

City of Mesa

Preparation for Census 2020

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The U.S. Census Matters To Mesa

- State Shared Revenue
 - Urban Revenue Sharing
 - Vehicle License Tax
 - Highway User Revenue
 - State Sales Tax
- Representation Apportionment
- 13 Billion Dollars in Federal Funding
 - SNAP (*Food stamps*)
 - Medicaid
 - Medicare Part B
 - State Children's Health Insurance (*S-CHIP*)
 - Highway planning and construction
 - Head start
 - Section 8 housing vouchers
 - And more...



The 2020 Census is Different



Internet

The primary response
method



Phone

A new option

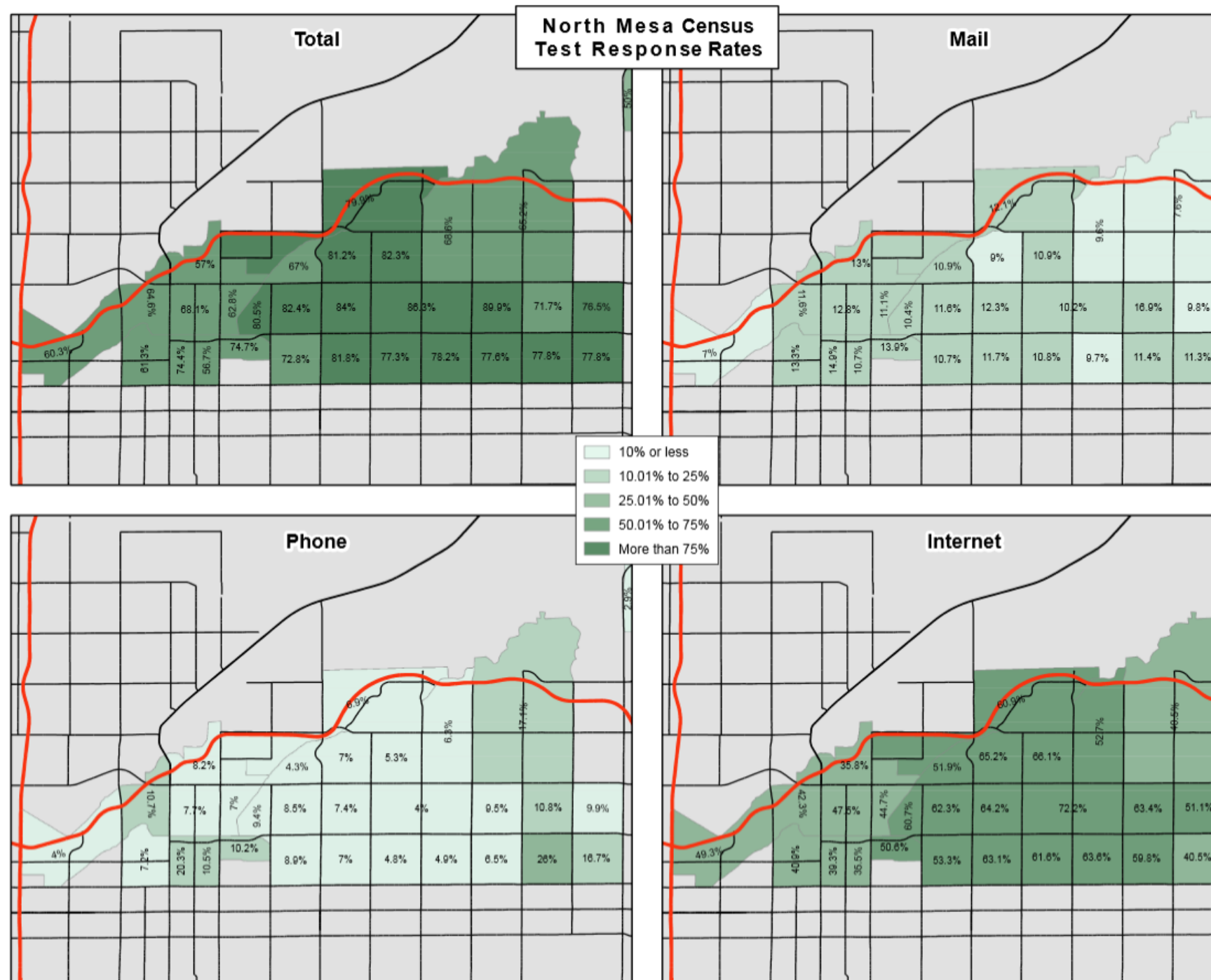


Traditional Form

To everyone that doesn't
respond by Internet or
phone



2015 Limited Test Results





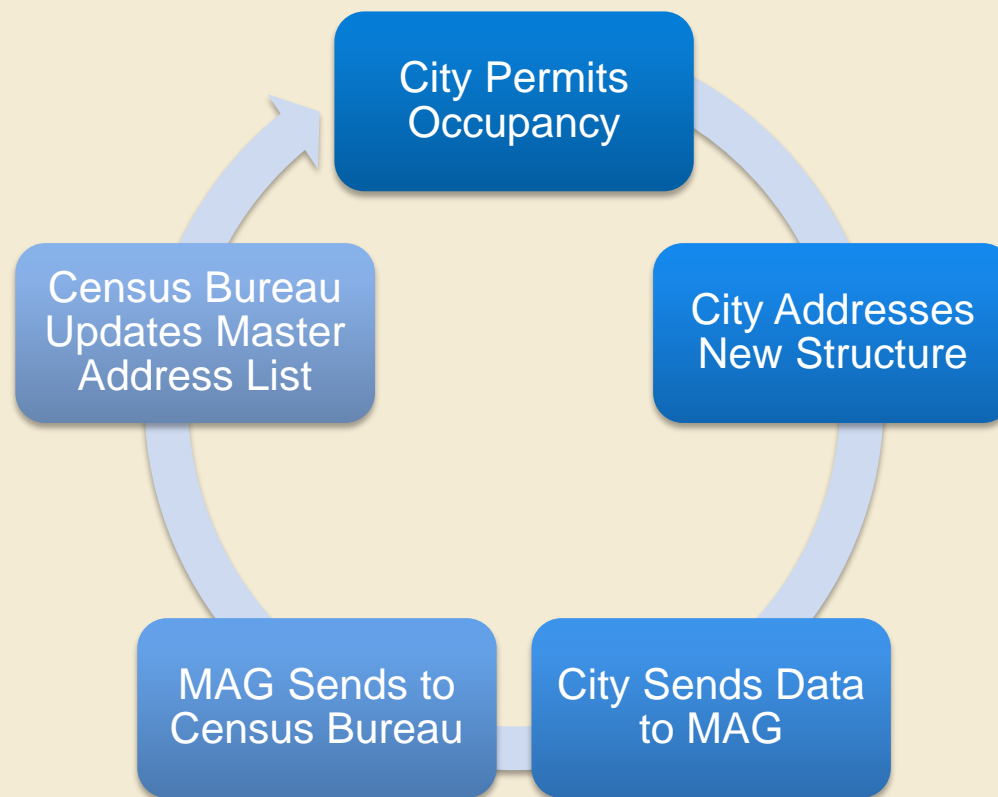
Data Preparation

LUCA-Local Update of Census
Addresses

BAS-Boundary Annexation
Survey

Coordination with **MAG**-
Maricopa Association of
Governments

LUCA



What is the City's Role?



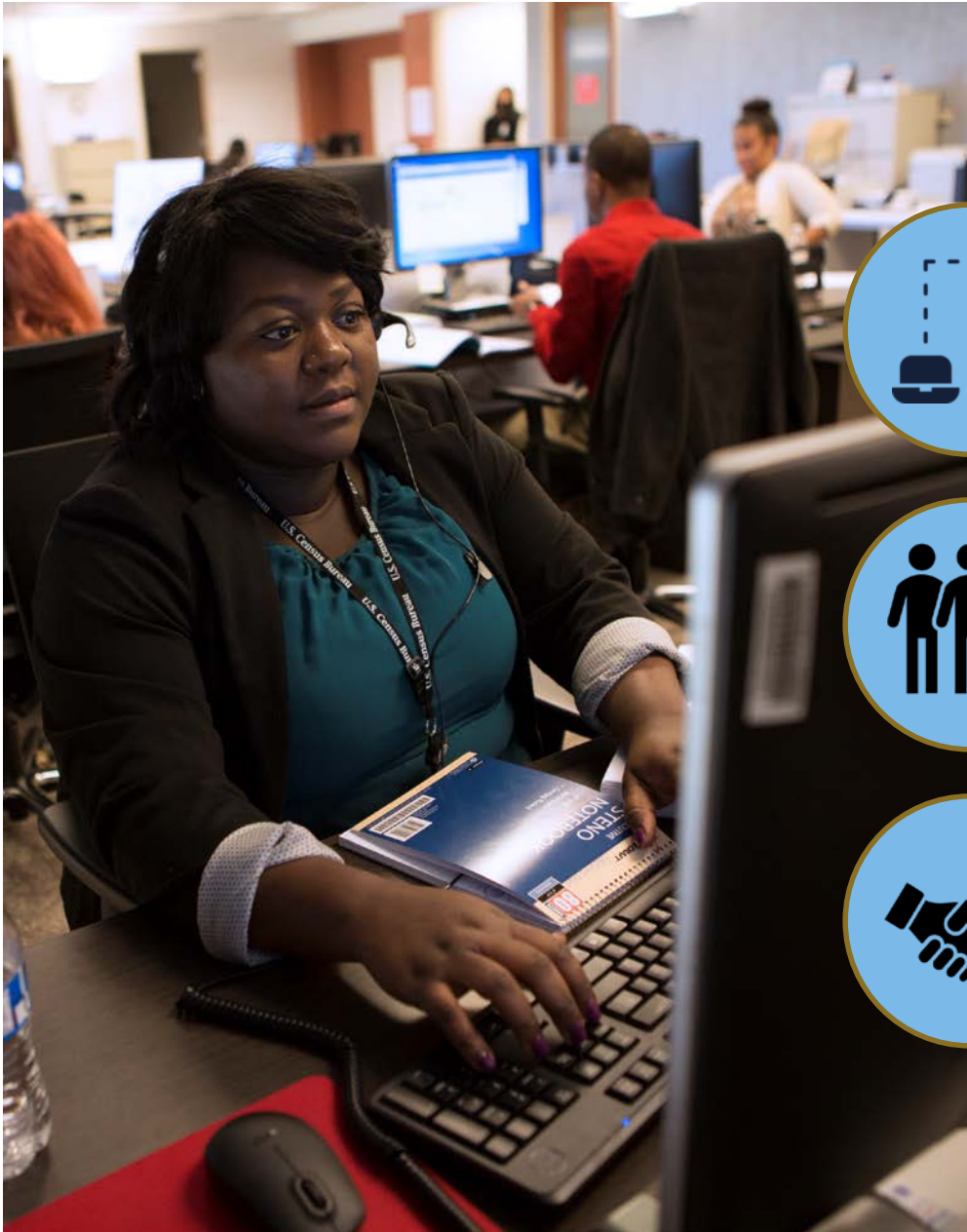
Provide the Census Bureau with accurate data



Form a Complete Count Committee



Support strategies agreed upon by the committee



Complete Count Committee (CCC)

A Diverse team of community stakeholders that work to increase awareness of the census and motivate people to respond

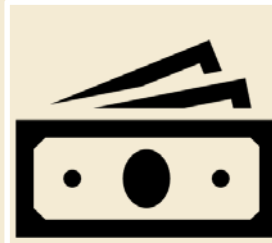


Complete Count Committee *(suggested)* Duties



Develop an action plan

Create ways to dispel
myths



Encourage
corporations and
foundations to sponsor

Participate in special
events to generate
interest



Plan a census day
event





Census 2020 Timeline



Questions?

