



# Census 2020

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# Why do we participate in the Census?

- Mandated by Article 1, Section 2 of the US Constitution
  - *The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*
- First census was in 1790



# What is the data used for?

- Distribute almost \$700 billion in federal funding to states and communities **each year for the next decade**
  - Arizona's share is \$13.5 billion
- Allocate resources for job creation, housing, infrastructure and more.
- Determine where schools, roads, hospitals, child care centers, senior centers and other essential services should be built.



## What is the data used for?

- Redistricting of state legislative districts
- Determine representation in Congress
  - 2010 Census brought AZ an additional seat
  - 2020 Census *could* bring additional seat



## Key Communication Phases

- Education Phase – 2018-2019
- Awareness Phase – January 2020
- Motivation Phase – March-May 2020
  - Opens March 23, 2020
- Reminder Phase – May-July 2020
  - Closes July 24, 2020
- Thank You Phase – Starts July 2020



# What will be sent in the mail?

**On or between;** you will receive...

- **March 12–20;** An invitation to respond online to the 2020 Census
- **March 16–24;** A reminder letter, if you haven't responded yet
- **March 26–April 3;** A reminder postcard
- **April 8–16;** A reminder letter and paper questionnaire
- **April 20–27;** A final reminder postcard before a follow up in person



## Regional Efforts

- Maricopa Association of Governments – MAG
  - bi-monthly communication meetings
  - contract with RIESTER
    - Additional funding in FY 20 based on population (OT)
  - mapping/address canvass



### WHAT IS THE U.S. CENSUS?

Every 10 years, the United States counts every person living in the country to determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and also to distribute billions of dollars in federal funds to local communities.

#### WHY YOU COUNT

For each person counted in Arizona, the state receives \$2,959 in federal funding (totaling more than \$20 billion per year), which goes toward vital services including schools, fire departments and hospitals.

#### YOUR ROLE IN THE CENSUS

#### YOUR RIGHT TO PRIVACY

The U.S. Census Bureau takes your privacy and safety seriously and cannot release any identifiable information about you, your household, or your business, to any other government organization. The answers you provide are used only to produce statistics. Census records are kept sealed for 72 years.

#### HOW YOUR ANSWERS ARE USED

#### GET NOTIFIED

Sign up to receive census info about important deadlines, upcoming events, ways to get involved and more.

#### SIGN UP



## What is Avondale doing?

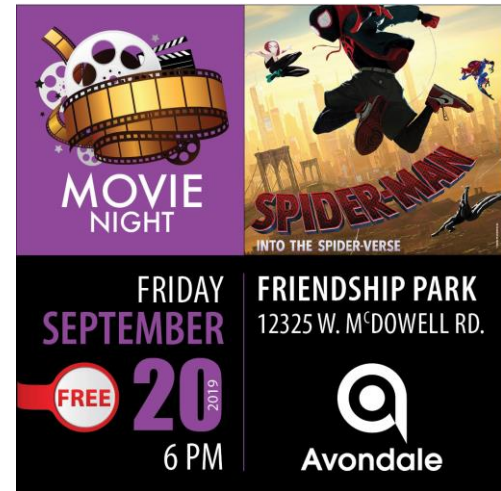
- Complete Count Committee (CCC)
  - Training completed in June
  - Hopes to expand in October
- Ordered giveaways
  - Hand fans, drawstring bags, stickers, pins etc.
- Social Media, webpage
  - #iCount2020
- Street Banners, bus posters, pull-up signs





## What will Avondale do?

- Share Census commercial before movie nights
- Expand CCC to include trusted voices in the community
  - Council, legislators, citizens, Interfaith Council, school districts, EMCC, etc.
- Increase social media
- Have Census tables at upcoming events
  - Billy Moore Days, Winterfest, Tres Rios, Culture Pop, KidFest, Avondale Fiesta, etc.



# Why form a CCC?

- Raise awareness & increase participation by using trusted voices.
- Reach hard-to-count demographics
  - Racial & ethnic minorities
  - Lower income persons
  - Transient population
  - **Children** (ages 0-5 are most undercounted!)
  - Persons who do not speak English fluently
  - Etc.



Questions?

