



ARIZONA

United States<sup>®</sup>  
Census  
2020

# ARIZONA IMPACT



**\$675 BILLION PER YEAR**

**total federal funding at stake for distribution to states**



**\$3,000 PER PERSON OR \$20.5 BILLION ANNUALLY**

**in federal funding tied to Arizona census data**



**\$620 MILLION LOSS**

**1% undercount in Arizona would mean a direct loss of \$62 million annually, or \$620 million over the next decade for critical medical programs that help Arizonans**








**ARIZONA REPRESENTATION**

**in the United States House of Representatives & state and local political boundaries**

# ARIZONA

COMPLETE COUNT COMMITTEE 2020

-  **ESTABLISHED BY GOVERNOR DOUG DUCEY**
-  **BIPARTISAN GROUP OF 23 ARIZONA LEADERS FROM ACROSS THE STATE**
-  **14 SUBCOMMITTEES DEVELOPING TARGETED PLANS TO REACH TRADITIONALLY UNDERCOUNTED COMMUNITIES**
-  **FULL-TIME DIRECTOR OF THE ARIZONA COMPLETE COUNT COMMITTEE WITH ADDITIONAL STAFF SUPPORT**
-  **CONTRACTED ADVERTISING & PUBLIC RELATIONS AGENCY**



# **MISSION STATEMENT**

**To pursue a complete and accurate count of every person residing in Arizona through a statewide effort that educates the public, promotes census participation, and motivates residents to be counted.**



# **SUBCOMMITTEES**

- **BUSINESS PARTNERSHIPS**
- **COMMUNITY-BASED ORGANIZATIONS**
- **COUNTY GOVERNMENT**
- **EARLY CHILDHOOD & YOUTH OUTREACH**
- **FAITH-BASED COMMUNITY**
- **MEDIA RELATIONS**
- **MILITARY & VETERANS**
- **MULTI-FAMILY HOUSING OUTREACH**
- **MUNICIPAL GOVERNMENT**
- **PHILANTHROPIC PARTNERSHIPS**
- **RURAL OUTREACH**
- **STATE AGENCIES**
- **TRIBAL OUTREACH**
- **UNIVERSITY PARTNERSHIP & OUTREACH**

# CAMPAIGN ELEMENTS



**PAID MEDIA & PUBLIC RELATIONS CAMPAIGN**



**STATEWIDE OUTREACH & COMMUNITY PARTNERSHIPS**



**COMMUNITY BASED INITIATIVES DRIVEN BY  
SUBCOMMITTEES**



**STATE AGENCY AWARENESS CAMPAIGN**

# MEDIA PLAN



**WEBSITE: [AZCENSUS2020.GOV](https://azcensus2020.gov)**



**PUBLIC SERVICE ANNOUNCEMENTS**

- **TELEVISION**
- **RADIO**
- **SOCIAL MEDIA**



**PRINT ADVERTISEMENTS**



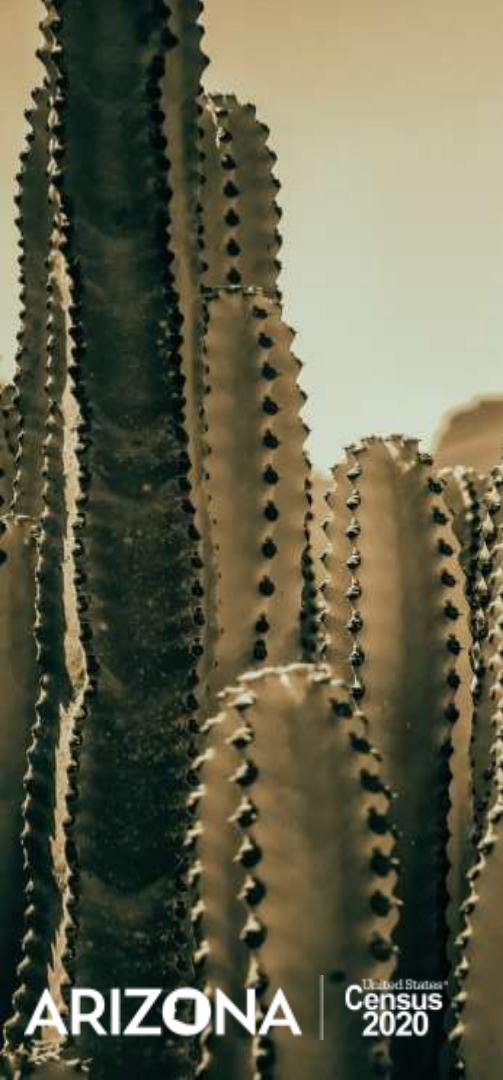
**OUTDOOR ADVERTISEMENTS (BILLBOARDS, BUS-STOPS, GAS STATIONS, ETC.)**



**OP-EDS & EARNED MEDIA**



**SPECIAL EVENTS AND PRESS OPPORTUNITIES**



# AZCCC TIMELINE

## AZCCC PLANNING PHASE & SUBCOMMITTEE ESTABLISHMENT

October 2019 – December 2019



## STRATEGIC COMMUNICATIONS & COMMITTEE WORK PLAN FINALIZED

December 2019



## AZ CENSUS 2020 CAMPAIGN LAUNCH

January 2019



## EDUCATE & ACT PHASE

February 2020-June 2020

# CENSUS TIMELINE

## MID-MARCH FIRST NOTICE

sent inviting residents to respond to the 2020 Census



## MARCH 12, 2020

## SELF RESPONSE BEGINS

Continues through July 2020



## APRIL 1

## CENSUS DAY



## MID-APRIL

## EARLY NON-RESPONSE FOLLOW-UP

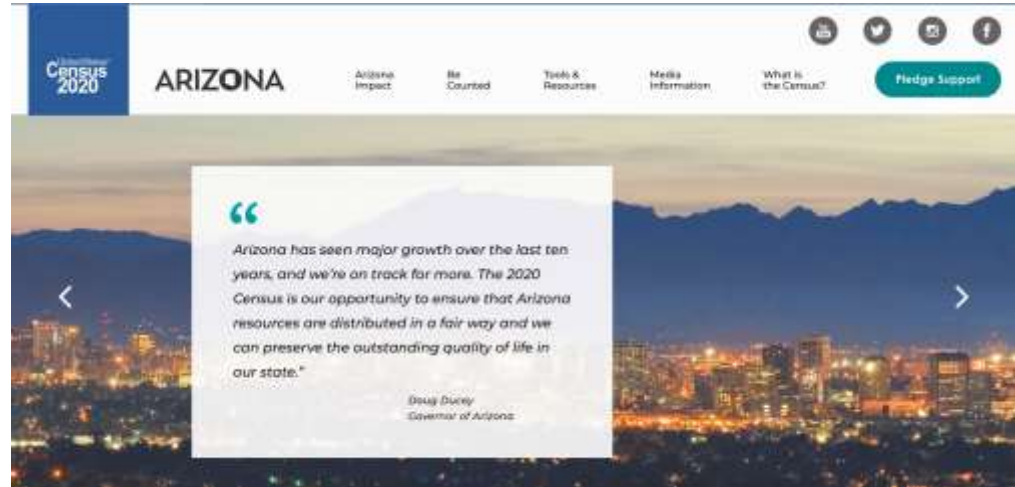


## MAY 2020 - JULY 2020 NON-RESPONSE FOLLOW-UP

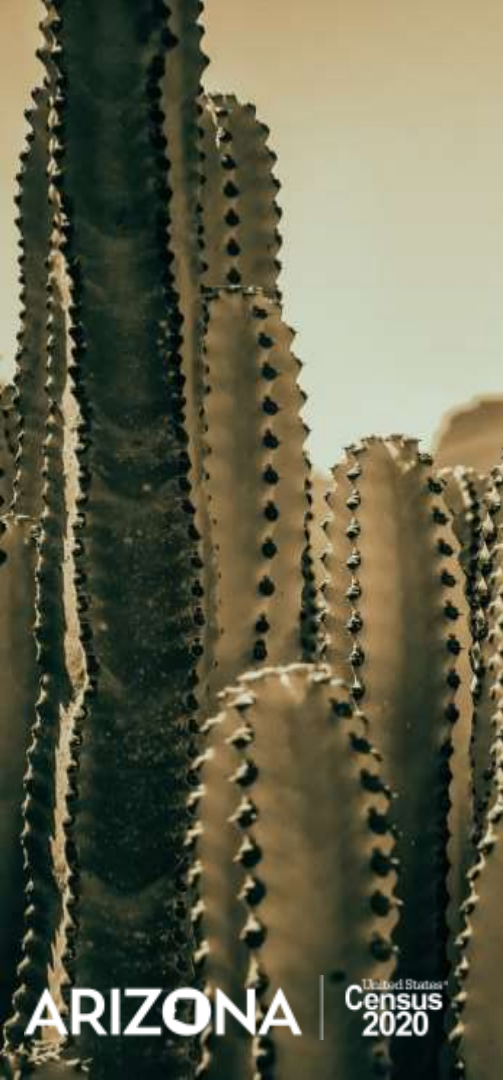
to residences that do not self-respond



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