



City Council

Date: October 11, 2018
To: City Council
Through: Christopher J. Brady, City Manager
Scott Butler, Deputy City Manager
From: Jeff Robbins, 2020 Census Administrator
Subject: Consider Forming the 2020 Census Taskforce
Citywide

Purpose and Recommendation

The purpose is the appointment of the 2020 Census Taskforce. This taskforce will be responsible for developing the strategic outreach and engagement plan for city residents. This outreach is essential to ensuring an accurate count by the U.S. Census Bureau. The taskforce relies on community influencers to create localized messaging that educates and motivates people to respond to the 2020 U.S. Census.

Background

Article 1 of the United States Constitution requires all individuals to participate in a decennial census to count persons for purposes of representative apportionment. In 2015, Arizona received \$1,979 in federal assistance per capita to fund vital community programs such as Medicaid and Medicare Part B, SNAP (food stamps), highway planning and construction, title I grants to local education agencies and The State Children's Health Insurance Program. The City of Mesa receives an estimated \$330 a year in state shared revenue per capita to fund critical community services.

Beginning with the 1990 census, the U.S. Census Bureau introduced Complete Count Committees (CCCs) as a way to leverage local knowledge to ensure a more accurate count of the population. Today, most states and hundreds of cities, counties and tribes in Arizona and across the nation utilize CCCs to maximize voluntary response rates to the Census. The 2020 Census Taskforce is Mesa's CCC. The Taskforce's role is to develop the overall outreach and messaging strategy and coordinate implementation.

City staff presented at the March 29th, 2018 study session and were instructed by the Mesa City Council to seek volunteers from key community organizations and to return to Council at a future date to officially form the taskforce.

The taskforce will disband in the summer of 2020 after most of the nonresponse follow-up has concluded.

Discussion

The following individuals and organizations have volunteered to serve on the taskforce:

David McNeil, Mesa Public Schools
Paul Anderson, Without Walls Church
Duane Oakes, Mesa Community College
Kevin Broeckling, Benedictine University
Mark Yockus, East Valley Institute of Technology
Yasmin Martinez, ASU Polytechnic Campus
Kristine Nau, Las Sendas Community Association
Kimberly Crowther Miller, Eastmark Community Alliance
Mark Young, Mesa United Way
Joe McCawley, Paz de Cristo
Dr. Juan Brown, Progressive Baptist Church
Magdalena Schwartz, With Dr. Juan Brown
Ezekiel Santos, Mesa Undocumented Students Thriving (MUST)
Sally Harrison, Mesa Chamber of Commerce
Mike Hutchinson, East Valley Partnership
Frankie Jo Rios, East Valley Hispanic Chamber of Commerce
Winnie Kaplan, Arizona Asian American Association
Monica Margillan, Mesa Association of Hispanic Citizens
Jose Patiño, Aliento
Tara McCollum Plese, Arizona Alliance for Community Health Centers (AACHC)
Norm Duve, Marc Community Resources, Inc.
Alan Beveridge, New Leaf/Neighborhood Economic Development Corporation (NEDCO)
Commander Carey Slade, Disabled American Veterans East Valley Chapter 8
Councilmember Francisco Heredia, City of Mesa

The proposed chairman of the taskforce is Councilmember Heredia. He will serve as chairman until the taskforce is disbanded in summer 2020.

Alternatives

Modify the members of the taskforce

Choose not to form taskforce

Fiscal Impact

Marketing and outreach activities related to the 2020 Census will have a fiscal impact. The Taskforce will develop a strategic plan for census related outreach and messaging and return to Council in early 2019 with a funding request to support the recommended activities. The Taskforce may also attempt to seek donations and leverage in-kind resources from the community for the development and implementation of activities outlined within the strategic plan.

The Taskforce will attempt to increase response rates from individuals that would otherwise not be counted, thereby increasing population driven revenues to the City over the next decade.