



Census 2020

Paradise Valley Counts

Study Session
January 9, 2020

General Information



The Census counts every person who resides in a household as of April 1, 2020



Census invitations will be mailed starting in mid-March



Responses can be made online, by phone, or by mail



If there is no response from a household by April 30th, census takers will visit in person

The Town's Role in the Census

- Promote
- Educate
- Encourage Participation



Our Efforts Have Begun and Will Ramp Up As We Get
Closer to April 2020

Promote



WEBSITE



TOWN
REPORTER



INDEPENDENT
ARTICLE



MONITORS AT
TOWN HALL



SOCIAL MEDIA



EVENTS

Educate

- Mandated by the U.S. Constitution
- Fair Representation/Redistricting
- Critical Data for Decision Making
- Distribution of Federal and State Funds
 - Municipal Services
 - Education
- Civic Duty



The Census Benefits Paradise Valley

Participation



Encourage Everyone to Respond to the Census

Online
By Phone
By Mail



Encourage Everyone to Respond Accurately

Report Anyone Residing in the Household as of April 1st



Assure Everyone that Their Data is Protected

Census Workers Take an Oath to Protect Your Data for Life
By Law, Your Responses Cannot Be Used Against You

How You Can Help?

When Opportunities Arise

Promote

Educate

Encourage
Participation

Let Me Know What Information or Materials You Need to
Promote and Educate



Questions?