



Census 2010/Cochise County Counts Complete Count Committee

Meeting Summary: MARCH 18, 2010

Attendees: Supervisor Ann English, Cochise County; Dr. Michael Gomez, City of Douglas; Windy L. Gomez, City of Douglas; Charlotte Davis, Elfrida Citizens Alliance; Michael Lockett, Town of Huachuca City; Suzanne Drum, SEAGO; Alan Marshall, Sierra Vista Wal-Mart #1240; Jon Belair, Fort Huachuca; Richard Bock, ADC; Shar Porier, SV Herald

County Departments Attending: Library

Census Partners: Angel Rocha, Tim Fiorello and Ann Waters

WELCOME & INTRODUCTIONS

Supervisor Ann English opened the meeting and once again emphasized the importance of the 2010 Census in bringing funds into Cochise County. She acknowledged the critical role the attendees had in achieving a successful census count noting that through the “ripple effect” of the Complete Count Committee we can reach and encourage everyone in Cochise County to be counted.

CENSUS 2010 ONGOING BRIEFING

Karen Lamberton, Cochise County Transportation Planner, addressed how the Committee can push down information and materials throughout the County to persuade everyone to be counted. She referred to the Brookings report which had been distributed at the first meeting; pointing out that for Cochise County each person counted would equal a minimum of about \$1,900 in funding per year. She talked about targeting strategies and stressed the importance of the three distinct phases that have been outlined: Increase mail-back rate (March/April); decrease undercount (April/May) and reach unlikely to count groups (May/June).

Lamberton then spoke briefly about the successful efforts of the County to restore **9,436** county addresses which were corrected or added to the list of official addresses used by the Census Bureau for the 2010 Census.

CENSUS 2010 UPDATE REPORTS

Angel Rocha, Census Partnership Specialist, provided an update to the Census activities underway in the County and advised that the Census enumerators will be knocking on doors March 1st, and that non-response visits will begin in May.

He demonstrated how to use the Census website to find downloadable flyers and other in language materials. Go to <http://2010.census.gov/2010census/index.php> and select the folder labeled PARTNERS. The next page has a list of selections on the right side and anyone can simply click and go to any specific document of interest.

ACTIVITIES REPORTED BY ATTENDEES

- Fort Huachuca is training for enumerators for the barracks, sending out newsletters and plans are progressing to reach 2-3,000 off-post renters.
- In Elfrida, the town is helping to recruit employees for the U.S. Census and will be placing more posters and materials at the community center.
- SEAGO is doing a presentation to their employees to encourage participation and including Census flyers in boxes of food.
- The City of Benson has placed flyers in plastic stands and placed them in various businesses, the Library and at the Chamber of Commerce. They also dropped off faith-based materials at every church in Benson.
- In Bisbee, there are notices on every televised City Council meeting and the mayor has placed letters encouraging Census participation in the Bisbee Review and the Observer. They have also set up a Be Counted site at the Visitor Center and a Question & Answer Center (QAC) at the library. There will also be a Census booth set up in front of the Post Office and City Hall.
- Sierra Vista is distributing materials specific to Sierra Vista at, Senior Center and the Oscar Yrun Community Center. They are looking for local people to interview for PSAs.
- Douglas prison has posted information on their website for employees and provided them with handout information. Also, mention of Census participation is made during daily and weekly briefings. For inmates, 34 delegates have been determined to gather the Census count by the 3rd week of April.
- Wal-Mart in Sierra Vista is planning employee meetings to stress the importance of being counted. Wal-Mart manager, Alan Marshall, suggested putting up posters in apartment laundry rooms and volunteered to do some. He also offered to donate water for some of our outreach projects in May/June. He has been in contact with the Wal-Mart managers in both Douglas and Benson.
- The County Library said that a Be Counted Box in the Bookmobile might be possible and would result in a mobile Be Counted site accessible to very rural areas of the County.

STRATEGY SESSION

Continuing in the line of what was done in February, discussion and brainstorming came up with the following ideas for further outreach activities:

- Use clear plastic document holders to put flyers up so they are easy to see/read
- Use utilities bill inserts/messages
- Work with SEACAP to reach social service agencies
- March to the Mailbox events in Sierra Vista and Douglas

- Cable One station PSA's
- ADOC briefing employees
- Put up posters/notices in laundromats, especially in apartment complexes
- Have employers put information on paycheck stubs
- Have mobile Questionnaire Answer Centers and Be Counted Sites
- Friends of the Library newsletters
- Health Clinics
- Bisbee Copper Kings Opening Games: material distribution
- Presentation to J-Six/Mescal area
- Banners for events and activities
- Little League involvement in Douglas

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

QUESTIONS & FUTURE ITEMS

The next meeting date of April 15, 2010 was noted. The April meeting will continue to focus on strategies to decrease the undercount in the County. Locations of Be Counted and Questionnaire Answer Centers will be provided. Some strategies the committee observed needed to be started earlier in the year and this was noted for future planning of the 2020 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.