AZ COGs & MPOs

2020 Census Update

AZ COGs& MPOs Director's Meeting

Date: December 10, 2019

Presenter(s): Tammy Parise, Partnership Coordinator - Arizona

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United States Census 2020

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Get the Facts | How To Respond | Why Your Answers Matter | Privacy and Security

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GET INVOLVED

Census Day countdown: 1 1 3 days until April 1, 2020

embed this

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2020 Census Plan

Count everyone once, only once, and in the right place.

ESTABLISH WHERE TO COUNT

Identify all addresses where people could live.

Conduct a 100-percent review and update of the nation's address list.

Minimize in-field work with in-office updating.

Use multiple data sources to identify areas with address changes.

Get local government input.

MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide communications and partnership campaign.

Work with trusted sources to increase participation.

Maximize outreach using traditional and new media.

Target advertisements to specific audiences.

COUNT THE POPULATION

Collect data from all households, including group and unique living arrangements.

Make it easy for people to respond anytime, anywhere.

Encourage people to use the online response option.

Use the most cost-effective strategy to contact and count nonrespondents.

Streamline in-field census taking.

Knock on doors only when necessary.

RELEASE CENSUS RESULTS

Process and provide Census data.

Deliver apportionment counts to the President by December 31, 2020.

Release counts for redistricting by April 1, 2021.

Make it easier for the public to get information.

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Phased Communications

- Education – 2018-2019
- **Awareness** – January –March 2020
- **Motivation** – March – May 2020
- **Reminder** – May – July 2020
- Thank You – Starts July 2020

Partnership

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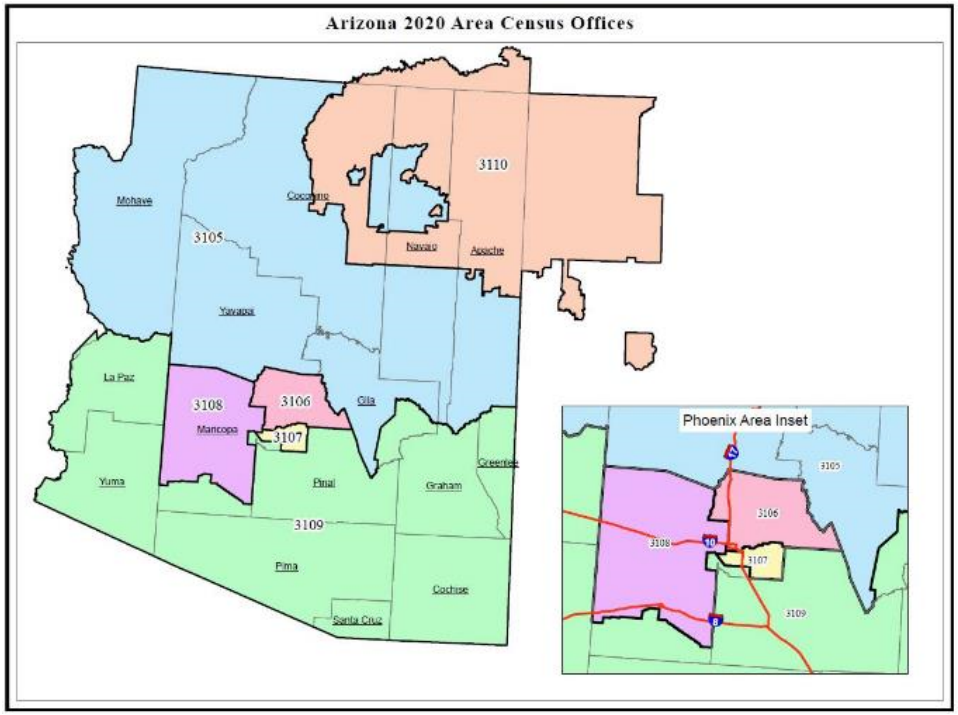
Area Census Offices (ACOs)



3105 Flagstaff
3106 Phoenix, Maricopa Central
3107 Mesa, Maricopa South
3108 Glendale, Maricopa West
3019 Tucson
3110 Window Rock

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Address Canvassing

August – October 2019

- Address Verification – added to Master File
- Preparing for mailings

Group Quarters
February to May 2020

Group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents

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Household Count
March to July 2020

Up to 5 mailings to Households
All mailable addresses will receive the first 2 letters

1. Invitation to Respond Letter
2. Follow Up Letter
3. Postcard - Reminder
4. Follow Up Letter with Questionnaire
5. Postcard - It's Not Too Late!

Respond 3 ways – Internet, Phone, By Mail
March 12 – July 31, 2020

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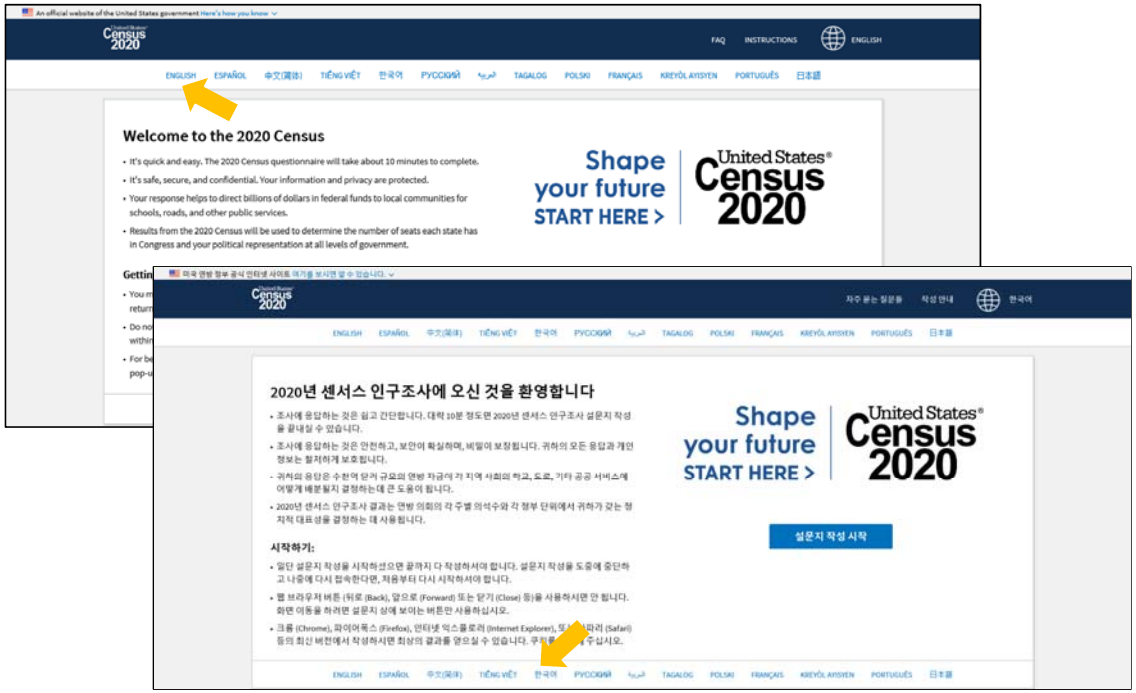
Internet Self-Response

The internet questionnaire will allow respondents to toggle between English and 12 non-English languages using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.



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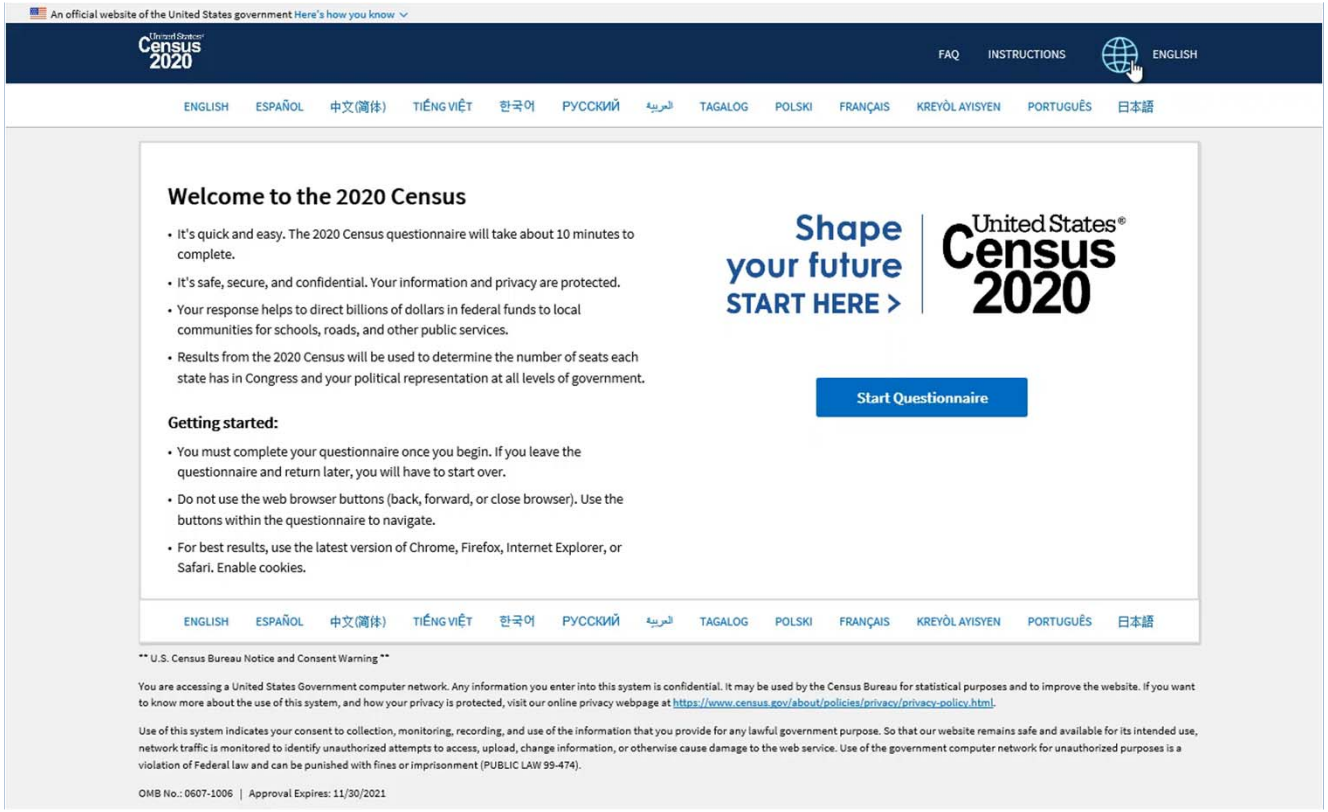
Internet Self-Response (cont'd)



Follow-Up
May to July 2020

Non-Responding Households

Starts May 13

Ends July 31

Largest Operation

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What's within your circle of influence?

We want your help!

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What You Can Do

- Record and share a Public Service Announcement
- Have a social media campaign
- Host or participate in Census events
- Encourage community organizations to partner with the Census Bureau
- Share our jobs

2020Census.gov Outreach Materials

- Audience specific material
- Toolkits
- Messaging samples
- Plug-n-Play
- Much more…

NEW

https://2020census.gov/en/partners/outreach-materials.html

Educating the Public on Social Media

[Facebook]

[LinkedIn]

[Twitter] **@uscensusbureau**

[Instagram]

#2020Census

Use This Link for Toolkit

[Customizable Social Media Content for 2020]

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Critical Dates

March 12, 2020

Internet Self Response opens

May 13, 2020

Non-response Follow Up

July 31, 2020

Last day to respond to 2020 Census

April 1, 2020 – Census Day!

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Jobs

Peak Recruiting Goal for AZ

57,000 applicants

Count Everyone…

Once
Only Once
In the Right Place

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