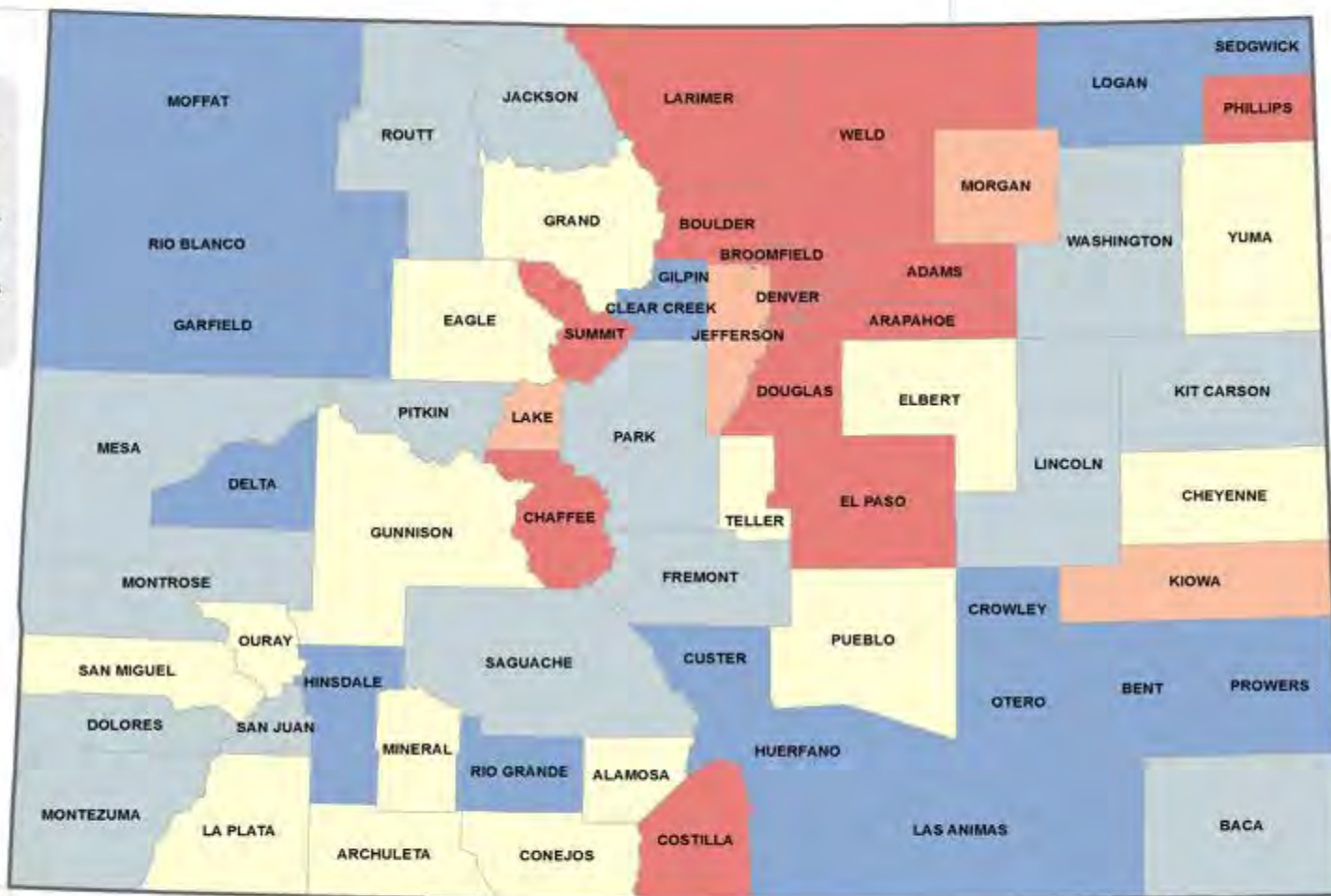


2017 Jobs Relative to Pre-Recession Peak

Previous Peak: 2005-2009

2017 Jobs vs Pre-Recession Peak

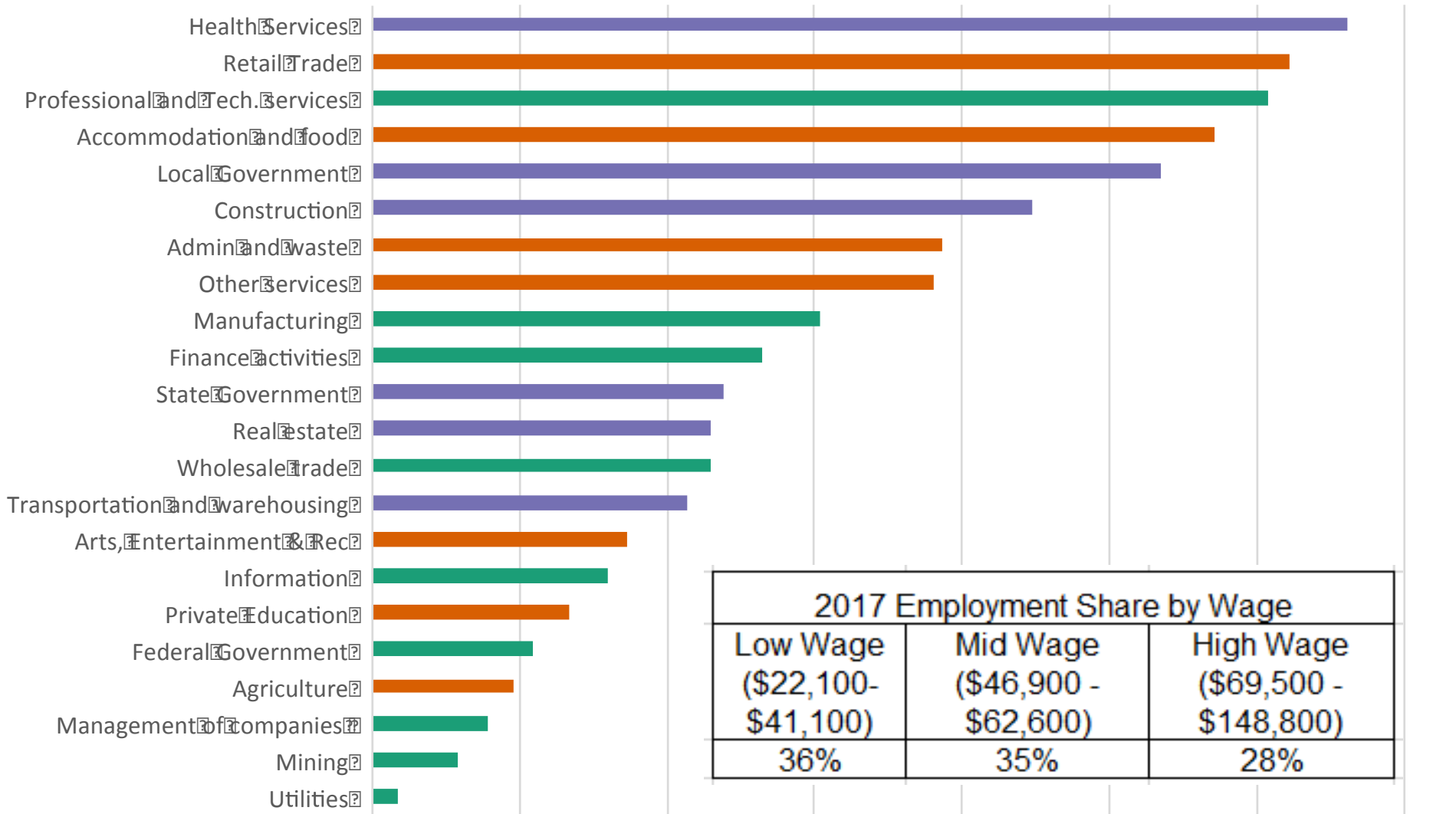
- > 5% Fewer Jobs
- 0% to 5% Fewer Jobs
- 0% to 5% More Jobs
- 5% to 10% More Jobs
- > 10% More Jobs



Colorado State Demography Office, 07/24/2018



Colorado 2017 Total Employment by Industry & Wage

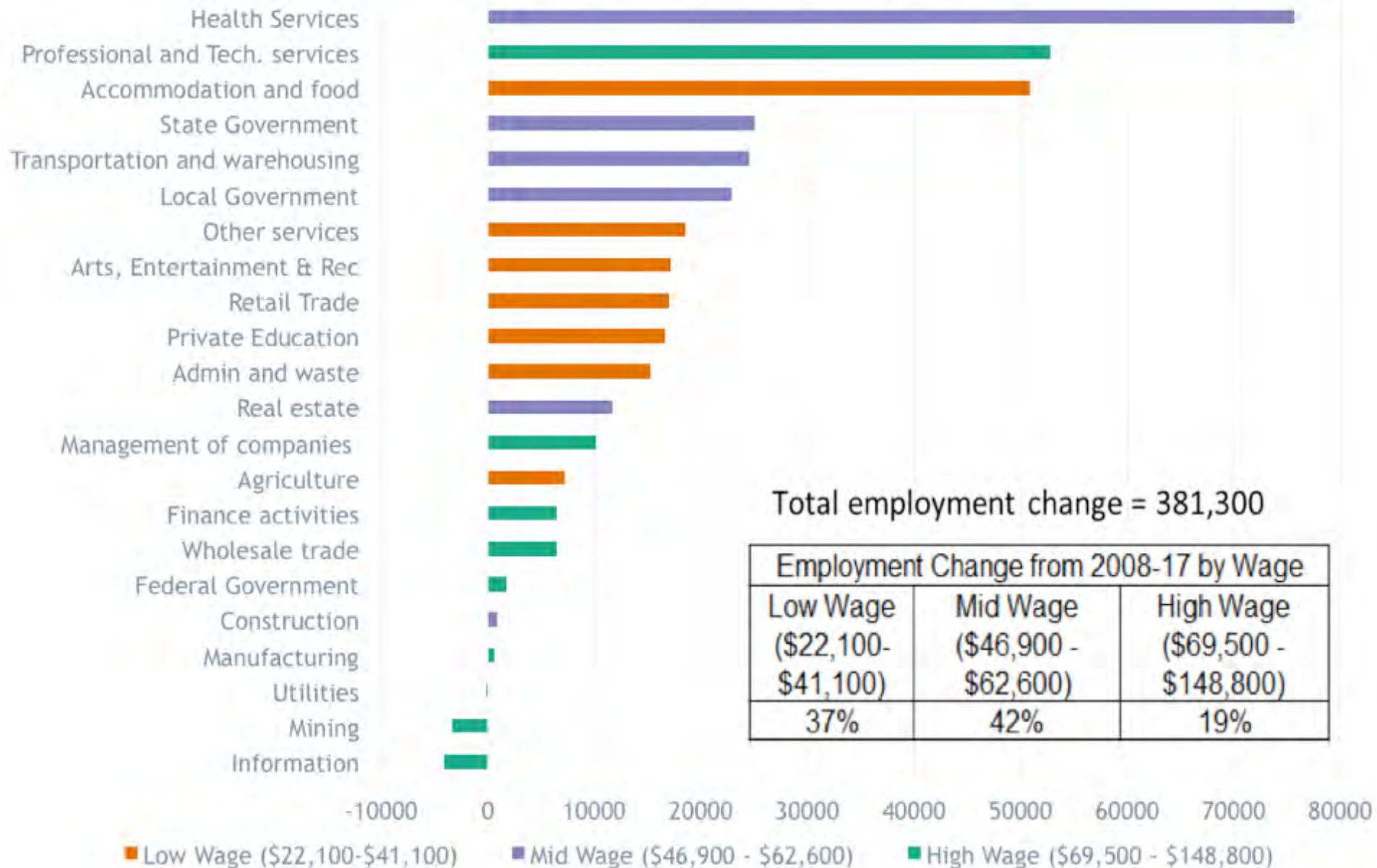


2017 Employment Share by Wage		
Low Wage (\$22,100-\$41,100)	Mid Wage (\$46,900-\$62,600)	High Wage (\$69,500-\$148,800)
36%	35%	28%

■ Low Wage (\$22,100-\$41,100)
 ■ Mid Wage (\$46,900-\$62,600)
 ■ High Wage (\$69,500-\$148,800)



Colorado Employment Change from 2008 to 2017



Employment Change from 2008-17 by Wage		
Low Wage (\$22,100- \$41,100)	Mid Wage (\$46,900 - \$62,600)	High Wage (\$69,500 - \$148,800)
37%	42%	19%



AGE MATTERS

Why?

Preferences - where people shop
and what they buy.

Housing

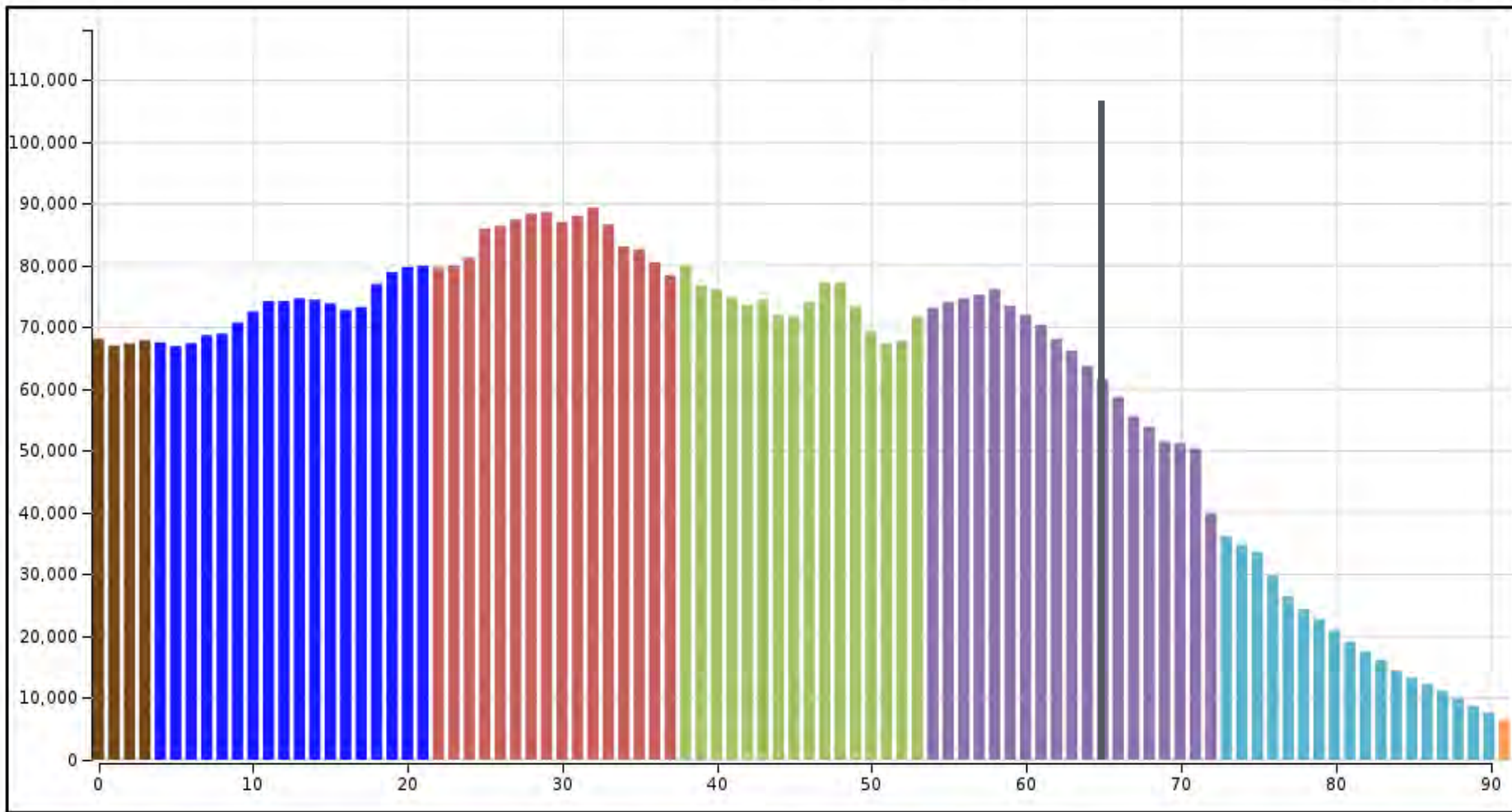
Income

Service Demands

Labor Force

Colorado

2018



- Post Millennials (1997 - 2014)
- Millennials (1981 - 1996)
- Generation X (1965 - 1980)
- Baby Boomers (1946 - 1964)
- Silent Generation (1928 - 1945)
- Greatest Generation (- 1927)
- Future Generations
- Next Generation

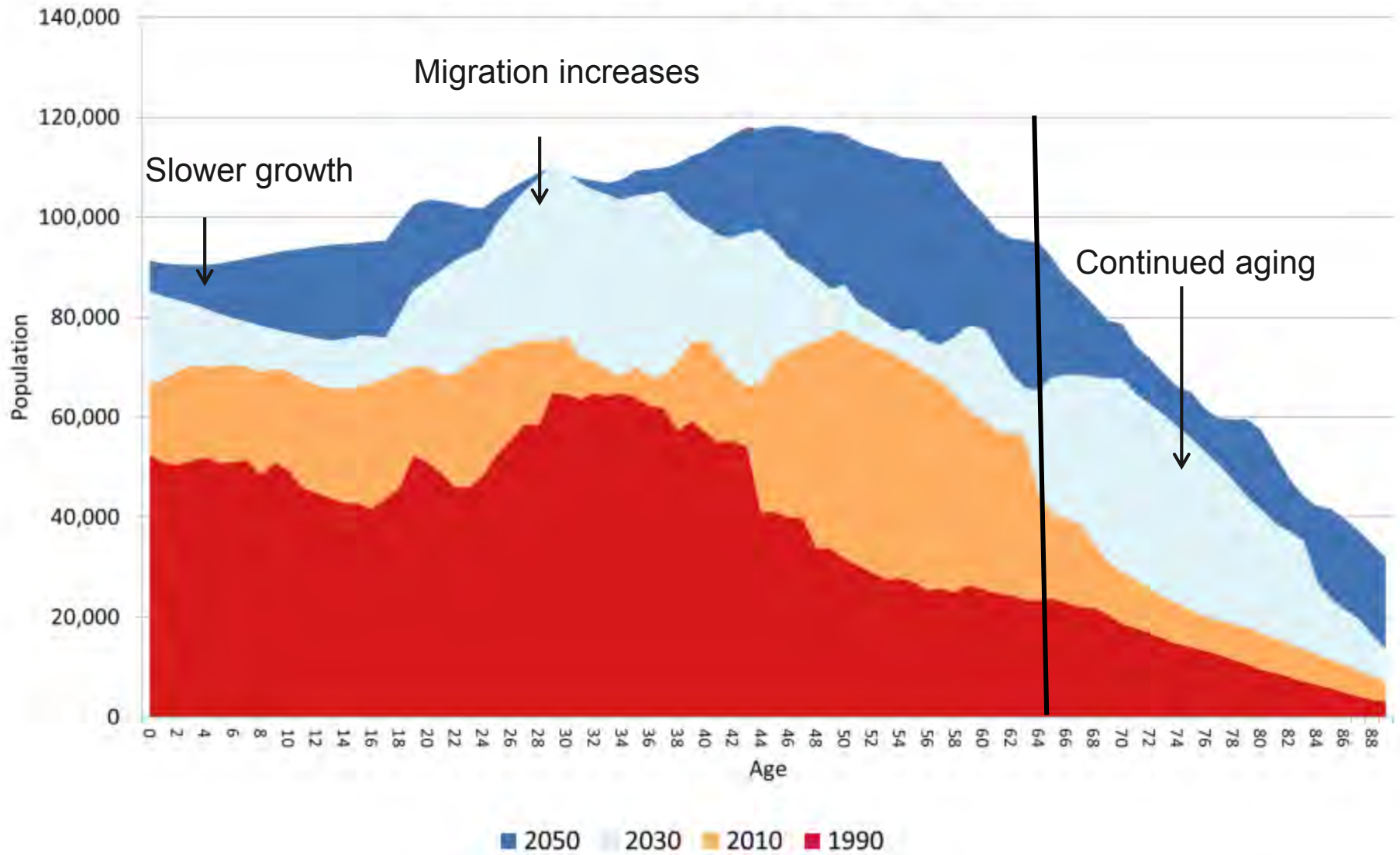


Colorado's Rapid Aging

- Every County experienced growth in the population over age 65 from 2010-2017.
- Currently 6th youngest (share of population 65+)
- 3rd fastest growth in 65+ population in Nation from 2016-17.
- Caused by our age distribution and migration patterns
- By 2030 we will look more like the Nation.
- Median age is forecast to increase from 36.5 to 41.7 by 2050.
- Statewide current residents aging 95% of growth 65+.

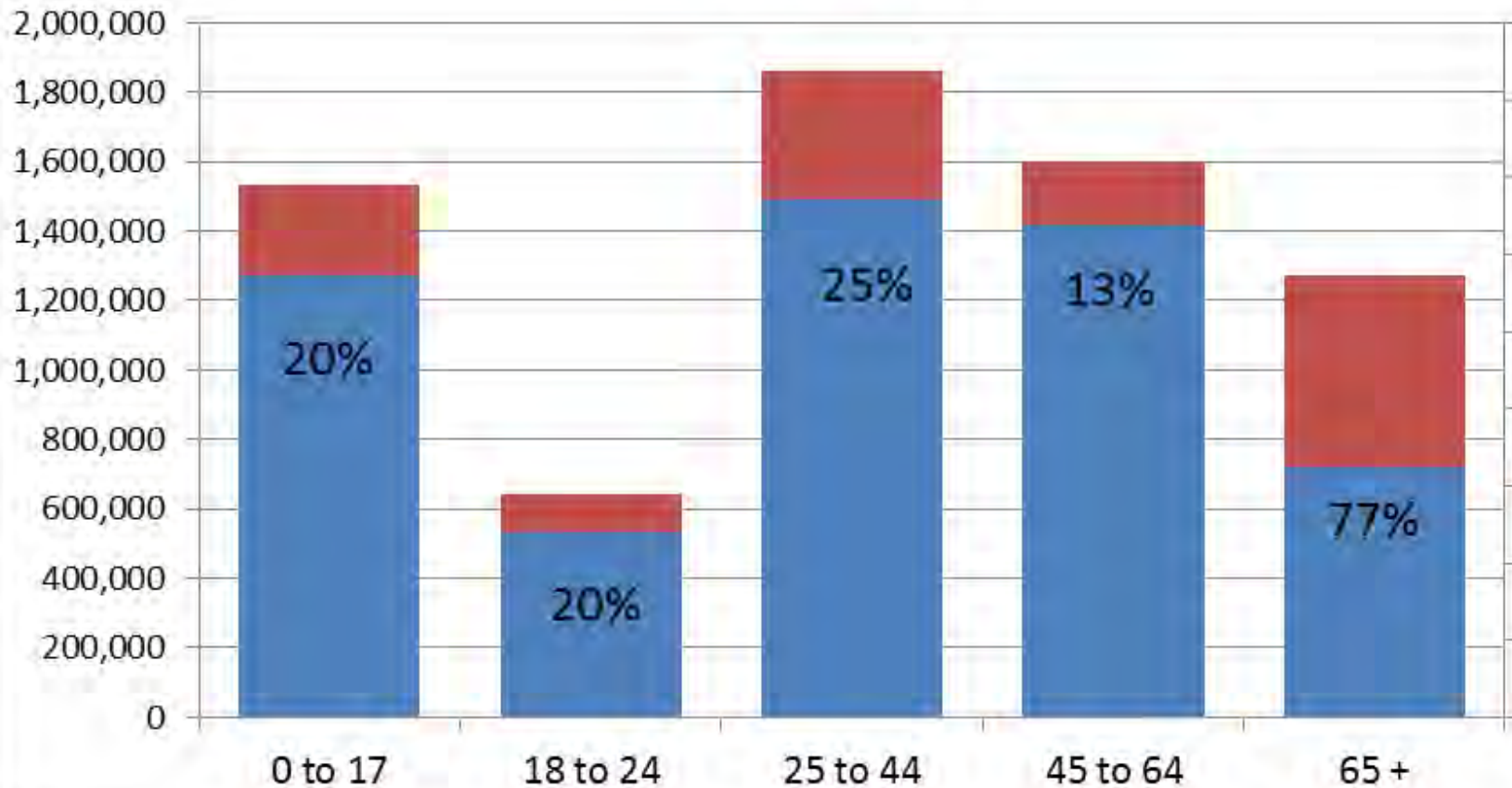


Colorado Population by Age 1990-2050



Colorado Population by Age and % Change

■ 2015 ■ 2030

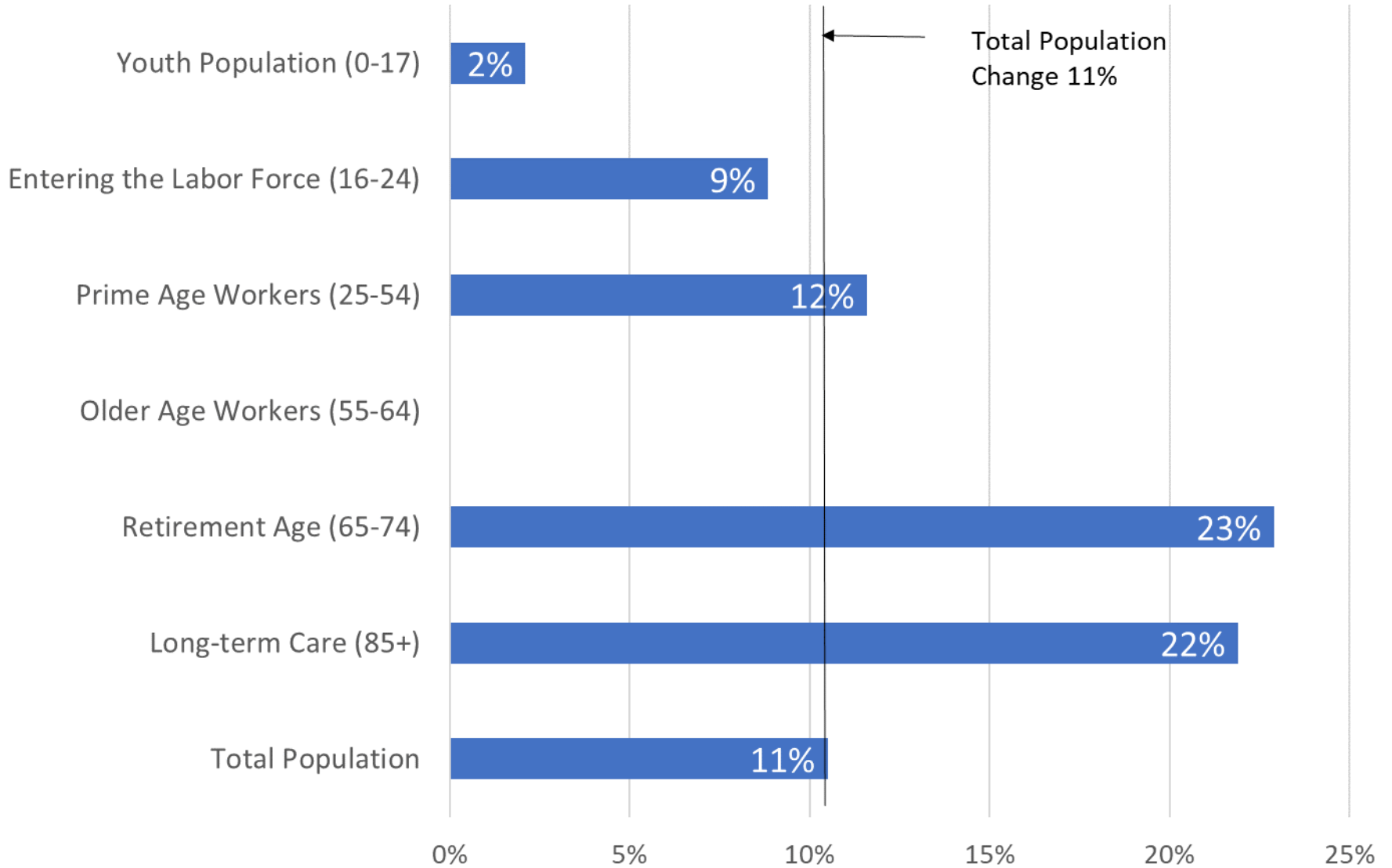


Aging Issues

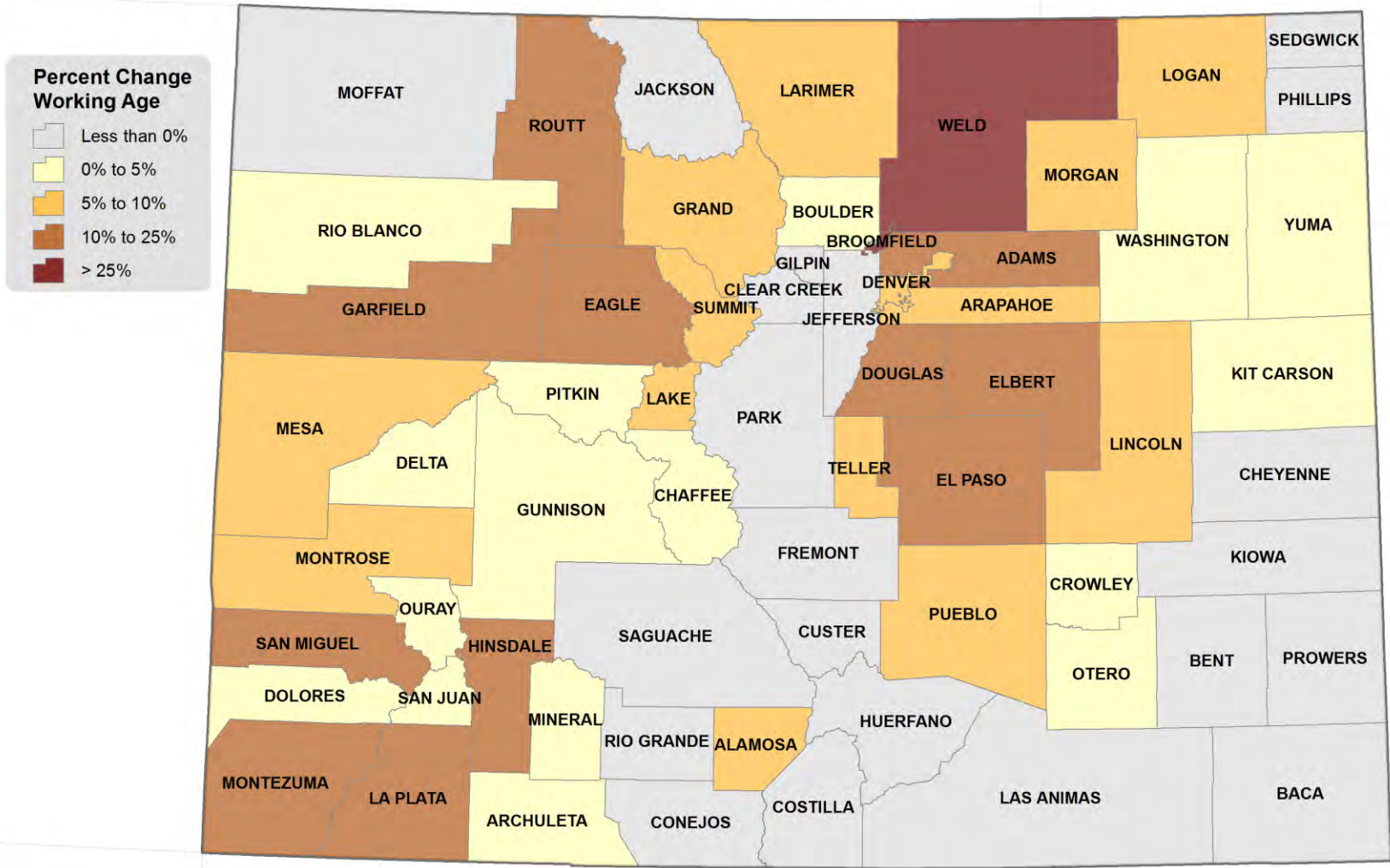
- Numbers - 2015-30 increase 65+ 72% from 711,000 to 1,200,000
- Economic Driver
 - Impact on occupational mix. Growing at 6% per year
- Labor Force
- Housing - primarily home owners
- Income - Downward Pressure
- Health
- Disabilities
- Transportation
- Public Finance - Downward Pressure
- Do you have an Aging Plan?



Projected Change in Specific Age Group Populations in Colorado, 2018 to 2025



Forecast Change in the Working Age Population 2018 - 2025

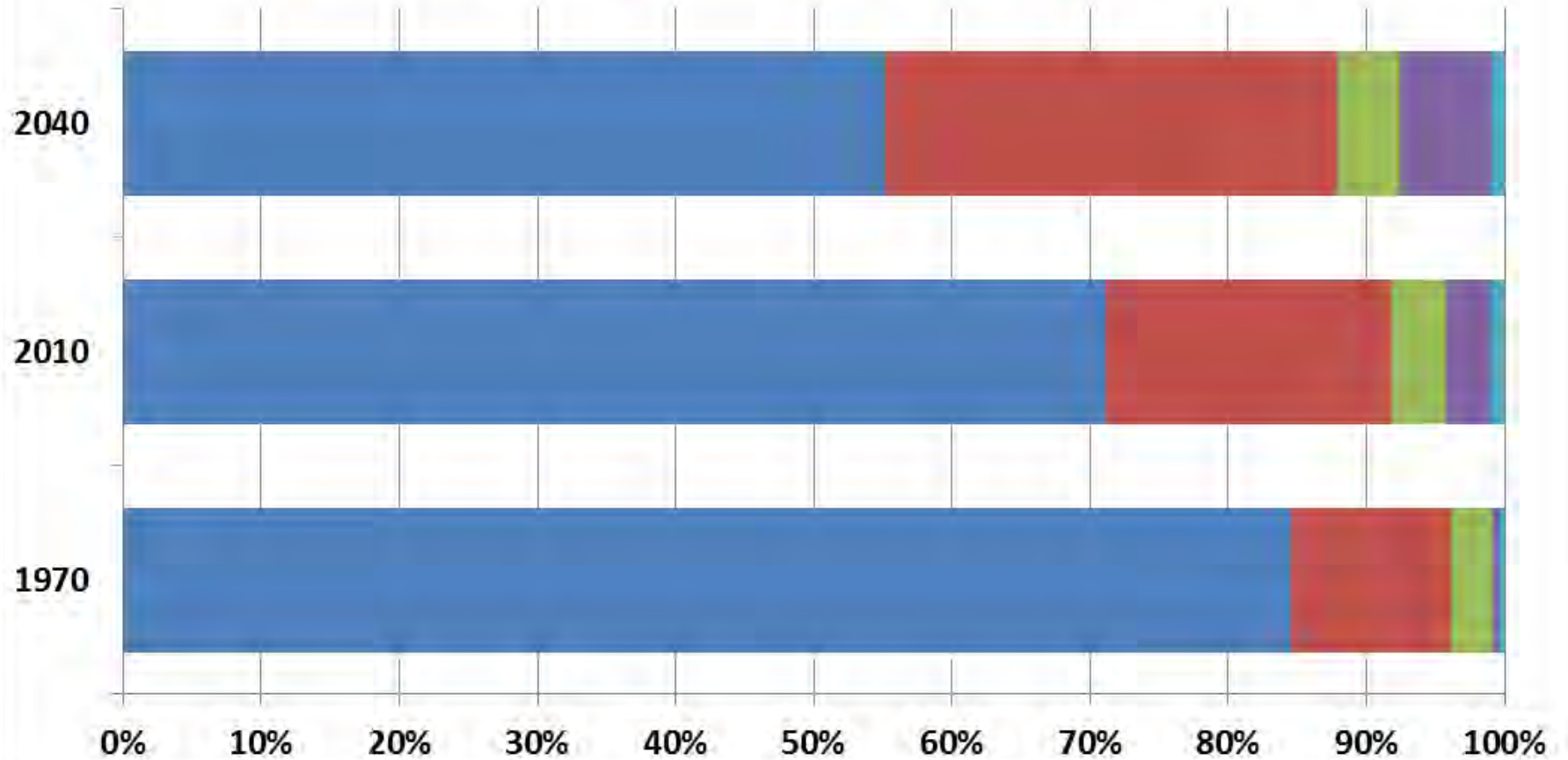


Colorado State Demography Office, 11/2/2018

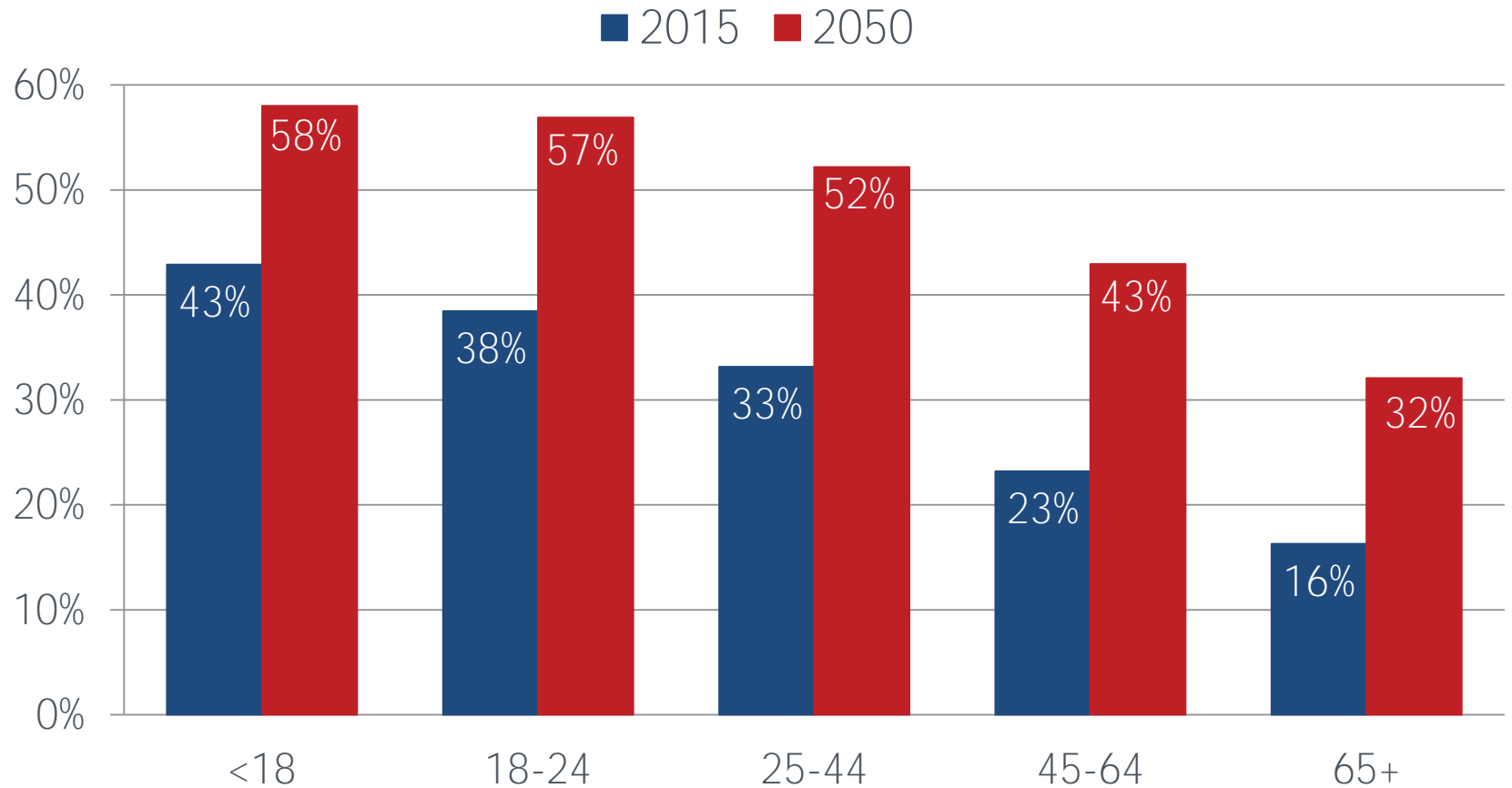


Colorado Population by Race/Ethnicity

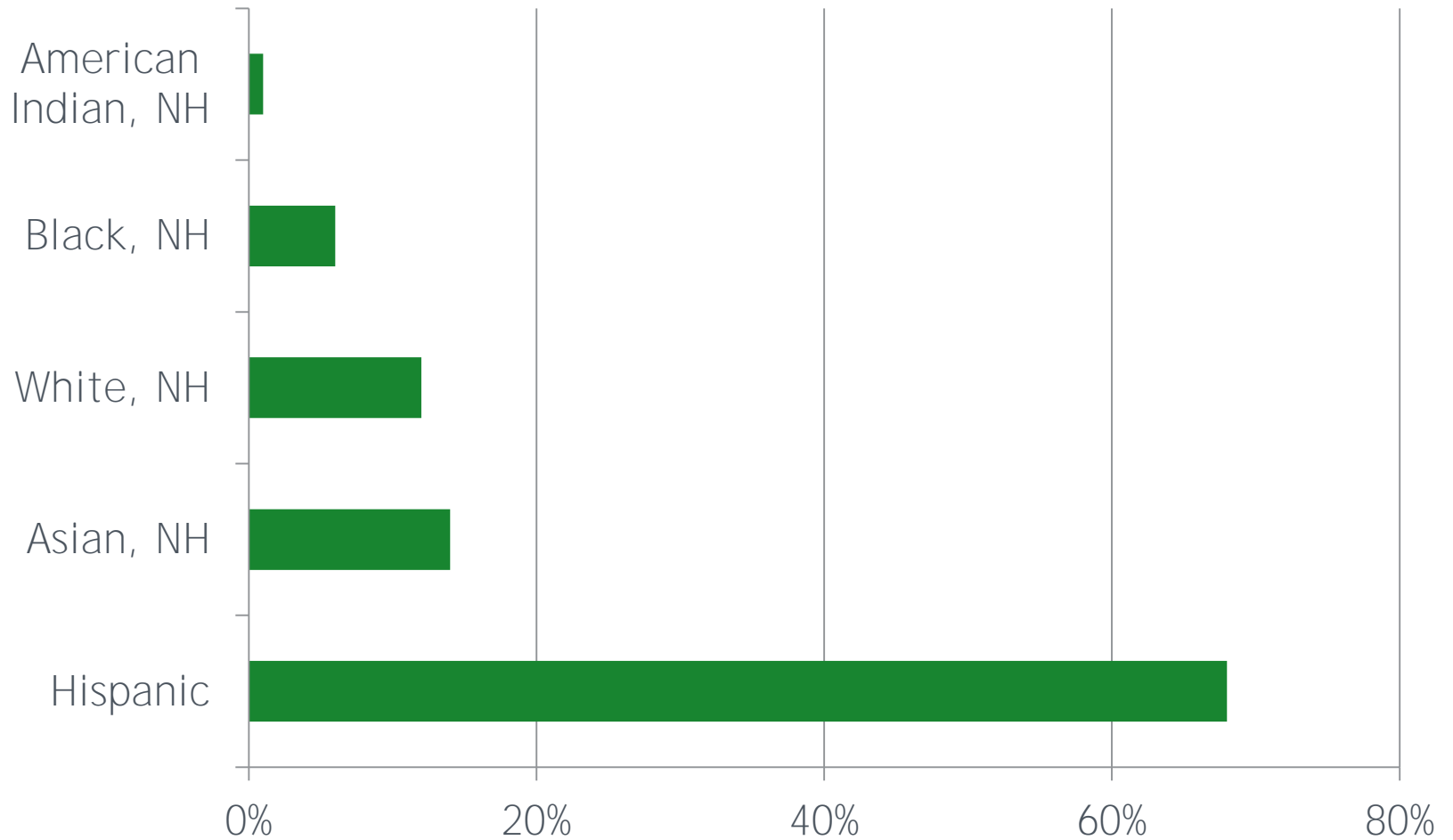
White not Hispanic Hispanic Black Asian American Indian



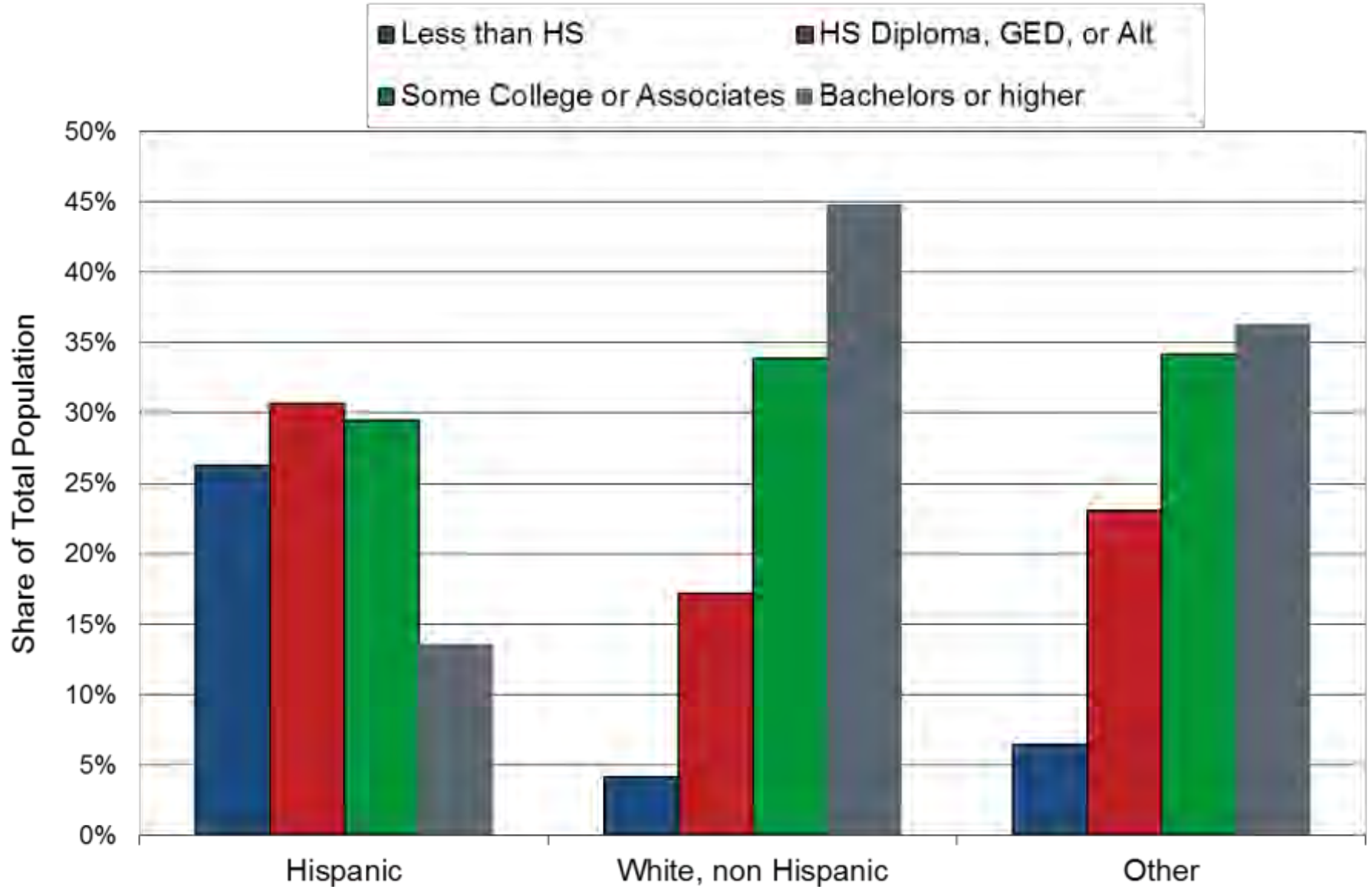
Hispanic, Black, Asian, and other minority share



Share of Net Increase in Working Age Population, 2015-2020

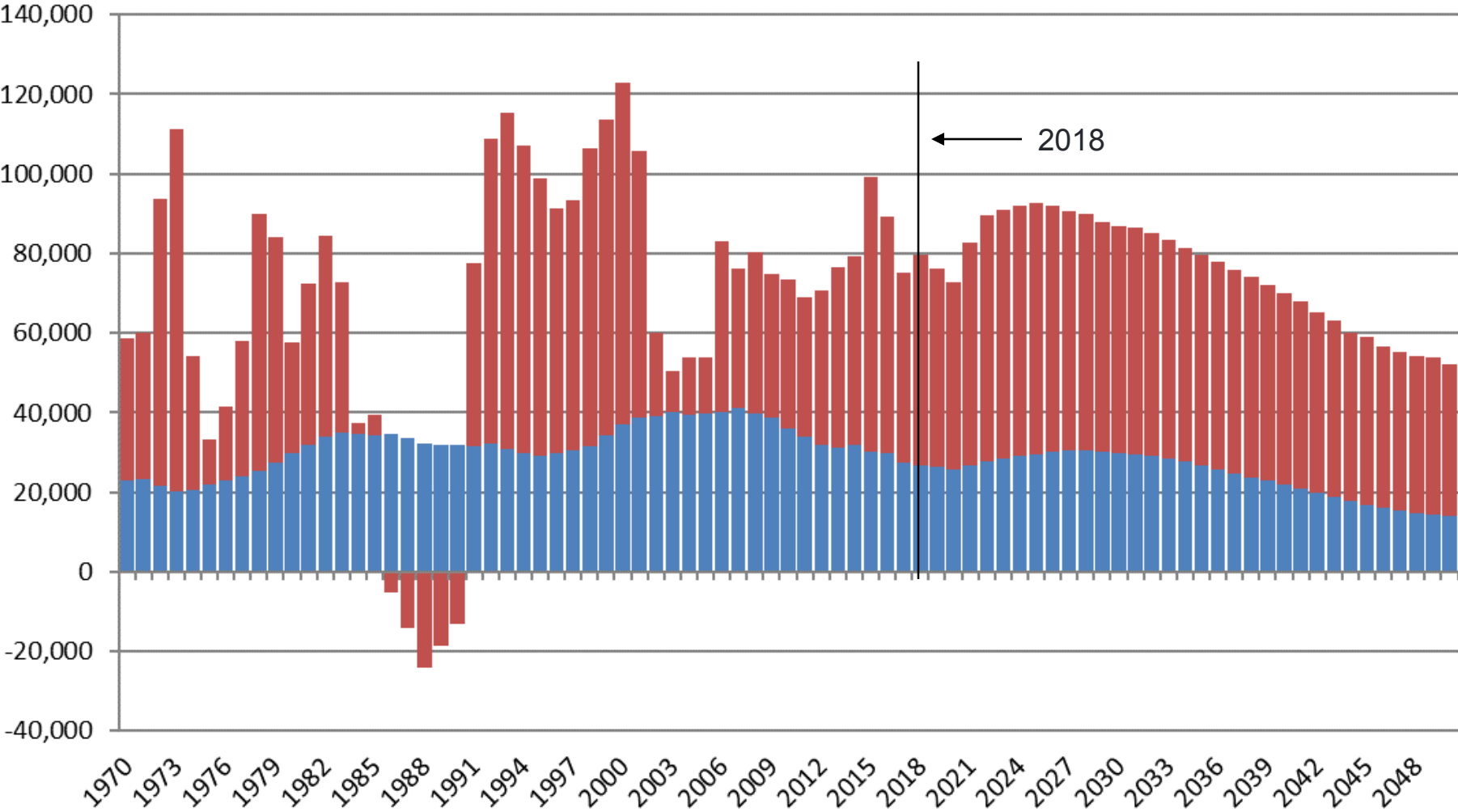


Colorado Educational Attainment by Race for 25 to 34 Year Olds, 2014



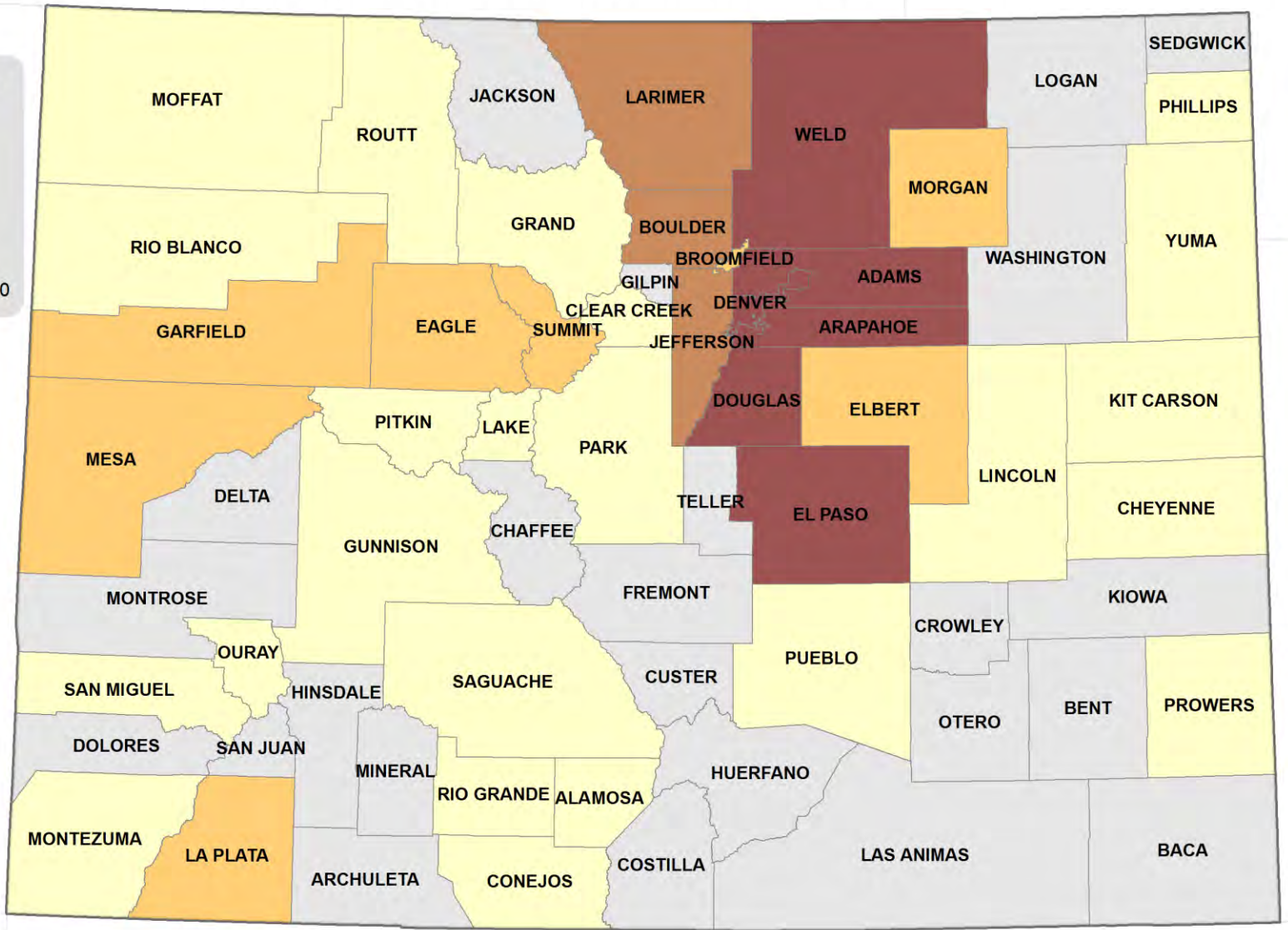
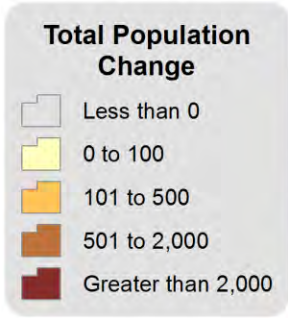
Colorado Population Change 1970-2050

■ Natural Increase (Births - Deaths) ■ Net Migration

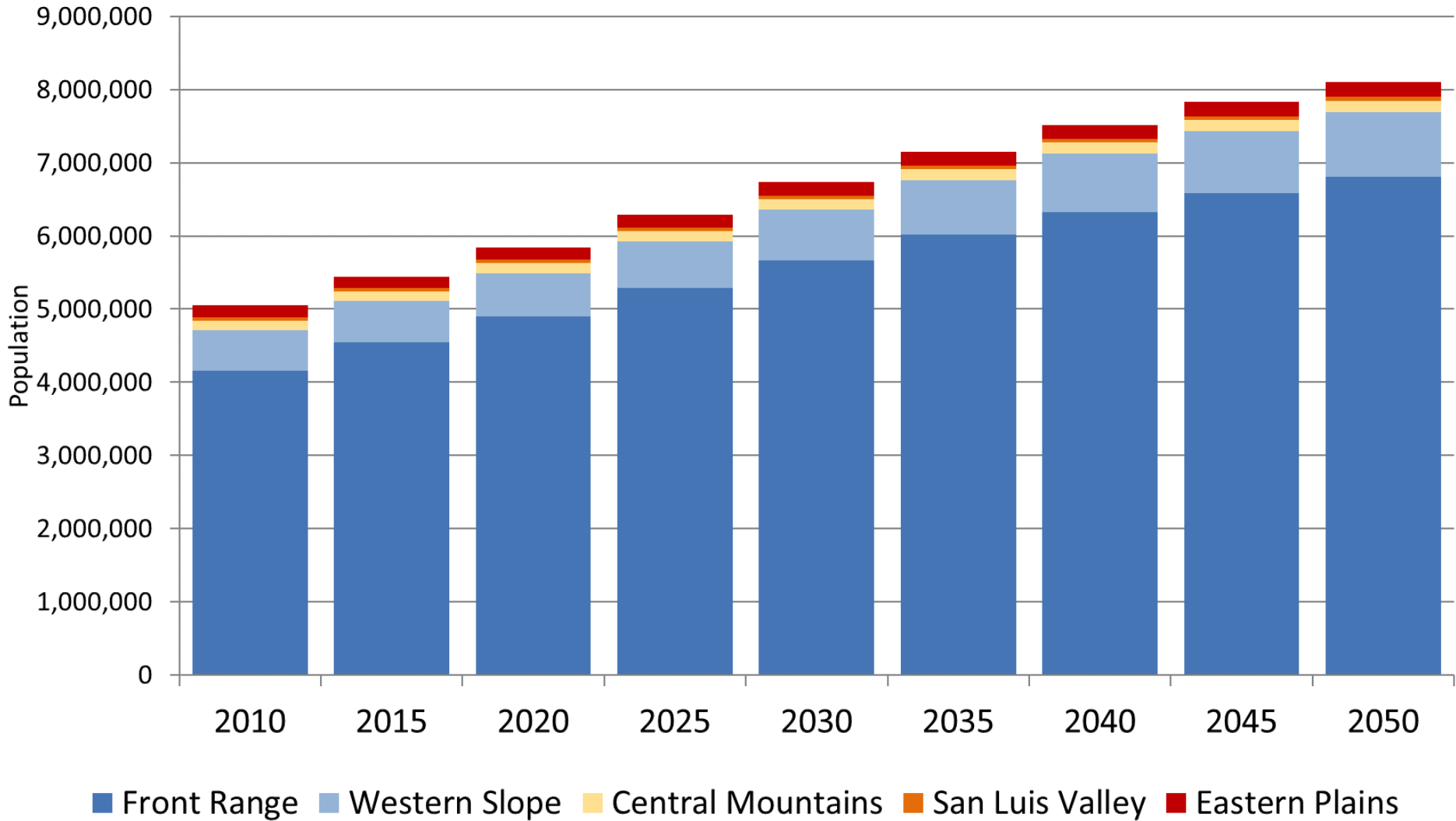


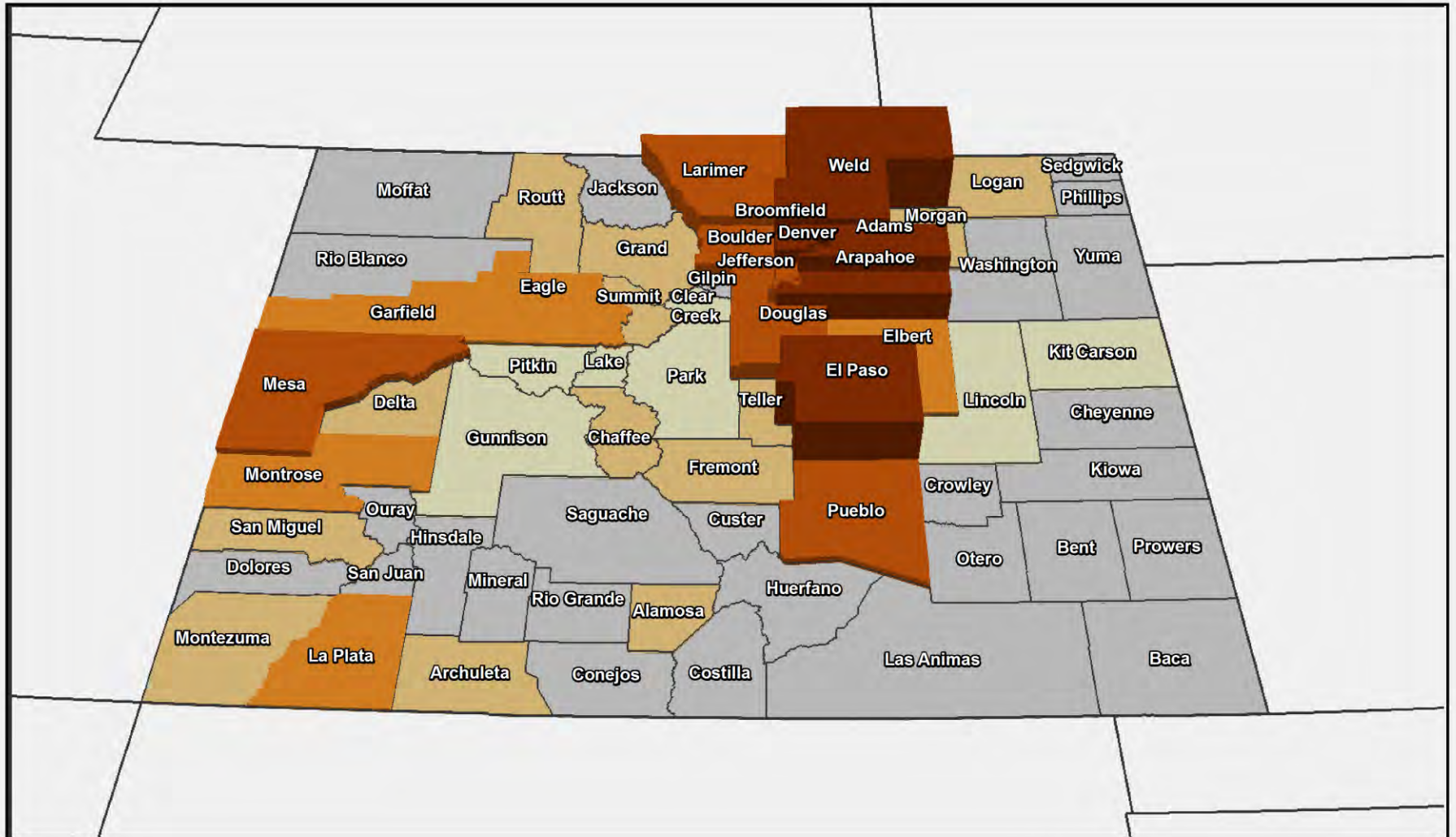
Average Natural Population Change

Births minus Deaths, 2018 - 2030

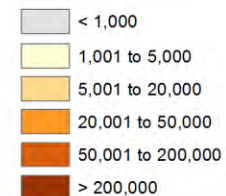


Colorado Population Forecast by Region 2010-2050





Projected Population Change 2018 to 2050



RISKS TO THE FORECAST

- Automation, Technology, Robots and AI
 - May boost productivity in absence of workers
- Competitiveness - Affordability, Infrastructure, Education
- State budget/policies, National policies
- Immigration, water & climate, natural disasters
- Aging - will we retain them, labor force, services, cost



SUMMARY

- Growing and slowing population.
- Disparate growth across the state.
- As we grow jobs, we grow people.
- Age transitions.
- Can we continue to attract and retain the best and brightest for the labor force?
- Increasing racial and ethnic diversity.
- Importance to Good Data and Census 2020 Counts

Everything is connected - population to jobs to education to housing to daycare to infrastructure to population...



Census 2020 - April 1

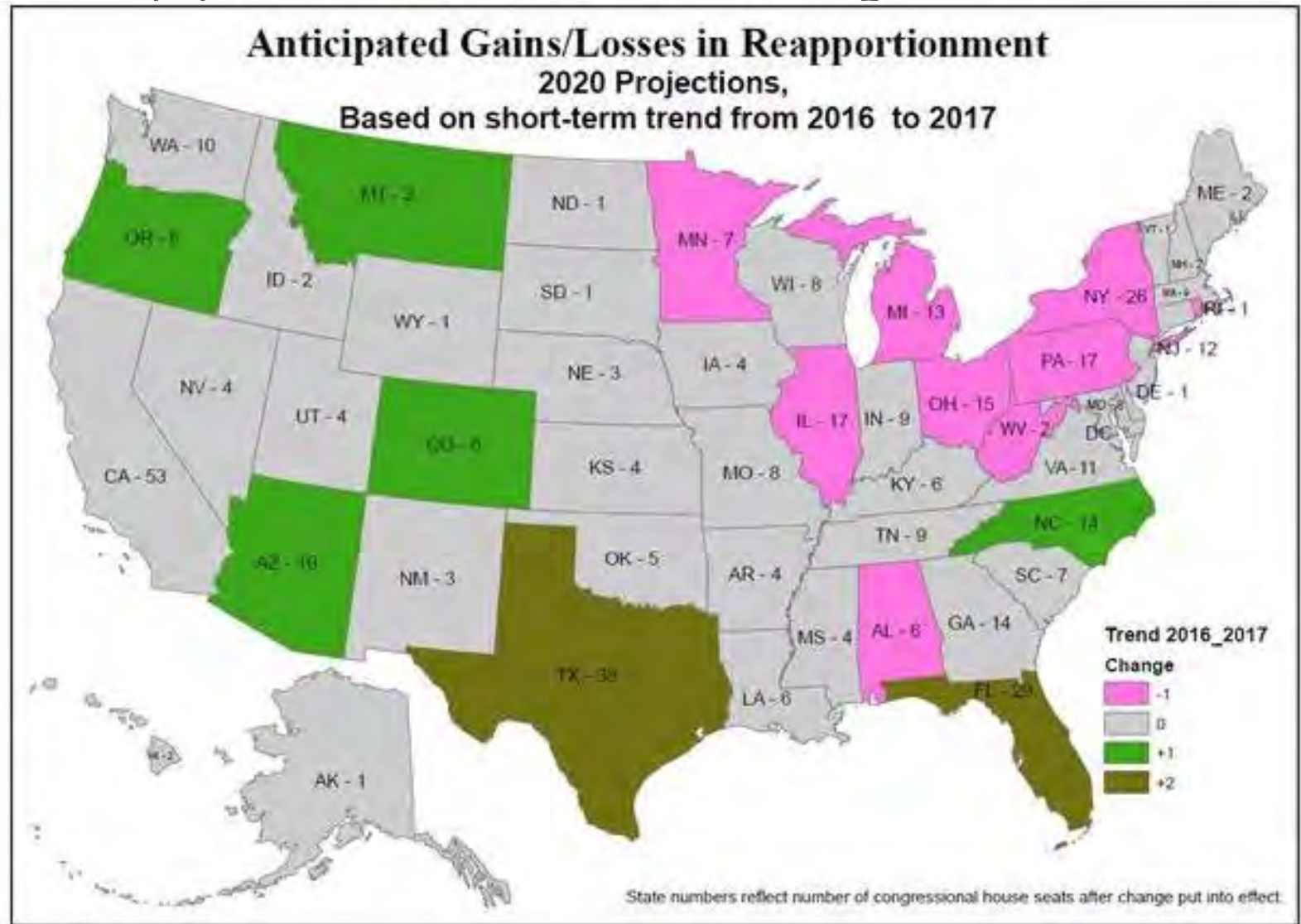
(March 23rd start)

Why:

- Count of the total population - Article 1, Section 2 of the U.S. Constitution and 14th Amendment
 - Re-apportionment



Reapportionment - Projection



Election Data Services

Based on Census Bureau estimates released 12/26/2017



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Source: Election Data Services Inc. Printed in Bloomberg, Jan 5, 2018

State and Local Redistricting

- Redistricting draws boundaries within each state for voting and representation, *after* reapportionment has taken place - US House of Representatives.
- State House and Senate Districts.
- County Commissioner Districts
- City Council Districts



Why is the Census 2020 important to Local Governments?

\$400 billion in federal funding allocated nationally based on Census population counts

\$1,481 per person in Colorado, or ~\$8.08 billion

- Senior services (Medicare)
- Public libraries
- Health services (Medicaid)
- Community centers
- Road improvements
- Public Housing (Section 8)
- Title 1 Grants to Local Education Agencies
- Programs for Veterans
- Community colleges
- Tuition assistance
- Women, Infants & Children (WIC)
- Public Assistance (SNAP)
- School Lunch
- Health Centers



Why does Census data matter

- **Control Totals** – for surveys and models
- **Denominators** – for rates
- **Program Evaluation**
- **Service levels and provision**
- **Knowing ourselves**
 - Basic demographics
 - Characteristics
- **Range and threshold for markets**
- **Long term trends**



Preparing for Census 2020

1. Geography, boundaries.
 - a) Block boundaries and precincts - 2017
 - b) Update municipal boundaries (BAS) - Annually
 - c) Participant Statistical Area Program (PSAP) - Block Groups, Tracts, Census Designated Places. Geographies for receiving data. Winter 2018-2019
2. Housing Units and Group Quarters
 - a) Local Update of Census Addresses (LUCA) - Spring 2018.
 - b) Group Quarter Update - Jan - June 2019
 - c) New Construction - 2019-2020
 - d) Count Review - March-July 2020
3. Education, Marketing, Outreach



2020 Census vs 2010 Census

- **In 2020, new technology to make it easier than ever for individuals to respond to the census.**
- **For the 1st time, you will be able to respond online, by phone, or by mail.**
- **Building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.**

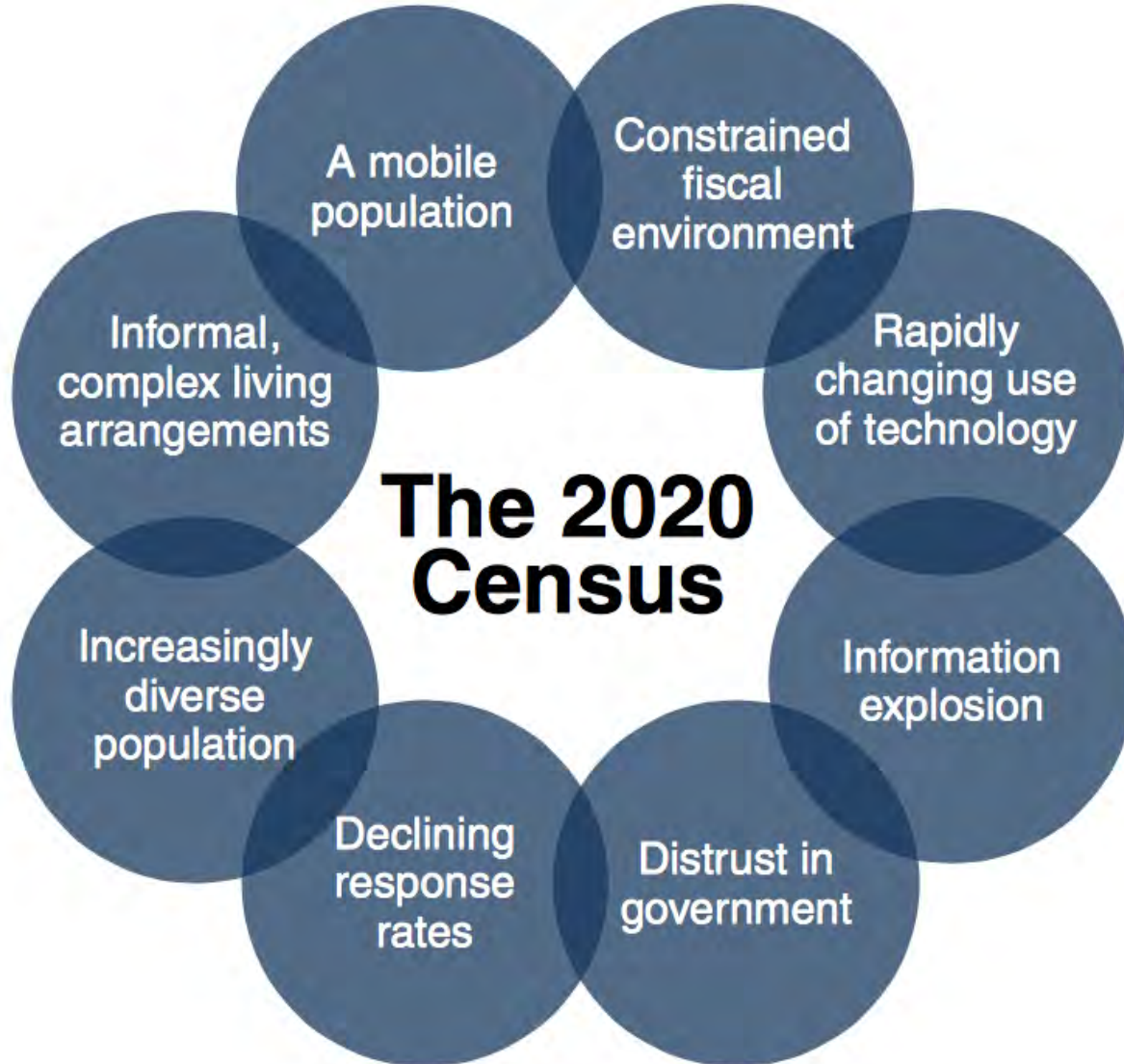


The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
2. Census will never share a respondents personal information with other government agencies
3. Results from the census are reported in statistical format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000



Challenges to a Successful Census



Marketing and Outreach

- Educate - understand, clarify
 - Material, Tools, Websites, Speakers
- Engage - get involved
 - Complete Count Committees,
 - Events
- Encourage - participate in self response
 - Events
 - Promotion



Community Engagement and Partnership Program

Census Staff

- Partnerships Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion



Colorado Census 2020

Everyone Counts in Colorado.

Census 2020

[Why Complete the Census?](#)[Census FAQ](#)[Census Jobs](#)[Census News](#)[Census Complete Count Campaign](#)[Resources for Communities](#)[Census Data Tools](#)

Welcome to the Colorado Census 2020 Homepage

Census Day is April 1, 2020.

This website provides information about the Census along with resources communities and constituent groups can use to achieve a complete count of people in Colorado.

The contents of this page will develop as we get closer to Census Day, April 1, 2020.

This site is maintained by the State Demography Office. Be sure to visit this site often.

Why Complete the Census?

Completing the Census provides multiple benefits for the State of Colorado and your community. It also gives you the chance to show the world that you are here.

[Reasons to complete the Census](#)

Census FAQ

Frequently Asked Questions about the Census.

Answers to your questions about the Census, its contents, and how you complete it. Questions are updated periodically.

[Read the Frequently Asked Questions](#)

Census Jobs

A listing of Census jobs offered by the U.S. Census Bureau.

[Census Jobs](#)

Census News

A collection of some news stories concerning the 2020 Census.

[Census News](#)[State Complete Count Campaign](#)[Resources for Communities](#)[Census Data Tools](#)

What Can You Do?

- Census Preparation Programs - Are you involved with PSAP - geographies?
- Become a Census 2020 expert - or at least very knowledgeable and know how to locate info.
- Collaborate, connections, leverage
 - Everyone is important in counting Colorado!
 - Access to networks - people, meetings, speaking opportunities.
 - Share questions and concerns from constituents.
- Complete Count Committee? - Let me know if you are interested.



Questions?



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Thank you

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