

2020 Census Update

Sara Dechter, AICP, CP3

Comprehensive Planning Manager



Self-Response and Field Operations





Self-Response



**Time is running out.
Respond now.**



RESPOND >

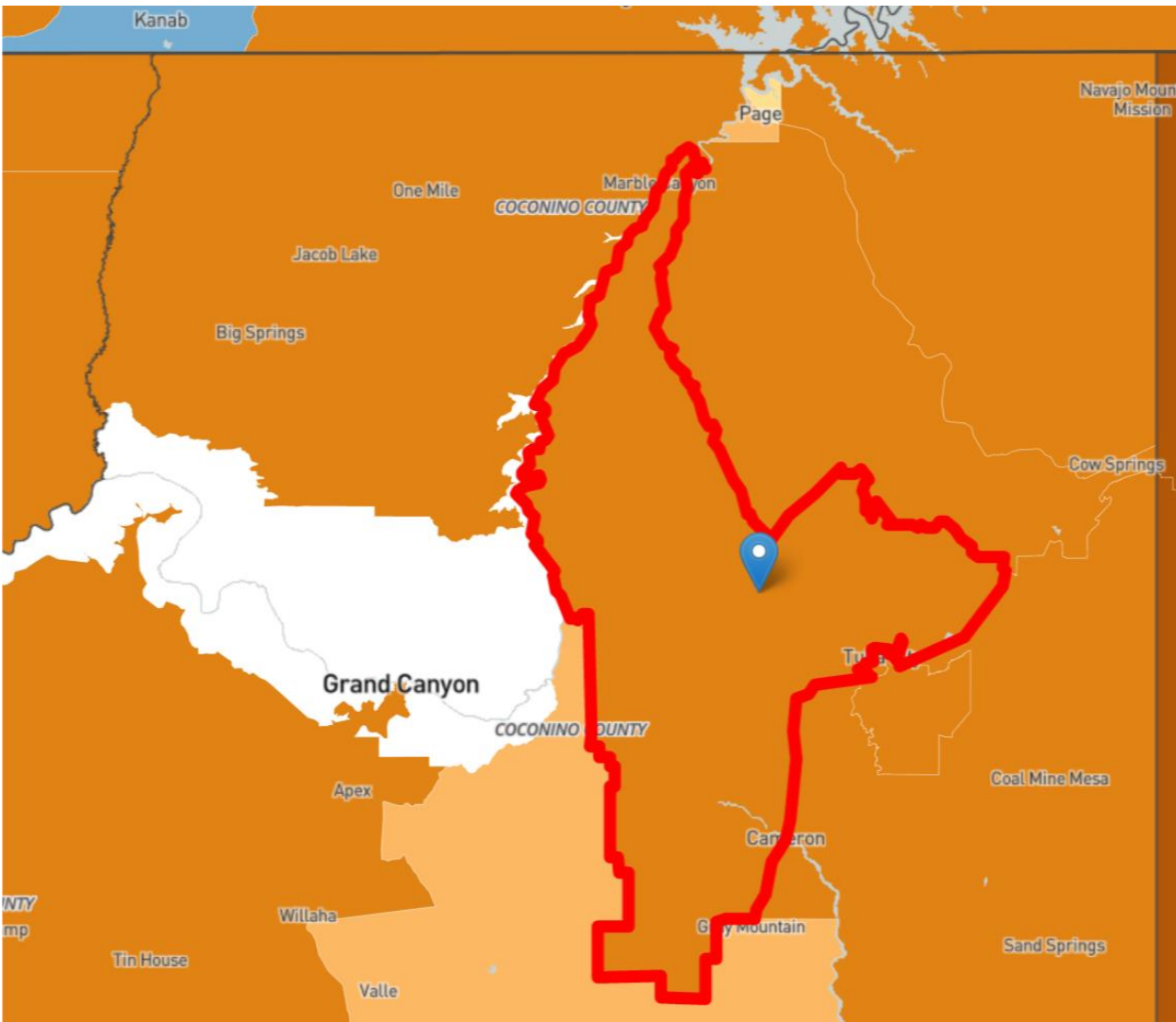
**Shape
your future
START HERE >**

**United States
Census
2020**

- Arizona
 - 62.8% Self response
 - 80% total enumeration (include NRFU)
- Coconino County
 - 44.6% self-response



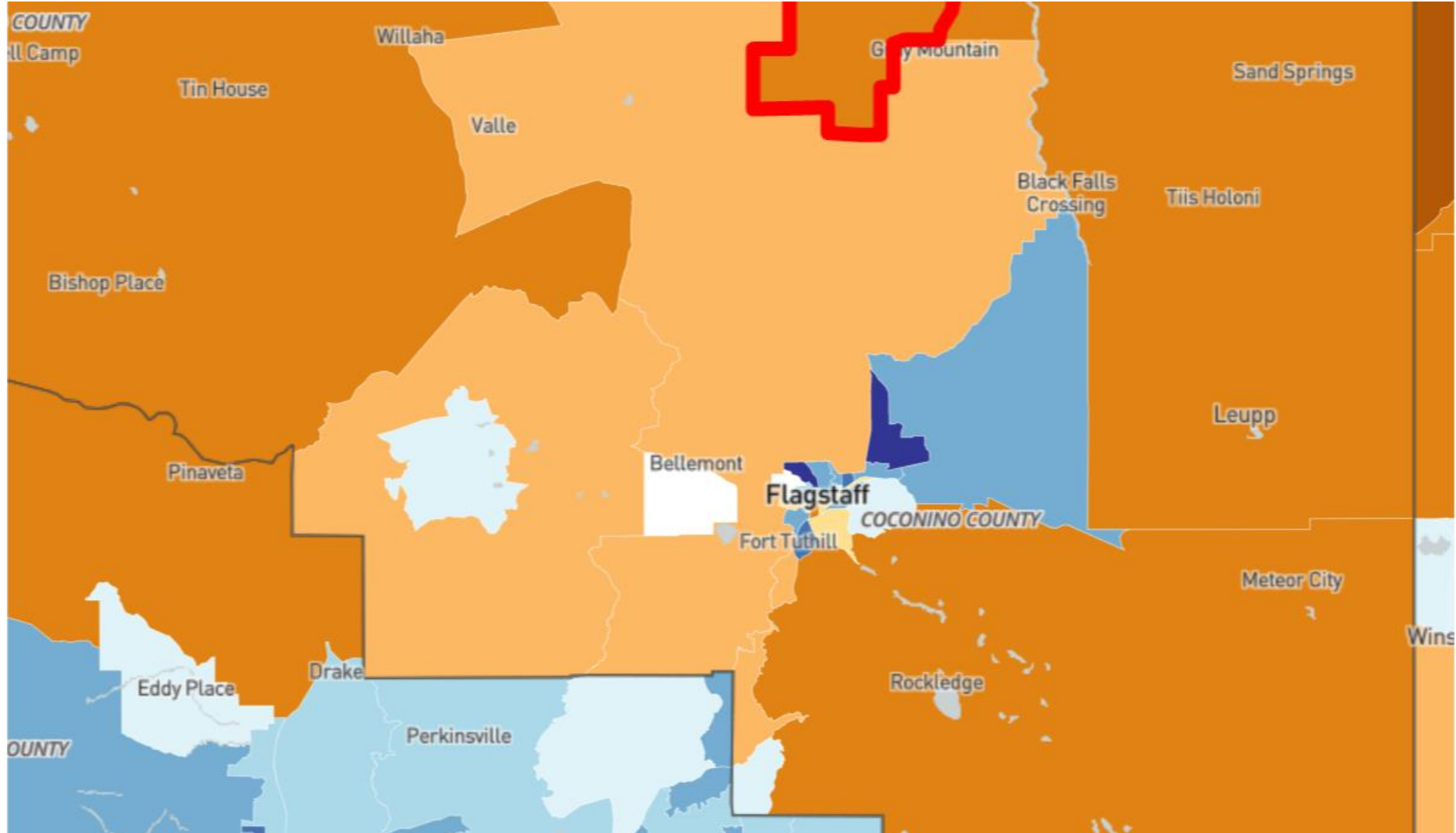
Self-Response



- Flagstaff
 - 58% self-response
 - At least 15% of the City is in group quarters
- Williams – 58% self-response
- Page - 41.2% self-response



Self-Response





USCB Field Operations

- **The Flagstaff Area Census Office is staffed and open.**
 - Percentage of Non-Response Follow Up Workload Complete for Flagstaff Area Census Office #3105 (ACO 3105) : **74.2%**
 - ACO 3105 covers Coconino, Yavapai, & part of Gila Counties, and Hopi Reservation.



USCB Field Operations



- Non-Response Follow Up will be until September 30th.
- Service Based Enumeration will be from September 22nd - 24th
 - These are service providers at soup kitchens, shelters, and regularly scheduled food vans

Final Media Push





Advertising



- New bus tails, banners, newspaper ads, radio ads, social media emphasizing the September 30th deadline
- Additional advertising for Census assistance activities in rural Coconino County
- Added \$5,000 to the geofence campaign which was the highest performing method in terms of measurable impressions
- NAU is sending out additional messaging to students, faculty and staff in the final two weeks.



Mobile Assistance Centers

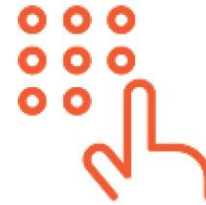


- Daily Mobile Assistance Centers (MACs) in Coconino County tied to areas where we can contact those living in tracts with response rates below 50%
- Our three self response kiosks with 4G are in heavy use by us and the field staff.
- Additional MACs funded by the National League of Cities grant with gift cards and incentives from the Library

converso



Leased phone list of
24,000 landline
telephone numbers
Registration page:
vekeo.com/coconinoflagstaff



Panelist to dial in 45 minutes
prior to event start time
1-877-229-8523
ID Code: 320069#
September 23, 6:30 pm
Dial out to list and
registrants



Callers connect to a live
session via their
telephone. They are
directed to press *3 to
enter the queue to ask
their question live



If participants miss the
invitation, they can
dial in to the townhall
1-877-229-8493
ID Code: 120069#

Legislative and Judicial Actions





What's going on?



Legislative

- On September 15, the Senate introduced a bipartisan bill to move the end of field operations to October 31.
- It also extends the report to the President to April 2021

Judicial

- A temporary restraining order keep the USCB from laying off any more employees until September 17, pending lawsuits related to the decision to shorten field operations
- Lawsuits to prevent not counting immigrants are also moving forward



House Committee on Oversight and Reform



- Hearing on September 11
- Released numerous documents about the abbreviated field operations and their implications
- States with large Democratic and Republican voting populations stand to lose hundreds of millions of dollars in federal funding over the next decade if the Senate does not act to extend statutory deadlines.
- The field operations are at risk of “uncorrectable” errors due to the compressed timeline

What's Next?

- Count-Question Appeal period – dates TBD
- Legislation has been discussed to help with Special Enumerations associated with the college and university student count.
- The Council and Board may need to consider if funds can be appropriated for a special enumeration and from what source.

