



**COLORADO**  
Department of Revenue  
Taxation Division



ENFORCEMENT

LOTTERY

MOTOR VEHICLE

TAXATION



# Your Colorado L.I.F.E.

Links and Information For Everyone

Website Education Project

# Identified Need

- Lack of tax knowledge in young adults (ages 15-25)
- Need to increase voluntary tax payer compliance
- Reducing the cost of non-compliance tasks performed by CDOR
- Improve customer service rating of CDOR
- Remove and/or explain CDOR jargon



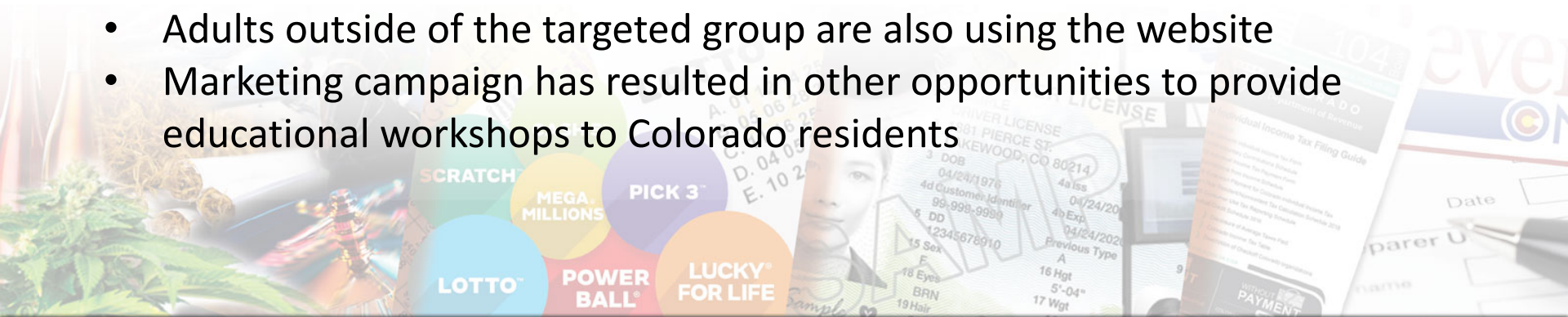
# Steps Taken

- Researched existing websites that provide tax education resources
  - Government
  - Private: Profit & Non-Profit
- Conducted focus groups with targeted demographic
  - Existing tax knowledge
  - Website design
- Formed a cross-department content review team
- Contacted other Colorado government divisions to approve content and web links to their resources
- Identified and tested a web platform for constructing website
- Recruited student volunteers for intro videos
- Designed Marketing Campaign



# Result

- Easy to navigate and colorful website
  - Video introductions
  - Catchy web page titles
- Links to other state and federal resources as it applies to taxes and other “adulting” topics:
  - Starting a business
  - Buying and selling a vehicle
  - Choosing a career
- Adults outside of the targeted group are also using the website
- Marketing campaign has resulted in other opportunities to provide educational workshops to Colorado residents





# Marketing Campaign

Student  
Events



Social Media  
Posts



RTD  
Ads



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# Colorado.gov/tax/yourcolife

## Your Colorado L.I.F.E. Links & Information For Everyone



### Colorado L.I.F.E.

This is all about YOU and what you need to know to get going in the right direction and make your life what YOU want it to be.

From College & Career choices to how to start your own business. This website is packed full of useful information so you will know your options and make the right choices to be a successful Colorado Resident.

Start your exploration by selecting one of these topics.

[May I Take Your Order?](#)



[Why, Where and How State Taxes are Collected and Used](#)

[I Have to Do What?](#)



[Information on Income Tax Collection & Filing](#)

[The Alphabet Starting with C](#)



[How Taxes Impact College, Career and Car Choices](#)

[Side Hustles & Entrepreneurs](#)



[Information on Starting a Business](#)

[An Epic Story!](#)



[History of Where Taxes Come From and How They Are Used](#)

[Info Pursuit](#)



[Links to Federal & State Websites](#)



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# Contact Us

If you would like more information on this program email us at:

[DOR\\_TaxInfoEmail@state.co.us](mailto:DOR_TaxInfoEmail@state.co.us)

(Note there is an underscore between “DOR” and “Tax.”)



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