

Census 2020 Coordination and Outreach Update

April 1, 2019

Joint City-County Meeting

Sara Dechter, Comprehensive Planning Manager

Kim Musselman, Director of Special Initiatives

Jerry Thull, Associate Director, NAU School of Communication

National Census Updates

- Today is the National Census Day of Action
- Census Recruitment
- Citizenship question hearing at US Supreme Court – April 23, 2019
- Flagstaff Office scheduled to open in June

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2019

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Participant Statistical Areas Program

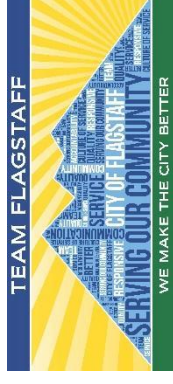
- County received the PSAP data at the end of January.
- Deadline for submission to Census is May
- Letter was from the County to all towns and municipalities inviting them to participate

Census Oversight Committee

- First Meeting in February 2019
- Agreed to review events and purchase more than \$2,500
- Endorsed:
 - Hiring a part-time Volunteer and Event coordinator
 - Public Relations and Media firm contract up to \$75,000
 - Quarterly spending reports from city and County

Community Census Team

- Subcommittees currently working:
 - NAU
 - Media and Outreach
 - Subcommittees that will be in Summer and Fall 2019
 - K12 Education Network
 - Non-governmental organizations (NGOs)
 - Employers and Businesses



Media and Outreach

- Daily Sun working on a series of articles about Census –related issues
- Social media regarding Census jobs have had good organic reach on Facebook and LinkedIn
- National Tagline: Shape Your Future → Start Here

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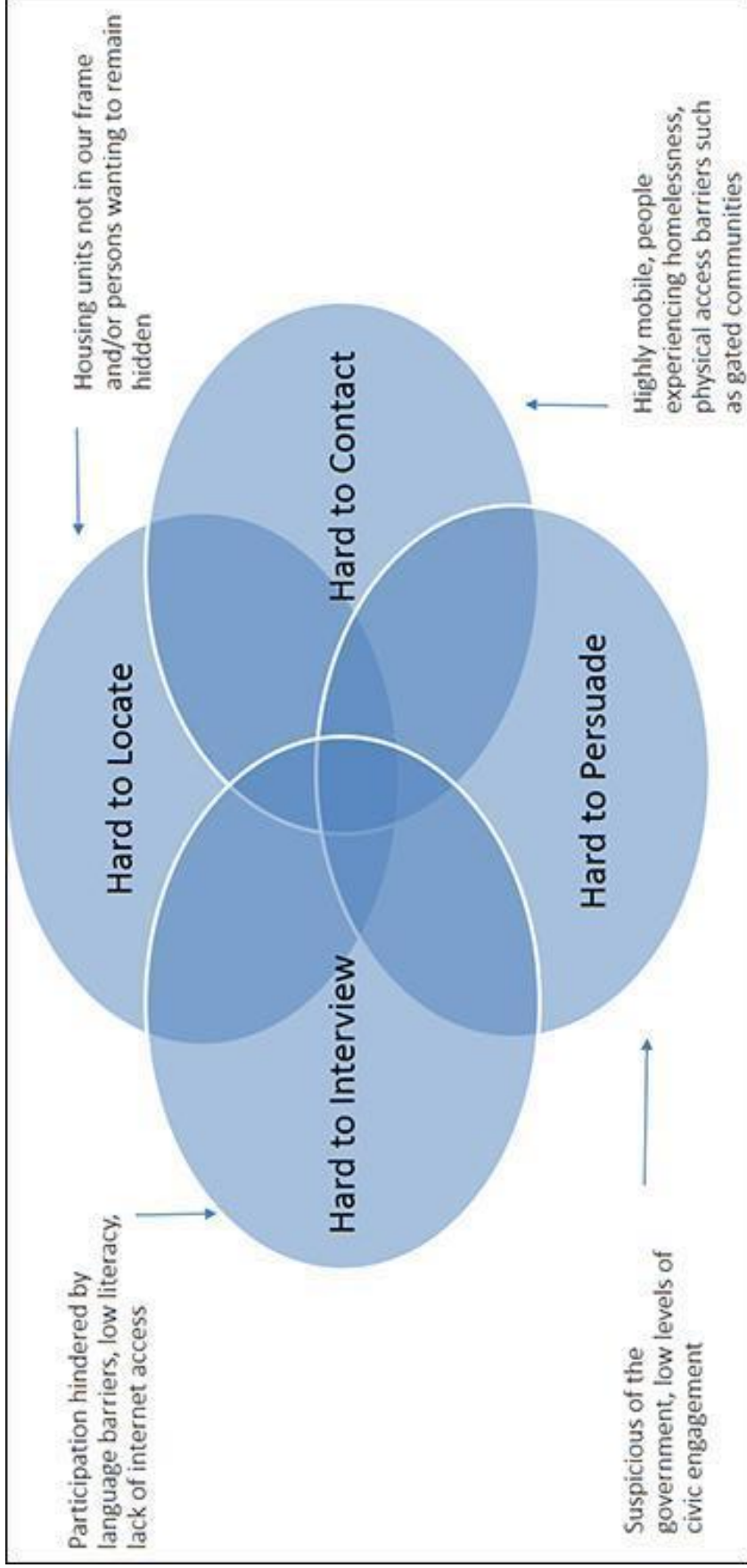


NAU Capstone

- Communication majors at NAU working on a capstone project designing on-campus outreach for the 2020 Census
- University students are a hard to count population because they are hard to contact, hard to interview and hard to persuade.



Hard to Reach Populations



Strategic Communication

Challenges for 2020 on-campus outreach

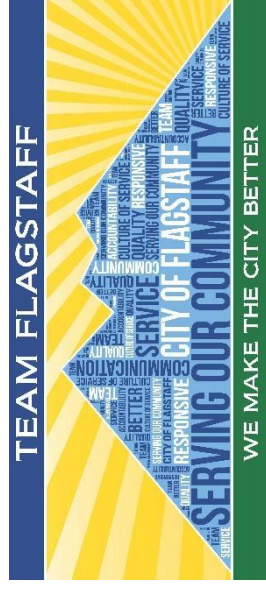
1. Low awareness of the Census
2. Mailer delivery
3. Preference to be counted at home



NAU Outreach Methods

- Face-to-face will be very important
- Instagram and Twitter for social media
- Mix of paid and organic online outreach
- Use of on-campus visuals like posters on trash receptacle
- Memes, videos and interesting content

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QUESTIONS?