



Census 2010/Cochise County Counts Complete Count Committee

Meeting Summary: April 15, 2010

Attendees: Supervisor Ann English, Cochise County; Jon Belair, Fort Huachuca; Michael Lockett, Town of Huachuca City; Mario Gonzales, United way; Doris Turner, O.K. Realty; Jim Vlahovich, Deputy County Administrator; Kathy Smith, Willcox Chamber of Commerce; Mark Monin, Community Relations-U.S. Border Patrol

Census Partners: Angel Rocha, Tim Fiorello and Ann Waters

WELCOME & INTRODUCTIONS

Supervisor Ann English opened the meeting and thanked everyone for supporting the Complete Count Committee and for their efforts in reaching and counting every person in Cochise County.

CENSUS 2010 ONGOING BRIEFING

Karen Lamberton, Cochise County Transportation Planner, shared the great news that Cochise County has exceeded the 2000 Census response rate and has the third highest county response rate in Arizona. Maricopa and Pima counties were only one percentage point higher than Cochise County as of April 14th.

The first phase of the County's outreach program, Increase Mail Back Response Rate, is now completed and efforts are now moving into the next phase to Decrease Undercount. The Count the Babies portion of this phase has been completed by providing Census bags containing a welcome letter from the Board of Supervisors; providing new mothers with babies born in the last two weeks of April with Census forms on which to add the new arrival; and celebrated the last baby to be born and counted on April 1st with a gift basket and newspaper coverage.

The next phase will focus efforts on reaching April 1st move-in renters and new homeowners. Information was included with a recent Housing Authority check mailing to over 100 landlords and 400 renters. A list of apartment buildings in Cochise County with 25 or more units was provided to committee members so they can contact landlords to encourage Census participation.

CENSUS 2010 UPDATE REPORTS

Angel Rocha, Census Partnership Specialist, provided an update to the Census activities underway in the County and advised that the non-response visits will begin in May. Residents may receive another visit from a Census Quality Control employee. He also advised that a second Census form was mailed to strategic areas where response rates

were low in the past. He also added that forms that were returned by the Post Office will not be included in determining participation rates.

ACTIVITIES REPORTED BY ATTENDEES

- At Fort Huachuca, three employees will be canvassing the gated community. The barracks enumeration is completed and should significantly improve the current base participation rate (currently at 38%).
- The Border Patrol has put posters on bulletin boards and reminded employees to compete and return their Census forms.
- Huachuca City is placing Census information in utility bills for April. They have sent materials to the Senior Center and have a mobile Be Counted site at the Library.
- Tombstone is organizing a challenge event with Deadwood, South Dakota to see who can get the highest participation rate. National news has expressed an interest in covering this event.
- Willcox has hats, pins book bags and t-shirts available at the library.

STRATEGY SESSION

Ideas for the next phase included:

- Contact real estate property managers
- Give promotional items to apartment managers
- Hand out flyers/forms to 300 residents picking up commodities
- Place information at Douglas Food Bank
- Willcox will talk to schools and provide them with backpacks
- Have a clean-up day in Huachuca City in a County neighborhood

Committee members identified tasks that they were planning to participate in from the above strategy session. Time will be set aside at the next committee meeting to share information about any Census activities that were completed.

QUESTIONS & FUTURE ITEMS

The next meeting date of May 20, 2010 was noted. The May meeting will strategize and outline the final activities of the Census 2010/Cochise County Complete Count Committee. Again, it was mentioned that some of our strategies needed to be started earlier in the year and this was noted for future planning of the 2010 census outreach.

ADJOURN

The meeting adjourned at about 3:30 p.m. and attendees were encouraged to browse the lobby area where additional materials were displayed and to take away posters, handouts and give away items to use in their own outreach efforts.