



# 2020 Census Presentation to Council

# Census Background

- Enshrined in the Constitution.
- All persons to be enumerated every decade.
- Determines congressional representation and state legislative districts.
- Informs the distribution of federal and state funds.
  - Approximately \$3000 in federal fund eligibility and \$400 in state shared revenues.
- Point in time is set at April 1, 2020 this year.

# Census 2020

- Complete Count Committee - June 2019
  - Monthly meetings
  - Cross section of community members, also included relevant staff
  - Outreach by membership – supplied with informational materials by our office
  - T-shirts
- New construction database – Reported to the Census Bureau (more on this later)

# Census 2020

- MAG Regional Census Communication Group
- Monthly meetings
- Riester

Promotional materials

Media buys – TV, radio, billboards, English and Spanish

# Census 2020

## City outreach

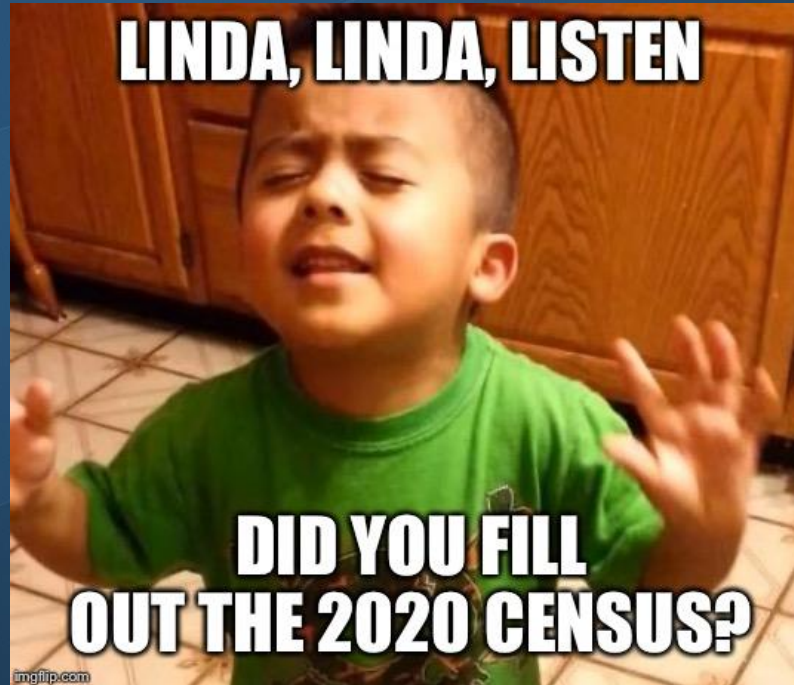
- Hispanic Heritage Month event with Councilmember Gusse at Ak Chin
- Maricopa Republicans with Councilmember Manfredi
- Maricopa Democrats with Councilmembers Brown and Wade
- Maricopa Chamber of Commerce
- Province Monthly HOA gathering
- Complete Count Member Outreach
- Collaborative efforts with MUSD, Pinal County and the Census Bureau

# Census 2020

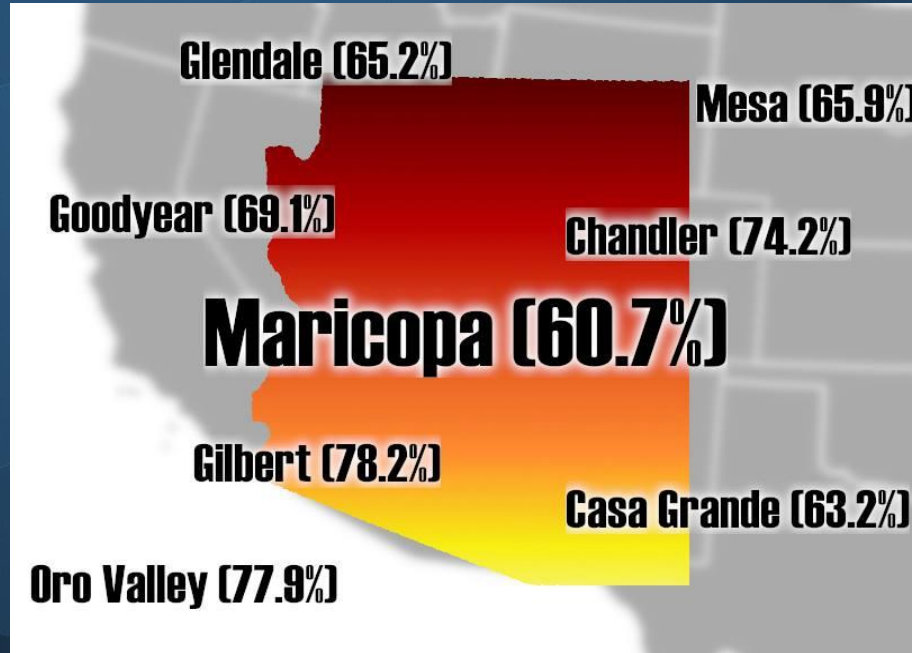
Advertising – Spent approximately \$3500

- InMaricopa – print and digital
- Maricopa Monitor – print and digital
- Door hangers to low response rate tracts
- Electronic message boards at three locations in the city
- City resources – Facebook, Twitter, Weekly E-Newsletter
- High school Graphics Arts Class-bus stop posters
- Mayor and Council videos

# Census 2020



# Census 2020 “Come on Maricopa, we can do better!”





# Census 2020

## Obstacles

- COVID – plans for live events cancelled, e.g., Heritage District
- Field worker (“enumerators”) shortage
- Census Bureau – Phoenix vs. Tucson
- Citizenship question
- Extension court cases
- Response rate issues due to Census method of counting addressed lots

# Census 2020

2010		2020 Area
46.7		31 Eastern tract-Rancho Mirage, Tortosa
64.3		74.6 Desert Passage
55.7		74.6 Glennwilde
41.4		55.3 Heritage
60.1		71.1 Alterra, Meadows
64.1		72.2 Acacia, Cobblestone
64.9		73.1 El Dorado
71		75.1 Province
61.5		71.3 El Dorado
56.7		57.8 Southeast
69.8		58.8 Homestead North, The Lakes
656.2		714.9 Total
Rate-59.65	Rate-65	Total/# tracts within city limits
		Census tracts do not perfectly line up with subdivision boundaries

# Census 2020

Development Name	*Certificate of Occupancy	Addressed but Undeveloped	Total	**Highest Possible Response Rate
Glennwilde	1738	210	1948	89%
Palo Brea	157	368	525	30%
Sorrento	736	85	821	90%
Province	1586	327	1913	83%
Tortosa	1168	1294	2462	47%
Santa Rosa Crossing	0	351	351	0%
Santa Rosa Springs	612	35	647	95%
Rancho Mirage	559	1577	2136	26%
Maricopa Meadows	1563	63	1626	96%
Homestead North	2003	403	2406	83%
Alterra	897	108	1005	89%
The Lakes at Rancho el Dorado	658	920	1578	42%
Oasis at the Wells	0	72	72	0%
Horizon at the Wells	0	48	48	0%
Desert Passage	691	15	706	98%

\* Built before 2020 or Certificate of Occupancy issued by April 1, 2020.

\*\* If each house with a Certificate of Occupancy was occupied and the Census has all approved addresses, then this is the highest possible response rate.

# Census 2020

## Self-Response

- 2010 – 59.65
- 2020 – 65% on 10-12-20 (within the city limits, per Census website 61.1 on 10-12-20, 40<sup>th</sup> out of 91)
- National – 66.8 on 10-12-20
- State – 63.9 on 10-12-20

# Census 2020

Total (Non-response follow-up plus self-response)

- US – 99.9 on 10-12-20, 97.0 on 9-26-20
- State – 99.9 on 10-12-20, 95.3 on 9-26-20 (43<sup>rd</sup>)
- Tucson Region – 99.6 on 10-12-20, 88.3 on 9-26-20

The 2015 Special Census data did not break down self- response vs. follow-up.

# Census 2020

- Our appreciation to:
  - Maricopa Complete Count Committee – Adam Wolfe; Anita Martin; Bob Marsh; Deborrah Landry; Ellen Buddington; Gayle Randolph; Grace Gomez; Joann Vitiello; John Stapleton; Judy Ramos; Kazi Haque; Luis Vila; Matthew Reiter; Michelle Chance; Mishell Terry; Noah Foutz; Pat Lairson; Richard Quinn; Rodolfo Lopez; Ted Yocum; Teri Ponticello
  - InMaricopa and The Maricopa Monitor
  - MUSD
  - Bashas’
  - Pinal County
  - US Census Bureau
  - The residents of Maricopa
  - Co-workers
  - City Council