



2020 United States Census Engagement Plan

January 2020

Objective:

To monitor and participate in the 2020 Census so that DC Ranch residents are informed and comfortable with the process, which should encourage them to respond in a timely manner. This will reduce the need for door-to-door census takers within the community. Strong resident participation will also affect tax dollars received by the city of Scottsdale and the state of Arizona, which if increased, will be beneficial to DC Ranch residents.

Background:

The census is a count of every person who lives in the United States and is conducted by the federal government every ten years. Starting in March, residents will be asked to participate in the 2020 Census.

Because this will be the first time the census will be conducted primarily online, extra communication will be helpful in getting residents to respond promptly. All households will be expected to respond, even if DC Ranch is not their fulltime residence. If a response is not received online, by mail or phone, a census taker will be sent to the door. Reducing the number of door-to-door interactions will lessen the need to coordinate gate entrance, and other potential security issues for DC Ranch.

In addition, getting accurate population growth numbers for both Arizona and Scottsdale are critical because federal and state funding percentages are based on population. The City of Scottsdale estimates it receives \$3000 for every person counted. The number of seats assigned in congress and the state legislature is also based on population. In addition, Scottsdale uses the data to evaluate where police/fire stations, parks, etc. need to be.

The 2020 Census timeline is currently planned as follows:

March 12 – 20	Invitation to respond online, by mail or phone will be mailed to residents
March 16 – 24	A reminder letter will be sent
<i>If you haven't responded yet:</i>	
March 26 – April 3	Postcard reminder sent
April 20 – 27	Final reminder sent
May 13	Start door-to-door
July 31	Census closes

DC Ranch's civil dialogue policy will be upheld: *Residents and DC Ranch employees shall conduct themselves in a manner that is civil and respectful, refraining from abusive, demeaning, or hostile language or behavior.*

The process below outlines the DC Ranch approach to the 2020 Census:

Targeted audiences: DC Ranch residents

Approach: DC Ranch Community Council will:

- Schedule and participate in various meetings and conversations with the city's Census Committee and federal Census workers to understand the process and timelines.
- Inform residents about the Census and encourage timely responses.
- To the extent possible, aid residents so that they may comfortably use the online Census response system.
- Work with the Ranch Association to provide easy access for the door-to-door census takers as needed.
- Provide updates to the Community Council and Ranch Association Boards and residents as necessary.

Spokesperson: Chris Irish with support from Jenna Kohl and the DC Ranch communications team

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: December 2019 – August 2020

Key factors: **Communication** – Clear and consistent communication with residents will be important to the success of this project.