



MEMORANDUM

Date: October 8, 2018

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

A handwritten signature in black ink, appearing to read "CHH", is written over the printed name "C.H. Huckelberry".

Re: **Update on 2020 Census Activities**

The Census Bureau, the County and other regional staff members are now preparing to assist in the 2020 Census to accurately account for individuals residing within Pima County and our various municipalities and Indian Nations. Development Services Director Carla Blackwell is coordinating our activities to ensure an accurate and complete Census.

The attached October 5, 2018 memorandum from Ms. Blackwell is an update on activities in preparation for the Census. These activities are being coordinated with the regional planning agency, Pima Association of Governments and \$100,000 has been placed in the Contingency Fund to supplement Census enumeration activities as necessary. These funds will remain available for activities deemed necessary and appropriate by the Board of Supervisors and County.

If you have any questions on this matter, please contact me.

CHH/anc

Attachment

c: Jan Leshar, Chief Deputy County Administrator
Tom Burke, Deputy County Administrator for Administration
Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Carla Blackwell, Director, Development Services



DATE: October 5, 2018

TO: Chuck Huckelberry, County Administrator

FROM: Carla Blackwell, Development Services Director 

SUBJECT: Update on 2020 Census activities

As you are aware, preparation for the 2020 Census is underway. The successful delivery of accurate addresses, data statistical areas and a complete count of the population has ramifications for a decade. Development Services realized the importance of geographic statistical areas when trying to use Census data and projections for the unincorporated areas during the development of Pima Prospers. The data from the Census also drives revenue sharing, population allocations, political district boundaries, and service delivery.

The Census update activities commenced in December of last year with a training session sponsored by PAG and led by regional Census personnel. Attached is a January memo to Carmine summarizing some of those activities. Currently, the activities mostly involve technical studies and mapping but the outreach efforts have also begun. Pima County is expected to be involved with both the technical steps and complete count efforts. It was agreed among jurisdictions that it made sense to pool our resources with PAG and have one coordinated response and outreach team.

For the first stage of technical readiness, LUCA, is now concluded. The Pima County GIS team confirmed and supplemented addresses throughout the region. Steve Whitney headed up that effort. He reports a 97.8% match rate between our address database and census data (464,001 addresses.) The total county addresses not in the LUCA data base was 13,619 county wide.

The second stage of Census preparation launched this week and includes analyzing the Participant Statistical Areas Program (PSAP.) This involves a review of census blocks, tracts, and Census designated places. The Census has published criteria for minimum and maximum limits for population and housing units in blocks and tracts, so where growth has occurred there may be a need to split the blocks and tracts into smaller units. Special attention will be paid to newly created Economic Opportunity Zones to make sure boundaries of the statistical areas coincide. During Pima Prospers, we discovered many Census designated places that were misidentified or missing altogether. We hope to correct that issue for 2020.

The Census representatives did report that they will be eliminating the Traffic Analysis Zones (TAZ) as a geographic entity with the census. TAZ are generally used for transportation planning and used to develop demand models etc. PAG announced that they will continue to maintain the established TAZ maps and will crosswalk the census data to the TAZ maps.

Several agencies from Pima County will be called upon to review and comment on proposed changes during PSAP. We will form an internal group to arrive at proposed changes and then meet with PAG to review for concurrence with other jurisdictions. It will be important to follow up with the Census Bureau to ensure the changes are made. Several participants from 2010 said that changes were proposed and never implemented by the Census.

PAG will lead the community outreach efforts for the region. Mary Carter has been assigned this task. Right now she is contacting agencies, non-profits, health care institutions, private businesses, and stakeholders to raise funds for outreach and form community advisory councils. The City of Tucson has agreed to participate in the regional effort but has formed an internal task force to assist with the effort.

The Census will be electronic this year so providing access to the internet will be a key component of a complete count. Paper forms and site visits will be utilized for non-responses. Pima County may be called upon to assist with this effort by providing educational material, forums, and contacts with the Faith Based community, neighborhood leadership, partner agencies, and maybe in the case of the Library, internet or computer access. The One Stop has been contacted regarding job recruitment for Census positions.

The actual targeting of messages and geographic areas will come from analysis of previous census response maps. It should be noted that the current administration has added a citizenship question to the 2020 Census that some believe will impact outreach and response rates. The question has been challenged and will be decided by the courts.

If you concur, I will schedule PAG (Farhad and Mary Carter) to present a summary of their outreach strategies and the Census process to the Directors at a County Administrator meeting.

C: Jan Leshner, Chief Deputy County Administrator
Carmine DeBonis Jr., Deputy County Administrator



DATE: January 24, 2018

TO: Carmine DeBonis, Deputy County Administrator

FROM: Carla Blackwell, Development Services Director 

SUBJECT: Census 2020 update

Per your request, the following is an update on the Census 2020 efforts.

1. Last October, PAG began discussions of the local jurisdiction participation with the Census. The POPTAC- population technical advisory committee was advised of the future phases of the Census.
2. Pima County received their packet from the Census, and Steve Whitney registered Pima County for the LUCA participation. The other jurisdictions registered also.
3. LUCA- Local Update of Census Addresses will be the first step of the census prep process. On December 14/15th Census representatives held a training session at PAG on the process and new tools that will be available. This will involve technical staff mostly in GIS and Planning. Mike C. from the city Annexation office was there as was Mark Holden, Tracey and I. Steve Whitney attended from IT and the other jurisdictions were present.
4. We discussed after the meeting of forming our own technical committee throughout the process to exchange information and data to make sure all addresses and units are identified. We are unified in our desire for complete count of the region since so much federal funding is tied to counts. Steve Whitney asked the Census for a list of the contacts with each jurisdiction and has not heard from them yet. Regardless, the intent is to get together to start the discussion and make sure we have a shared understanding. Oro Valley and So. Tucson have requested our assistance. Tucson will work with us also to coordinate. Marana and Sahuarita notified the census that they will participate but we have not talked with them.
5. December 14/15, PAG convened a Complete Count committee. Several census reps kicked off that effort which is largely made up of non-profits that will help with public relations and messaging among hard to count communities such as tribal nations, homeless etc. Pima County will assist with these efforts from a PR perspective.