



# 2020 Census

Item for Discussion



# Overview

- The 2020 Census is the next decennial U.S. Census. The last one was conducted in 2010.
- Decennial censuses are required by the U.S. Constitution.
- The Town conducted a mid-decade, Special Census in 2015.
  - Ensured the significant population growth since 2010 was reflected in the official population data (which affects state shared revenues).

# Significance of the Census

- Ensures our community receives its fair share of state shared revenues
- Informs potential investments in Queen Creek (small businesses, developers, real estate brokers, etc.)
- Assists in benchmarking and tracking Town performance and services
- Assists in planning services for the community (roads, schools, emergency services)
- Determines eligibility for funding opportunities and obligations for statutory requirements
- Determines how many representatives each state gets in Congress and affects statewide districting



# Method/Approach

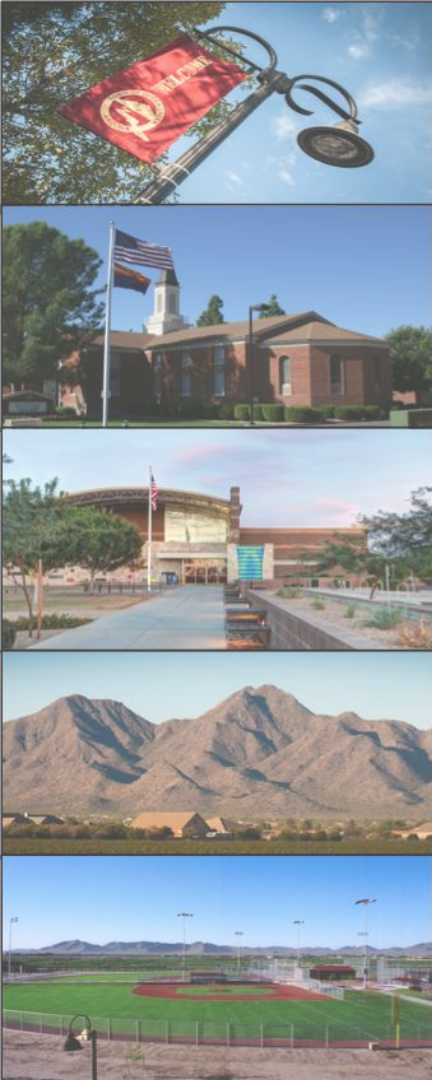
- A letter with response options (online, by phone, or by mail) will be mailed to residents.
- Households that do not respond via those methods will receive an in-person visit from the Census Bureau.
- Only assistance needed from cities/towns is to help educate the public about the Census and ensure the most complete count possible.





# Timelines

2017	Updates to Address Listings
2018	Proposed Question Wording Submitted to Congress Census Testing & Regional Census Centers Open
2019	Field Offices Open; Complete Count Committees
2/2020	Outreach Begins
3/2020	Self Response Option Begins
4/1/2020	Census Day
4/2020 – 7/2020	Non-Response Follow-Up
12/31/2020	Count Officially Submitted to the President
4/1/2021	Counts Released for Redistricting



# Next Steps

- Work with the Census Bureau to ensure address listings are up to date and accurate.
- Identify and secure community leaders to be involved in outreach efforts to ensure a complete count (via Complete Count Committees).
- Work on outreach efforts to educate residents about the 2020 Census.



**Questions?**