

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: September 16, 2010**

SUBJECT: Census 2010 Follow Up

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Joe Scott, for Richard T. Parker, Community Development Director

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

ATTACHMENTS:

SUMMARY/BACKGROUND: The U.S. Census is required by the Constitution to take place every ten (10) years to count every resident in the United States. The data collected by the Census determine the number of seats that Arizona and all states have in the U.S. House of Representatives. Results of the 2010 Census will also help the Town of Prescott Valley receive its fair share of more than \$400 billion in federal funds each year.

The Government Accountability Office (GAO) identifies how many federal dollars are allocated to localities using U.S. Census data for the ten (10) largest federal programs. For fiscal year 2009, the estimated obligations of the ten (10) largest federal assistance programs totaled \$478.3 billion, representing about eighty-four percent (84%) of total federal assistance. This included about \$122.7 billion funded by the Recovery Act and \$355.5 billion funded by other means. The ten (10) largest federal aid programs for the most recent actual budget year data available, 2008 (shown below), comprised seventy-three percent (73%) of total federal assistance.

Medicaid:	\$ 214.0 billion
Highway planning and construction:	\$ 37.4 billion
Temporary Aid for Needy Families:	\$ 17.0 billion
Section 8 Housing Choice Vouchers:	\$ 15.6 billion
Local Education Title 1 Grants:	\$ 13.9 billion
Individuals with Disabilities Education Act, Part B:	\$ 11.0 billion
Federal Transit Formula Grants:	\$ 8.2 billion
Head Start	\$ 6.9 billion
Community Health Insurance Program (CHIP)	\$ 6.0 billion
Community Development Block Grants and Neighborhood Stabilization:	\$ 4.9 billion

In preparation for the 2010 Census, the U.S. Census Bureau partnered with local governments to update local address information, also known as: Local Update of Census Address (LUCA). The Town participated in this program to contribute accurate address information for each census block in the Town. Most of this work was prepared by GIS staff in the GIS department during the fall of 2007 through the spring of 2008. The Town was asked to review this data again in the fall of 2009. Staff found that many of the local addresses that were submitted in 2008 were not included in the data that was reviewed in 2009 and a more complete list was provided.

Community Development Department Staff worked locally and with other regional jurisdictions as a Complete Count Committee (CCC) to bring awareness of the importance of mailing back the Census Questionnaire. The CCC implemented locally-based outreach campaigns to drive Census participation. The Committee secured funding for promotional materials and worked with the Prescott Valley Chamber of Commerce on an awareness campaign. It was well publicized that the 2010 Census form contained only ten (10) short questions pertaining to: Name, gender, age, date of birth, Hispanic origin, race, household relationship, and if a resident rents or owns. In areas served by the United States Postal Service, workers delivered the initial mailing in mid March of 2010. In all other areas, census takers delivered the forms between March 1 and April 30, 2010.

From May through July, 2010, the Census Bureau visited households that didn't mail back forms in order to seek a response and to clarify any questions a resident might have about the form. Residences that didn't mail back a form were visited until one was completed. If there was no response after multiple visits, the best information was ascertained from neighbors if possible. During this time, Census workers also collected additional information to ensure housing units classified as vacant were in fact unoccupied on April 1. Census workers also verified whether all addresses from responders actually existed, were not duplicates, and confirmed a geographic location. A small number of households who responded received follow-up phone calls or a visit from a census taker to ensure that the data we collected on your form was accurate and complete as possible.

Nationally, seventy-two percent (72%) of households initially participated in the 2010 Census by returning their form in the mail and didn't require a follow up visit to obtain census responses in person. This was the same national rate achieved in Census 2000. The initial mail-in response rate for Arizona was sixty-seven percent (67%) for 2010 and sixty-eight percent (68%) for 2000. Yavapai County was sixty-five percent (65%) for 2010 and sixty-six percent (66%) for 2000. Prescott Valley mail-in response rate was seventy-four percent (74%) for 2010 and seventy-seven percent (77%) for 2000. While higher response rates are preferred, the efforts put forward by various Town staff and other community members such as the Chamber of Commerce, resulted in response rates greater than the national, state and county rates. Staff is hopeful that the initial efforts to provide a complete address list to the Census Bureau, and census field verification efforts, will result in a relatively accurate snapshot of Prescott Valley populations and households as of April 1, 2010 as there is no further review or approval process.

Through December of 2010, captured data is being compiled in an electronic format, processed, and tabulated. As mandated by Federal law, the national and state population counts must be delivered to the President of the United States by December 31, 2010 to be used for congressional apportionment. Arizona stands to possibly gain two (2) seats in the House of Representatives following the Census. States will find out how many congressional seats they will be allotted in January, 2011. States are expected to establish voting districts based on population changes in time for the 2012 elections. The average U.S. House district now contains 646,946 people. After the 2010 census, that number is expected to rise by 9.7 percent, to about 710,000 people.

Population figures for local jurisdictions are scheduled to be released in May of 2011. In accordance with Arizona Revised Statutes, the population as shown by the decennial census as certified by the United States Bureau of the Census shall be used as the basis for the apportionment of monies as of July 1, 2011. Town data tables for age, sex, race, Hispanic origin, households, families and housing may not be available until December of 2012. Complete data down to the Block level won't be available until 2013.

OPTIONS ANALYSIS: None - Work Study

ACTION OPTION: None - Work Study

RECOMMENDATION: None - Work Study

FISCAL ANALYSIS: A full response rate will help Prescott Valley receive its fair share of over \$400 billion in federal dollars for the largest federal assistance programs and, perhaps state shared revenue.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____