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
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

○ 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
AZCENSUS2020.GOV

Arizona has seen major growth over the last ten years, and we’re on track for more. The 2020 Census is our opportunity to ensure that Arizona resources are distributed in a fair way and we can preserve the outstanding quality of life in our state.

Doug Ducey
Governor of Arizona

@AZCENSUS2020
ARIZONA Census 2020