



# WASATCH CHOICE

— 2050 —

Wasatch Front Regional Council  
January 24, 2019



# Better outcomes by working together



# Wasatch Choice 2050 Goals



Community



Economy



Manageable Traffic



Choices



Safe



Affordable



Clean Air



Parks and Recreation



Environment

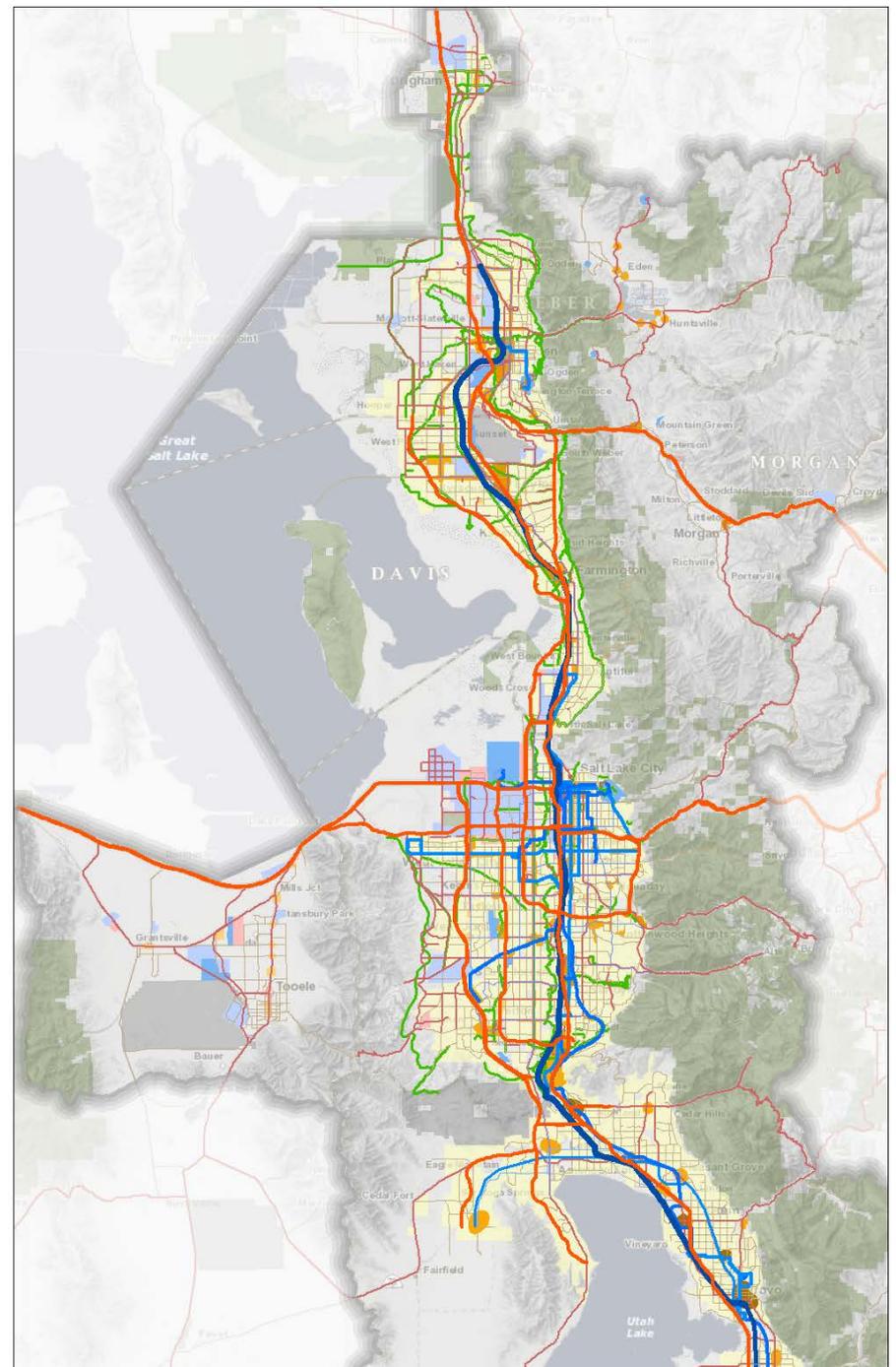


Fiscal Responsibility

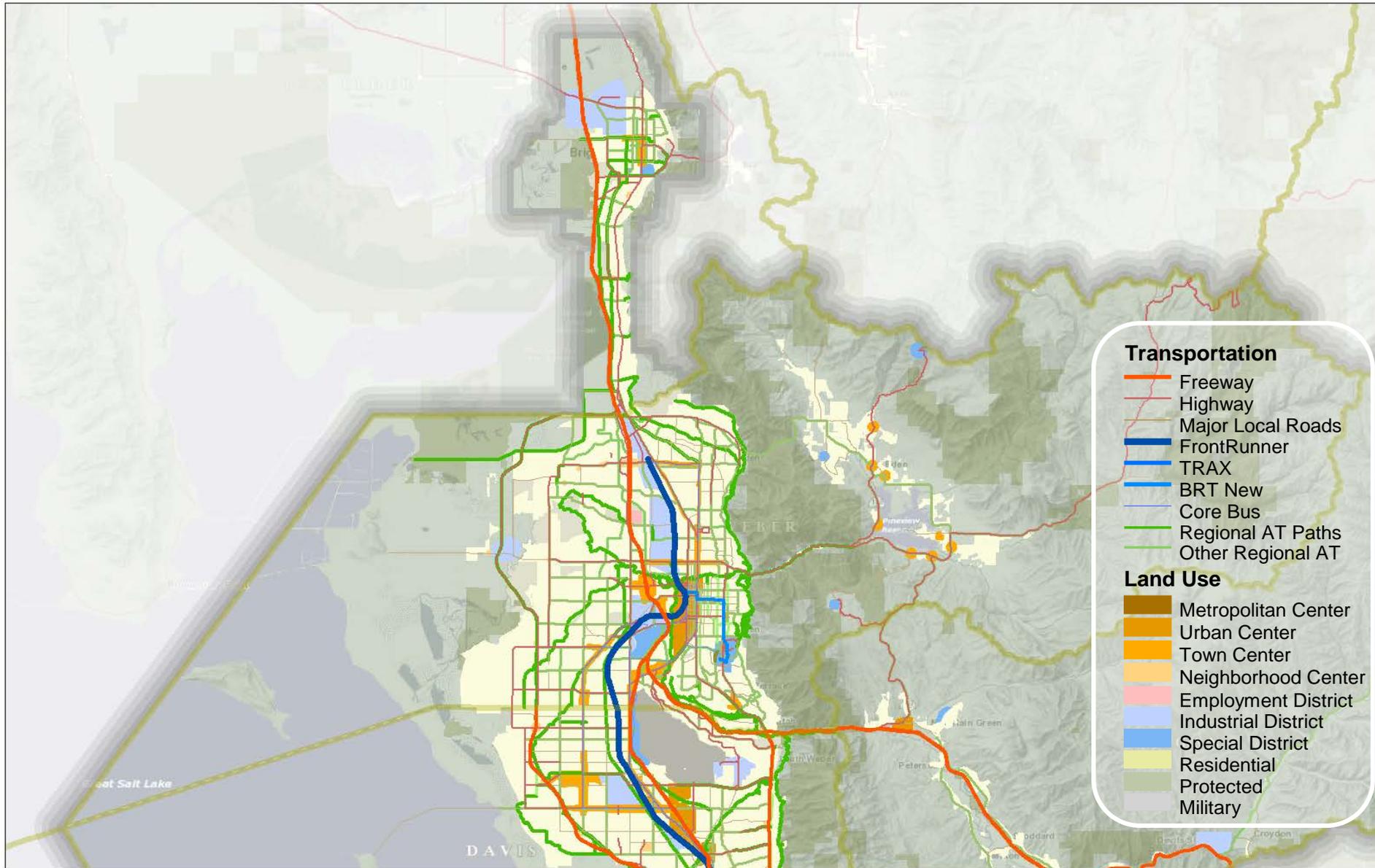


# WASATCH CHOICE

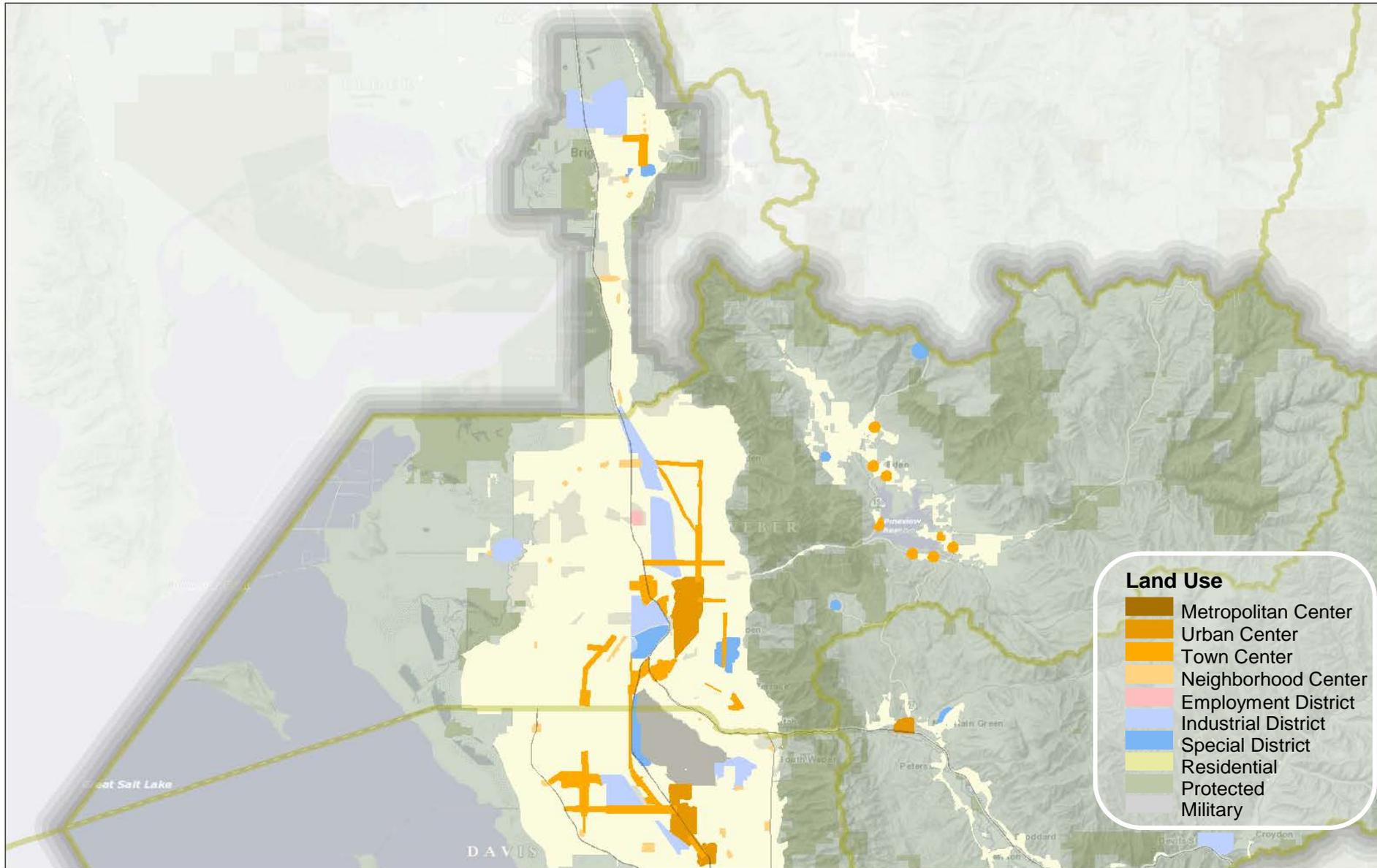
2050



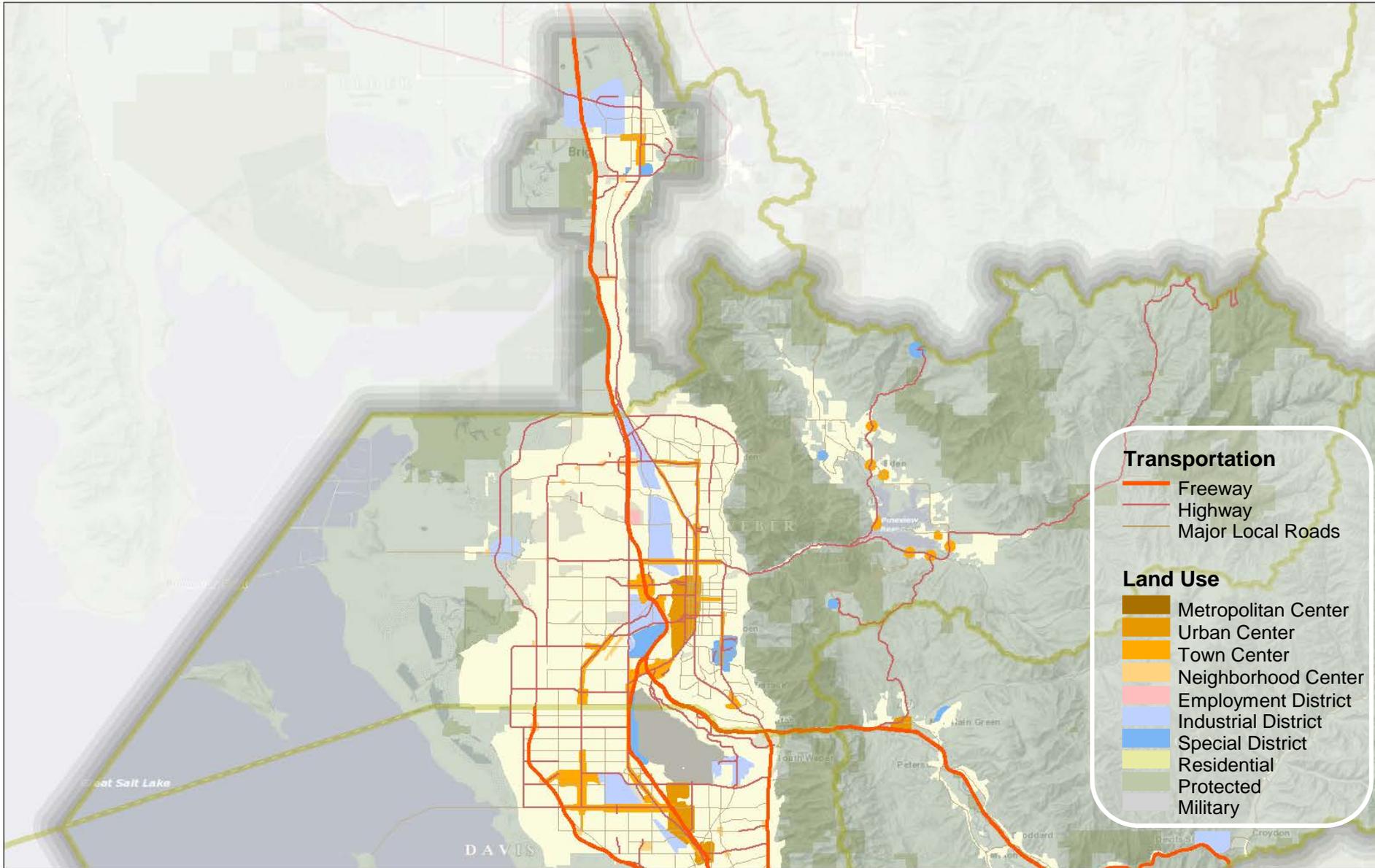
# Where growth occurs matters



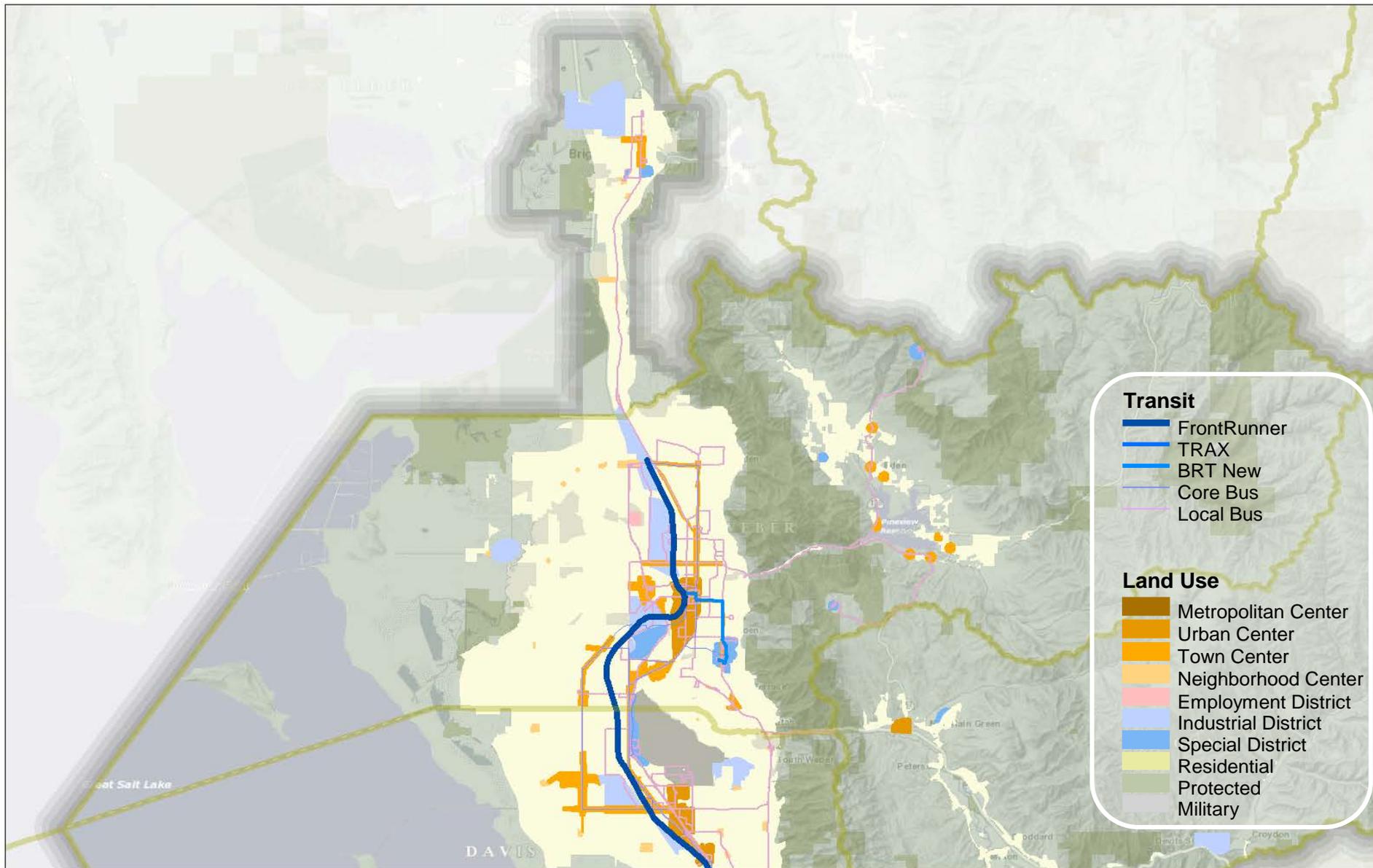
# Regionally Significant Centers and Districts



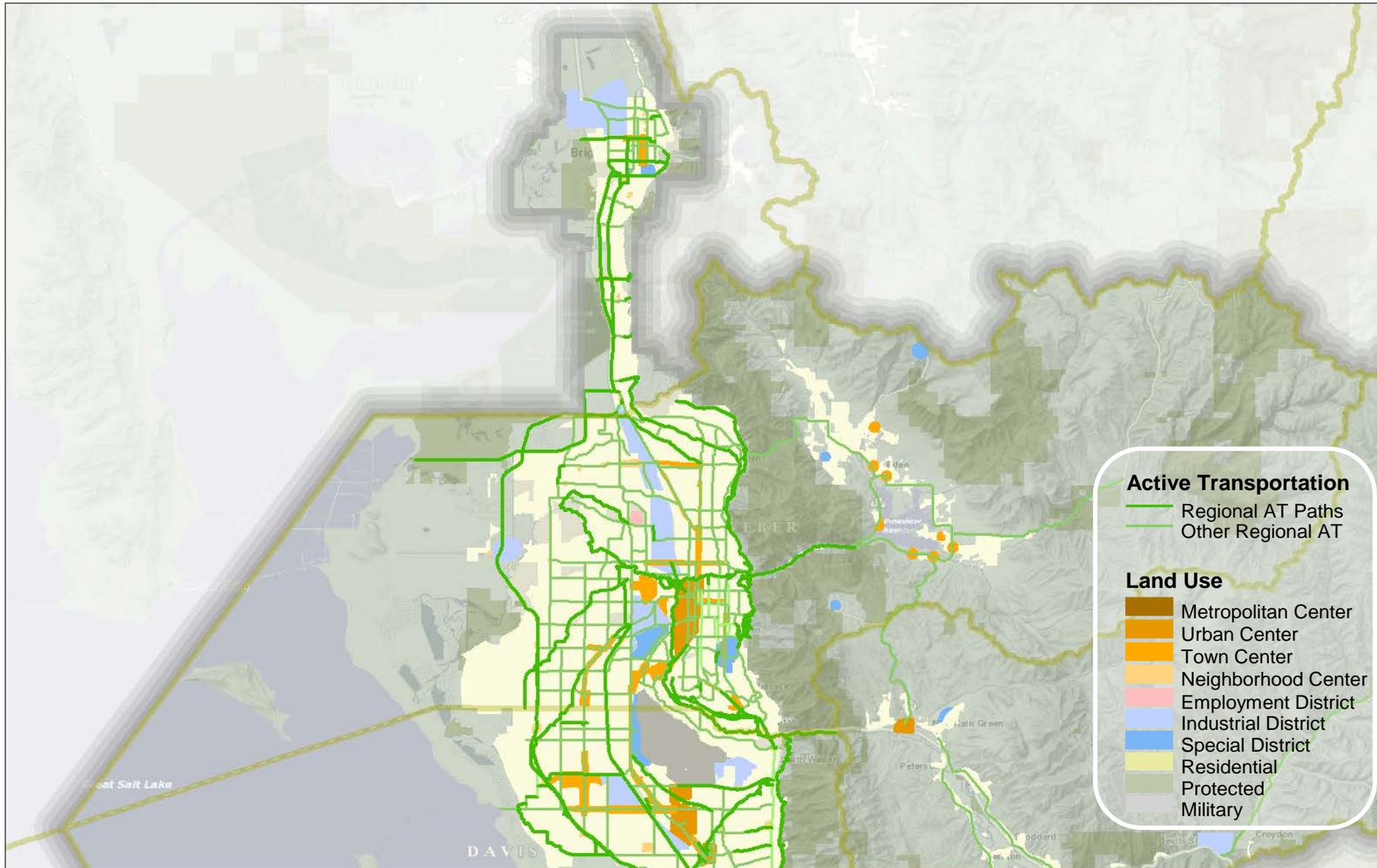
# Regional Roadway Network



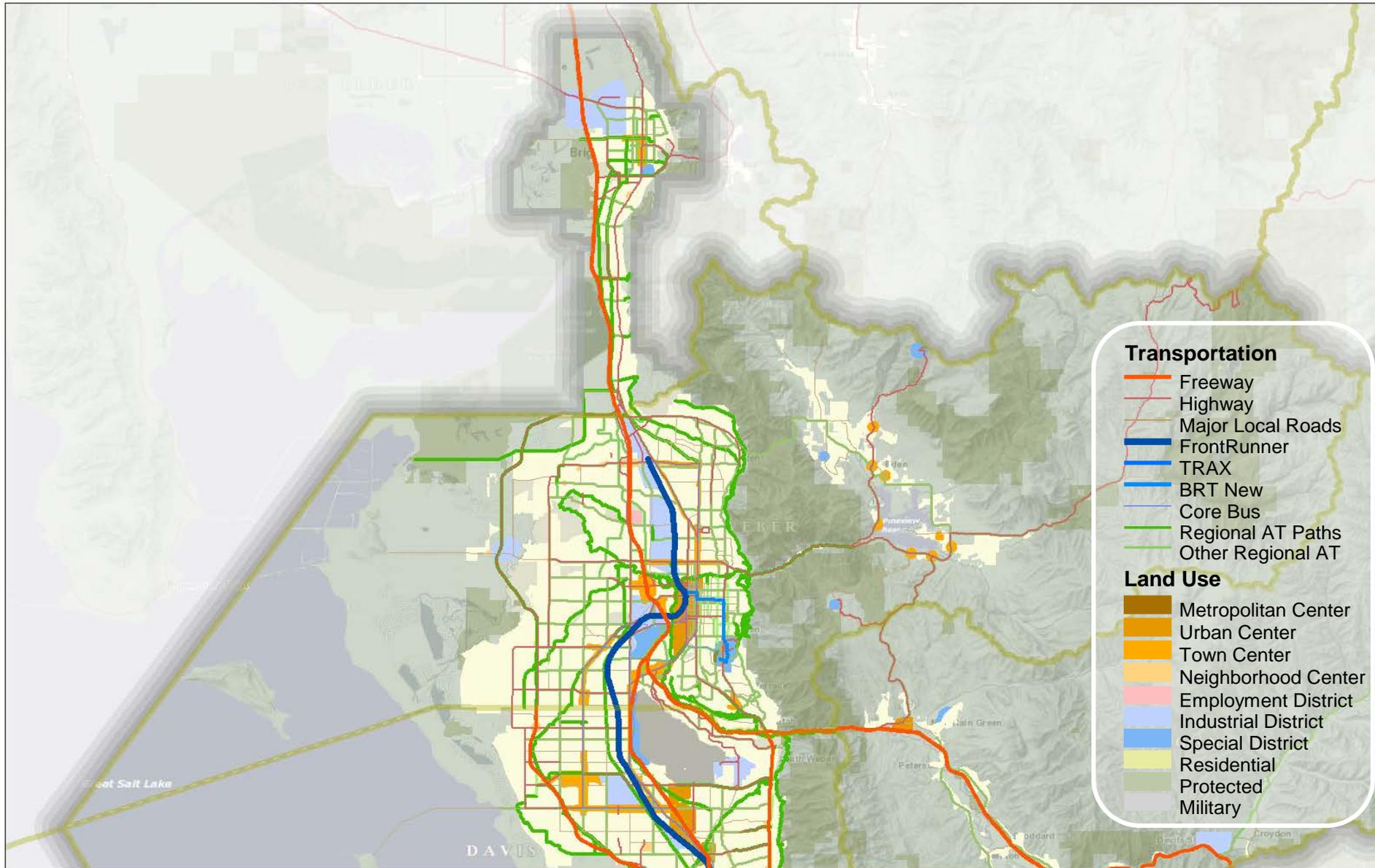
# FrontRunner, Light Rail, BRT, Core Bus



# Regionally Significant Active Transportation

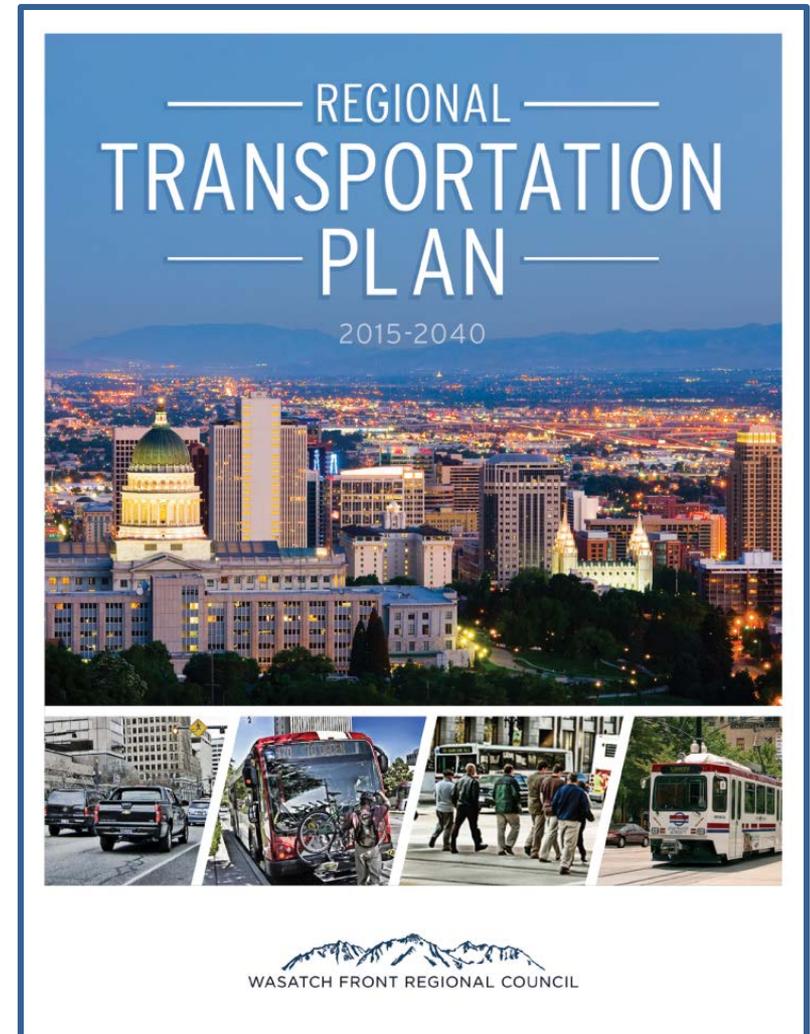


# RTP = Integrated Transportation & Land Use



# The Regional Transportation Plan

- » Roads, transit, bike lanes, and trails
- » Updated every four years
- » Uses forecasts of future travel behavior
- » Ensures air quality conformity
- » Financially constrained
  
- » Phase 1: 2019-2030
- » Phase 2: 2031-2040
- » Phase 3: 2041-2050
- » Unfunded



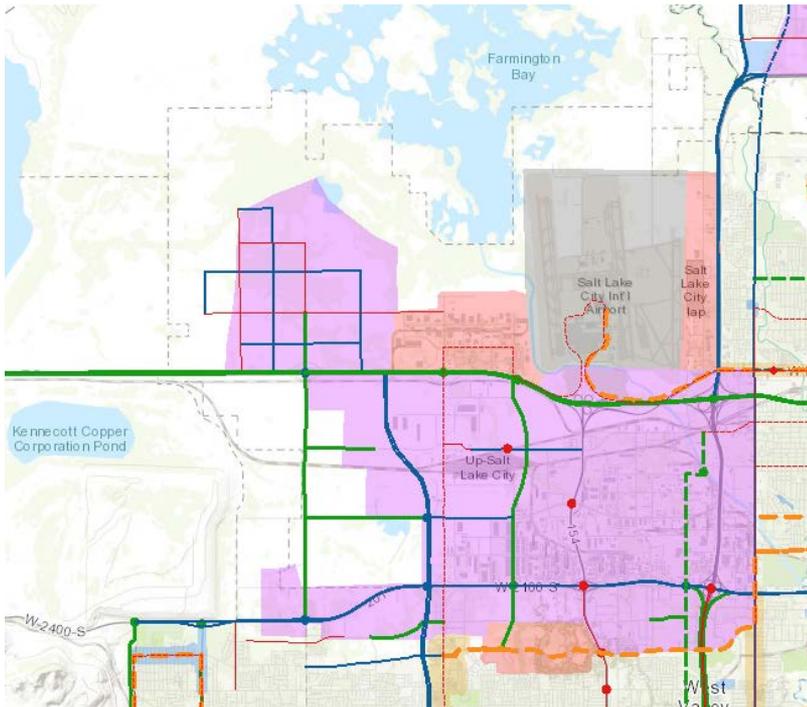
# Process



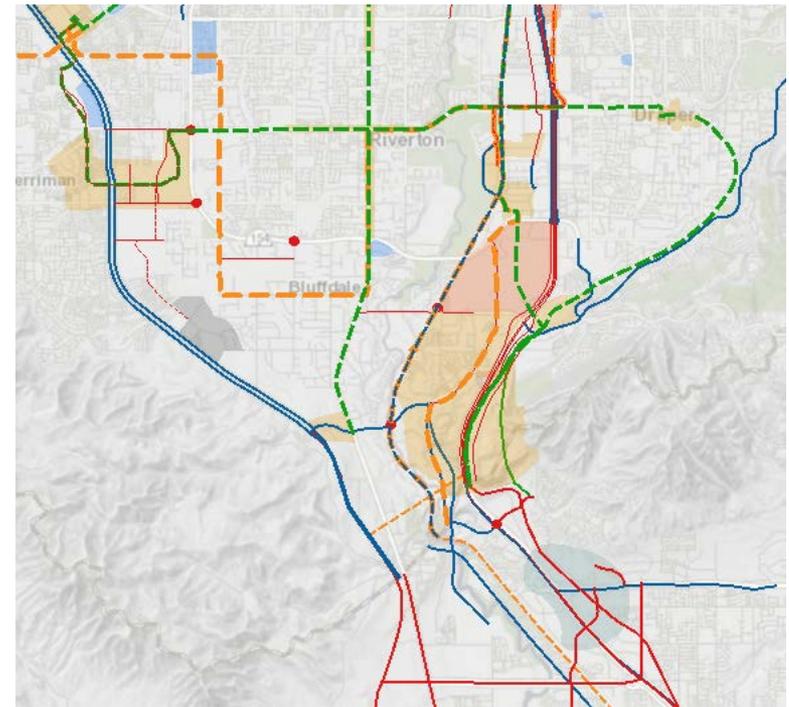
**We Are Here**

# Unique Opportunities

## » Northwest Quadrant



## » Point of the Mountain



# Phasing Outreach

## Seven Phasing Workshops

- » 260 Elected officials and staff
- » 56 Partners
- » 309 Comments

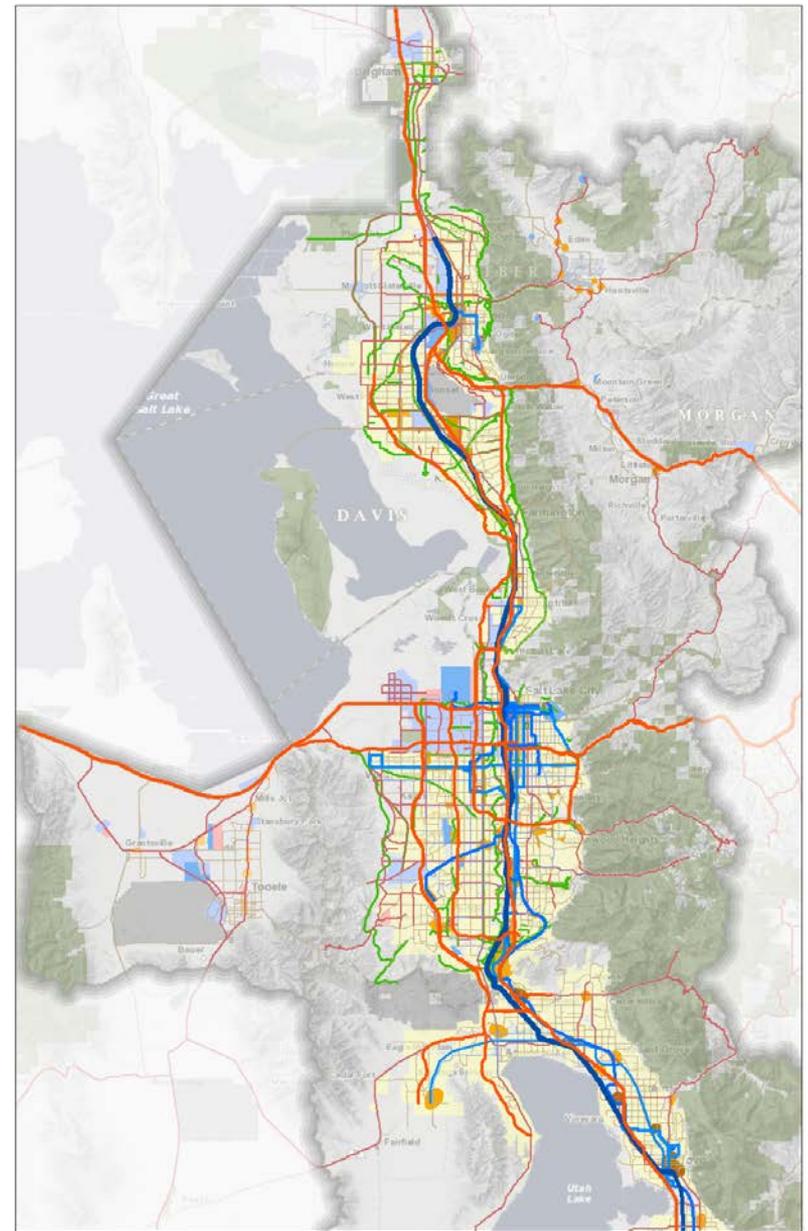
## Interactive Map

- » 503 Unique users / 1,129 Unique page views
- » 145 Comments

## Stakeholder Meetings

- » UBET
- » Rio Tinto
- » LDS Church Land Holding Groups

## Local Community Follow-up



# Next Steps

## Today's Meeting

- » Recap of workshops & public comment period
- » Final public comment period

## March Meeting

- » Report back on final comment periods
- » Overview of website and document

## May Meeting

- » Adoption of the RTP

## August Meeting

- » Broader Wasatch Choice strategies
- » Approach to monitoring progress





# WASATCH CHOICE

— 2050 —

Wasatch Front Regional Council  
January 24, 2019





UDA  
URBAN DESIGN  
ASSOCIATES



**TRANSPORTATION**  
AND  
**LAND USE CONNECTION**

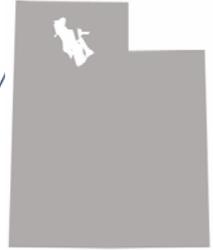
## TLC Appropriation

Wasatch Front Regional Council

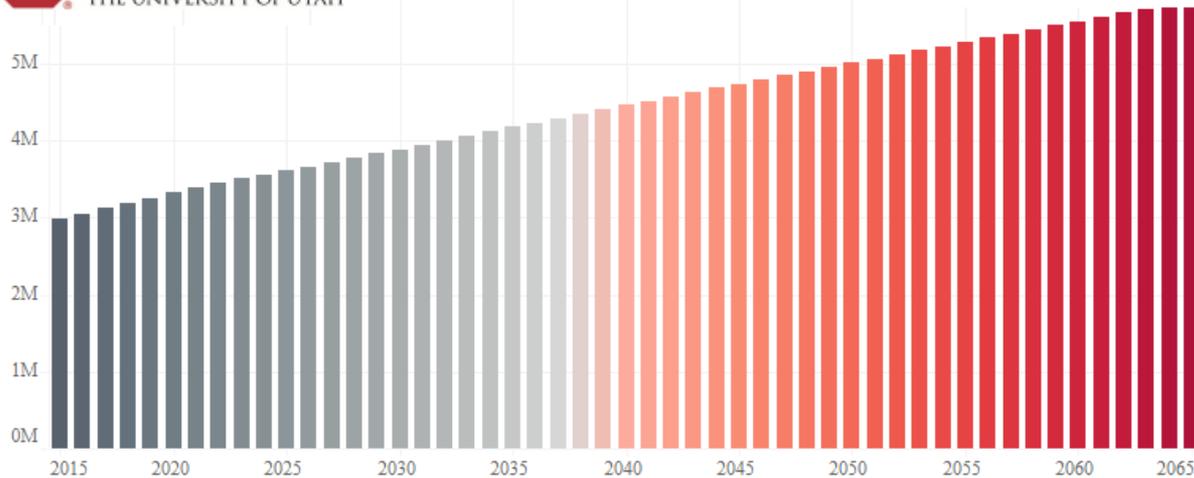
JANUARY 24<sup>th</sup>, 2019

Megan Townsend, Planner and TLC Program Lead

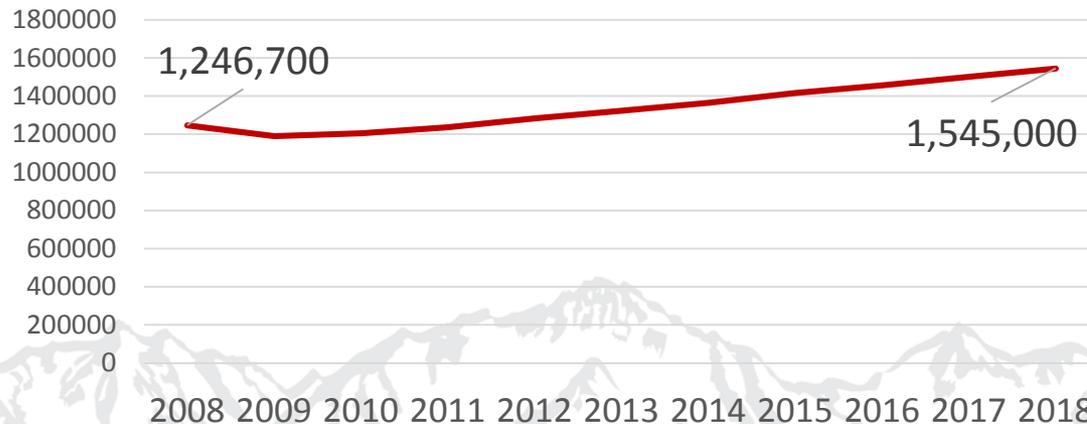
# Population and Job Growth in Utah



## Utah Population Growth and Projection



## Utah Employment Growth, Past Decade



# Growth Challenges



Powder Magazine



Salt Lake Tribune

## Gardner Business Review

May 2018

Applied economic analysis by the  
David Eccles School of Business

Since 2010, Utah has led the country in employment and demographic growth. This growth has produced exceptionally strong demand for housing, which in turn has put upward pressure on housing prices.

### What Rapidly Rising Prices Mean for Housing Affordability

By James Wood, Dejan Eskic, and D.J. Benway





The TLC program provides technical assistance to **local communities** to help them achieve their goals and **plan for growth**. The program helps communities implement changes to the built environment that **reduce traffic on roads** and **enable more people to easily walk, bike, and use transit**.

# TLC Projects



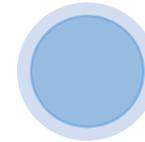
## PLANS

Visions  
Community Engagement  
Downtown Master Plans  
Active Transportation



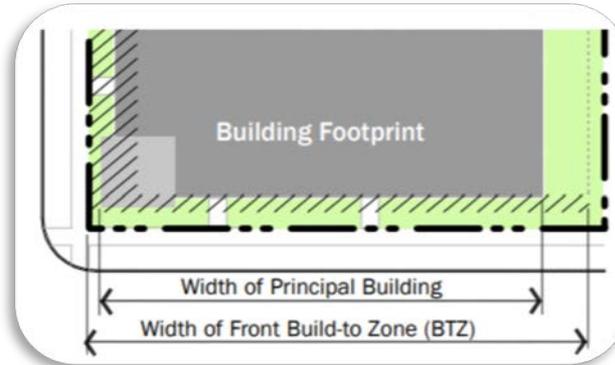
## POLICIES

Zoning Ordinances  
Design Standards  
Transportation Priorities



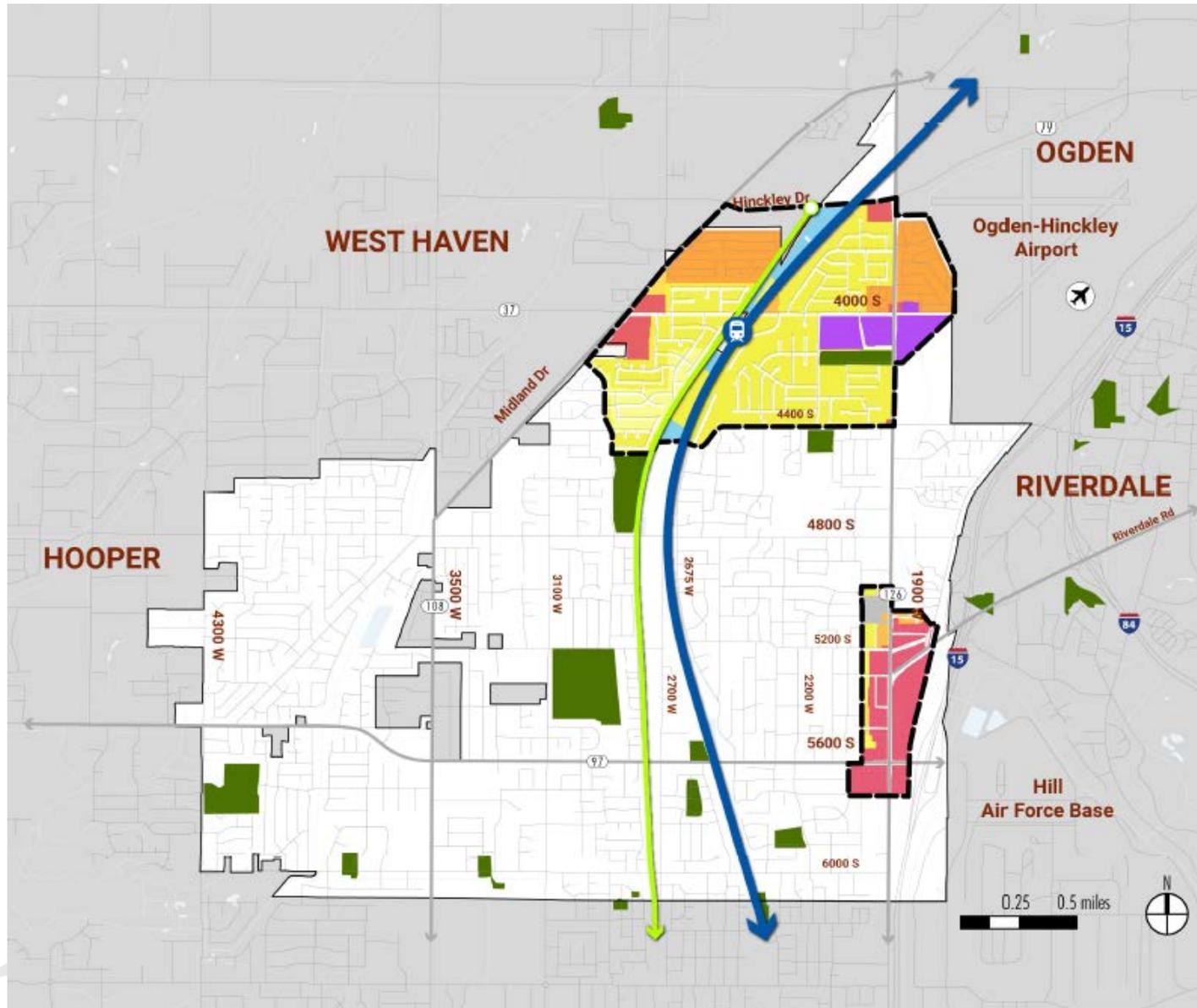
## PRODUCTS

Financing Options  
Implementation Strategies  
RDA Support



STUDIES AND ANALYSES (Parking, Market, etc.)

# Plan → Policy: Roy City



# Policy → Product: South Salt Lake



New Residential Units: 2,676



The Zeller, Realtor

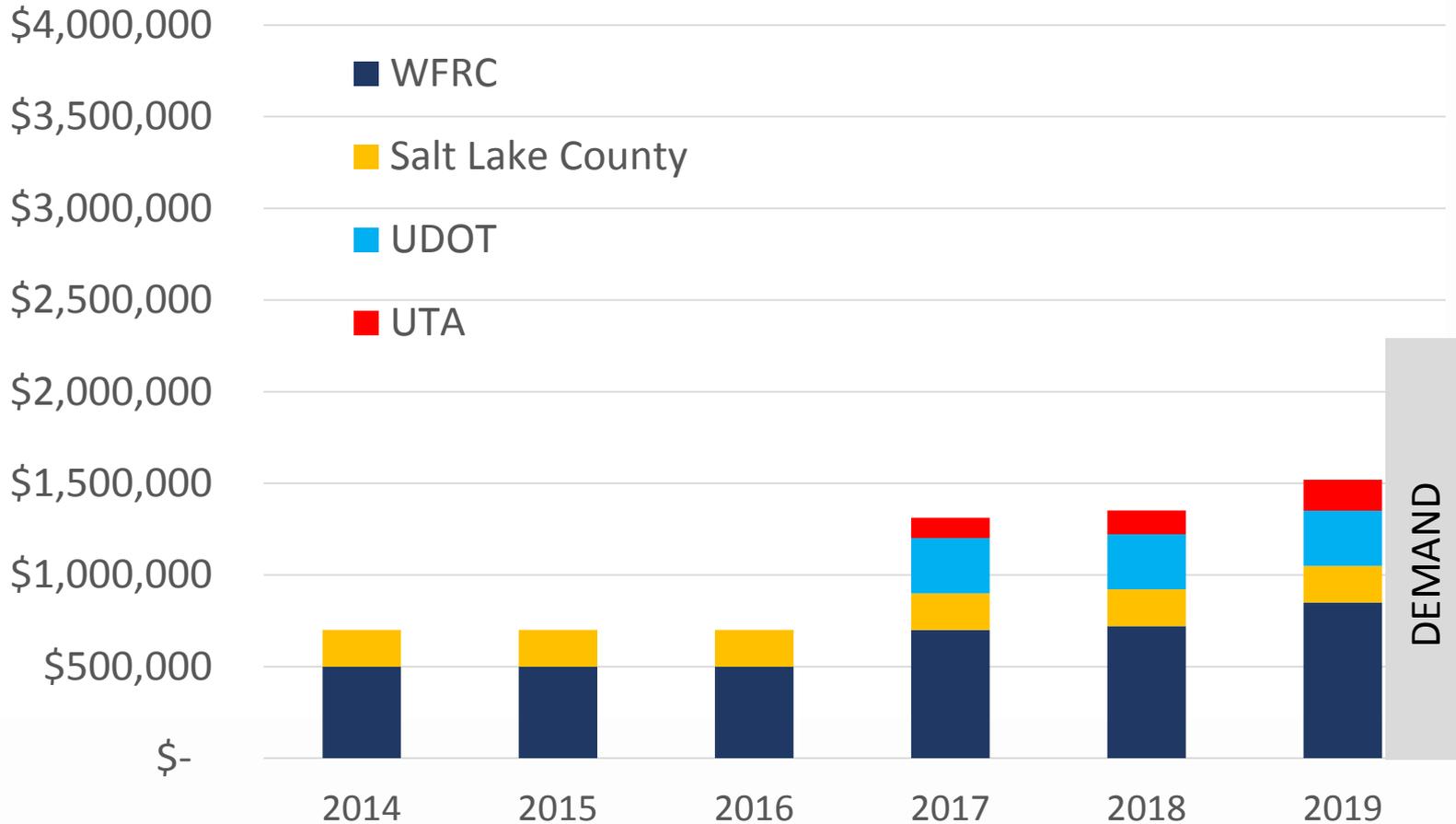


Moda S-Line

# Program Partners & Growing Funds

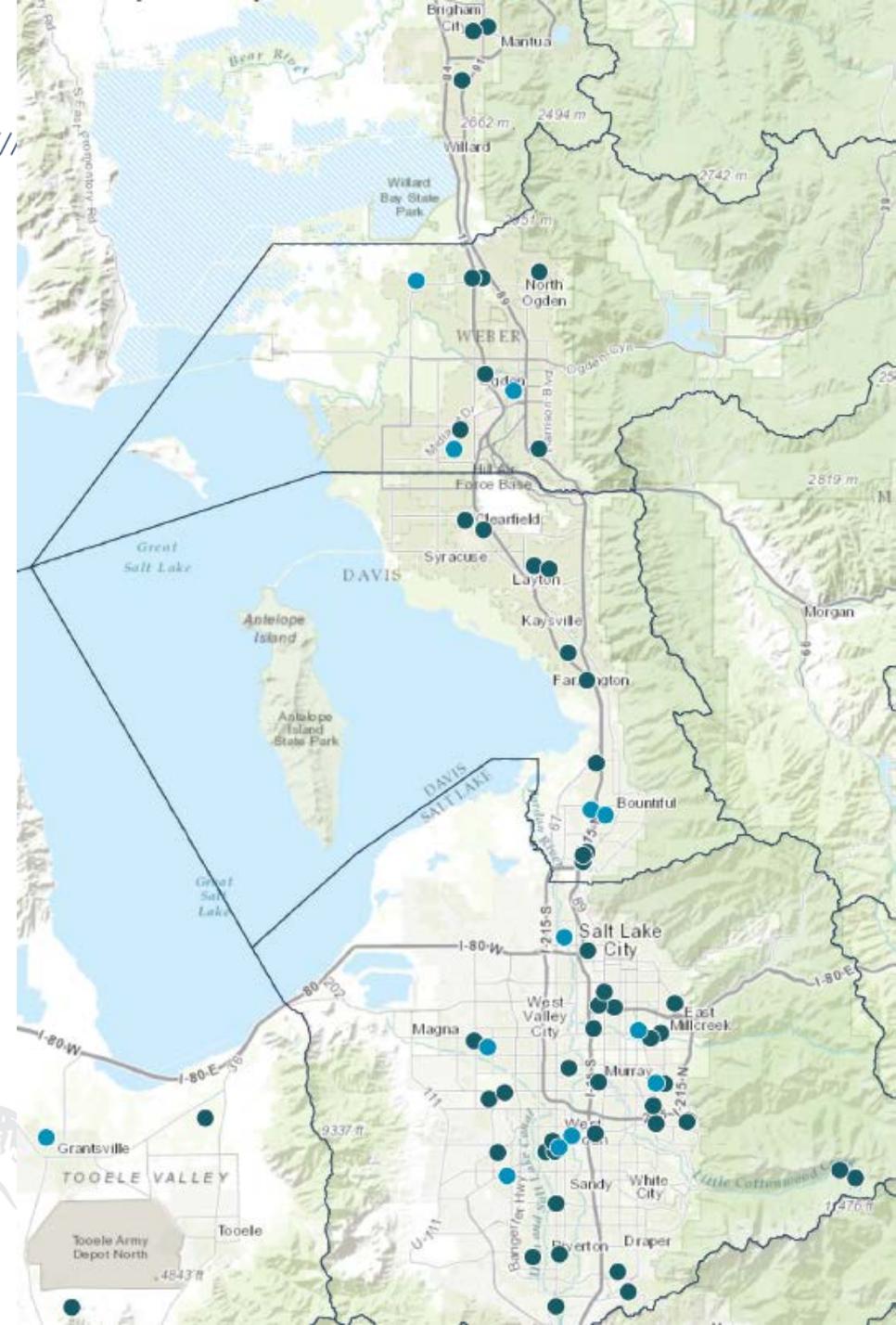


## Annual TLC Program Funding



# Additional Resources

- Program demand has doubled!
- Maximize value of infrastructure investments, by helping communities coordinate local land use with transportation, as incentivized by SB136 (2018)
- Utilize innovative financing strategies, such as Transportation Reinvestment Zones (TRZs)
- Opportunity to provide more support to move toward the product phase



# State Appropriation



- \$2 Million ongoing statewide
- General Funds, through UDOT, MPOs and RPOs
- Infrastructure and General Government  
Appropriation Committee



# Proponents



*...and local governments throughout the region*



Megan Townsend

Planner and TLC Program Lead

801-363-4250 x. 1101

[mtownsend@wfrc.org](mailto:mtownsend@wfrc.org)



WASATCH FRONT REGIONAL COUNCIL





WASATCH FRONT REGIONAL COUNCIL

WASATC





## Transportation Improvement Program is . . .

1. Six Year Program of Highway & Transit
  - Four Years Funded - Two Years Concept
2. In the Urban Areas
  - Salt Lake/ West Valley - Ogden/ Layton
3. Funded by
  - Federal, State, & Local Programs
4. For All Cities, Counties, UDOT & UTA



# Transportation Improvement Program will . . .

1. Implement the Long Range Plans
  - Highway/ Transit Projects for the Region
2. Help Meet the Short Range Needs
  - Of the Wasatch Front Area
3. Provide for the Maintenance
  - Of the Existing Transportation System



# Transportation Improvement Program's Dynamics . . .

1. Periodic Modifications due to
  - Project Timing & Funding Amounts
2. Modifications Require Board Action
  - WFRC or Trans Com as Delegated
3. Updated Annually with
  - New Projects/ Funding Strategies



# Transportation Improvement Program - To Day . . .

- 1 - Report on an Approved Board Modification
  - Trans Com – November 8, 2018
  
- 2 - Approve a New Board Modification (BM3)
  - To the 2019-2024 TIP
  
- 3 – Review the Funding Programs Status

5a - Report on  
2019-2024 TIP  
Board Modification #2

Trans Com Meeting  
November 8, 2018



## 2019-2024 Transportation Improvement Program (TIP) (Amendment Two)

### Board Modification

#### Additional Funding

#### Salt Lake/ West Valley Urban Area

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Salt Lake	UDOT	I-80	15935	I-80 Over Surplus Canal Deck Replacement	Bridge Deck Replacement	NHPP_BR (National Highway Performance Program_ Bridge On)	\$3,500,000	\$2,100,000			2019
						NHPP_NHS (National Highway Performance Program_ National Highway System)			<b>Additional Funding</b>	<b>\$200,000</b>	
						ST_Bridge (State Construction - Bridge Program)			<b>Additional Funding</b>	<b>\$1,200,000</b>	

This project was originally scoped as a deck rehabilitation project. During design State crews needed to repair extensive potholes on the structure which revealed that the deck was in need of replacement rather than rehabilitation. The additional funding requested for this project is replacing the bridge deck. The additional funding comes from \$1,200,000 of State Bridge funds, available from the I-80; 1700 East to East Canyon Bridge Rehab Project and the remaining \$200,000 will be from Region 2's Transportation Solutions Funds.

Salt Lake	UDOT	SR-151	13585	SR-151 (10600 S) Redwood Road to Jordan Gateway	Reconstruct and Widening	NHPP_BR (National Highway Performance Program_ Bridge On)	\$17,665,000	\$88,000			2019
						NHPP_NHS (National Highway Performance Program_ National Highway System)		\$15,000,000			
						STP_FLX_ST (Surface Transportation Program - Flexible (Any Area) Statewide)			<b>Additional Funding</b>	<b>\$2,500,000</b>	
						ST_ATMS (State Construction - ATMS Statewide)		\$77,000			

When this project was originally awarded the bids were more than 10% over the Engineer's Estimate. Contingency funds were used at the time of award (June 2017). During construction additional costs related to right of way and unknown utilities needing relocation were encountered. The utility relocations caused significant delays (150+ days) to the contractor. The additional \$2,500,000 is available from unprogrammed funds in the Region Two Pavement Rehabilitation Program.

## 2019-2024 Transportation Improvement Program (TIP) (Amendment Two)

### Board Modification - continued

#### Additional Funding

#### Ogden/ Layton Urban Area

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Davis/ Weber	UDOT	I-15	13822	I-15; SR-232 to I-84	Widen Existing Facility with Operational Improvements	NHPP_BR (National Highway Performance Program_ Bridge On)	\$175,165,000		<i>Additional Funding</i>	\$8,622,688	2019
						NHPP_IM (National Highway Performance Program_ Interstate Maintenance)		\$3,000,000			
						NHPP_NHS (National Highway Performance Program_ National Highway System)			<i>Additional Funding</i>	\$651,779	
						STP_Bridge (Surface Transportation Program - Bridge Program)			<i>Additional Funding</i>	\$3,000,000	
						STP_URB_O/L (Surface Transportation Program - Ogden/ Layton Urban Area - Exchanged Funds)			<i>Additional Funding</i>	\$1,890,533	
						ST_TIF (State Transportation Investment Funds)		\$158,000,000			

This project will add an Express Lane while maintaining the existing number of travel lanes and will be constructed within existing right of way along I-15 to the extent possible with various improvements to pavement sections and structures including structure widenings. The additional funding comes from cost savings from the I-15; South Davis Express Lane Project and the State bridge program.

Davis	UDOT	Center Str - North Salt Lake	13526	North Salt Lake Center Street Queue Cutter	Improve Railway-Highway Grade Crossing by Installing a Queue Cutter Signal	R/H_DEVIC90S (Rail / Highway - Protective Devices with State Match)	\$950,000	\$265,000	<i>Additional Funding</i>	\$650,000	2019
						R/H_DEVICS90 (Rail / Highway - Protective Devices at 90/10)		\$35,000			

This project will install a queue cutter signal on Center Street to eliminate cars being backed up and stopped on the railroad tracks. Complications to adding the Queue Cutter Signal into the existing crossing infrastructure has increased the cost of the signal upgrade. The additional \$650,000 is available from the unprogrammed balance of the Railroad Crossing Program.

# 5b - 2019-2024 TIP Board Modification

Regional Council Meeting  
January 24, 2019



## 2019-2024 Transportation Improvement Program (TIP) (Amendment Three)

### Board Modification

#### Additional Funding

#### Salt Lake/ West Valley Urban Area

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Salt Lake	West Valley City	4100 South	14831	4100 South; Bangerter Highway to 5460 West Project	Reconstruction with minor improvements to Drainage, Curb, Gutter and Sidewalk	LOCAL_GOV (Local Government Funds)	\$20,718,478	\$0	<b>Additional Funding</b>	<b>\$4,230,000</b>	2019
						LOCAL_MATCH (Local Matching Funds)		\$815,311			
						L_BETTERMENT (Local Government - Betterment CO-OP)		\$0	<b>Additional Funding</b>	<b>\$4,445,484</b>	
						STP_HIF_SL (Highway Infrastructure Funds - Salt Lake)		\$3,421,462			
						STP_URB_SL (Surface Transportation Program - Urban Area Salt Lake (WFRC))		\$7,806,221			

West Valley City, in coordination with UDOT and WFRC, will fully reconstruct 4100 south between Bangerter Highway and 5460 West.

The current project value is \$12.3 million. • Granger Hunter Improvement District will be adding \$3.94 million as a betterment to replace water lines. • West Valley City will be adding \$426K as a betterment for landscaping and buried power. • West Valley City will also be adding \$4.23 million to complete the project as originally scoped.

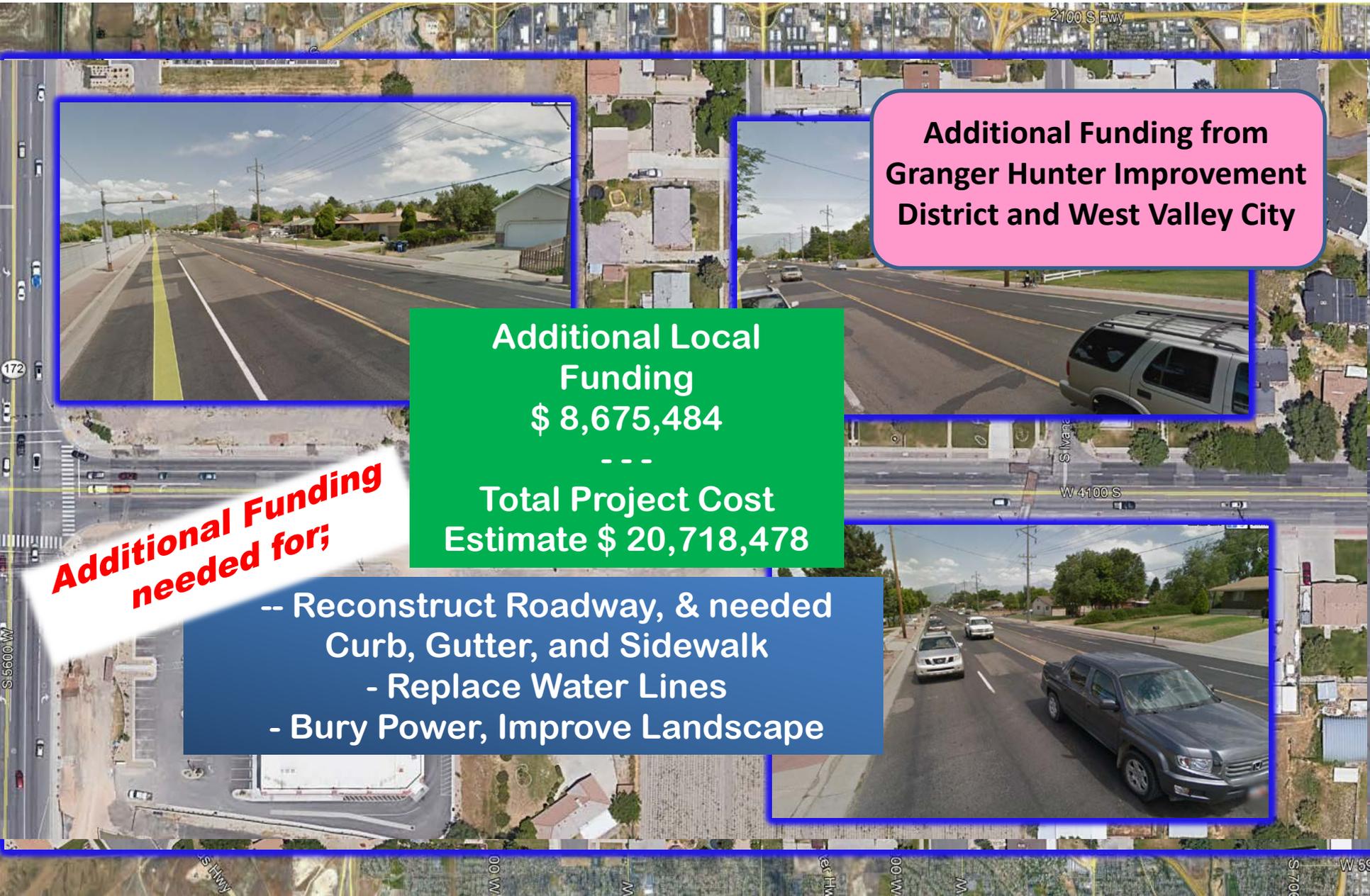
Salt Lake	UDOT	SR-154	14415	Bangerter Highway Interchange Projects at 6200 South, 10400 South, and 12600 South	New Construction of Grade Separated Interchanges	ST_TIF (State Transportation Investment Fund)	\$182,000,000	\$159,000,000	<b>Additional Funding</b>	<b>\$23,000,000</b>	2019
-----------	------	--------	-------	--	--	--	---------------	---------------	---------------------------	---------------------	------

Region Two is requesting to add \$23,000,000 of ST\_TIF funds to this project. Initial cost estimates for these intersection/ interchanges were re-evaluated due to recent pricing that has been encountered on previous interchanges. The additional funds being requested are to address increased right-of-way costs, project material and labor escalation costs at all 3 interchanges. The projects will be combined into one project (PIN 14415). Combining these projects will allow for better coordination with work activities and impacts to the public. These projects are scheduled to be constructed in 2020. Projects include - (6200 South @ Bangerter Highway) with a project value of \$64,000,000, - (10400 South @ Bangerter Highway) with a project value of \$46,000,000. - (12600 South @ Bangerter Highway) with a project value of \$49,000,000.

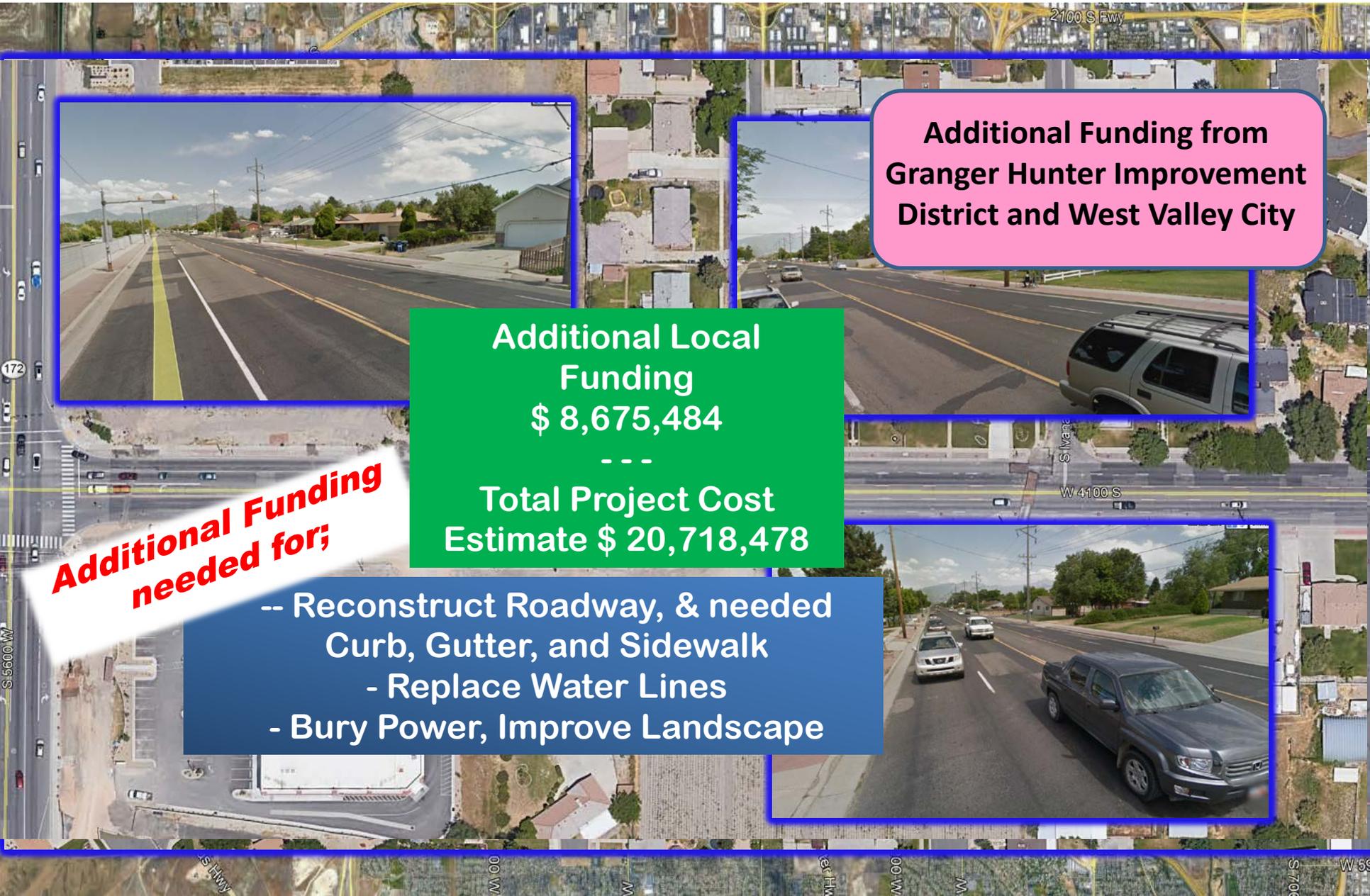
Salt Lake	UDOT	I-15	15669	I-15; NB Bangerter Highway to I-215	Add a Lane and Construction of a collector/ distributor System	ST_TIF (State Transportation Investment Fund)	\$165,000,000	\$150,000,000	<b>Additional Funding</b>	<b>\$15,000,000</b>	2019
-----------	------	------	-------	-------------------------------------	--	--	---------------	---------------	---------------------------	---------------------	------

Region Two is requesting to add an additional \$15,000,000 ST\_TIF funds to the I-15 Northbound Bangerter Highway to I-215 project. The cost increase on this project is coming from escalations in Design-Build construction activities (labor and materials) and higher than anticipated right of way costs. The I-15 NB project will improve traffic operations on I-15 between Bangerter Highway and I-215. The improvements include a collector/distributor system between approximately 9400 South and I-215 and an additional general purpose lane from Bangerter Highway to 9400 South.

# Salt Lake – 4100 South; Bangerter Hwy to 5460 West Reconstruct with minor widening – West Valley City Project



Additional Funding from  
Granger Hunter Improvement  
District and West Valley City



Additional Local  
Funding  
\$ 8,675,484

---  
Total Project Cost  
Estimate \$ 20,718,478

**Additional Funding  
needed for;**

- Reconstruct Roadway, & needed Curb, Gutter, and Sidewalk
  - Replace Water Lines
  - Bury Power, Improve Landscape

# Salt Lake – Bangerter Highway Intersections to Interchanges

## 6200 South, 10400 South, and 12600 South

**Additional Funding**  
**\$ 23,000,000**

**Additional Funding from  
Transportation Investment  
Funds (TIF) - Cost Savings  
from Other Projects**

**\$ 71,666,667**

**\$ 53,666,667**

**\$ 56,666,667**

**Total Project Cost  
Estimate \$ 182,000,000**

**Project will construct Grade  
Separated Interchanges at  
each Intersection**

# Salt Lake – I-15 (NB); Bangerter Highway to I-215

## Add a Lane and Construct a Collector/ Distributor System



**Collector/Distributor System**

**Additional General Purpose Lane**

**Additional Funding**  
**\$ 15,000,000**  
---  
**Total Project Cost**  
**Estimate \$ 165,000,000**

**Additional Funding from**  
**Transportation Investment**  
**Funds (TIF) - Cost Savings**  
**from Other Projects**

**Cost Increase due to;**

- Escalations in Design-Build Activities (labor & materials)
- Higher than Anticipated Right of Way

## 2019-2024 Transportation Improvement Program (TIP) (Amendment Three)

### Board Modification

#### Additional Funding

##### Salt Lake/ West Valley Urban Area

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Salt Lake	Bluffdale	Porter Rockwell Boulevard	13112	Porter Rockwell Blvd (Fourth Segment); East Jordan Canal and 15800 South to 0.5 miles east	New Construction of a 5-lane facility	STP_URB_SL (Surface Transportation Program - Urban Area Salt Lake (WFRC))	\$12,161,100	\$6,036,363	<i>Additional Funding</i>	\$3,000,000	2019
						LOCAL_INKIND (Local In Kind (Soft Match))		\$438,337			
						LOCAL_GOV_T_SLCO (Local Gov - Salt Lake County - Transportation Choice Fund (4th Quarter))			<i>Additional Funding</i>	\$2,000,000	

Bluffdale is requesting approval of additional funding for the Porter Rockwell Blvd - Segment 4. This segment will complete the section between Segment 5 and the bridge to be constructed following the completion of segment 4. The bridge is being funded through the Transportation Investment fund (TIF). Once completed this facility will function as a major arterial road that extends from Mountain View Corridor in Herriman to I-15. Reasons for the increased project cost include a much higher construction rate of inflation than originally estimated, an increased amount of roadway excavation for lowering the road profile, and the reduction of side slopes to a less steep slope because of poor soils. The City is currently coordinating with UDOT, Salt Lake County, and WFRC to remedy the project funding shortfall to enable the project to advertise as quickly as possible to minimize additional project cost inflation.

##### Ogden/ Layton Urban Area

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Davis	UDOT	SR-105	16434	Parrish Lane (SR-105); I-15 to Main Street (SR-106)	Pavement Rehabilitation	STP_FLX_ST (Surface Transportation Program - Flexible (Any Area) Statewide)	\$1,900,000	\$1,400,000	<i>Additional Funding</i>	\$500,000	2019

Region One is requesting to add an additional \$500,000 ST\_FLX\_ST funds to the Parrish Lane (SR-105) rehabilitation project. The additional funds for this request are available from the unprogrammed balance in Region One's Transportation Solutions Program. The funding addition is needed to offset the increased cost of materials from the original Engineer's Estimate.



# Bluffdale City – Porter Rockwell Boulevard – Fourth Segment Project Type – New Construction

15800 South - 5 miles North-East on new road alignment

**Additional Funding**

- Due to various project constraints including;
  - Higher Construction - Rate of Inflation
  - Roadway Excavation to lower Road Profile
  - Side Slope Mitigation due to Poor Soils

**Additional Funding from**

- Salt Lake Co – 4<sup>th</sup> Quarter
- WFRC – Un-programmed SL/ WV Urban STP funds

**Additional Funding**  
\$ 5,000,000  
---  
**Total Project Cost Estimate** \$ 12,161,100

Existing 3-Lane Road

Existing 4-Lane Road



# Davis – Parrish Lane (SR-105); I-15 to Main Street (SR-106) Pavement Rehabilitation



**Additional Funding from  
Un-programmed  
Transportation Solutions  
Program (TSP Funds)**



**Additional Funding  
\$ 500,000  
---  
Total Project Cost  
Estimate \$ 1,900,000**



**Additional  
Funding**

**. This project will Rotomill 3 “ and  
Overlay with 3”**

**2019-2024 Transportation Improvement Program (TIP) (Amendment Three)**  
**Board Modification**

**New Project**

**Ogden/ Layton Urban Area**

County	Sponsor	Facility	PIN	Project Location	Concept/ Type of Improvement	Funding Source	Project Estimated Cost	Currently Funded Amount	Action	Funding Amount	Year
Davis	UDOT	SR-93	16664	SR-93 Intersection Improvements at Wildcat Way	Intersection Improvements	ST_TRANS_SOL (State Transportation Solutions)	\$235,000	\$0	<i>New Project</i>	<b>\$235,000</b>	2019

Region One is requesting to add a new project to improve the intersection at SR-93 and Wildcat Way. The additional funds for this request are available from the unprogrammed balance of Region One's Transportation Solutions Program. This project is currently on the Region's unfunded transportation priority list. The Region has developed a solution to increase the queue length for the left hand turn from SR-93 to northbound Wildcat Way. Currently the left hand turns are backing into thru traffic and this project will increase storage or provide dual left turns at this intersection, and will improve the overall intersection operation.

Davis	UDOT	SR-227 & SR-225	17227	Farmington 200 West (SR-227); I-15 to Main Street and Park Lane (SR-225); Main Street to Lagoon Frontage Rd	Pavement Rehabilitation	STP_FLX_ST (Surface Transportation Program - Flexible (Any Area) Statewide)	\$3,250,000	\$0	<i>New Project</i>	<b>\$3,250,000</b>	2019
-------	------	-----------------	-------	---	-------------------------	--	-------------	-----	--------------------	--------------------	------

Region One is requesting to add a new project, to improve the pavement sections identified on 200 West and Park Lane. The pavement on these two sections of SR-227 and SR-225 is beginning to degrade faster than anticipated. The proposed pavement rehabilitation will prolong the overall life of the existing pavement sections. The \$3,250,000 in additional STP\_FLX\_ST funds comes from the available unprogrammed balance of the Region One Transportation Solutions Program.

# Davis – 2600 South (SR-93) and Wildcat Way (Woods Cross) Intersection Improvements

New Funding  
\$ 235,000

---  
Total Project Cost  
Estimate \$ 235,000

Additional Funding from  
Un-programmed  
Transportation Solutions  
Program (TSP Funds)

**New  
Project**

. Project will increase the queue  
length for the left hand turn from  
2600 South onto NB Wildcat Way

# Davis – Farmington 200 West; I-15 to Main Str & Park Ln; Main Str to Frontage Rd Pavement Rehabilitation – Rotomill and Overlay

**New Funding**  
**\$ 3,250,000**

---

**Total Project Cost**  
**Estimate \$ 3,250,000**



**Additional Funding from**  
**Un-programmed**  
**Transportation Solutions**  
**Program (TSP Funds)**



**New**  
**Project**

**This project will Mill 2.5" and replace on**  
**Park Lane (SR-225) and will Mill 4" and**  
**replace on 200 West (SR-227)**

# 5c - Funding Programs Status

Regional Council Meeting  
January 24, 2019

# Ogden/ Layton Urban Area

Number of  
Projects

Estimated Project Cost

Federal Funds  
Requested

STP	31	\$ 275,177,816	\$ 241,995,443
-----	----	----------------	----------------

CMAQ	9	\$ 10,843,770	\$ 8,554,156
------	---	---------------	--------------

TAP	9	\$ 2,617,200	\$ 1,634,307
-----	---	--------------	--------------

<b>Total</b>	<b>49</b>	<b>\$ 288,638,786</b>	<b>\$ 252,183,906</b>
--------------	-----------	-----------------------	-----------------------



# Salt Lake/ West Valley Urban Area



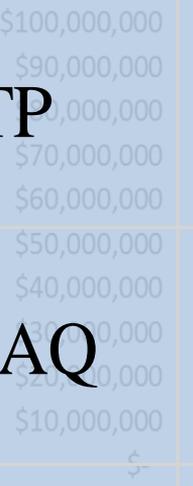
**Number of Projects**

**Estimated Project Cost**

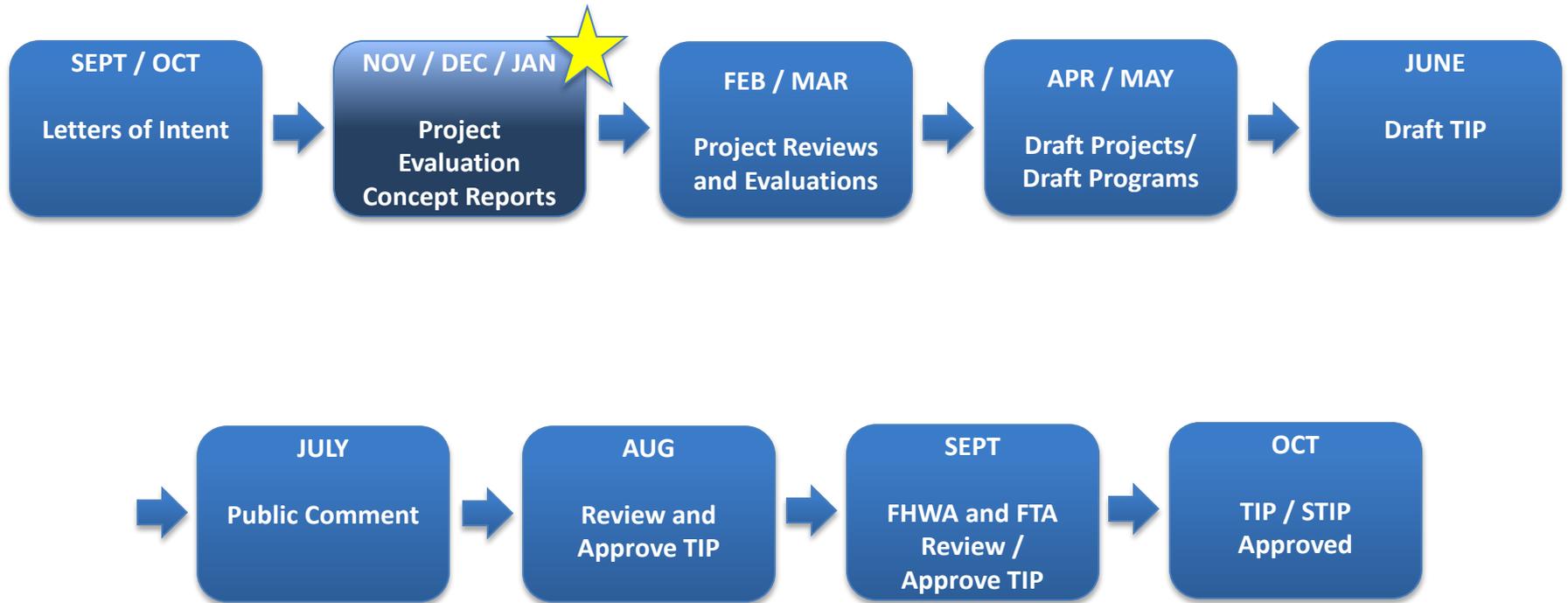
**Federal Funds Requested**

	Number of Projects	Estimated Project Cost	Federal Funds Requested
<b>STP</b>	30	\$ 254,800,800	\$ 134,385,241
<b>CMAQ</b>	6	\$ 11,968,487	\$ 11,110,207
<b>TAP</b>	8	\$ 21,546,016	\$ 4,470,209
<b>Total</b>	44	\$ 288,315,303	\$ 149,965,657

51 - Total Project  
Estimated Cost  
\$ 137,696,075



# Process for New Projects & The Draft TIP



# Draft Active Transportation Goals - 2019



1. **Regional Plan:** update shared Regional Bicycle Routes Plan/Map



2. **Local Plans:** cities and counties adopt Local Active Transportation Plans *(that align with Regional Priority Plan/Map)*



3. **Build:** fund and construct priority projects through
  - shared awareness of and advocacy for funding opportunities, and
  - partnering across agencies



4. **Educate:** increase support for AT through
  - effective engagement and outreach with a special focus on health related benefits of AT both for individuals and society



5. **Coordinate:** collaborate on technical issues of
  - shared mobility device regulation, and
  - data collection, e.g. bicycle/pedestrian counts

# WFEDD Annual Objectives - 2019



1. Complete, adopt, and report on the 2018-2023 Comprehensive Economic Development Strategy (CEDS).



2. Promote Wasatch Choice 2050 as a coordinated growth, quality of life, and economic development strategy.



3. Integrate state, regional, and local transportation decisions with economic development efforts to improve access between workforce, housing, and jobs

*- Incorporate economic development into state, regional, and local transportation planning and funding*

*- Incorporate growth patterns and transportation infrastructure into economic development decisions*



4. Inform state, regional, and local stakeholders about economic development plans and strategies.



# 2020 Census WFRC

**Presenters: Sergio A. Martinez**  
**Dallas Regional Census Center/Field Division/Denver Region**  
**Thursday, January 24th 2019, Salt Lake City Utah**

# Decennial Census Overview

## 2020 Census In Utah

- Local outreach campaign is imperative to educate and motivate the profile of the region.
- Three methods to responding the questionnaire: Online, Phone and traditional paper questionnaire by mail.
- March 23rd 2020 Online portal opens

# Decennial Census Overview

- The Census is Confidential and Required by Law
  1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
  2. We will never share a respondents personal information with other government agencies
  3. Results from the census are reported in statistical format only
  4. Records are confidential for 72 years by law (Title 44, U.S. Code)
  5. All Census Bureau employees swear a lifetime oath to protect respondent information.
  6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

# Key Communications Phases

- The 2020 Census Phases
  - Education Phase – 2018-2019
  - Awareness Phase – April 2019
  - Motivation Phase – March – May 2020
  - Reminder Phase – May – July 2020
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

# Communications Campaign

- **Key dates of the 2020 Census Operational Timeline:**
- Early Area Census Offices (ACO) opens ----- January 2019
- Address Canvassing Conducted ----- August 2019
- Area Census Offices ----- July 2019
- CENSUS DAY ----- April 1, 2020
- NRFU ----- May 2020
- Census Bureau delivers appointment counts  
to the President of the United States December 31, 2020
- Redistricting counts are delivered to states March 2021

## What can the Council do?

- **Create a CCC**
- **Empower CCC with resources**
- **Surpass the response rate of other regions**