

**AZ**



**COGs & MPOs**

# 2020 Census Update

## AZ COGs & MPOs Director's Meeting

**Date: June 30, 2020**

**Presenter(s): Tammy Parise, Partnership Coordinator - Arizona**

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**Census**  
2020

# Important Milestone

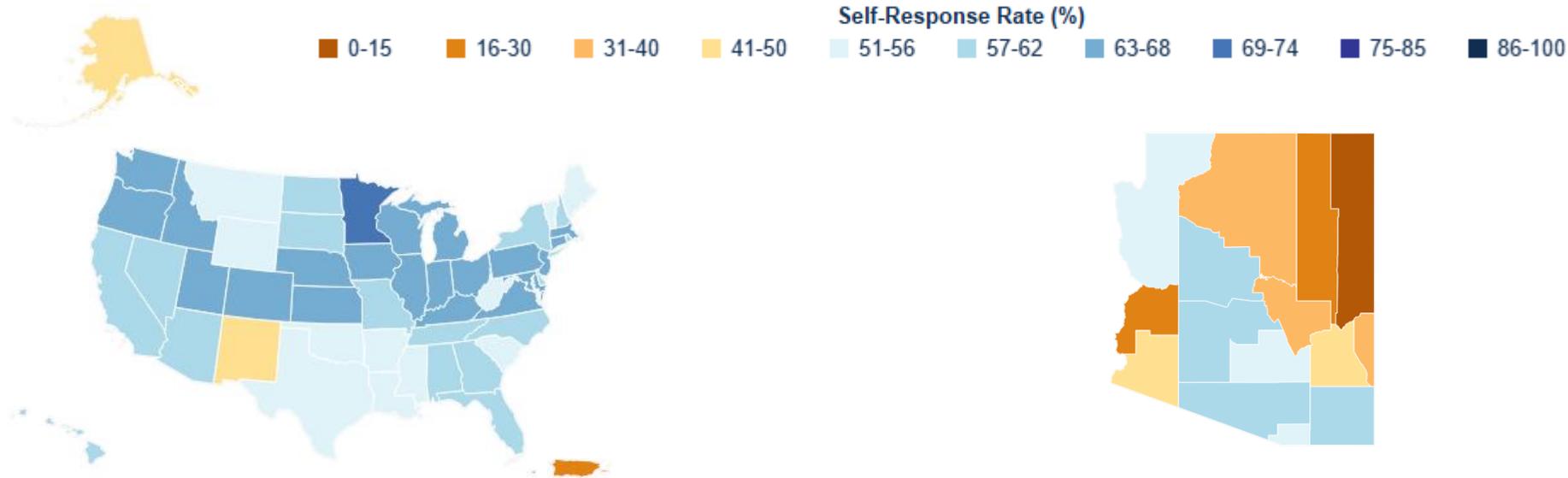
## So Far, Households Favor Responding Online to the 2020 Census

As of June 18, 61.5% of households have responded to the Census

Four in five of those responding households have chosen to respond online.\*



# Response Rates



National  
Self-Response  
**61.7%**

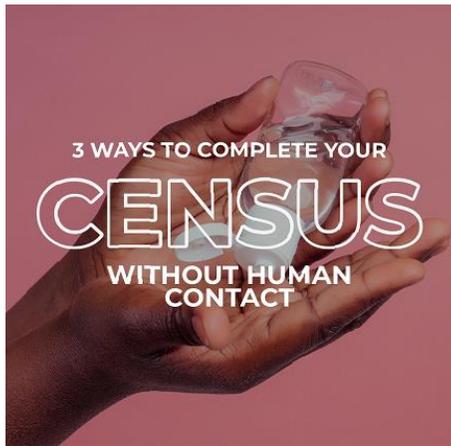
Arizona  
Self-Response  
**58.3%**

<https://2020census.gov/en/response-rates.html>

# Operations Update

## Update Leave

- Census workers have completed 96% of the 2020 Census “Update Leave” operation
- Some Tribal Nation restrictions remain – will complete operations when allowed



**KEY MESSAGE:** It's not too late to respond to the 2020 Census while being safe and practicing social distancing at home. Once you have responded, please encourage your family, friends and loved ones to complete the census, too.

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# Enumeration at Transitory Locations



- The Census Bureau will count people living in transitory locations **September 3-28**.
- Census takers will count people staying at campgrounds, RV parks, marinas and hotels if they do not usually live elsewhere.
- Previously scheduled to occur between April 9 and May 4.

# Service-Based Enumeration

Provides an opportunity for people without conventional housing and people who may be experiencing homelessness to be counted in the census.

- Emergency and transitional shelters
- Soup kitchens
- Regularly scheduled mobile food van stops
- Pre-identified non-sheltered outdoor locations

Will be conducted across the United States from **September 22-24, 2020.**



# Mobile Questionnaire Assistance

The Census Bureau's Community Partnership and Engagement Program (CPEP) has resumed in-person events



## Goal:

Increase response in low response tracts

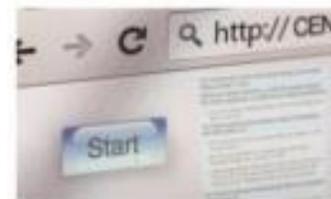
## Opportunities:

- 4<sup>th</sup> of July events (social distanced)
- Food bank drive thru
- Neighborhood canvassing with flyers/door hangers
- Car parades

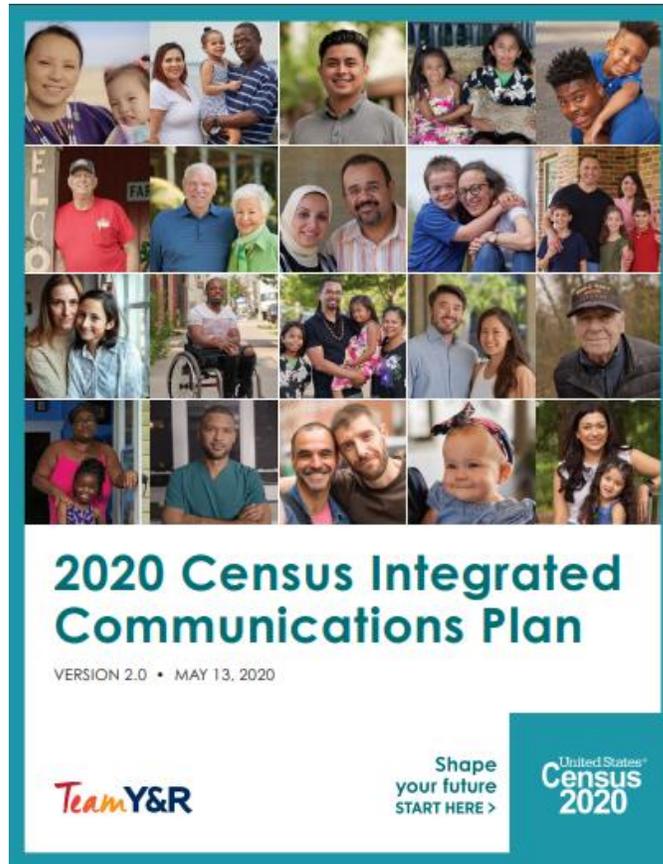
**For the safety of our staff and the public, the Census Bureau has been issued PPE for all field staff, including those that work in a field office**

# Communications Campaign Update

- **Census Bureau will continue its communications campaign through October 2020**
- The Census Bureau has adapted the communications campaign and launched a series of new advertisements aimed at increasing online response to the 2020 Census while much of the nation remains at home practicing social distancing.
- Additional paid media is planned for July, August and September.



# Communications Campaign Update (cont.)



- The expanded advertising campaign reaches new audiences in 33 languages, raising the total to 45 non-English languages receiving some level of paid media support.
- The expanded languages will receive some combination of paid search, print or digital advertisements.
- The Census Bureau expanded the [list of media vendors](#) to increase Census Bureau reach of historically undercounted populations through paid advertising on digital, print, television and radio platforms.

[https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/planning-docs/integrated\\_com\\_plan.html](https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/planning-docs/integrated_com_plan.html)



Census takers begin following up with non-responding households.



# 42 days until Non-Response Follow Up!

**KEY MESSAGE:** It is not too late to respond!  
The best response is a self-response census (higher accuracy)!

The 2020  
Census is  
happening  
now:

Respond  
today!



Deadline to  
respond to the  
2020 Census.

