

SUBJECT: Census 2020 Update

Meeting	Meeting Date	Agenda Category	Agenda Item #
Management Committee	Sept. 11, 2019	Discussion Information	3

REQUESTED ACTION/SUGGESTED MOTION

This is an information item.

ASSOCIATED OWP WORK ELEMENT/GOAL

- Work Element 35, Regional Partnerships, Goal 1: Assist partners that are pursuing goals complementary to PAG goals.
- Work Element 63, Regional Modeling, Goal 5: Position Region for Successful 2020 Census.

SUMMARY

Regional coordination for the 2020 Census continues. Since the March 2019 update, PAG staff continue to conduct meetings with community partners. Community groups, faith-based non-profits (Gospel Rescue Mission, Interfaith Community Services, Reachout Women’s Center, Marana Community Christian Church) and chambers of commerce (Oro Valley Chamber, Tucson Hispanic Chamber, Tucson Metro Chamber and Marana Chamber) have agreed to participate in messaging to the public.

Jurisdictions, businesses and organizations across the region have been asked to share advance information through their communication channels, to layer the census message into their core operations and to afford their employees the opportunity to respond to the census at the workplace. Each agency/organization has an opportunity to educate their employees, their vendors and their clients on the importance of the 2020 Census. Individuals and organizations can access information and share the message about the impact the 2020 census will have on our communities. The decennial census is the one government activity where everyone is counted.

The U.S. Census Bureau has deployed the **Statistics in Schools Ambassador Program** to engage teachers in the sharing of census information and to include census topics and materials in the classroom. [Statistics in Schools](#) is an entire package of resources available to educators. Pima County has a census bureau representative, Alma Peralta, who is engaged and working with the Pima County School Superintendent’s Office to recruit teachers to the program.

As the designated lead agency, PAG has assembled a plan to lead the PAG Regional Community Awareness Campaign. PAG communications has created and posted downloadable outreach materials for regional use and is planning a paid regional

campaign for early 2020 based on \$250,000 in funding pledged. The campaign media buys will include social media targeted ads and boosts; radio, TV and newspaper advertising, including digital ads; billboards and other signage; a census video for use by the media and online; transit posters/ads. This will include media buys with the Hispanic and Native American media. Other marketing collateral will include some printed materials and shareable display banners. Community and jurisdiction partners in the census coalition are engaged to assist and participate in sharing the message to encourage self-responses.

- The online [PAG Census Toolkit](#) has downloadable materials available to anyone interested in sharing the census message. PAG is employing the “**Count me in!**” tagline. Messaging is available for the following census-designated hard-to-count groups:
 - 0-4 yrs.
 - 18-24 yrs.
 - Hispanic
 - Native American
 - Low Income
- [U.S. Bureau Partnership Communications Toolkit](#) is available and is using the tagline “**Shape Your Future.**” Infographics, materials and marketing messaging is now available to create a regional toolkit tailored to Pima County.

Background

The 2020 Census will be the 24th decennial census conducted in the United States. The census is mandated by the U.S. Constitution and serves to direct the apportionment of seats allocated to the states for the House of Representatives. Congressional maps, state legislative districts, school districts and voting precincts are all defined by the information collected through the census process. In addition, the data supports the enforcement of voting and civil rights legislation.

The 2020 Census will be the first census where three methods: online, by phone and by paper form, will be employed to collect information. The innovative census methodology is predicted to reduce cost from \$124 to \$88 per household. Thus, the overall \$17.8 billion cost of the 2020 Census will be reduced to \$12.5 billion by employing online and phone options.

PRIOR BOARD AND/OR COMMITTEE ACTION

During the March 2019 meetings, a member of PAG staff provided informational presentations to the PAG Regional Council and Management Committee. No action was taken.

FINANCIAL CONSIDERATIONS

PAG has recruited a network of partners who will function as a 2020 Census Coalition of jurisdictional representatives, community members and non-profit agencies to invest

and contribute to the implementation of the 2020 Census Community Awareness Campaign. All member jurisdictions were asked to provide a financial contribution to support the regional public awareness campaign.

TECHNICAL, POLICY, LEGAL OR OTHER CONSIDERATIONS

Technical Online Resources

The U.S. Census Bureau has deployed an online tool, [ROAM \(Response Outreach Area Mapper\)](#), to identify hard-to-count and low response rate census tracts. The tool can be used to identify areas where census enumerators and outreach efforts may be focused.

The Law

The census is mandated by the U.S. Constitution and serves to direct the apportionment of seats allocated to the states for the House of Representatives. Census responses are **required by law**. Title 13 of the U.S. Code requires businesses and other organizations that receive the questionnaire(s) to answer the questions and return the report(s) to the **Census Bureau**. The **law** also provides that copies retained in files are confidential and immune from legal process. Per the Federal Cybersecurity Enhancement Act of 2015, data is protected from cybersecurity risks through screening of the systems that transmit the data.

Population Growth & Representation

Arizona, the No.7 state for net migration, is predicted to gain a seat in 2020 for the seventh consecutive census. This would increase the count to 10 U.S. representatives. In 1960, the state's congressional apportionment jumped from two to three seats, and it has been gaining ever since. Arizona is also among the top 20 states for population growth among the younger age cohorts.

2020 Census Countdown

2019

- Continued fundraising and network development in support of the PAG Regional Community Awareness Campaign
- Final development of PAG Regional Community Awareness Campaign Marketing Strategies and Media Plan
- US. Census Bureau Field Offices open
- Online Census Toolkit has launched with initial downloadable outreach materials; additional shareable outreach materials will be added this fall
- Media buys will be scheduled for PAG Regional Awareness Campaign

2020

- Community mobilization begins
- National U.S. Bureau advertising campaign begins early 2020
- Paid PAG Regional Awareness Campaign begins
- March 12, 2020 (System is open to receive responses online, by phone and by

printed form.)

- April 1, 2020 Census Day
- 2020 PAG Regional Awareness Campaign continues to support follow up efforts for non-respondents.

ATTACHED ADDITIONAL BACKUP INFORMATION

None.

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