



2020 Census Complete Count Committee

Committee Purpose and Census Update February 12, 2019

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2020 Census: Phoenix Mission and Vision

- **Mission:**

- To ensure an accurate and complete count is conducted in the city of Phoenix for the 2020 Census.

- **Vision:**

- Educate and motivate residents to participate in the 2020 Census by demonstrating the impact each person has on Phoenix's future.

- **Goals:**

- Inform, educate, and count all people living in Phoenix.
- Raise dedicated funds to support outreach goals.





Subcommittee Charges



Business & Finance	Communities of Faith	Education	Equitable Outreach	Media & Technology
<ul style="list-style-type: none"> • Create and coordinate activities to involve businesses. • Highlight importance and impact of the census on the business community. • Lead in-cash and in-kind fundraising. • Engage: <ul style="list-style-type: none"> • Local celebrities • Businesses • Support workforce development efforts. 	<ul style="list-style-type: none"> • Serve as the trusted community voice. • Communicate the availability of resources. • Proactively work to address community concerns. • Host interfaith breakfasts and weekend events. • Identify “Census Assistance Locations.” • Support workforce development. 	<ul style="list-style-type: none"> • Facilitate awareness outreach. • Engage post-secondary institutions. • Establish youth advisory groups. • Encourage the use of statistics as a classroom resource. • Collaborate with school organizations. • Support workforce development. 	<ul style="list-style-type: none"> • Collaborate with neighborhoods and community-based organizations. • Work plan: <ul style="list-style-type: none"> Access to technology Diversity Inclusion • Identify barriers or concerns and proactively work to dispel myths and fears. • Produce a “2020 Census Road Kit.” • Support workforce development. 	<ul style="list-style-type: none"> • Build awareness of the census. • Establish a media outreach plan. • Identify technology resources. • Create messaging to dispel myths and alleviate fears. • Develop a calendar of community festivals and events. • Develop list of educational media opportunities. • Support workforce development.



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

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.

November 2018

- Case ended with closing arguments.

January 15, 2019

- Judge rules ordering the removal of the citizenship question.

Next Steps:

- Appeals process with the possibility of the US Supreme Court hearing the case.





Thank you!

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