

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: March 12, 2015**

SUBJECT: Special Census

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Richard T. Parker, Community Development Director

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: (a) Census Bureau Estimate Letter, (b) Proposed Memorandum of Understanding w
Census Bureau, and (c) Letter to Town of Gilbert (re TPTax schedule)

SUMMARY/BACKGROUND: Staff has previously reported on the significance of conducting a Special Census to receive benefit from the receipt of additional state shared tax revenues and other advantages as a result of identifying a significant increase in population from the 2010 Census count. As provided under ARS §§28-6532 & 42-5033, towns and cities may conduct a Special Census during the fifth (5th) year following the decennial census. The results are certified by the Director of the Arizona Department of Revenue (DOR) and beginning July 1 in the sixth (6th) year following the decennial census, the results may be used as the basis of apportionment of the state shared revenues until the next federal decennial census.

The Town has received an Official Estimate for conducting a Special Census Estimate along with a Memorandum of Agreement. The estimated total cost of a Full Special Census of the Town of Prescott Valley, AZ based on an estimated population of 46,044 persons, is \$744,883. Of this amount, \$328,387 is paid to the U.S. Census Bureau in advance, and \$416,496 is held by the Town of Prescott Valley, AZ to pay local persons who work on the Special Census.

Total time needed to complete the Special Census and provide official census statistics is approximately 6-7 months from the MOA and partial payment is provided. The preparatory work takes approximately 3 months, enumeration averages about one month, and data processing takes about 3 months. The first month is needed to set up required office facilities for the Census Supervisor and support staff, and for hiring and training. Once a pool of possible applicants has been established, screening and training by Census Bureau is expected to be completed in 4-5 weeks. The actual enumeration process is expected to take an additional 4-5 weeks to complete. The attached letter from the Arizona Department of Revenue to the Town of Gilbert provides clarification on their role in certifying new population counts and the time frame for receiving those numbers.

With a Special Census there is no mail-out of questionnaires. All counts are obtained from door to door contacts by Enumerators. Therefore, the Town will be responsible for recruiting Enumerators and hiring will be accomplished similar to the way the Census Bureau hires field representatives for surveys. Special Census Program staff will provide procedures and support in publicizing and recruiting, and they will also be responsible for testing, hiring, and training. Paychecks will be issued by the Town at prevailing wage rates. An estimate for the number of expected workers will be compiled after the MOA is returned.

The Census Bureau helps by providing advertising posters, fact sheets, public service announcement videos, and local broadcasts to recruit Enumerators and promote resident participation in the Special Census. The date the actual enumeration starts will be the date of any new certified population.

OPTIONS ANALYSIS: The Council may approve the Memorandum of Understanding with the Census Bureau or decline to approve the MOU.

ACTION OPTION: Motion to (a) approve the Memorandum of Understanding with the Census Bureau to conduct a Special Census for the Town of Prescott Valley, and (b) approve the transfer from Special Revenue Community Development Grant fund to the General Fund Non Departmental budget in the amount of \$328,387, **OR** Motion not to approve this MOU with the Census Bureau or transfer. **VOTE.**

RECOMMENDATION: Town staff recommends approval of this MOU with the Census Bureau for a Special Census in Prescott Valley.

FISCAL ANALYSIS: Although the costs for a Special Census are significant, staff is confident (based on its own estimate of Town population) that a Special Census conducted at this time will result in a new certified population number that will (in turn) result in enough additional money from state-shared revenues during the latter half of this decade to justify those costs. It is proposed that a transfer from the Special Revenue Community Development Grant fund capital budget (270-3021-700.7435 “Computer Equipment” to the General Fund Non Departmental Professional Services budget (101-9500-619.3275) in the amount of \$328,387 occur in the current fiscal year to cover the initial cost, and that the balance be budgeted in FY 2015/2016 in the Non Departmental Professional Services Budget. The entire amount of \$744,883 will be funded by existing General Fund reserves.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____