

Cochise County Rural Census 2010 Partnership Program Report



COCHISE COUNTY RURAL CENSUS 2010 PARTNERSHIP PROGRAM REPORT

JULY 1, 2010

Overview

The U.S. Constitution mandates that a census be conducted every 10 years to count all the people living in the United States. Decennial census counts are the basis for determining the number of seats in Congress as well as the boundaries of legislative districts. Census data is also used to determine the County's share of federal and state funding, including social services programs, infrastructure and various grant programs.

The 2010 Census differed from previous census efforts in that every household received only the same short questionnaire with ten simple questions about each person in the household. Detailed data that used to be collected in a long form questionnaire sent to one out of every six households is now being collected through a Census program called the American Community Survey.

Local participation in Census efforts was shown to significantly improve the mail back response rate from the last decennial census conducted in 2000. Recognizing the critical importance of a complete and accurate count in Census 2010, the Cochise County Board of Supervisors passed Resolution 09-65 supporting the 2010 decennial census. All seven of the County's cities also passed similar resolutions and together the County's member jurisdictions developed localized strategies to encourage all the County's residents to be counted.

One key outreach strategy was leveraging County employees through various departments to reach residents, county wide. County staff was encouraged to help with this effort through their own personal connections as well as through their own county-related activities by adding targeted census flyers to mailings or materials handed out to the public and by answering questions and/or directing people to materials and websites.

The second major strategy was to coordinate a regional, community-based effort in support of the Bureau's Census 2010 operations through a Complete Count Committee in partnership with the Census Bureau. The Committee involved broad-based participation from local jurisdictions, members of the community and County staff, all of whom contributed ideas and participated in outreach activities during the period from January through June 2010. The Community Partnership Specialist and staff from the local census offices were also active participants with the Cochise County committee.

This report provides a description and summary evaluation of census activities, programs and strategies that were implemented and highlights issues of concern for the region.

1990 & 2000 Cochise County Census Outreach

Previous Census efforts were apparently organized through the Planning and Zoning Department. No reports or materials were archived from those efforts and it is unknown what resources were allocated. However, follow-up counts had to be redone in areas of the county as a result of missing critical areas such as households at the top of the Bisbee stairs. The county did actively participate in the mapping programs requested by the Bureau in 1990 and 2000. In both previous Census efforts it appears that the Planning and Zoning Director took the lead on being the liaison with the Census Bureau. It was felt that for the 2010 Census an effort led by the Board of Supervisors would be more successful.

Early Census 2010 Preparation

Cochise County GIS involvement in programs leading to 2010 Census included:

- ▶ MTAIP (Map Tiger Accuracy Improvement Program) – Cochise County was the only county in Arizona that met the spatial accuracy requirements of this program.
- ▶ BBSP (Block Boundary Selection Program) – This program allowed the County to add or modify existing Census Block boundaries for future redistricting purposes.
- ▶ BVP (Boundary Verification Program) – This program verified jurisdictional boundaries.
- ▶ LUCA (Local Update of Census Addresses) – This program allowed the County to review, correct and add to the official list of address used for the 2010 Census.
- ▶ NCP (New Construction Program) – This program allowed the County to add to the Census Bureau list of addresses after the LUCA process was complete.

Due to County efforts through the LUCA and NCP programs, 9,436 county addresses were corrected or added to the list of official addresses used by the Census Bureau for the 2010 Census. Additional information was also provided to the Census Bureau during the LUCA appeal process for Cochise County which resulted in restoring 1,318 of the 1,326 Cochise County addresses that had been deleted by the Census Bureau. In addition, the Census Bureau accepted all 149 addresses that were submitted as part of the New Construction Program (NCP).

Board of Supervisors Work Session and Resolution

The Board of Supervisors met on August 10, 2009 for a work session to discuss Census 2010. The Board of Supervisors considered five options for Census 2010 outreach in the County which were:

- ▶ Do Nothing Option
- ▶ Leverage Existing Staff – Divert Resources
- ▶ Enhance Staff Effort - \$5,000
- ▶ Hire staff - \$25,000
- ▶ Scale up strategies with additional resources
 - ❖ Grants
 - ❖ Business Sponsorships

Information was presented to the Board that identified direct funding of almost \$2,000 per person per year that is allocated to Cochise County based on Census population and housing counts. Based on this information, as well as the costs of having to do either a special census or a re-count if the decennial census were not accurate, the Board approved allocating a \$25,000 budget for Census 2010 activities. Staff worked with the finance department to identify actual costs line-items for the Census and broke down the budget to include salary for a temporary worker; office supplies and copy costs; fleet and mileage reimbursements costs; advertising and refuse disposal (for proposed neighborhood events).

Most census grants were offered in early 2009 and staff were unable to take advantage of the opportunity to apply for any of these grants, nor were any direct business sponsorships proactively solicited (although some business support was received throughout the census outreach efforts).

Following discussion of preliminary strategies and budget, staff was directed to bring forward a formal resolution to the Board for action. The formal resolution allowed the federal government to share information, materials and funding with local jurisdiction. The Cochise County Board of Supervisors passed Resolution 09-65 on December 8, 2009 supporting the 2010 decennial census. All seven of the County's cities also passed similar resolutions within the same timeframe.

A county-wide complete count committee was then developed to formally partner with the Bureau of the Census with the shared goal of achieving a complete and accurate count of all residents in Cochise County, Arizona on April 1, 2010.

Census 2010 Cochise County Strategies

Cochise County Census 2010 outreach strategies were developed to promote awareness and encourage participation, to increase response rates and to increase the accuracy of the count in the county.

- ▶ Inform the public about what the Census is all about, why it's important, and how it benefits Cochise County residents.
- ▶ Integrate with Census Bureau campaign messages and use Census Bureau materials to the extent possible in order to maximize limited county resources.
- ▶ Stress the issue of confidentiality, especially among non-documented individuals/families.
- ▶ Establish partnerships with local media for effective media coverage.
- ▶ Overcome language barriers by advertising the availability of Census forms in other languages, and publicizing Questionnaire Assistance Centers (QACs) and Be Counted sites.
- ▶ Motivate parents through their children to fill out and send in their Census forms.
- ▶ Develop partnerships with community organizations to facilitate grass-roots, community-driven Census campaign.
- ▶ Maximize CCC member participation through provision of Census Bureau campaign information materials and give-away promotional items.

Unique challenges in Cochise County included:

- ▶ A large portion of the county's population's first or preferred language is Spanish. It was expected that there would be concerns regarding international border issues, fear of talking with census workers or providing information to any government worker or not being able to understand census materials that were being provided.
- ▶ Many remote and isolated areas where residents may or may not have received forms because enumerators' could not locate their homes. Concerns had already been expressed about using GPS units to geocode housing units.
- ▶ The City of Bisbee has many occupied homes located up very high staircases that did not always look like a housing unit would be at the top or actually have someone that lived in the tiny homes and so may not have been contacted by enumerators (this was a problem in 2000).
- ▶ Cochise County has many small towns and rural areas where residents would not receive mail out-mail back forms because they receive mail at Post Office Boxes. A larger number of Be Counted Sites were thought to be needed.
- ▶ Hispanic young males living in rental units were the highest undercounted group in Cochise County in 2000. And since Cochise County happens to also have a higher number of males than females this demographic group was critical to reach for a good county count.
- ▶ Housing market vacancies would effect this decades count significantly as nationwide people were trying to sell off seasonal homes and abandoning homes to foreclosures – e.g. Bisbee had three times as many houses on the market as was typical at the time of the census count.

2010 Census Outreach Phases

Three distinct phases were developed to parallel the national census activities. In order to maximize available staff each phase was time constrained. These stand alone phases's allowed staff to tightly focus on each outreach strategy identified during a 6-8 week time-period.

- ▶ Increase Mail-Back Response (March-April)
 - ❖ County-Staff Outreach
 - ❖ Large Employee Paycheck Inserts
 - ❖ Education in Schools

- ▶ Decrease Undercount (April-May)
 - ❖ Title Companies – Reach New County Residents
 - ❖ Hospitals/Birth Certificate Clerks – Reach New Babies
 - ❖ Rental Unit Owners – Reach Short Term Renters

- ▶ Reach Hard-to-Count Groups (May-June)
 - ❖ Neighborhood Clean-Up Events in Census Designated Places
 - ❖ Post-Office Be Counted Sites

Cochise County Complete Count Committee (CCC)

Cochise County stakeholders were identified and invited to the first meeting of the CCC which was held February 18, 2010. Attendees were advised at that first meeting that the Bureau of the Census had asked local jurisdictions to partner with them for the purpose of holding the most accurate and effective census count possible for the decennial Census to be held across the nation on April 1, 2010. The goal of the committee was to reach the projected 2010 population count of 146,037 living in an estimated 63,494 housing units (Dept. of Commerce July 1, 2010 projection).

This county-wide committee worked towards sharing information about the decennial census, developing and implementing strategies to encourage county residents to complete their census forms and coordinating efforts with the Bureau of the Census.

Approximately 70 stakeholders were invited to these meetings; however, meetings were not as well attended as hoped. This Census occurred during a time of service funding shortfalls and there were high staff vacancies throughout all levels of government services; resulting in severe time constraints for invited committee members (e.g., the county's P & Z department had vacancies ranging between 33% and 40% during this time). It is also possible an earlier start would have engaged more involvement by stakeholders. However, holding fewer meetings and working one on one with jurisdictions and agency staff appeared to be a good strategy for 2010. Some stakeholders attended only one meeting. Others attended all five meetings; however, all attendees contributed ideas and participated in outreach activities particular to their areas of employment or other community involvement. Stakeholders who attended at least one meeting were:

Ann English	Supervisor
Jim Vlahovich	Deputy County Administrator
Trudy Berry	School Superintendent
Kimberly Holman	Cochise County Library
Lise Gilliland	Library Director, Cochise Co.
Shar Porier	Reporter, SV Herald
Wayne Crane	SVEC
Robert Carreira	Center for Economic Research
Jerome Ward	Cochise College
Dave Grishop	Citizen
Charlotte Davis	Elfrida Citizen's Alliance
Jon Belair	Ft. Huachuca
Mark Monin	USG Border Patrol
Richard Bock	Warden, ASPC - Douglas
Alan Marshall	Store Manager, Walmart Store, SV
Wayne Wilson	ADC
Suzanne Drum	SEAGO
Mario Gonzales	United Way of Sierra Vista
Dr. Michael Gomez	Mayor, City of Douglas

Windy L. Gomez	City of Douglas
Michael Lockett	Town of Huachuca City
Jennifer Thornton	City of Sierra Vista
V. Tina Gilbertson	City of Sierra Vista
Kathy Smith	Willcox Chamber of Commerce
Doris Turner	OK Realty
Ann Waters	Census Partnership Specialist
Tim Fiorello	Census Partnership Specialist
Angel Rocha	Census Partnership Specialist
Tom McAlpin	Census Partnership Specialist

The following schedule of five monthly meetings was developed in conjunction with the various phases of the campaign.

THIRD THURSDAY OF EACH MONTH	COMMITTEE MEETING FOCUS
February 18, 2010	Develop 2010 Census Strategies Large Employer Outreach
March 18, 2010	Mail-Out/Mail Back Campaign Rentals and New Homeowner Outreach
April 15, 2010	Be Counted Site Campaign P.O. Box Owner Outreach
May 20, 2010	Targeted Hard to Count Campaign Neighborhood Clean-Up Events
June 17, 2010	Final Report on County Census 2010 Activities

County staffing was provided by:

- ▶ Gussie Motter, Economic Development & Tourism Coordinator
- ▶ Karen Lamberton, County Transportation Planner
- ▶ Rita Bryan, 2010 Census Coordinator

A key component in the success of the county census efforts was the support of a temporary staff member dedicated to the Census 2010 effort. The temporary worker was funded out of the general sales tax revenues through the Board of Supervisors department. Dedicated office space was provided in the Planning and Zoning Dept. This census coordinator was hired for a period of six months working 20-40 hours per week (with some evening and weekend work). The county was fortunate to hire a local Cochise County resident who had worked with the Census Bureau during the address listing effort and was familiar with the Census 2010 project and Census Bureau staff. The County Transportation Planner also took a more active role in the Census 2010 project, in part because of her work at that time developing a county-wide transportation model reliant on Census data and geography.

Phase I

- ▶ Increase Mail-Back Response (March-April)
 - ❖ County Employee Outreach
 - ❖ Large Employee Paycheck Inserts
 - ❖ Education in Schools

County Employee Outreach

Nine employee outreach meetings were held during March 2010. Employees were advised that the key message for the 2010 Census was very simple: get a Census form, fill it out, and send it in. County staff was encouraged to help with the Census effort through their county-related activities and departments, as well as through their own personal connections. They were asked to be available to answer questions, direct people to materials and websites, tag a census messages onto presentations or distribute targeted census flyers through mailings or meetings with the public. Promotional give-away items and printed information was provided. Information links and websites for flyers and materials for distribution were provided to all staff. Some of the employee initiated activities included:

- ▶ Provided the daycare centers their children attended with Census coloring books and bags.
- ▶ Distributed Census fans to the ballpark for games.
- ▶ Handed out Census fans to the Bisbee community chorus.
- ▶ Provided Census flyers and information to the County Health Department for discussion/distribution at a Networking Breakfast in Tombstone comprised of 15-20 Agencies.
- ▶ Included County prepared Census information letters in Housing Department mailing of checks to landlords and renters. About 400 renter specific letters and 150-175 landlord specific letters were distributed.
- ▶ Distributed approximately 250 flyers and 250 Census pins to children and parents by County Health Department while giving immunizations in various cities in the county.
- ▶ Provided attendees at a Fair Housing Meeting with Census Bureau posters and County prepared Census landlord and renter letters.
- ▶ Provided materials to spouses and family members for distribution to their employee sites e.g. one employee did a presentation and provided Be Counted forms to her spouse's construction crews at one of their staff meetings.
- ▶ Provided Census materials and Be Counted forms to all probationers through the County probation offices.
- ▶ Inspectors wore Census baseball caps and had census materials available as they conducted inspections during late March and early April.

An insert in paycheck envelopes on April 23, 2010 advised employees of the current Cochise County participation rate of 65%, pointing out that it exceeded 2000 rates. They were also advised of what the Census Bureau would be doing over the next two months; commended on their efforts up to this point; and asked for their continuing support to reach residents identified as likely to be missed (i.e., residents new to the area, residents living in rentals or those living in isolated neighborhoods served only by P.O. Boxes). Information links and websites for flyers and materials for distribution were again

provided to all staff. Staff also included census materials and had Be Counted forms available at new employee orientation for all new staff hired during the census outreach timeframe.

Employee meetings did not reach all employees, but were successful at reaching all departments. Employees who did attend were very motivated to participate in the Census outreach. The late start of activities pertaining to the Census employee outreach (intended to occur earlier in the year) was partially due to the fact that a 2010 Census Coordinator was not hired until March 8th and the first Employee meeting was held on March 16th. Because of this there was less time for employees to plan how they could incorporate Census information in their activities. Another reason the meetings were not well attended is probably due to the fact the County was operating below a full staff (holding vacancies as a budget saving measure at the time) and employees were extremely busy with their own jobs as well as additional activities to support those areas that were understaffed. The spreadsheet provided for employees to record activities was not used at all. A web-based data entry sheet might have been more user friendly but gathering this kind of information was considered secondary to actually implementing census activities.

Complete Count Committee Phase I Activities

- ▶ Fort Huachuca trained enumerators for the barracks, sent out newsletters and had plans to reach 2-3,000 off-post renters.
- ▶ In Elfrida, the town helped to recruit employees for the U.S. Census and placed more posters and materials at the community center.
- ▶ SEAGO did a presentation to their employees to encourage participation and included Census flyers in boxes of food.
- ▶ The City of Benson placed flyers in plastic stands in all small local businesses, the Library and at the Chamber of Commerce. They also dropped off faith-based materials at every church in Benson.
- ▶ Sierra Vista distributed materials specific to Sierra Vista at the Senior Center and the Oscar Yrun Community Center. They found local people to interview for PSAs.
- ▶ Douglas prison posted information on their website for employees and provided them with handout information. Mention of Census participation was made during daily and weekly briefings. Thirty-four delegates were designated to gather the Census count by the 3rd week of April.
- ▶ Wal-Mart in Sierra Vista held employee meetings to stress the importance of being counted. Wal-Mart manager, Alan Marshall, assisted Tim Fiorello, Census Partner, in putting up posters in apartment laundry rooms. Wal-Mart also offered to donate water for outreach projects in May/June. Wal-Mart managers in Douglas and Benson met with employees and discussed the importance of the Census.
- ▶ The County Library put a Be Counted Box in the Bookmobile creating a mobile Be Counted site accessible to very rural areas of the County.

Faith-Based Community Outreach

County staff integrated their outreach to community organizations and churches with the efforts of the Census Bureau's local Community Partnership Specialist for Census 2010. The Community Partnership Specialist contacted faith-based and community organizations in Cochise County and provided them with Census materials and information.

School Outreach

County staff integrated the local school outreach campaign with the Census Bureau's "Census in the Schools Program". The goals of the "Census in the Schools Program" included reaching parents through their children, raising awareness of the need to count children on Census forms and educating school-age children about the importance of Census in order to facilitate higher future response rates.

The County school superintendent's office was a critical link in reaching to not only the school districts but also the network of home-schools in the county. Information was provided in regular newsletters to home-school sites so they could connect into the census in the school materials, if desired. A number of innovative ideas were used at various schools including sending school work home in census folders to be returned back with completed work during the key census outreach periods.

Ideas for a county-wide census posters or coloring pages was not implemented but this was a concept used successfully in other areas in 2000 and, with enough advance notice, can be a successful interactive event.

Phase II

- ▶ Decrease Undercount (April-May)
 - ❖ Title Companies – Reach New County Residents
 - ❖ Hospitals/Birth Certificate Clerks – Reach New Babies
 - ❖ Rental Unit Owners – Reach Short Term Renters

Complete Count Committee Phase II Activities

- ▶ At Fort Huachuca, three employees canvassed the gated community. The barracks enumeration was completed and significantly improving the current base participation rate (noted at the time at 38%).
- ▶ The Border Patrol put posters on bulletin boards and reminded employees to complete and return their Census forms.
- ▶ Huachuca City placed Census information in utility bills for April. Materials were sent to the Senior Center and a mobile Be Counted site was created at the Library.
- ▶ Tombstone organized a challenge event with Deadwood, South Dakota to see who could get the highest participation rate. National news expressed an interest in covering this event.
- ▶ Willcox placed hats, pins, book bags and t-shirts at the library.

Count the Babies Campaign

The highest undercounted population group nationally in 2000 was the 0-5 year age range group. One of the primary reasons babies may not be counted is that parents of babies born in late March may have already mailed in their forms and don't know how to add the newborn infant. Other reasons include a general lack of awareness that the infants should be counted or, in large households when there is not enough room on the form, they are simply left off. Cochise County does have a significant number of home births; however, all home births are reported for the purposes of obtaining legal birth certificates so this outreach activity does include home and birthing centers as well as the one hospital that provides maternity services in the County. This strategy included the following activities:

- ▶ Health Department Birth Certificate clerks distributed Census packet that included a welcome letter signed by all three Supervisors to the new baby, a Be Counted form and information encouraging the new parents to include their new infant in the Census 2010 count during the last two weeks of March and in early April. "Be Counted" forms were provided to the clerks in both English and Spanish.
- ▶ Prepared and delivered a gift basket to the parents of the last baby born for Census 2010. The gift basket was delivered to Darla and Richard Minor whose son Richard Gabriel Minor was born on April 1, 2010, sometime in the evening.
- ▶ Generated media interest in a story on the last baby born for Census 2010 (i.e. before midnight on April 1, 2010). An article in the Sierra Vista Herald/Bisbee Review on Saturday, April 2nd covered the event and included pictures.
- ▶ Provided the other nine families in the hospital that day with Census bags and Census forms – there were no home births that day.

Be Counted Boxes and Questionnaire Assistance Centers

In April 2010, the Census Bureau placed Questionnaire Assistance Centers in predetermined locations around the county. These centers were staffed for approximately 15 hours a week by a U. S. Census employee who could provide Census forms, answer questions and/or help residents' complete forms. Be Counted Boxes, where you could pick up a form, were placed in local areas as directed by the Census Bureau. In addition, Cochise County placed Be Counted Boxes in County Offices and other central locations. Below is a list of all known sites where forms were made available:

Questionnaire Assistance Center (staffed) locations:

LOCATION	CITY
City Hall	Benson
Cochise County P & Z, 1415 Melody Lane	Bisbee
Copper Queen Library	Bisbee
Food Bank	Bowie
Two Flags Computer Center, 10 th Street	Douglas
Elementary School	McNeil
Fire Station	Naco
Post Office	Portal
Local School	St. David
Public School, 411 N. 9 th St.	Tombstone
Willcox - 300 W. Rex Allen Dr. (mtg. room)	Willcox
TPEP Tech. School	Willcox

Be Counted Box locations:

LOCATION	CITY
Cochise County P & Z, 1415 Melody Lane	Bisbee
Safeway	Bisbee
SEAGO, 118 Arizona St.	Bisbee
City Hall, Arizona St.	Bisbee
Visitor Center	Bisbee
Elfrida Citizen's Alliance, 10394 N. Hwy. 191	Elfrida
Huachuca Town Hall	Huachuca City
Cochise County Health Department, Foothills Drive	Sierra Vista
Cochise County Planning & Zoning Division, Foothills Drive	Sierra Vista
City Hall, 1011 N. Coronado Dr.	Sierra Vista
Sierra Vista Community Hospital, 300 El Camino Real	Sierra Vista
Sierra Vista Unified School District, 3555 E. Fry	Sierra Vista
Parks & Leisure Department, 2950 E. Tacoma	Sierra Vista
City Hall	Tombstone
Public School	Tombstone
Rose Museum	Tombstone
Senior Center, 207 W. Maley St.	Willcox
Visitor's Center, 1500N. Circle I Rd.	Willcox

Over 7,000 forms were provided to these locations. In addition, Census forms were provided to the County Library Bookmobile and were hand delivered by library staff to 54 homebound individuals when home visited by the library.

Packets of forms, flyers and Census baseball hats were provided to Planning & Zoning inspectors to distribute on calls. Forms were also made available at other local events including, Food Bank and commodities distribution sites and various community information events e.g. the Bisbee Food Box distribution site volunteers wore Census T-Shirts and caps in April and had Be Counted forms on hand in both English and Spanish for about 80 recipients (most who indicated that they had filled out forms although some did take forms for friends or neighbors).

Phase III

- ▶ Reach Hard-to-Count Groups (May-June)
 - ❖ Neighborhood Clean-Up Events in Census Designated Places
 - ❖ Post-Office Be Counted Sites

Complete Count Committee Phase III Activities

- ▶ Pirtleville Community Information Event – Census table at Pirtleville event on May1st. Raised awareness regarding Census participation by providing attendees with Census shirts, bags, fans, blue cards, green flyers, flags, hats, and signs. Four residents completed forms on site and three others took a form home.
- ▶ Bisbee Farmers Market – Opening day, Earth Day Festival, provided Be Counted Box with forms and information to the Market booth.
- ▶ Willcox Community Information Event - Visited the Willcox area including Portal, Bowie and Willcox and had a booth at the Willcox event from 5-8 p.m., distributed tons of census give-aways and had five individuals complete Census forms on site and twelve others were taken home for completion.
- ▶ Visited the both (two) apartment buildings in Willcox and provided them with one landlord letter and enough renter letters for all of their tenants (25 and 35).
- ▶ Visited Apartment Buildings with 25-100+ units in Sierra Vista. Of the 32 apartments on our list, seven were in Douglas and Benson (unfortunately these were not directly contacted during this phase). Two were in Willcox and were previously visited while there for an outreach event. Twenty-four apartment buildings in Sierra Vista were called. Some stated that they had it pretty well covered and did not need another visit. Fifteen apartment buildings were directly visited in person and each was given one landlord letter and a number of renter letters. A total of 832 renter letters were left with landlords in Sierra Vista, plus the 60 placed in Willcox. Five complexes also accepted census give-aways (hats, bags, fans) and a couple of these also accepted posters to put in their laundry rooms (some already had posters located on site).
- ▶ Paycheck inserts were provided to county employees with their paychecks on June 4, 2010 updating all employees with information about issues with duplicate forms, enumerator visits and where to get additional Be Counted forms if needed. One immediate outcome of this message was an employee requested an additional Be Counted form to add five people to a relative's home who had suddenly had to take in an extra family in late March after they had completed and sent in their census form.
- ▶ Sent this same employee message to major employers to share with their employees.
- ▶ Delivered left over bags, fans, hats, folders and (cups for teachers and staff) to Clawson and Sarah Marley Elementary schools in Douglas. The next day, the last day of school, these items were distributed.
- ▶ Provided DARC, which provides senior meals, with a large box of fans. Fans were given to seniors when they came in for meals. Additional fans were sent to Bisbee, Double Adobe and Elfrida for distribution with meals on wheels.

Non Response Follow-Up Phase (NRFU)

When this phase began the Census Bureau advised that no more Be Counted forms should be made available to the public in order to hopefully limit the number of duplications. Unlike previous decennial years, the NRFU Phase of Census operations targeted residents who had not returned census forms mailed to their home addresses as well as residents who were scheduled for visits by enumerators. This mid-census change of operations on the part of the Census Bureau resulted in a change of strategy for Cochise County. Previously planned large scaled neighborhood events had to be scheduled immediately and the planned larger scaled distribution of Be Counted forms pulled back.

Unfortunately there were issues in Cochise County related to address listings that resulted in some areas being contacted repeatedly having been, apparently, double listed as mail-out/mail-back areas with update-leave areas and then other areas being mistakenly listed as being within the mail-out/mail-back areas when in fact no forms were mailed out at all and/or where mislabeled and never actually delivered. Cochise County and the Census Bureau were made aware of these issues rapidly as county postmaster's proactively and directly notified staff of these delivery issues. Combined with the overwhelming response on Be Counted forms (which required additional coding in on the part of the Census Bureau because these forms are not bar-coded with addresses) from Cochise County there were overlaps that were frustrating to both staff and residents.

A flyer was developed and distributed with payroll checks to County employees to explain that even if they had completed and returned a Census form, they may be visited again by a Census enumerator. The flyer explained that in the early stages of the mail-out of census forms there were several problems with forms that could not be delivered by the Post Office. The Census Bureau is ensuring that everyone is counted by going back to these households and taking down information for a second time. The Census Bureau also conducted quality control checks by returning to households and taking down information again. The flyer urged employees to answer enumerator's questions if they were contacted repeatedly (one employee reported filling out the questionnaire five times repeating each time that the form had been done already).

Media

Cochise County Press Releases		
Title of Release	Date	Subject
"It's Not Too Late to Be Counted"	April 2, 2010	Where Be-Counted and Questionnaire Assistance sites were located—Importance of being counted.
"Arizona ranks close to national average in census participation, figures show"	April 2, 2010	Includes photo of baby and mother and captioned information provided by Karen Lamberton
"Census Participation Rate Exceeds that of 2000!"	May 10, 2010	Information regarding participation rates—Importance of being counted.
Newspaper Articles		
Newspaper	Date	Title of Article
The Bisbee Observer	3 or 4 Articles	Census Information
San Pedro Valley News-Sun/Benson News-Sun	January 13, 2010	Do your part; Census count vital for Arizonans
The Tombstone News	January 29, 2010	2010 United States Census
The Tombstone News	March 5, 2010	Complying with Census 2010 While Protecting Against Scams
Douglas Dispatch	March 24, 2010	Officials tell how census helps bring Cochise County cents
San Pedro Valley News-Sun/Benson News-Sun	March 24, 2010	Census questionnaire assistance
Sierra Vista Herald/ Bisbee Review	March 31, 2010	Cochise County tops in state for rural Census participation
The Tombstone News	April 2, 2010	P. O. Box Holders Asked to Pick Up Census Forms
Sierra Vista Herald/Bisbee Review	April 9, 2010	Still time to be counted
Douglas Dispatch	April 14, 2010	Mailed Census forms due by Friday
San Pedro Valley News-Sun/Benson News-Sun	April 15, 2010	Send in and be counted on 2010 census for your community
The Fort Huachuca Scout	April 22, 2010	The 2010 Census: safe, easy, important
The Tombstone News	April 23, 2010	Tombstone Residents Needed for Showdown Against Deadwood
The Tombstone News	April 30, 2010	Tombstone Wins Showdown with Deadwood
(KGUN(-TV)	May 10, 2010	Census response rate up in Cochise County
Douglas Dispatch	May 19, 2010	Supervisors given census update
Willcox Range News	May 19, 2010	Willcox last in county in census participation
The Fort Huachuca Scout	May 27, 2010	The 2010 Census: safe, easy, important
The Tombstone News	June 15, 2010	Census workers struggle to count county

Census 2010 Response Rates

Cochise County had a mail-back response rate of 68% which was the highest rate in 2010 for a rural border county with Mexico in the nation. Cochise County has increased the response rate by 8% from 2000 to 2010 AND is the third highest southern border county in the nation, with only San Diego County and Pima County (both urban counties) coming in higher at 70 and 71 percent.

Tombstone alone had a 30 percent increase from 2000 to 84% - the highest city count in the State and one of the top counts in the nation. Huachuca City also had a very high increase of 19% from their 2000 count. 25 cities in AZ had a count of 70 percent or more and our county had 4 of those cities. Douglas did a fantastic job pulling up 9 percent from 2000 – and to put their count in perspective their nearest county in New Mexico managed a 54% percent. Willcox struggled initially with lack of response from mailed-out census forms (and also was hindered by issues with forms being mailed out later than other locations in the county) but pulled up their response rate 5% within the last week of the mail-back response phase.

Participation rates reflect the percentage of mail-out/mail-back forms that have been entered into the U. S. Census Bureau website as of April 27, 2010. The rates displayed below are rates achieved by Tuesday, April 27, 2010, prior to the cut-off for door-to-door non-response follow-up operations. Final rates will be posted in the fall and will include late mail returns.

Comparison of Mail Response/Participation Rates for 2000 and 2010 Decennial Census'

Jurisdiction	2000	2010
State of Arizona	63%	67%
Cochise County	60%	68%
Tombstone	54%	84%
Bisbee	63%	74%
Huachuca City	53%	72%
Benson	51%	71%
Sierra Vista	65%	70%
Douglas	58%	67%
Willcox	61%	54%

Please note: From a statistical standpoint these percentages are not reflecting exactly the same data. Response Rates, used in 2000, reflected forms returned during the mail-out/mail-back phase. Participation Rates, used in 2010, modified the total response rates by subtracting vacant units from totals. Not all vacant units had been identified at the time these percentages were calculated and final participation rates may be higher.

Jurisdictions/Local Communities Census Activities

Arizona Sub-county Population Projections by County, Census County Division (CCD) and Census Designated Place (CDP)

	Projected July 1st, 2010
Cochise County	146,037
Benson CCD	12,600
Benson city	4,769
St. David CDP	1,940
Remainder of Benson CCD	5,890
Bisbee CCD	29,692
Bisbee city	7,057
Naco CDP	893
Sierra Vista city (part)	2,923
Sierra Vista Southeast CDP (part)	15,033
Remainder of Bisbee CCD	3,786
Bowie CCD	2,625
Douglas CCD	25,177
Douglas city	20,122
Pirtleville CDP	1,682
Remainder of Douglas CCD	3,374
Elfrida CCD	5,397
Sierra Vista CCD	59,112
Huachuca City town	1,910
Sierra Vista city (part)	46,771
Sierra Vista Southeast CDP (pt)	2,973
Tombstone city	1,718
Whetstone CDP	3,111
Remainder of Sierra Vista CCD	2,628
Willcox CCD	11,435
Willcox city	4,039
Remainder of Willcox CCD	7,396

Source: Arizona Department of Economic Security, Research Administration, Population Statistics Unit, 12/01/06. SEAGO / DES Population Statistics approved June 6, 2007

Benson

The population of the city is expected to be 4,769 in 2010. In addition, St. David, a Census County Place will have a population of 1,940 and the remainder of Benson Census County Division will add 5,890, bringing the total population of Census County Division to 12,600. Cheri Shull, was appointed to lead Census 2010 activities for the City of Benson. City of Benson census activities included:

- ▶ A Census booth was set up at the Christmas on 4th Street event which was coordinated with Ann Waters, Census Partner. Only a few flyers, brochures, give-away items were available at this time.

- ▶ The City of Benson created a specific Benson brochure in about November/December 2009 and printed about 2,000 copies. They were placed in clear plastic stands at all local small businesses, the senior center, the visitor center, the library and at city hall in each department that interacts with the public.
- ▶ Letters regarding the Census were inserted in water, garbage and sewer bills in January, February and March.
- ▶ A three fold brochure was created and copies were placed near the brochures in plastic stands so residents could pick them up.
- ▶ Questionnaire Assistance Centers locations and dates open were included in a press release that was run every week or about six weeks starting in March.
- ▶ Gave radio station a 15-20 second blurb about the Census.
- ▶ Printed "How people are counted"," Census flyer and placed them where residents could pick them up.
- ▶ Gave Census promotional items to RV parks, low income apartments, senior housing, and the senior center.
- ▶ Put up posters in Cash Advance office (Spanish and English).
- ▶ QAC & BC forms at city hall, library, visitor center and senior center.
- ▶ Left t-shirts and brochures at St. Vincent DePaul thrift store.

Obstacles the City of Benson encountered:

- ▶ Supplies ordered from the Census Bureau in August-October were never received.
- ▶ Census Bureau disorganized.
- ▶ Advised of addresses Bureau deleted, had to work with them to have addresses re-added.
- ▶ Residents of one RV Park (which is owned and managed by offices in Texas) receive mail at the Texas office. The mail is then forwarded to Benson; however, Census forms were not forwarded. The City hand delivered Be Counted forms to residents at the RV Park.
- ▶ Low income, Hispanics and senior population.
- ▶ Didn't get information on QAC and BC early enough.

Recommendations for 2020:

- ▶ Start Census activity sooner—October or November.
- ▶ Only ONE Complete Count Committee in Cochise County. By the time Benson was contacted by the County CCC, the City had already spent many hours and dollars on a Census program.
- ▶ Have the same Census partners end to end.
- ▶ Census partners should only provide materials to the Complete Count Committee, not be distributing things all over and then have the Cities duplicate their efforts with City prepared information.

Bisbee

The population of the city is expected to be 7,057 in 2010. Naco, a Census County Designated Place southwest of incorporated Bisbee, is expected to have a population of about 893 within a larger Bisbee Census County Division of 29,692 people. Census activities in the Bisbee and Naco areas included:

- ▶ Provided coffee mugs to Mornings Café (12) and Bisbee Breakfast Club (24) with information cards and posters. Coffee was served in cups on April 1st and the customers were told they could keep the cup.
- ▶ Provided B & D Hardware with Census give-away tape measures along with Census information card.
- ▶ Placed flyers in the Bisbee Senior Center.
- ▶ Placed Census flyers in approximately 150 County Food Boxes.
- ▶ Census notices were shown during every televised City Counsel meeting and the mayor placed letters encouraging Census participation in the Bisbee Review and the Observer. Bisbee also set up a Be Counted site at the Visitor Center and a Question & Answer Center (QAC) at the library. Census booths were set up in front of the Post Office and at City Hall.
- ▶ Be Counted Box located at the Safeway store along Naco highway.

In addition, SEAGO (South Eastern Arizona Government Organization) covering Cochise County, Graham County, Greenlee County and Santa Cruz county) participated as follows:

- ▶ Randy Heiss, Executive Director stated that in addition to the information distributed by the AAA and the Housing Program, SEAGO distributed Census participation rates and information to their employees and to member entities in the four-county region and coordinated issues with the local Census office.
- ▶ Through the SEAGO TAC, Kathleen Heard distributed census fact sheets to every home delivered meal participant in the area. Fact sheets were distributed at the City of Sierra Vista disability fair, and the AG's Senior Anti-Crime University on March 18 at Cochise College.

Douglas

The population of the city is expected to be 20,122 in 2010. In addition, Pirtleville, a Census County Place will have a population of 1,682 and the remainder of Douglas Census County Division will add 3,374 bringing the total population of the Census County Division to 25,177.

The Complete Count Committee was established by the City of Douglas Mayor and Council on April 8, 2009. Christina Gomez was appointed to lead Census 2010 activities for the City of Douglas. Following are the activities the city of Douglas was involved in included:

- ▶ Cochise County Fair – information booth.
- ▶ City of Douglas Halloween Festival – distribution of goodie bags and information.
- ▶ National Christmas Tree Parade – information booth.
- ▶ The CCC held a Merchant Luncheon inviting local merchants to donate prizes for events.
- ▶ Local Public Service Announcements on the radio were recorded by Mayor Dr. Gomez; DUSD Superintendent Ray Borane; Cochise College President James Rottweiler; Chamber of Commerce President, Carlos Valenzuela; Howard Henderson, KDAP; City Attorney Juan Flores; Fire Chief, Mario Novoa; and Judge Alma Vildosola.
- ▶ The CCC recruited 16 Douglas High School and Cochise College Students who distributed flyers to every household within city limits on a Saturday in late March. The volunteers were each paid a stipend for a day's work.
- ▶ An information table was set up at the entrance of City Hall and at the local library during the months of February through April, 2010.

- ▶ The CCC set up a booth at the Cochise County Horse Races held on April 11 and 12, 2010. Information, t-shirts, caps, balloons, etc were handed out. This was their March to the Mailbox and the final event to be held in Douglas.
- ▶ Local students participated in a coloring book contest in which they created pages for the Census coloring book. 20 drawings were selected for publication of the book.
- ▶ Flyers, brochures, and fans were taken to all the local churches to be distributed before Easter Sunday services.

The CCC found that most of the events went well, except for the merchant luncheon which was not well attended. The Committee received very few prizes for the events and had to return them to the merchants that had cooperated. Planned for radio events were also never completed, e.g. a KDAP representative would drive around looking for anyone driving with a Census bumper sticker on their car and ask them to drive to the location of our booth and receive one of the merchant donated prizes.

Pirtleville

Pirtleville's population is expected to be 1,682 in 2010. Ginny Jordan of the Pirtleville Community Action Network, Inc. (PCAN), our primary contact in Pirtleville, provided the following information. A combined project between the Pirtleville and La Sociedad Mutualista de Los Obreros Mexicanos was decided upon since both groups target similar populations and more could be accomplished doing joint/combined activities.

Profiles:

- ▶ Pirtleville, Arizona Profile: Population 1,560; Average Household Size, 3.91; 39% had a High School education or better; 90% spoke Spanish other than English in their home; Medium Household Income was \$19,355; 38% live below Poverty Guideline
- ▶ La Sociedad Mutualista de Los Obreros Mexicanos Profile: 160 dues paying members; Founded 1923; 100% Hispanic; 70% Foreign Born; Members reside in Douglas, Pirtleville and 2 in Tucson, Arizona

Goals:

- ▶ Environmental Clean Up for the Pirtleville Community
- ▶ Voter Registration Drive
- ▶ PCAN Membership Drive
- ▶ La Sociedad Mutualist de Obreros Mexicanos membership drive
- ▶ Community Resource Fair
- ▶ Census Education

Census activities in the Pirtleville area included:

- ▶ A newsletter which contained community resource information and phone numbers and an article in Spanish on the importance of being counted in the 2010 Census was mailed to all Obreros and given to Pirtleville community members. 400 newsletters went out.
- ▶ Coordinated clean-up event with Cochise County Supervisor, Ann English and County Manager, Mike Ortega who were extremely helpful in making the event a success. They committed County Garbage Bins and personnel to assist.
- ▶ The main joint event was a May Day Clean Up in Pirtleville. 800 Flyers in English and Spanish were made announcing the event and stating that Census and Voter Registration

- Information were going to be available that day. All households in Pirtleville were telephoned and flyers were sent home with their elementary school children.
- ▶ The event was aired 6 times on the radio.
 - ▶ Banners for PCAN and Los Obreros were made along with the Census and put in highly visible major traffic areas.
 - ▶ A presentation was made to approximately 50 parents at the monthly meeting of the Parent Teacher Organization in April. The importance of the Census was one of the 3 major topics.
 - ▶ Pirtleville May Day Earth Day celebration was held on May 1st. Over 60 Pirtleville community residents, Community and County Officials and volunteers cleaned-up the Pirtleville Community. Over 300 residents joined in the Earth Day Celebration; Community Resources came out with information about their services; and 2010 County Census staff was available. Earth Day had a special tent with tables ready for the Census and information and give-aways in English and Spanish were very popular. A Voter Registration Table was set up by the local Democrats. The Douglas High School Youth Community Service Group took part in Earth Day. (12 youth & Parents)
 - ▶ 160 Newsletters were mailed to Obreros membership.

Elfrida

Elfrida's population is expected to be 5,397 in 2010. Charlotte Davis of the Elfrida Citizen's Alliance was our contact in Elfrida. The following activities took place in Elfrida:

- ▶ Assistance was provided to the Census recruiter by posting census jobs at the Citizen's Alliance Center, scheduling people for classes and helping with organizing testing at the Library.
- ▶ Posters and flyers were placed at the Fire Station, Library, Post Office and the Community Center.
- ▶ Citizen's Alliance passed out hats, t-shirts and other Census give-aways.
- ▶ Yard signs were placed in front of the Citizen's Alliance, Water Company and the Clinic.
- ▶ A Be Counted Box was placed at the Citizen's Alliance and several residents picked up forms. Charlotte assisted residents in some cases by hand delivering forms, answering questions and redelivering wrongly addressed mail-out forms.

Elfrida encountered the following obstacles:

- ▶ Disorganization of the Census Bureau.
- ▶ Be Counted forms should have been available sooner.
- ▶ Inability to translate local materials into Spanish.

Recommendations for 2020:

- ▶ Census Bureau needs to provide more support in a more logical order.
- ▶ Census activity should be started sooner.

Sierra Vista

The population of the city is expected to be 46,771 in 2010. In addition, Huachuca City town will have a population of 1,910, Sierra Vista Southeast, a Census County Place will have a population of 2,973, Tombstone city will have a population of 1,718 and Whetstone, a Census County Place will have 3,111, the remainder of Sierra Vista Census County Division will have a population of 2,628 bringing the total

population of the Census County Division to 59,112. Jennifer Thornton, who represented Sierra Vista, stated that the following activities were conducted in Sierra Vista:

- ▶ The City placed information in the City Page weekly in the SV Herald.
- ▶ The City attended National Night Out, a police event, and passed out coloring books and crayons. (They were later advised that the Census should not have a presence at police events; however, it is not clear who at the Census Bureau made this observation or why).
- ▶ The City came up with their own Logo for Sierra Vista City flyers and created a Sierra Vista Census Bookmark which was provided to the City Library, School Libraries and City Offices.
- ▶ A notice regarding the importance of the Census was placed in garbage and sewer bills.
- ▶ Literature was passed out at SEACA, a contractors' association one day home show event.
- ▶ Had a booth and Census forms available at City of Sierra Vistability, an all day disability event.
- ▶ Had a booth and handed out Census t-shirts, hats, etc. at all day event—West Sierra Vista Fair.
- ▶ Provided Census forms to organizers of Diversity Day, a City event.
- ▶ Provided two big bags of Spanish fans to a Spanish church, Shilo Christian Church.

Obstacles that Sierra Vista encountered:

- ▶ Applied for Census materials from Denver which they never received.
- ▶ Disorganization of Census Bureau.
- ▶ Lack of communication with the Census Bureau.
- ▶ Segregation of Fort Huachuca, Sierra Vista City Offices, Cochise College, Schools, and Cochise County. Each agency had a different Census partner working with them which a lack of communication, often creating duplication of effort and frustration.
- ▶ Census Designated Places, such as the area down Moson Road, should not be included in calculating response rate for Sierra Vista (note – it is believed that only the incorporated areas are included in the identified response rates).

Recommendations for 2020:

- ▶ It would be better if the County was stronger in taking the lead with the Census activity and all other Cities, agencies, and Census personnel worked through one central County Complete Count Committee.
- ▶ Maybe West and East County should have separate Complete Count Committees.
- ▶ First contact by Census Bureau summer of 2009 was too early. Census Partner had nothing to give us, no information, no materials. First contact should be in about September/October of 2019.
- ▶ Use all Census Bureau information. Do not have the City Marketing Department create logo/flyers since they did not make enough changes to clearly identify the materials with Sierra Vista and it was a waste of time and money.
- ▶ Census in 2000 was much better organized and there was more control over what was going on.

Huachuca City

Huachuca City's population is expected to be 1,910 in 2010. Michael Lockett was our contact in

Huachuca City. He advised that the following activities took place in Huachuca City:

- ▶ The Senior Center was provided with bags, hats and cups. Asked seniors to help themselves, but to tell their neighbors to fill out and return Census forms.
- ▶ Posters were put up in the town hall, library, and senior center and police station.

Obstacles encountered in Huachuca City:

- ▶ Large percentage of population of seniors (over 65) and those with disabilities.
- ▶ Most of the population in this area receives mail at P.O. Boxes.

Recommendations for 2020

- ▶ Census activity should be started sooner.

Fort Huachuca

Jon Belair was our contact at Fort Huachuca. The Fort is considered to be a special census count (group quarters) but are the primarily link to a number of military personnel that live off-site, many of them in rental units. There were five phases of the 2010 Census operation on Fort Huachuca:

Phase I - Address canvassing.

- ▶ The Census Bureau verified addresses for Fort Huachuca living quarters: Family residential housing, Barracks, and Temporary Lodging facilities (Army Lodging/RV Park).
- ▶ Census team members were escorted and provided with information and maps for locating the facilities. GPS devices were not allowed to be operated on the Installation. All of the possible available living spaces were located and included in the inventory of available facilities.
- ▶ On April 1, the actual occupancy for the barracks was at about 50% of total spaces and for family housing at about 80% of the facilities canvassed. This may have caused an initial 'low count' for Fort Huachuca pending the adjustment for vacant units. Many Family Housing dwelling units that existed during the initial canvassing were vacant and in the process of being demolished by April 1, 2010.

Phase II - Group Quarters Operations.

- ▶ Group Quarters Operations included barracks, Army Lodging (hotel operation), the RV Park, and medical/disciplinary facilities (not applicable to our location).
- ▶ Installation military personnel performed the count on the barracks facilities, under orders to perform those duties they were trained and sworn in by the Census Bureau on site. The actual forms were not received until the day before the count was to begin, April 1, 2010. Army Lodging enumeration was included in this phase of the operation and conducted by Army Lodging personnel trained and sworn in by the Census Bureau personnel.

Phase III - Land-Based Stateside & PR HU OPS.

- ▶ Mail out data collection forms were sent to on post family housing residents based on the Phase I address canvassing.
- ▶ The Housing Services Office provided Census Bureau handouts at the office for newly arriving personnel and the on post family housing management (Mountain Vista Communities) reminded personnel to complete and mail in their forms through one on one interview and with their on-post newsletter.

Phase IV - Enumeration of TL.

- ▶ Was conducted by Census Bureau workers.
- ▶ Only the RV Park was included in this phase.

Phase V - Non-Response follow-up.

- ▶ A list of all on-post family housing residents effective April 1, 2010, including occupied newly constructed housing not captured in the Phase I canvassing, was provided to the Census Bureau for their follow-up.
- ▶ Census Bureau follow-up data collectors were provided with verification of residency in a dwelling on April 1st. If the family was no longer in the area, information was provided to the Census Bureau about that family from our records.

Fort Huachuca encountered the following obstacles:

- ▶ Phase II: Since the actual forms were not received until the day before the count was to begin (April 1, 2010), data could not be gathered on April 1st as intended and follow-up with barracks residents in order to ensure a more accurate count was delayed. Delaying the start of the count and resident contact increased the possibility for error since the process for gathering the data and presenting it to the Census Bureau required preparing lists for each building effective April 1, 2010 and linking each form by bar code to building facility.

Recommendations for 2020:

- ▶ Phase II Recommendation: Recommend that forms get out for distribution to the data collectors at least one week before the count is to begin. More time to prepare these lists, match them to the forms, and get them distributed to the military census enumerators would be beneficial.
- ▶ Phase IV Recommendation: Census Bureau should look at including the Army Lodging operation in this phase of the operation rather than in the Phase II, Group Quarters.

Tombstone

Tombstone's population is expected to be 1,718 in 2010. Superintendent, Karl Uterhardt, Unified School District (TUSD); Patrick Green, Chamber of Commerce; and Ann Waters, Census Partner took the lead in Tombstone's Census activities:

- ▶ TUSD sent a letter to all parents informing them of the importance of the census and what it does for the local district such as Title I funding and how it benefits our students. Mention was also made of the confidentiality of census information and who should be counted on census forms.
- ▶ TUSD held meetings and informed attending parents about the census.
- ▶ Census Folders were sent home with K-6 students. Parents sent forms in placed in the folders and individuals stopped by the main office to fill out and get assistance with the forms.
- ▶ Information was given to high school students regarding the importance of the Census and what it does for the community.
- ▶ Information went out to our communities of Huachuca City and Tombstone in a variety of avenues, and it seemed to be very successful.

- ▶ The Chamber of Commerce created an ad hoc committee in order to promote and support the Census. This committee chose to pick up the challenge as requested by the census to compete with Deadwood, South Dakota to see which city could have the better response rate.
 - ❖ The Mayor, Dustin Escapule, did a PSA challenge and got in touch w/Deadwood school district to try to organize video coverage for the web.
 - ❖ Tombstone High School planned to compete with Deadwood, South Dakota to see which school could put on the better and more energetic pep rally.
 - ❖ A downtown "showdown walkdown" was scheduled with festivities planned in our local park to get people to complete census questionnaires. Vigilantes, actors, and residents (150 in all) showed up in western period clothing the "showdown walkdown" portion of planned events did take place. Census "Wanted Posters" were designed (residents wanted, \$2000 each) and were sent home with school children and posted all over town.
 - ❖ Discussions were held to set up a close circuit TV between the Tombstone and Deadwood schools
 - ❖ Regional and national census offices made strong vocal commitments to have local Arizona TV stations as well as national coverage by CNN, FOX, and MSN and more for these events
 - ❖ One day before the event, Tombstone was advised that the national news was not coming. Local news was available at 6:00 p.m. for the "showdown walkdown". FOX, KOLD and KGUN from Tucson did attend and some footage was shown on KGUN that night.
 - ❖ Tombstone beat Deadwood hands down with an 84% completion rate.

Tombstone encountered the following obstacles:

- ▶ The U.S. Census Bureau dropped the ball on all accounts of media coverage; therefore, the pep rally cancelled. Tombstone was very disappointed in how Denver and Washington failed to honor their commitment to have national media coverage available at the last minute, after all the hard work Tombstone had put in to make this event happen.
- ▶ Two local Census workers attended and were very apologetic.
- ▶ The Mayor made PSAs on behalf of the Census and no one even thanked him for that.
- ▶ In the future, Tombstone will not be as eager to participate in any "great media events" on behalf of the Census because it is quite clear that this agency does not honor its commitments.

Willcox

The population of the city is expected to be 4,039 in 2010. In addition, the remainder of Willcox Census County Division will have a population of 7,396 bringing the total population of the Census County Division to 11,435. Kathy Smith of the Chamber of Commerce was the primary contact in Willcox. Census 2010 activities in Willcox included:

- ▶ Had a booth at the Earth Day/Clean Up Day on April 24th, handed out Census hats, shirts, bags, and other printed materials/promotional items.
- ▶ The visitors' center, library and various city offices had shirts, hats, etc. and printed materials available to hand out. The visitors' center had a Be Counted Box during that phase.
- ▶ The QAC was set up at the Justice Center.

- ▶ An information fair was held on May 5th and Census hats, shirts, bags etc. were handed out. Forms were also available and many were filled out right at the fair.

Willcox encountered the following obstacles:

- ▶ Not enough information, early enough.
- ▶ Needed the information to convince residents WHY it's important, i.e. the County receives approximately \$2,000 per person per year in government funds.
- ▶ Needed some concrete ideas on where/how to begin.
- ▶ Needed bilingual person to help with contacting Spanish speaking residents.
- ▶ More information on how to explain and convince residents of the confidentiality of their information.
- ▶ Census Bureau disorganized, duplicate forms were a problem, the whole process was disorganized and seemed to be poorly planned.
- ▶ Were approved to have a Complete Count Committee in Willcox, but no real direction was provided and it never happened.

Recommendations for 2020:

- ▶ First contact summer 2009 was too early. Start Census activity when information and materials are available—October or November.
- ▶ One Complete Count Committee in Cochise County would help provide guidance for outlying areas.
- ▶ Have the same Census partners end to end.
- ▶ Census forms should be designed so you would know that unless you have a large family, you only complete a small portion of the booklet. Some people thought that they would have to complete every page. Also, if duplicate forms are used—they should be a different color or something so that at first look you would be motivated to read the text on the outside and find out why you are receiving it.

Cochise County Census 2010 Comments and Recommendations

As with every decennial census the April census count occurs within the context of specific national and local events that brings with it unique challenges and opportunities. Census 2010 was no exception. Economic pressures, in particular large numbers of mortgage foreclosures and default on high debt loads carried by both business and household owners combined with loss of jobs, resulted in the inevitable decline in government revenues along with a corresponding rise in demand for services. Vacancy rates are expected to be higher and combined households also may be higher as a result of the economic and housing crisis at the time of this Census. The Census did provide for a short term infusion of employment related funding directly related to enumeration activities but at the same time there was more pressure to rely on local governments to assist with outreach activities. Local governments, strapped themselves for funds, found it a difficult stretch to add Census activities to their heavy workloads.

In the midst of the Census outreach in Cochise County the State of Arizona also passed, among much national and local debate, new laws related to proof of citizenship. Although broad in scope the perception among some was that the bill was aimed at discouraging Hispanics from traveling or residing in Arizona: this in turn may have had a negative effect on reaching out to the Hispanic community as well as diverting national media attention from other, possibly more positive, stories in Arizona. It is possible this was in part why the national media for the Tombstone outreach was abandoned in favor of highlighting the immigration and border issues.

In addition, antidotal comments to both staff and Census workers indicated that hostile feelings about the sitting president (President Obama) combined with the perception held strongly by some that they did not personally benefit from any government programs and so had no vested interest in providing the required census data (even expressed by one of the county's own employees). Unlike the 2000 Census effort, the State of Arizona did not hold State and regional meetings related to the Census or generate high-profile media activities in support of the Census. This lack of State coordination and support was unexpected and may have resulted in the "disconnect" in the flow of information from the federal level of the Bureau of the Census.

The relatively low profile outreach strategies developed for the 2010 outreach worked fairly well: in many cases better than expected. Using the employee base to reach out was extremely effective: with about 1,000 employees through out the county the number of households that could be reached directly through this type of outreach was substantive. The innovation and enthusiasm of employee staff was unexpected: in spite of the work load of every department empowering staff to blend in a census message when and if they could was very successful. Targeting the previously high undercounted rental population was also successful: the number of direct contracts to renters directly to landlords and through the county's housing department insured multiple contacts with this population group.

Several groups were deliberately not made a focus on the county's strategies; for example, homeless populations. A determination as made early on regarding which groups county efforts would have the most effect on and would give us a significant return on our investment. This then frees up the Census Bureau to expend federal resources on the very hard to reach population groups in the county. Other strategies relied heavily on the Census partners; among them the school and faith-based outreach

efforts. Both of these activities are hugely time-consuming and the county did not develop any specific, targeted outreach efforts for either of these. Through employees, and through the partnership efforts, major faith-based organizations did incorporate census messages in one way or another.

The neighborhood events were envisioned as interactive events where Be Counted forms would receive wide distribution. In the 2000 census these forms were primarily used during the non-response phases rather than the mail-out/mail-back phases. Combining non-response phases with update/leave phases made the presence of Be Counted forms problematic for the Bureau. In addition, more forms were submitted than anticipated and staffing at the processing center were not sufficient to keep up resulting in overlapping phases and duplication of visits by the Census. Cochise County also had issues with the mail-out and mail-back phases: attempts to get advance notice of enumeration visits into P.O. Box's failed in several key areas like Elfrida and Naco and mail-out forms were returned in bulk in some areas in Willcox. Address lists were also mixed up between those households that had never received a form in the first place and those that were in non-response follow-up resulting in frustration among residents and enumerators as they found themselves duplicating previous efforts while calls were coming in from other areas of the same town that they never had a form in the first place. The county did do additional outreach to ask residents to be patient in filling out forms more than once and also asked the Bureau to err on the side of duplication rather than missing entire areas of the county.

Cochise County benefited from several excellent Census partnership specialists that worked closely with county staff on census activities; even taking on specific concepts and ideas generated by the Complete County Committee as tasks of their own. It was also a clear benefit to have the direct support of the Board of Supervisors with the current Chair of the Board at that time, Supervisor Ann English, also chairing the Compete Count Committee.

Cochise County Census 2020 Recommendations

Each decennial census builds on the census before it. Only having the short-form made this Census far easier to deal with than those in the past. Geocoding addresses were a longer term project that will make 2020 more successful. Key issues for the Bureau of the Census to address for the 2020 Census are:

- ▶ Figuring out some way to get mail-out forms into P.O. Box's and/or generically in Post Offices. In 2010 the national sign-on of the Post Master general came so late in the process that it was only the individual working relationships that the County had through their own rural addressing department that allowed the early placement of Be Counted forms and other Census materials into post offices. These national support letters should be provided to local Complete Count Committees.
- ▶ Figuring out some way to allow people to fill out forms on-line or at least obtain the form on-line. It was already a virtual world in 2010 and by the year 2020 there will be an entire generation that not only uses but explicitly trusts the internet for a variety of transactions.
- ▶ Keep partnership specialists on as a primarily link through the operations phases as the primary liaison to community resources for everything from media to training sites. This would avoid duplication of effort and maintain continuity with trusted voices within the Census Bureau thus allowing staff to help translate issues of concern into a message that may resonate with their own communities.

- ▶ Using the rural (and urban) office openings as a critical start up date for large scale distribution of materials to attendees and considering combining training sessions into the day for jurisdictions to brainstorm together strategies; grants to be offered and networking relationships to be initiated. A media story is not the highest and best use of the rural office opening events; this is the one and only time when a gathering of what will become the Census Bureaus best contacts in the area is held and many do attend hoping to get real practical guidance on how to help.
- ▶ Conducting the mail-out/mail-back phase concurrent with wide-spread Be Counted sites and QAC centers then have at least a 2 week distinct break during which operations shift to an enumeration/non-response phase with a few high-profile Be Counted sites providing real-time address checks on responding households.
- ▶ Quality Control forms should be clearly identified as such by design features and explanations
- ▶ Forms need to be brought to the Fort Huachuca at least a week in advance to allow for address matching by the Fort and/or other military installations.

Cochise County should plan for an earlier implementation of the work session, budgeting, recruiting and hiring phases so that by January 2020 Census strategies are fully ready to roll. Budgeting should occur for the technical phases in fiscal years 2017 and 2018 and for the outreach phases in 2019 and 2020. Jurisdictions indicated a desire and preference for a county led effort and pushing census materials down to jurisdictions and agencies through one Cochise County Complete Count Committee.

- ▶ Partnership agreement must be in place prior applying for Census grants and advise pre-empting even the Census Bureau's timeframe for these partnership agreements. Ideally, the County should lead the way with a resolutions and then packaging all of the jurisdictions together to be on the front-end on the formal paperwork at least a year out, perhaps concurrent with April 1, 2019.
- ▶ Watch for census grant opportunities in early 2018.
- ▶ Hire temporary worker and have them fully on board by November 1st for an 8-10 month period. This would allow time for the coordinator gain necessary information and training by Census and County staff and to compensate for slow-downs surrounding the holiday season.
- ▶ A more proactive interaction with the Rural Census office would be beneficial.
- ▶ Recommend holding fewer but higher profile, larger scaled Complete Count Committee meetings interspersed by jurisdictional scaled meetings, e.g. Full Count Committee meetings in January, March and May with smaller events in February, April and June in various locations throughout the County.
- ▶ Analyze what demographic group appeared to be under-represented in 2010 and plan outreach activities accordingly.
- ▶ Notice to employees regarding employee census meetings should be sooner, more emphasis on departmental attendance (representative). Feedback mechanism for employees did not work, which may or may not have been important. Employee outreach was very successful and should remain a key strategy for 2020.
- ▶ Large employer outreach works better with one to one contacts by employees who know them.
- ▶ Work with rural addressing to initiate early and direct contact with local postmasters.
- ▶ Prioritize pushing out information moreso than trying to get detailed feedback in order to accomplish as much as possible within the time constraints of each phase.

- ▶ Provide direct outreach to home schools, private, and magnet schools (typically missed in the formal census school outreach programs).
- ▶ To reach renters, place information in Laundromats in apartment complexes and in the community at large.
- ▶ Phase I should have been January-February; Phase II, March-April and Phase III, May-June. The actual phasing in 2010 was set back as the result of staffing limitations not initial planning. Do not suggest following the phasing as actually implemented in 2010 as activities ended up being planned and implemented in real-time without very little, if any, lead time and the level of quality checking that would have been desirable.
- ▶ When a phase period ends, immediately begin next phase activates and drop anything from previous phase that was not completed. This is important due to the overall timeline and keeps this project from lagging behind census phases which tend to have very abrupt shifts. Outreach is one of those activities where there seems to never be enough time to do all possible activities and it is necessary to be ruthless with cut off deadlines.
- ▶ Clearly identify staff limitations and plan accordingly. As an add-on task that occurs once a decade this project can easily overwhelm staff and their regular duties. Plan for strategies that give the best push to the census efforts without taking on details that belong directly with the Census Bureau themselves.