

Board of Supervisors

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February 2, 2010

Dear Cochise County Stakeholders,

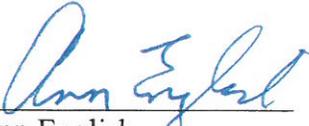
The Cochise County Board of Supervisors, in coordination with the Bureau of Census, extends a personal invitation to participate with the Complete Count Committee for the Census 2010 effort. The purpose of this committee is to share information about Census activities, to coordinate efforts to improve the census count and to develop and implement outreach strategies in Cochise County. We invite you to participate in a kick-off meeting of the 2010 Complete Census Count Committee.

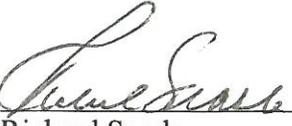
Thursday, February 18, 2010
1:30 p.m. to 3:30 p.m.
Board of Supervisors Hearing Room
1415 Melody Lane, Building G, Bisbee, AZ

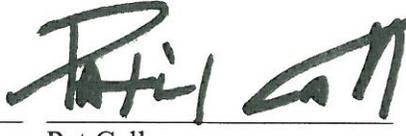
In April, 2010, the decennial Census will be held across the nation. Cochise County has an estimated April 2010 population count of 146,037 living in about 63,494 housing units. The Bureau of the Census will be mailing forms to households with mailboxes in March of 2010. During April and May, households will be visited by Census enumerators asking County residents to provide Census information.

We look forward to seeing you or your representative this month as we plan for an effective and accurate Census in our county. The outcome is critical for ensuring that we have both the data and the funds that we need to plan our future.

Sincerely,


Ann English
Chairman, District 2


Richard Searle
Vice Chairman, District 3


Pat Call
Supervisor, District 1



Census 2010/Cochise County Counts

Background:

In April 1, 2010, the decennial Census will be held across the nation. Cochise County has an estimated April 2010 population count of 146,037 with about 63,494 housing units. The Bureau of the Census has asked local jurisdictions to partner with them for the purpose of holding the most accurate and effective census count possible.

As part of this effort, the Cochise County Board of Supervisors passed Resolution 09-65 supporting the 2010 decennial census and directing that a Compete Count Committee be formed. This county-wide committee will work 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.

Complete Count Committee Meetings

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

All meetings will be held in the Cochise County Board of Supervisors Conference Room located at 1415 Melody Lane in Bisbee, Arizona from 1:30 p.m. to 3:30 p.m. These meetings will be co-chaired by the Board of Supervisors; subcommittees or work groups may be formed as needed and meet at other times and locations.

Questions answered at www.cochise.az.gov

Gussie Motter, BOS Staff, gmotter@cochise.az.gov

Karen Lamberton, Co Transportation Planner, klamberton@cochise.az.gov

The 2010 Census is Safe. It's Easy. It's Important.

eNews

An Information Service of the Denver Regional Census Center

ISSUE

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Martin Luther King Day

www.2010census.gov

2010 CENSUS PORTRAIT OF AMERICA ROAD TOUR



Beginning January 4, the 2010 Census Portrait of America Road Tour will travel across the Denver Region. The tour will educate communities about the 2010 Census and encourage everyone to complete and return the census form when it arrives in March 2010. This free, interactive, entertaining tour experience is specifically designed to inspire interest in the 2010 Census and encourage census participation – especially among the hard-to-count populations. The Road Tour will provide the public with information that brings the benefits of the 2010 Census to life and makes the census relevant to those who attend.

It will convey that everyone can use the census form as their voice – as a way to let the country know what their community needs for the next 10 years. Visitors to the Road Tour will be able to share their own stories, explaining why the census will make a difference to them and their community. These stories, along with information about Road Tour events, will be available on the Road Tour Web site at www.2010census.gov.

- January 4** Tostitos Fiesta Bowl – Glendale, AZ
- January 5** Tribal Nations Kick Off – Phoenix Urban Indian Center
- January 6** Mekong Plaza & Rancho Del Mar - Mesa, AZ
- January 8** Espiritu de la Comunidad - Nogales, AZ
- January 10** Spirit of Community - Anthony, NM
- January 11** West Side Community Center - Albuquerque, NM
- January 13** Spirit of Community - Pueblo, CO
- January 15** Spirit of Community - Colorado Springs, CO
- January 18** MLK Parade – Denver, CO
- January 19** Mesa Mall - Grand Junction, CO
- January 21** Sundance Film Fest - Park City, UT
- January 22** Sundance Film Fest - Salt Lake City, UT
- January 23** U.S. Snowboarding Grand Prix - Park City, UT
- January 26** Spirit of Community - Reno, NV
- January 27** Boys & Girls Club - Carson City, NV
- January 29** National Cowboy Poetry Gathering - Elko, NV

Weather conditions may affect the scheduled events.

Regional Director HIGHLIGHTS

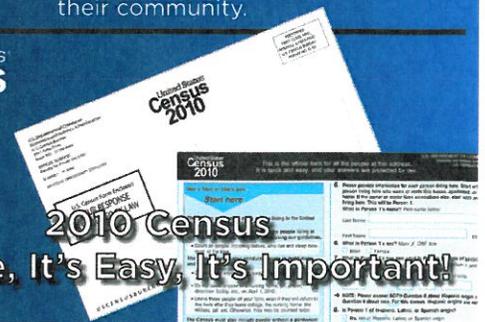


Cathy L. Lacy

The 2010 Census is the largest domestic mobilization effort our nation will undertake. There is nothing in the United States that compares to the census. We must count everyone once – and only once – and in the right place. We must get a census form to – and a completed form back from – every resident in the United States – that’s more than 130 million addresses. We have a short window of time to collect all census responses, and only one chance to get it right. We must safeguard all census responses to the highest security standards available. We must hire a temporary workforce of people who know the makeup and culture of the community. We must knock on the door of every household that does not mail back a form.

Ultimately, the success of the 2010 Census is in our hands. The Census Bureau cannot do this alone. We rely on our partners who help get the word out and individuals who meet their civic responsibility to participate. The 2010 Census is three months away and counting. We need your continued help as the most trusted voices to reach deep into our diverse society, and help overcome resistance and lack of awareness about the census and how it benefits their community.

United States
Census 2010



It's Safe, It's Easy, It's Important!

3 MONTHS AND COUNTING!

The Denver Regional Census Center is reaching out to everyone. We have or will:

- Work with partnership organizations to spread the word about the census. These organizations and their leaders are the trusted voices in the community across the Denver Region.
- Open 40 Local Census Offices within our ten state region, and hire staff members from the community they serve.
- In January, we will launch a major advertising campaign that will promote the census on TV, radio, in print and online.
- Reach out to schools with a "Census in Schools" program to teach students about the census, how it's the foundation to our democracy and relevant to math, geography and civics education.
- Have a road tour consisting of 13 interactive vehicles throughout the country, stopping along the way to explain the census and why it matters.
- Launch a dynamic Web site for people to find answers to their questions and information about how the census impacts them.
- Set up Questionnaire Assistance Centers where people can get help filling out their census form - or even go to fill-out a form if they think they've been missed in the count.
- Have guides available in 59 languages (plus Braille and large type for the visually impaired) to help people fill out their census form.
- And for the first time, we are sending out 13 million bilingual English/Spanish census forms to selected areas that have a high need for assistance in Spanish.

IN THE SPOTLIGHT

New Mexico Rail Runner Express

Congratulations to Joe Maestas, Partnership Specialist for Northern New Mexico, and Veronica Reyes, Media Specialist for New Mexico, for securing permission from the Rail Runner Express to feature 2010 Census information to all the passengers. "Originally it was Joe Maestas' idea to pursue the Rail Runner Stations in Sandoval County, then the Media Team came in, and with the help of some connections, we were able to secure the deal and include Census 2010 information in all their 13 stations in three counties, Bernalillo, Sandoval and Valencia," said Veronica Reyes. New Mexico Rail Runner Express is featuring 2010 Census information in all their stations and also on their monthly E-newsletter. The New Mexico Rail Runner Express transports commuters every day from down south in Belen, N.M., all the way to the State Capitol in Santa Fe, N.M.

Good Job New Mexico Team!



I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal."

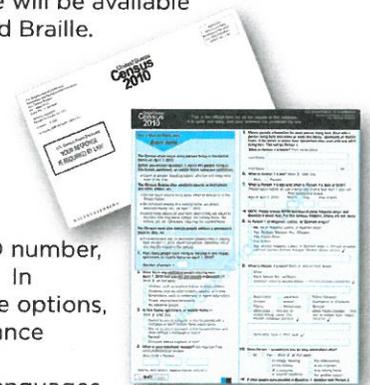
January 18th, 2010 MLK

KEY MESSAGES ABOUT THE 2010 CENSUS

- Everyone in the United States must be counted in the 2010 Census. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- Census data are used to reapportion congressional seats to states and assure proper district representation.
- The 2010 Census is easy, important and safe, and your participation is vital.
 - It's easy: The 2010 Census form is one of the shortest census forms in history and takes about 10 minutes to complete.
 - It's important: Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Census data guide local planning decisions, including where to provide additional social services, establish child-care and senior citizen centers, and build new roads, hospitals, schools, job training and community centers.
 - It's safe: By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

ABOUT THE QUESTIONNAIRE

- One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- Census forms will be delivered or mailed to households in March 2010; households should complete and mail back their forms upon receipt. Census workers will visit households that do not return the forms to take a count in person.
- Census Day is April 1, 2010. Responses to the census form must include everyone at that address.
- Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. For those with visual impairments, the language assistance guide will be available in large print and Braille. Deaf and hard-of-hearing persons who do not have access to Video Relay Services (VRS) can call the TDD number, 1-866-783-2010. In addition to these options, language assistance guides will be available in 59 languages in all QAC locations.



www.2010census.gov