



iCount · 2020  
mesaaz

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your future  
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Census  
2020

# 2020 Census Taskforce

City Council Study Session – October 10th

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# What's New With the Census?

## National Level

# National Tagline

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United States®  
**Census  
2020**

**Dale forma  
a tu futuro**  
EMPIEZA AQUÍ >

**Censo®  
2020**

# National Census Updates

## No Citizenship Question

*Constitution Daily*

*Smart conversation from the National Constitution Center*

### **It's final: no citizenship question on 2020 census**

July 3, 2019 by Lyle Denniston

## Major Budget Deal

It will also include increases in spending on domestic programs, a concession for congressional Democrats. According to the New York Times, this increase in domestic spending includes \$2.5 billion for the 2020 census.







# Draft of Paper Mailer

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

**3. Is this house, apartment, or mobile home — Mark ☒ ONE box.**

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

**4. What is your telephone number?**

*We will only contact you if needed for official Census Bureau*

| On or Between                           | Mesa Residents Will Receive                        |
|---|--|
| March 12-20                             | An invitation to respond online to the 2020 Census |
| March 16-24                             | A reminder letter                                  |
| If residents still haven't responded... |  |
| March 26 - April 3                      | A reminder postcard                                |
| April 8-16                              | A reminder letter and paper questionnaire          |
| April 20-27                             | A final reminder postcard                          |
| May                                     | Enumerators begin visiting non-responsive homes    |

# Schedule

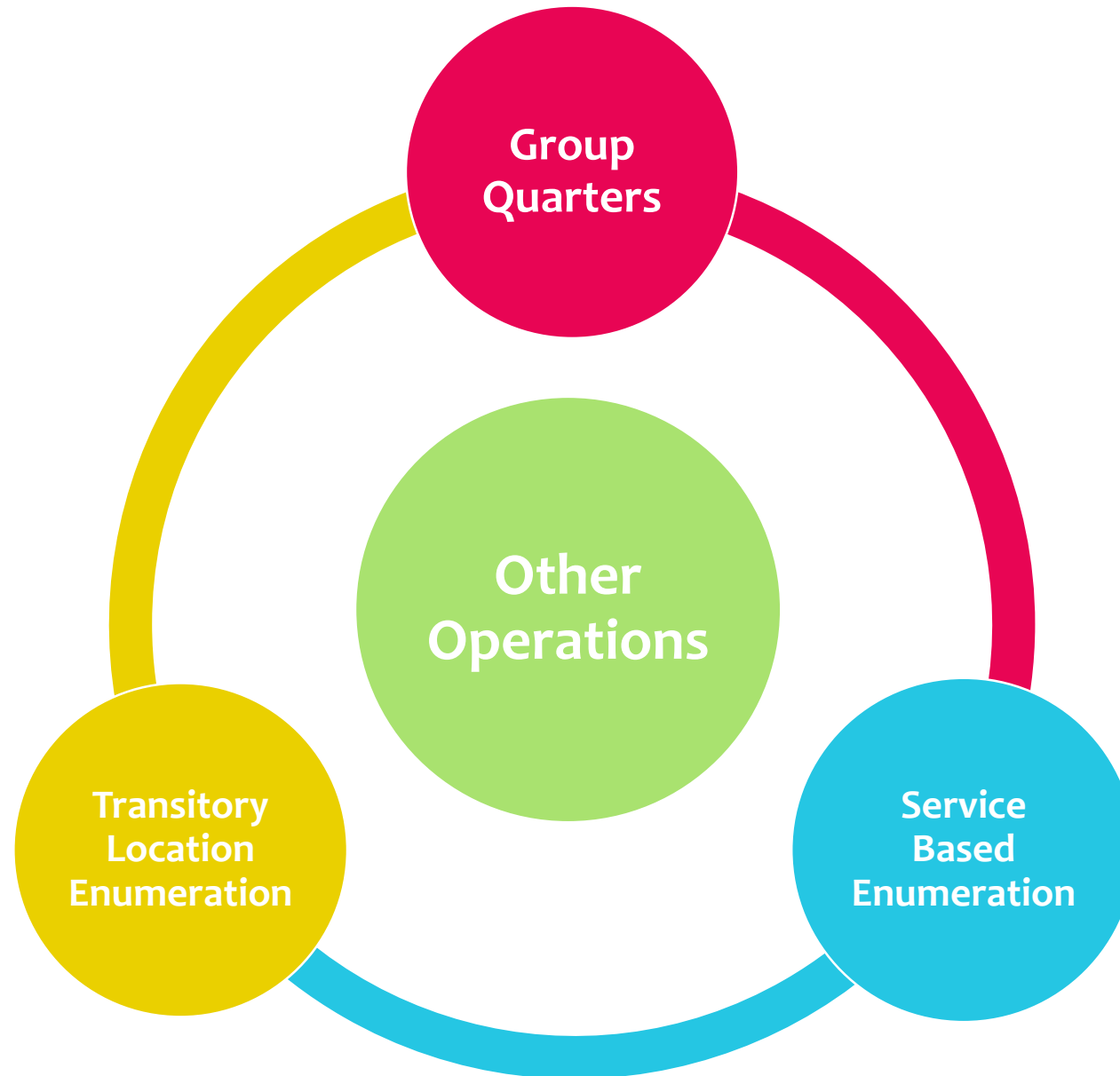
| On or Between                           | Mesa Residents Will Receive                                     |
|---|---|
| March                                   | An invitation to respond online to the 2020 Census              |
| April                                   | Paper mailer is sent to homes                                   |
| If residents still haven't responded... |   |
| May-August                              | Census enumerators visit non-responsive homes up to three times |

Ability to respond online ends sharply July 31st

# Simple Schedule



# What Residents Should Expect



## Traditional Apartment or Single-Detached House



- Respond online, phone, paper or enumerator starting March 12th

## Institutional or Transitory



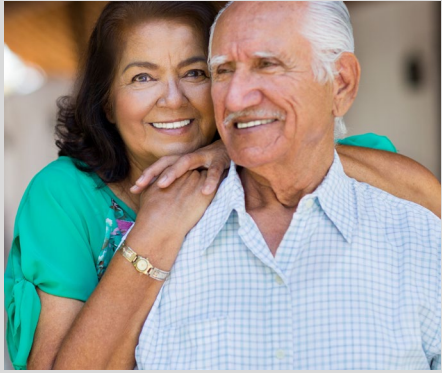
- Do not respond online. Managed by housing staff or Census Bureau

- Only English and Spanish have paper mailers.
- There are “Instruction Guides” for 59 languages to help people respond on an English form
- 13 languages, including English, are supported by phone.

# Languages







# What's New With the Census?

## Regional Level



# Regional Marketing Effort

Mesa has joined the MAG region in a \$2 million dollar marketing effort covering a wide range of media platforms including:

- Television
- Radio
- Digital Video
- Digital search
- Wraps
- Print



# iCount for reliable transportation

Your guide to 2020  
Census



**iCOUNT ON APRIL 1, 2020**

**216 : 09 : 42 : 45**  
DAYS HOURS MIN. SEC.

GET NOTIFIED

## WHAT IS THE U.S. CENSUS?

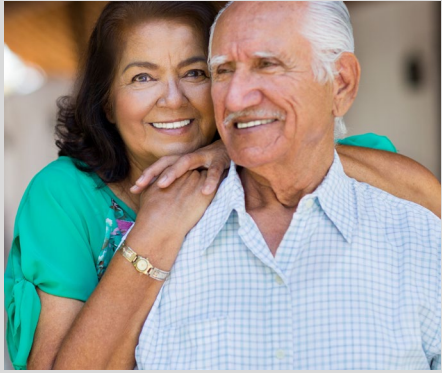
Every 10 years, the United States counts every person living in the country to determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and also to distribute billions of dollars in federal funds to local communities.

*Mesa's Tagline*

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# What's New With the Census?

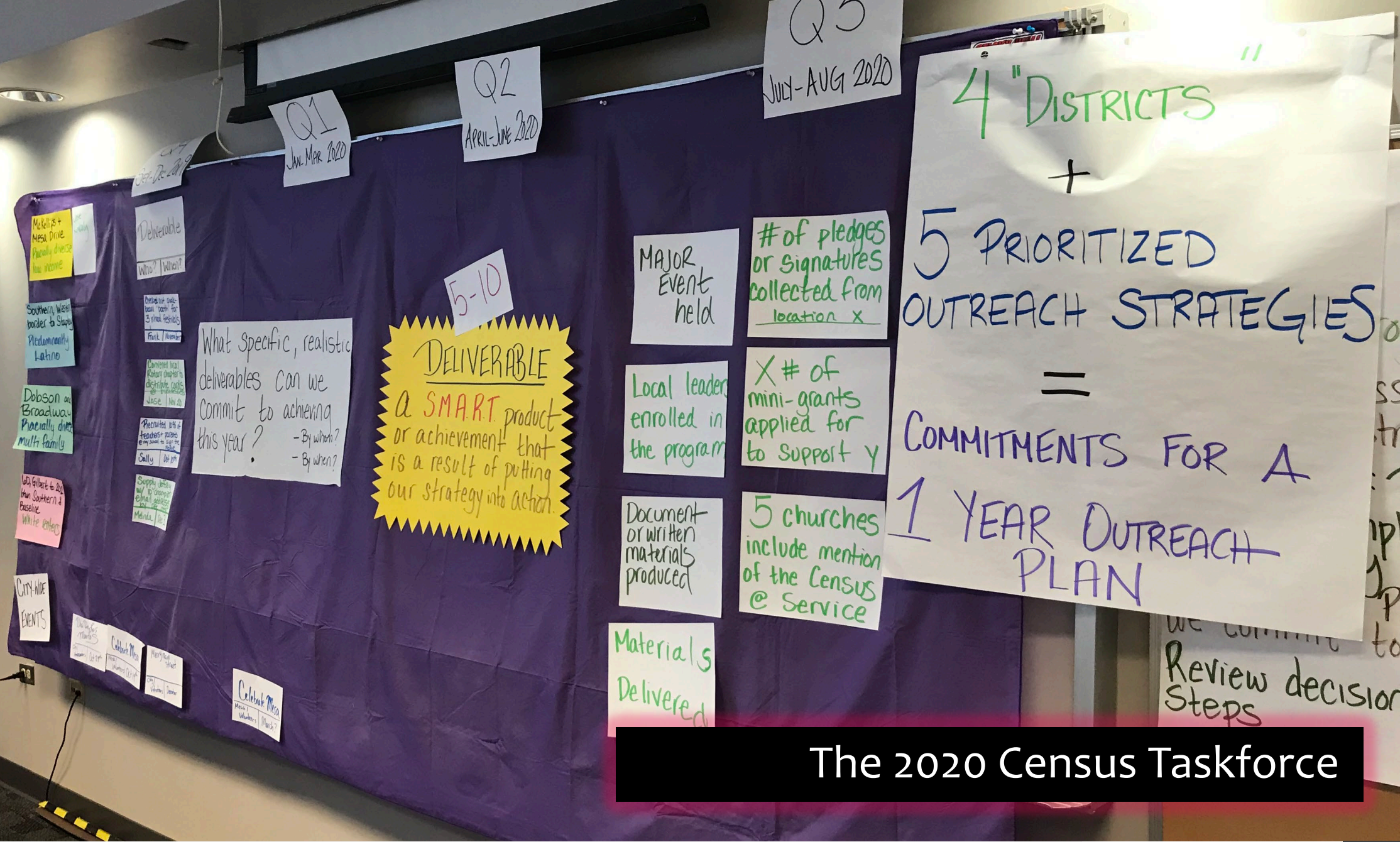
## Local Level





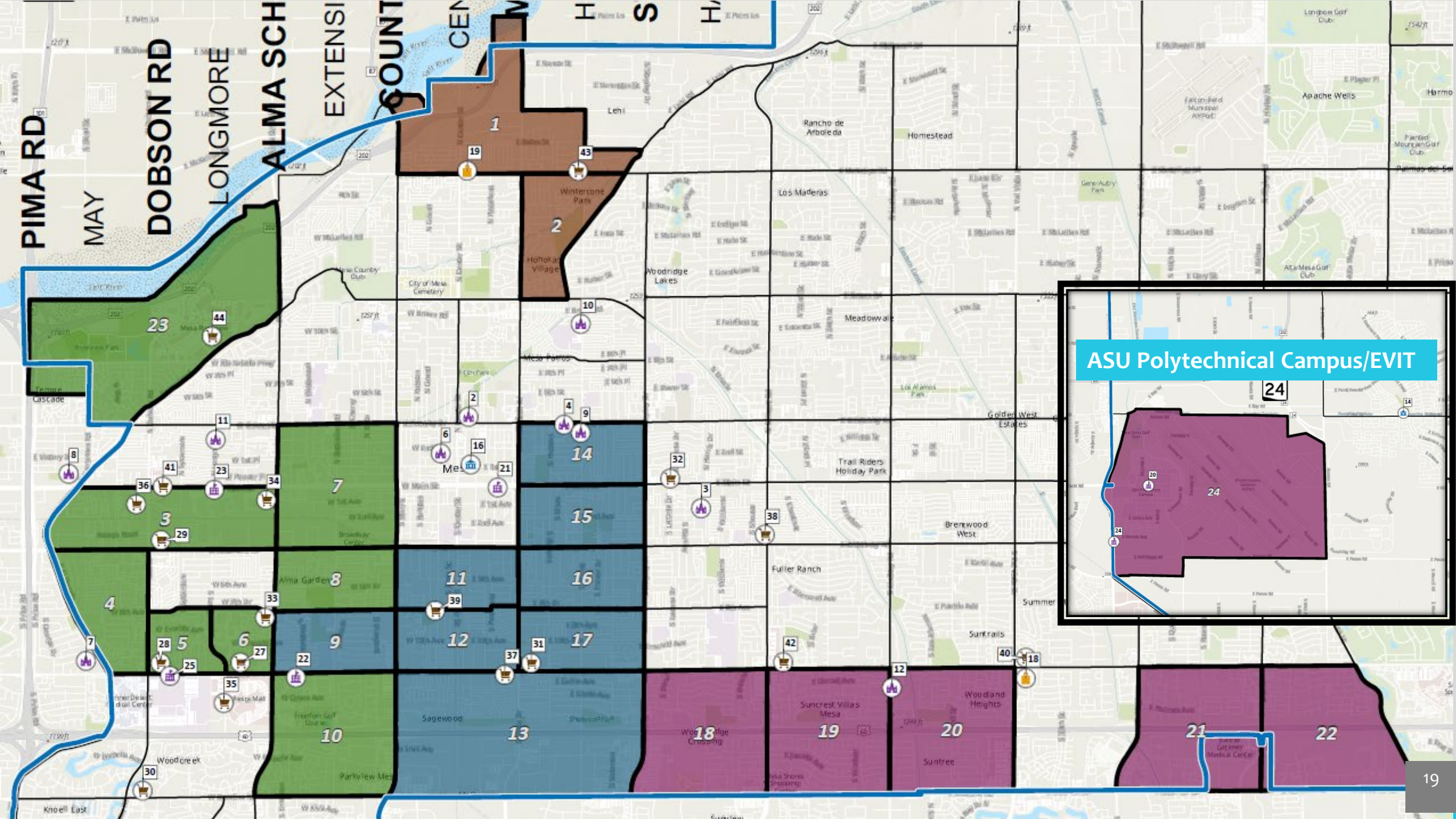
## The 2020 Census Taskforce





The 2020 Census Taskforce





ASU Polytechnical Campus/EVIT

# 2020 Census Taskforce Strategy

**AMBASSADOR  
PROGRAM**

**DIGITAL  
ENGAGEMENT**

**LOCAL  
CHAMPIONS**

**RELEVANCY  
TO LOCALS**

**LEVERAGE  
EVENTS**

**CENSUS  
PLEDGE**



**Improve  
Mesa's Census  
Self-Response  
Rate**



# 2020 Census Taskforce Strategy

## MESSAGING



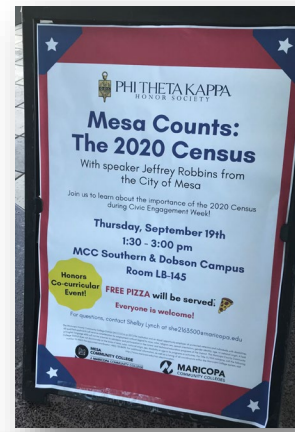
## TASKFORCE



Improve  
Mesa's Census  
Self-Response  
Rate

# Census Ambassador Program

- Scholarships for 19 students
- 2000 Hours of Service Minimum
- Taskforce sets the strategy, ambassadors execute
- Serving through April 2020



# Outreach to Local Champions

- Business groups
- Schools
- Non-profits
- HOAs
- Many, many more to come...





# *I pledge...*

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Shape  
your future  
START HERE >

United States  
Census  
2020

To respond to the Census in March 2020 and  
encourage others to respond

**First Name**

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**Email Address**

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**Phone**

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We will send you a reminder in 2020 with the official link  
and some cool stuff to share on social media!

Dale forma  
a tu futuro  
EMPIEZA AQUÍ >

Censo  
2020

YoCuento · 2020  
mesaaz

# *Yo me comprometo*

a responder al censo en marzo de 2020 y apoyar a  
otros a responder también

**primer nombre**

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**email**

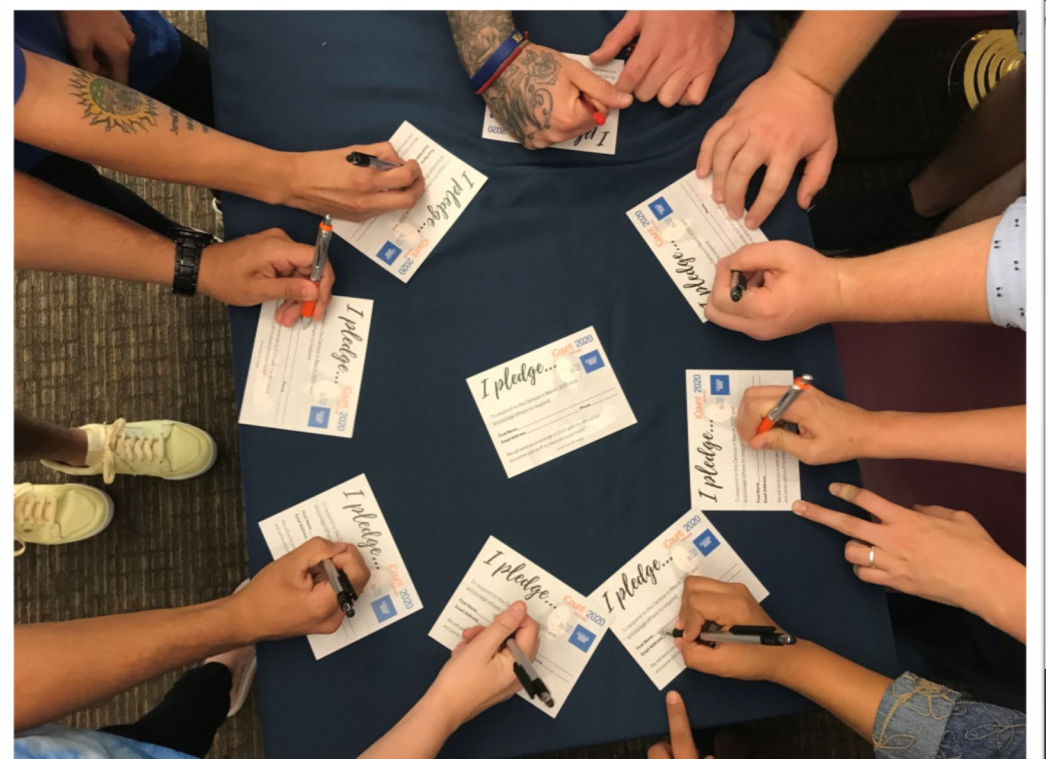
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**teléfono**

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te enviaremos un recuerdo en 2020 con un enlace oficial  
y cosas chéveres para compartir en las redes sociales

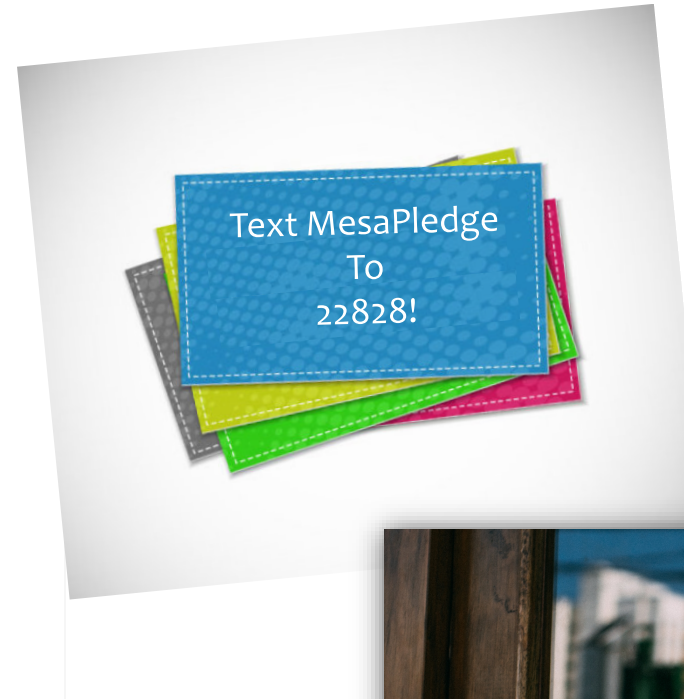






# Text-to-Pledge – Text “MesaPledge” to 22828 –Text “ProMesa” to 22828

- Text-to-pledge “business cards”
- Coffee cup stickers
- Window Decals for Businesses
- Stand-up signs at registers
- Utility mailers
- City of Mesa Vehicle advertising



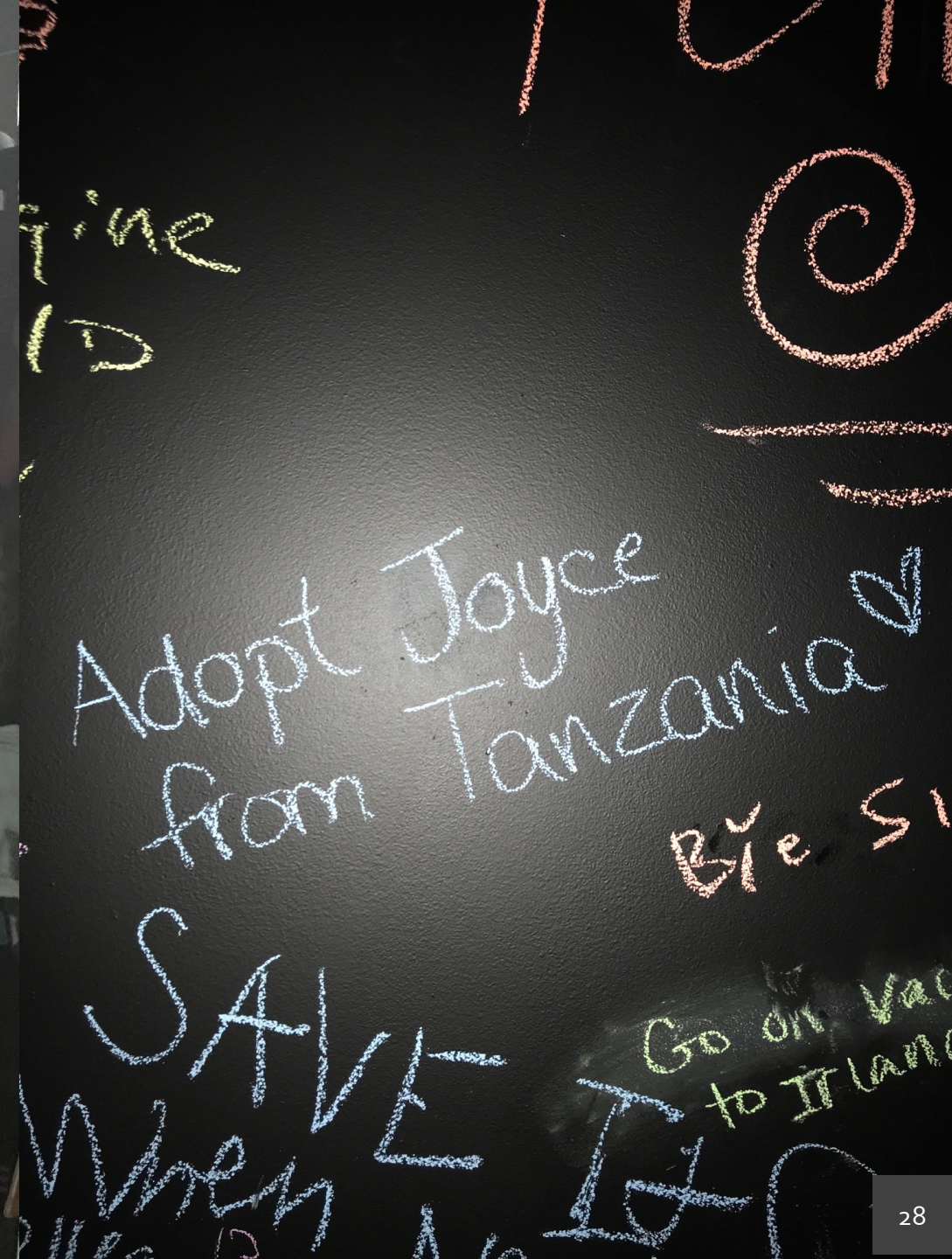




- Tent
- Banner
- Table
- Pledge cards
- Pens
- “What would you do with...” wall
- Print Brochures and Toolkit are in Development

Leverage Events





Leverage Events



# Partnership with Mesa Public Library

## Why Libraries?

Proximity to Target Population

1,131,120 visitors in FY18/19

Internet access

Trusted messengers





# Partnership with Mesa Public Library

## What's the Plan?

Distribute iCount 2020 marketing materials

Prepare staff to share importance

Activate computer areas



## How Council Can Help

Engage  
Council Members

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Council member | October  
Here dia 😊





# Three Ways The Mesa City Council Can Help



# Three Ways City Council Can Help

1. Talk about the Census at Community Meetings

2. Emphasize the impact to Mesa - \$3,195 per person annually

3. Encourage Residents to Take the Mesa Census Pledge





# Questions?

2020  
Census  
Taskforce

