



2020 Census Complete Count Committee



City of Phoenix Overview and Update November 8, 2018

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Presentation Overview



- Census, why?
- 2010 Census Results
- Phoenix Federal Funding Implications
- Citizenship Question Lawsuit and Update



Presentation Overview



- Phoenix's Road to the 2020 Census
- Structure & Partnerships Key to Success
- Projected Fundraising Needs
- Next Steps



Why conduct a Census?

- U.S. Constitution (Article I, Section 2) mandates a **headcount every 10 years** of everyone residing in the nation.
- Results determine:
 - Apportionment of U.S. Congressional seats, and redistricting at all levels of government.
 - Allocation of more than \$650 billion in federal government resources.



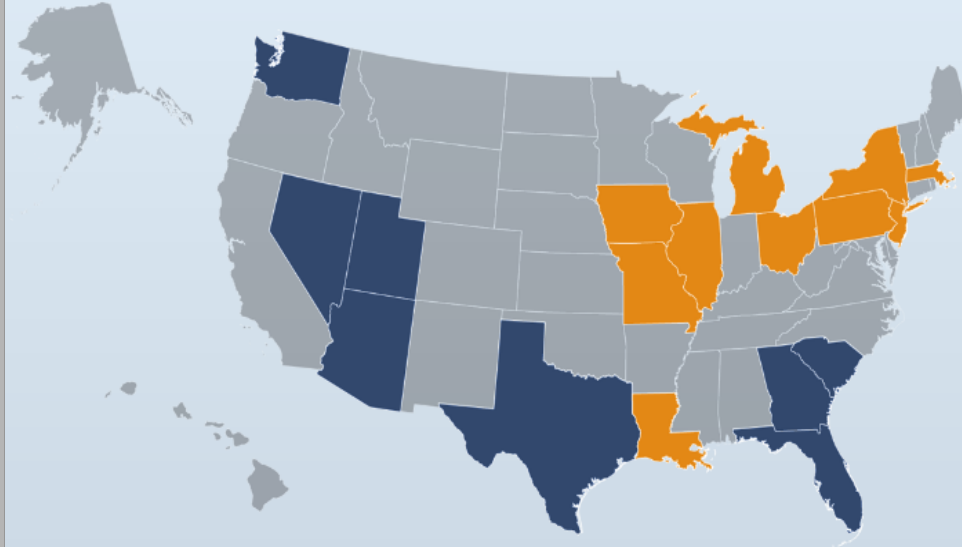


2010 Census Results



APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1



Phoenix Federal Funding Implications

- For each person counted, Phoenix receives approximately **\$348/person** in annual State funding and **\$185/person** in annual Federal funding. Total per person counted, **\$533.**
- Total annual = **\$866 million**



Transportation



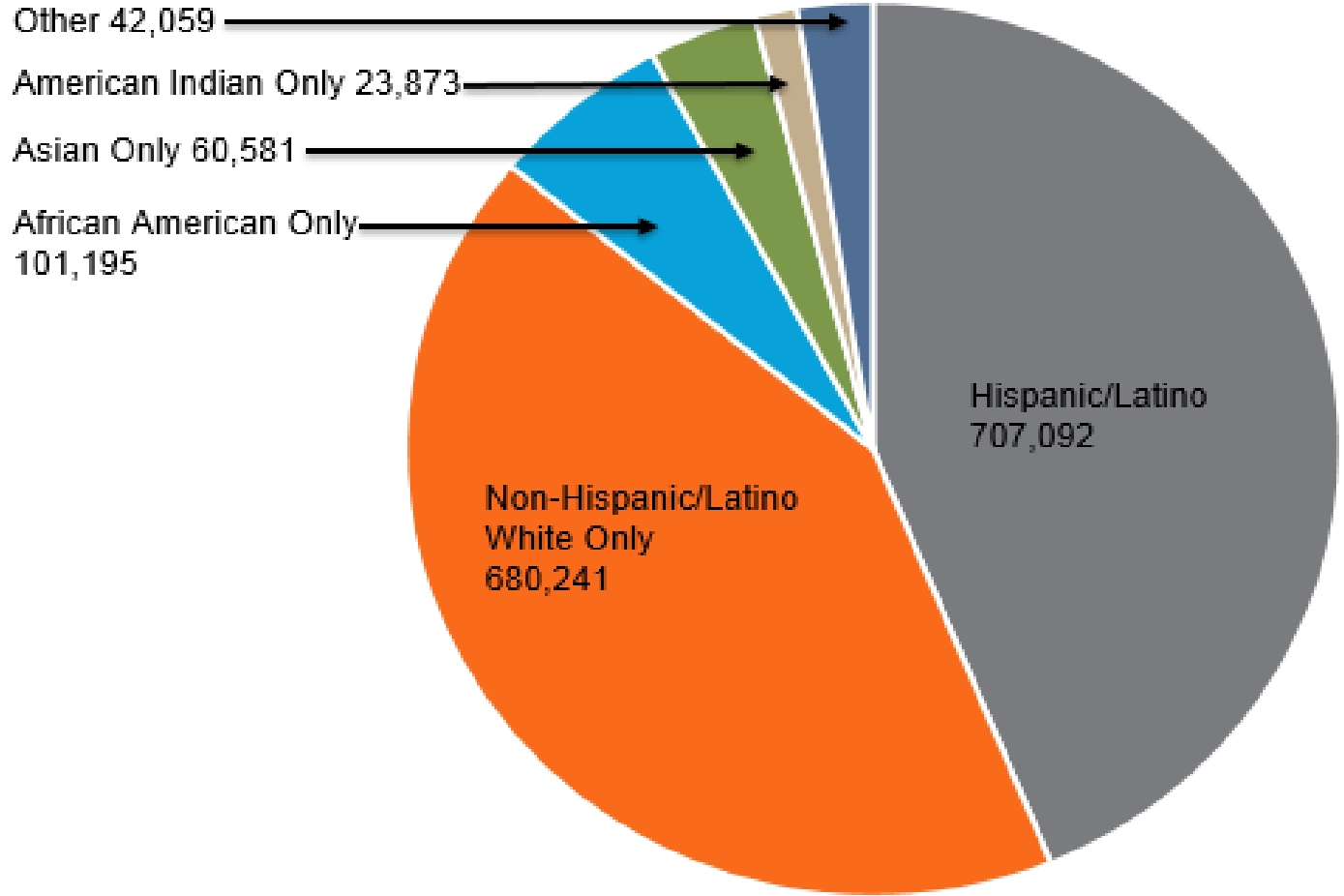
Human Services



Housing



Phoenix Demographics



Source:
Census Bureau's American Community Survey
2016, 1-year estimates



Phoenix Demographic: Foreign-born



- Phoenix foreign-born population.

	Phoenix	
	Number	%
Total Population	1,615,041	-
- Foreign Born	321,813	19.9%
- Naturalized Citizen	108,457	6.7%
- Not a U.S. Citizen	213,356	13.2%



Phoenix Demographic: Foreign-born

- Phoenix's share of population in Arizona.

	Arizona
Total Population	23.3%
- Foreign Born	34.4%
- Naturalized Citizen	27.2%
- Not a U.S. Citizen	39.8%





Challenges and Opportunities



- Census redesigned:
 - Internet/Electronic Responses (Digital Divide)
 - 2015 West Phoenix Census Test
 - Phone
 - Paper Form
- Reduce Costs
 - Streamlined office and staffing structure
- Educate/Motivate to increase response rate





Citizenship Question Lawsuit



March 26, 2018

- U.S. Census Bureau announced inclusion of a citizenship status question on the survey, first time since 1950.

April 3, 2018

- New York Attorney General filed lawsuit challenging inclusion of the citizenship question.

May 22, 2018

- Phoenix City Council voted to join the lawsuit.



Citizenship Question Lawsuit Update



- **Concern**
 - Inclusion of the question will result in an undercount of the population.
- **Undercount could affect**
 - Decrease in federal funding for various programs
 - Transportation Funds
 - Head Start
 - Workforce Investment Funds
 - Change in apportionment of U.S. Congressional seats.
- **Trial began on November 5 in New York.**



Phoenix's Road to the 2020 Census



2018

March:

Census Bureau
delivered questions to
Congress

April:

Litigation to
citizenship question
filed in federal court

October:

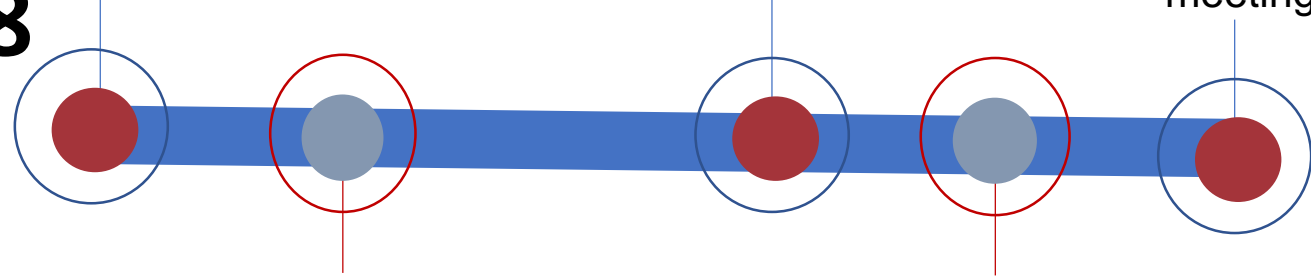
Appointments to
Complete Count
Committees

November:

Complete Count
Committees Kickoff
Event

**November –
January 2019:**

First Complete
Count Committees
meeting





Phoenix's Road to the 2020 Census



2019

Early February:
Next Ad Hoc
Committee meeting

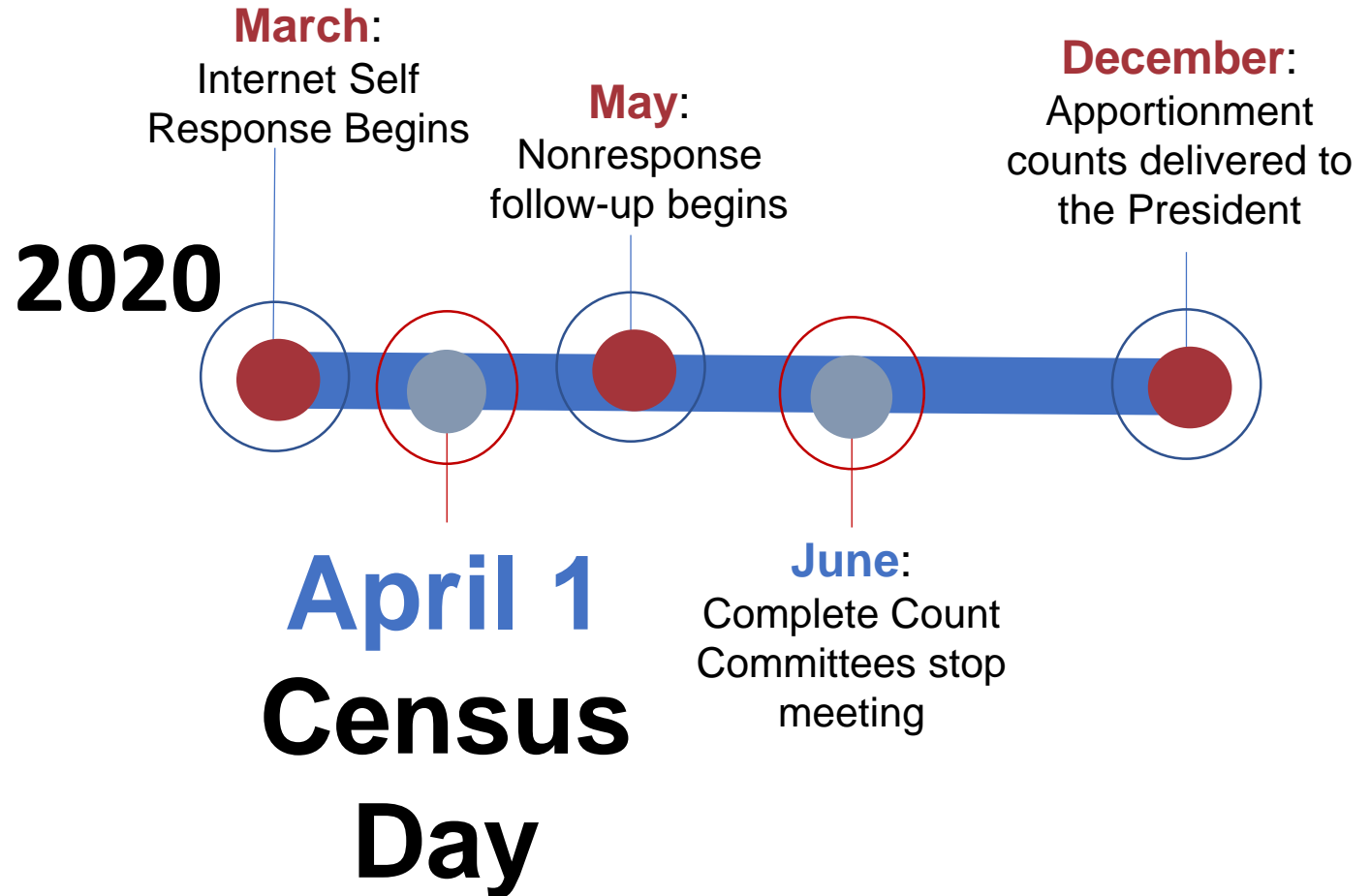


January/February:
Census offices begin
to open

**January –
December:**
Complete Count
Committees
continue to meet
and organize

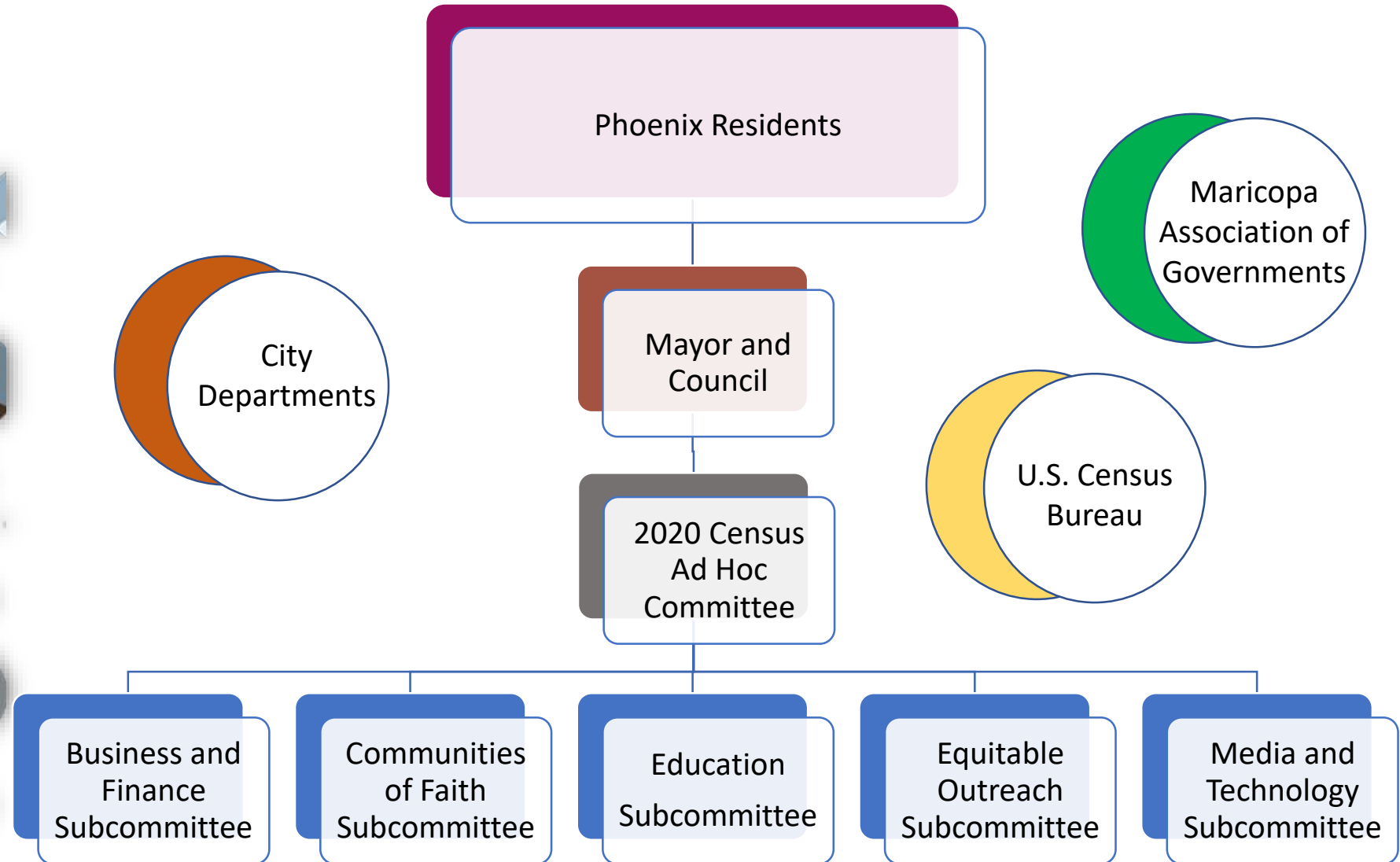


Phoenix's Road to the 2020 Census





Committee Structure and Partnerships





Educate and Motivate



Community
Engagement
&
Involvement



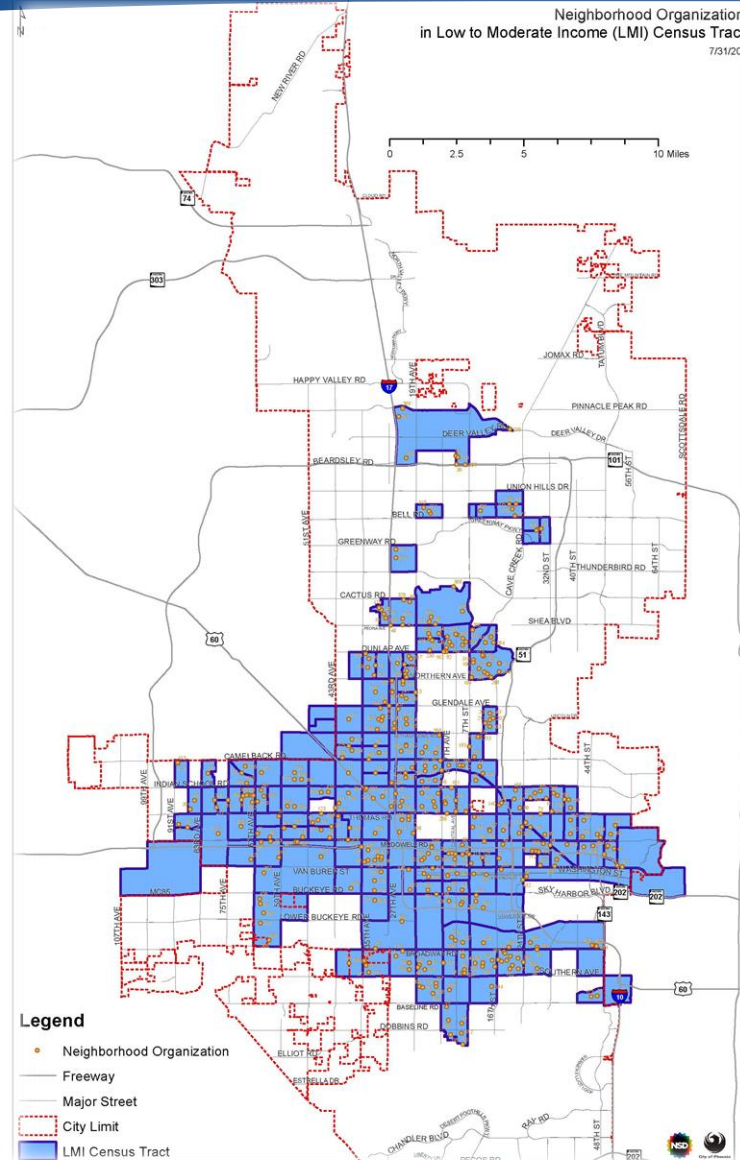
Workforce
Development



Trusted
Voices

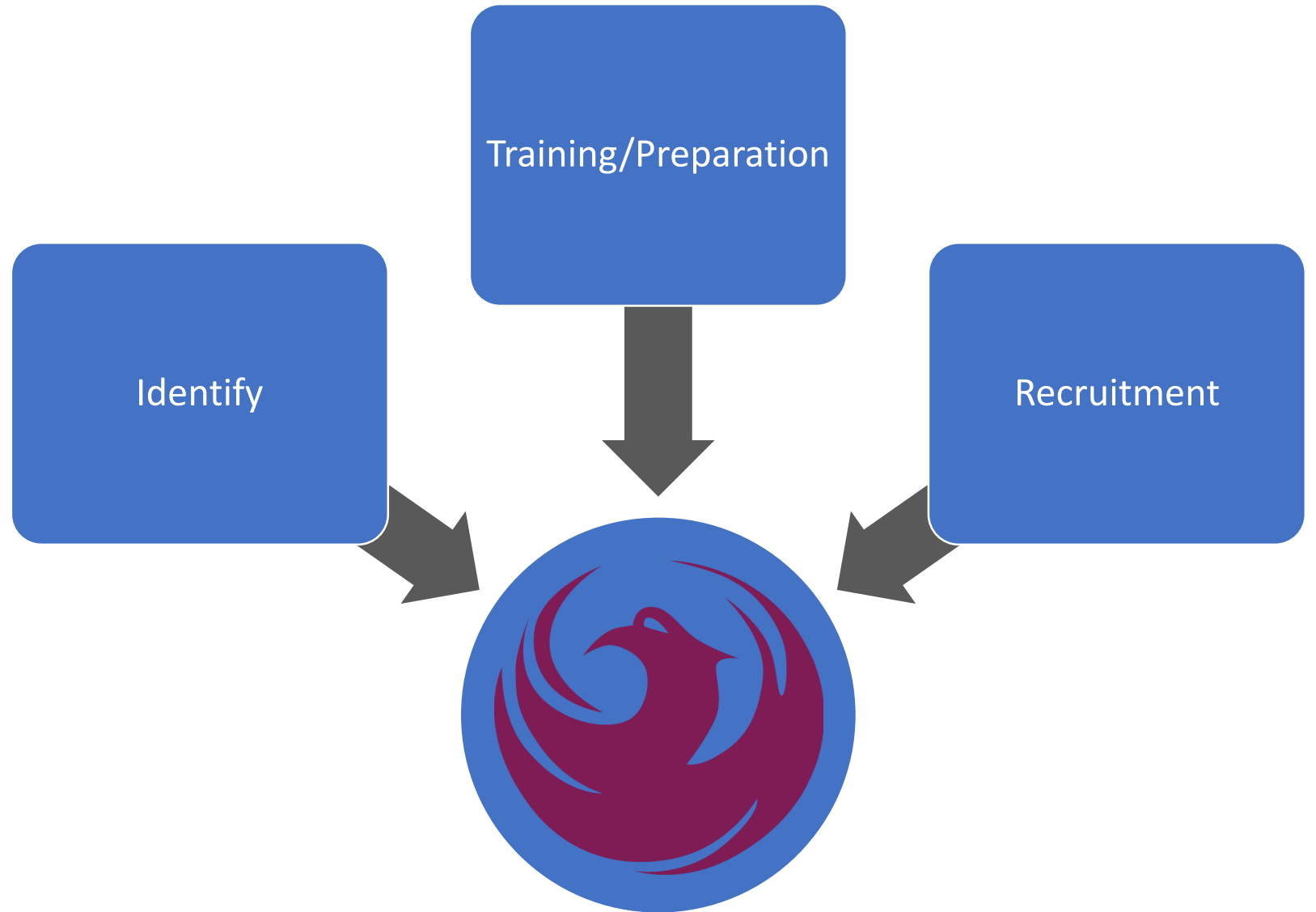


Neighborhood Organizations





Workforce Development





2020 Census Jobs - Timing

Early Operations Positions (Current through Fall 2019)

Recruiting Assistants

- 16 positions throughout AZ to start approx. January 2019

Area Census Office Positions (1 office located in Phoenix)

- 6-12 Management positions per office (ACO Manager, IT, Recruiting, Admin, Field)
- 40-50 Support staff positions (Clerks, IT, Office Supervisors)

Listers / Enumerators / Field Supervisors

- 500 +/- throughout state





Fundraising Needs

- 2020 – Projected needs include:



Media Campaign

- Graphic development
- Buy/Placement

Website

- Education
- Awareness
- Resources
- Completion link

Printing

- Brochures
- Informational items

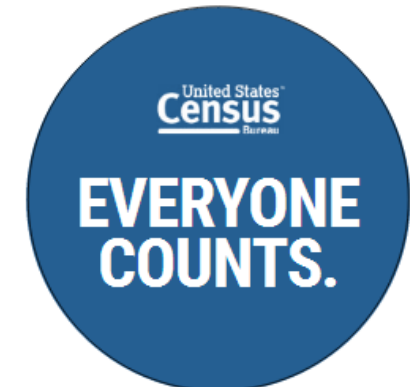
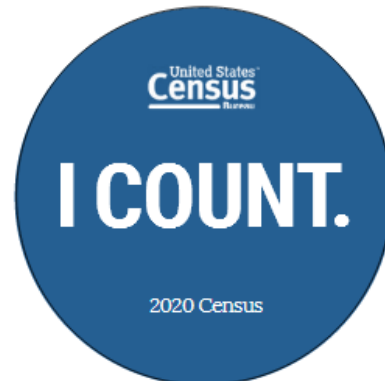
Workforce Development

- Job awareness outreach
- Eligibility screening
- Test preparation



Next Steps

- Develop work plans with the CCC
- Continue to add partners and resources
- Schedule individual subcommittee meetings
- Next Ad Hoc Committee meeting
 - February 2019





Thank you!

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