STATE OF COLORADO

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Bill Ritter, Jr.
Governor
Barbara O'Brien
Lt. Governor

B 003 09

EXECUTIVE ORDER

Establishing the Colorado Complete Count Campaign

Pursuant to the authority vested in the Governor of the State of Colorado, I, Barbara O'Brien, Acting Governor of the State of Colorado pursuant to Article IV, Section 13(5) of the Colorado Constitution, hereby issue this Executive Order establishing the Colorado Complete Count Campaign.

I. Background and Need

The United States Constitution requires that a Census be conducted every ten years. The next Census is set to take place on April 1, 2010. This Census will determine how the national government distributes $300 billion annually to fund critical community services and generate jobs. It will also determine how many seats Colorado will have in the US House of Representatives, as well as determine the boundaries of legislative districts. Further, it will provide valuable information for both the state and nation as they make decisions regarding land use and resource planning, economic development, workforce development, health services planning, housing needs planning, and community needs planning.

While the Census is a necessary undertaking, it can be costly and time consuming. As such, one major issue with the accuracy of the data comes from populations that are historically difficult to count. These populations include non-native English speakers, low income households, and children. In order to ensure the Census is as accurate as possible, strategic planning is required to effectively account for these populations in the most efficient manner possible. To that end, this Executive Order establishes the Colorado Complete Count Campaign ("Campaign").

II. Mission and Scope

In the performance of its duties, responsibilities and powers, the Committee shall:

A. Promote and advertise the 2010 Census;

B. Respond to the population's questions and concerns about the census;

C. Focus resources on hard-to-count areas and populations; and

D. Ensure the highest participation rate possible

III. Membership and Organization

A. The Campaign shall consist of up to 35 members, with no fewer than 25 members, appointed by and serving at the pleasure of the Governor. Membership in the Campaign shall include, but not be limited to the following:

1. One person from each of the following Departments: Local Affairs; Agriculture; Education; Higher Education; Human Services; Public Health and Environment; and Labor;

2. One person from the Colorado House of Representatives, appointed in consultation with the Speaker of the House and the Minority Leader of the Colorado House of Representatives;

3. One person from the Colorado Senate, appointed in consultation with the President of the Senate and Minority Leader of the Colorado Senate;

4. Multiple persons from: local and municipal governments; local business organizations; charitable foundations; and faith-based organizations;

5. Any other members as determined by the Governor.

B. Efforts shall be made to ensure diverse geographic, cultural, ethnic, and gender representation on the Campaign;

C. The Governor shall designate a member of the Campaign to serve as its Chair.

IV. Directive

The Colorado Complete Count Campaign is hereby established.

V. Duration

This Executive Order shall continue in existence until June 30, 2010, unless it is either terminated or extended beyond that date by Executive Order of the Governor.

GIVEN under my hand and the Executive Seal of the State of Colorado this first day of April, 2009.

Barbara O'Brien
Lt. Governor, pursuant to her authority as Acting Governor