



MEMORANDUM

Date: May 28, 2019

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 be "CHH", is written over the printed name "C.H. Huckelberry".

Re: **2020 Census Activities**

Please see the attached May 23, 2019 memorandum from Development Services Director Carla Blackwell. Ms. Blackwell is the lead staff person associated with the regional Census Outreach Campaign.

The memorandum describes the County's activities in the campaign as well as other regional activities occurring such as community outreach through various committees formed by other jurisdictions.

This report was developed as a result of an invoice from the Pima Association of Governments (PAG) for the County's contribution for this effort. Both the City of Tucson and Pima County previously committed up to \$100,000 to assist in this activity because of its importance in federal revenue sharing.

Based on Ms. Blackwell's memorandum, I have authorized half of these funds to be released and be paid to PAG, contingent on at least half of the City of Tucson's commitment has also been paid.

Finally, attached to Ms. Blackwell's report is a Pima County Internal Department Plan for outreach, awareness, education and motivation.

If you have any further questions on this subject, please contact my office.

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
Farhad Moghimi, Executive Director, Pima Association of Governments



DATE: May 23, 2019

TO: C.H. Huckelberry, County Administrator

FROM: Carla Blackwell, Development Services Director 

SUBJECT: Census Activities, Committees and Awareness Campaign

Per your memo dated May 13, 2019, I have reviewed the invoice from PAG and their proposal for a Regional Census Outreach campaign. Over the past 2 years, Development Services, Pima County GIS, and other County departments have been working with PAG and serving on the POPTAC committee for the purpose of analyzing tract boundaries and census designated places, supplying permit data and making sure that addresses are correctly inventoried. Since census data drives our land planning decisions, economic development site selection, transportation planning, federal funding and Pima County's overall competitiveness with the rest of the state and nation, we have a stake in a well-coordinated census count campaign.

PAG convened jurisdictional representatives to establish a strategy and begin outreach. A brand, *Count Me In*, was agreed upon, and a region wide awareness campaign was created based primarily on the use of mass media messaging. PAG will build an outreach toolkit that can be used by various groups to increase awareness of the Census. Starting March PAG plans to do media buys and Public Service Announcements (PSAs) in the urban market, attend community events like Tucson Meet Yourself and prepare publicity campaigns focused mostly on the urban area rather than the rural communities. See their attached flyer that summarizes their campaign. Mary Carter has been running point on PAG's activities.

The Census plans to open an office in Tucson July 2019. They will hire a director and staff it with field supervisors, partnership specialists and other staff. It will be around 100 staff positions. They have also hired a media specialist for the Tucson area, Paula Diaz Soet. With the assistance of a Census assigned Partnership Specialists such as Emily Verdugo, several Complete Count Committees have been established throughout the region engaging elected officials to the lead the efforts.

The County's Complete Count Committee is chaired by Supervisor Elias and is comprised of community leaders representing hard to count populations. The City of Tucson and the Town of Sahuarita have also formed committees. Each of the committees have a unique focus to target historically hard to reach or

low response populations. These committees will likely develop more fine-tuned strategies and messaging to reach these individuals in their respective areas.

A group of internal County Departments, including Development Services, Library District, Natural Resources Parks and Recreation, Health, Community Services Employment and Training, Community Development and Neighborhood Conservation, Health, ITD, Communication Office and the County Administrator's office are acting essentially as a subcommittee to Pima County's Complete Count Committee. The goal is to develop strategies to assist and support the Census effort throughout the region and especially cover communities outside of the urban area. Each department has been identifying stakeholders, trusted community voices, and agencies that could assist outreach. Education and training sessions held at Libraries will begin over the summer to inform identified key contacts of census timelines, activities and details so they can help guide the efforts in their area.

Recommendation

There is room for all strategies and a multilevel approach to outreach; the broader region wide outreach being developed by PAG, and other more micro-level and targeted communication by the Complete Count committees. Since this Census will face new challenges to survey completion with the introduction of new technology and a potential new citizenship question, there is no such thing as over communicating, too many committees, or too much outreach.

My recommendation is that the County fund its pledge to PAG for the regional wide community awareness campaign with the expectation that it will purchase all the mass media and handle region wide communication such as bill inserts, community festivals, posters that cross all boundaries so one complete count committee is not responsible for funding an entire campaign or having to hire agencies to design it. Your idea to fund half now and half during the awareness campaign beginning in December 2019 is a good one. I have already communicated to the PAG Executive Director that the collateral outreach materials should be easily amended to fit various languages or messaging needs for specific areas and will also request the help of our Communications Office to tweak the materials. The Census is also generating materials that can be used.

In addition, it may be necessary to separately fund some amount for the Pima County Complete Count Committee for targeted efforts such as advertising in specialty newsletters, websites, different languages, and possibly equipment to assist with the actual completion of the survey closer to April 2020. As the County Committee and supporting County departments finalize strategies, the associated costs and necessary budget will be developed. A \$50,000 proposal has been submitted for Tohono O'odham Gaming Revenue Sharing grant to kick start this effort.

Attached is a draft of activities that the internal departments will be considering for the various stages of the Census readiness plan. I plan to update you by September on the next stages.

C: Jan Leshar, Chief Deputy County Administrator
Carmine DeBonis, Deputy County Administrator
Farhad Mogimi, PAG Executive Director



MEMORANDUM

Date: May 13, 2019

To: Carla Blackwell, Director
Development Services

From: C.H. Huckelberry
County Administrator

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

Re: **Pima Association Invoice for the Regional Census Campaign**

Please review the attached invoice and campaign to determine if you believe it is appropriate to fund.

In addition, as we now begin to approach the 2020 Census, from an operational perspective, it would be appropriate to have our own internal campaign organized from departments who may be able to assist and identify Pima County residents who need to participate. It is also appropriate to organize a County response team and provide timely reports regarding activities leading up to and through the Census. Since you are coordinating County efforts at the regional level, I ask you take on the internal County coordinating responsibility as well.

If the invoice and plan appear to be reasonable, I am prepared to authorize half of the payment now and the remaining half when the Census begins.

CHH/anc

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Yves Khawam, Assistant county Administrator for Public Works

Pima Association of Governments

INVOICE

1 East Broadway, Suite 401
Tucson, AZ 85701
(520) 792-1093

Date: September 17, 2018
Invoice Number: PC-091718

BILL TO:

Pima County
Attn: Chuck Huckelberry
130 W. Congress
Tucson, AZ 85701

DESCRIPTION		AMOUNT
Contribution for U.S. Census 2020 Regional Awareness Campaign - Count Me In!		\$100,000.00
TOTAL		\$100,000.00

Please make all checks payable to Pima Association of Governments and remit to the address shown above.

THANK YOU FOR YOUR PROMPT PAYMENT



Count *me* in!

Census 2020

Your community is counting on YOU!

2020 Census – Regional Awareness Campaign*

JULY 2019 to OCTOBER 2019

2020 Census materials** available in online 2020 Census Toolkit: PAGregion.com/census

Downloadable fliers/posters, fact sheets, banners for web/monitor use, social media sample posts

Pull up banners | Email notifications

OCTOBER 2019 to FEBRUARY 2020

Downloadable fliers/posters/rack cards, fact sheets, web banners, sample newsletter articles, social media sample posts, phone messages

Census video | Podcasts | Email notifications | Pull up banners

MARCH 2020 to JUNE 2020

Digital and traditional media buys:

Facebook, Twitter, Instagram, radio, TV, newspaper, billboards, bus/streetcar

Giveaways | Media event | Marquee messages | Screen savers



*Anticipated budget of \$250,000+

**English and Spanish options and placements

Census 2020

Pima County Internal Department Plan- Draft

Background:

The goal of this plan is to support the overall Census 2020 regional effort and the efforts of the Pima County Complete Count Committee. This plan is based on using county facilities and staff to help leverage education, awareness and outreach to the communities throughout Pima County. The intent is to assist other CCC in the urban areas but also develop outreach strategies for all unincorporated areas of Pima County. Key community contacts will help steer the efforts and aid in the outreach. In addition, the committee plans to develop reminders and outreach to all Pima County staff.

Education Phase: August to November 2019

1. Key Community Contacts and Trusted Voices: a list has been compiled to cover the various areas of the county.
 - a. The Key Contacts will be invited to training sessions at Libraries in June
 - b. The Library system will be utilized as a hub for census activities, materials and assistance
 - c. The Key contracts will help drive Census awareness in their areas and help direct resources
 - d. The key contacts will work with the Census staff and others on outreach and counting efforts (See spreadsheet)
2. Training sessions by the Census for Pima County staff and Key Community Contacts : Schedule a additional training sessions as needed and webinar, a Fall event for those that are gone for summer,
3. Craft scripts, messaging, work with community voices to establish e campaigns, speaker bureau, local messages and identify local events.
4. Identify gaps in broadband service or communication issues, try to resolve those issues
5. Pima County employees
 - a. Educating and engaging County employees: Schedule a training session for county employees
 - b. Every employee is asked to wear buttons or other Census: Everyone Counts (or whatever) during the awareness campaign
 - c. Give staff who sign up and go through training one hour a month to talk to their neighbors, church, club
 - d. Use HR systems, ADP for reminders and information
 - e. Leverage County events to push messages
 - f. Every email ends signature block with slogan for the Census. Could relate to the Department sending the email, i.e. Everyone, Everywhere, Every Day could add something like Lets Count Everyone!
 - g. Make sure that appropriate departments are involved with the special population counts such as the Homeless, Jail, Medical facility etc.

6. Mobile van where people can complete census on a computer (Library) Bookmobile is equipped with wifi and two smaller vans for going out to events for pop

Awareness: December 2019 to March 2020

1. Run notices in the RWRD billing with Water companies
2. Local community events could include the following:
 - a. Have counting contests: Instead of marbles in jars, have ping-pong balls with faces (kids can use magic markers to make faces) in large containers like aquarium at Pet Smart or big food container at Fry's. Kids can write number, name, and phone on slip and drop in box. Winner announced on pre-determined date and wins \$100 (or less) gift certificate to the place.
 - b. Have kids do calendar or artwork competitions for Census (like they do for safe driving) Winners get their artwork on the calendar and his/her family gets & 100 gift card
 - c. Or the artwork winners are displayed at local library or church with \$25 gift card to each winner.
 - d. Faith based outreach to add Census encouragers, special census messaging: Fans for the Churches
3. Posters in all facilities and handouts identified in the spreadsheet (see attached)
4. Kino Sporting events
 - a. Printing Everyone Counts (or whatever message) on sports teams soccer ball (visibility)
 - b. Have sports commentators remind people at sporting events.
 - c. Have it put up on the electronic marquees.
 - d. Print it on hot dog wrappers and cups
 - e. Mascots with t-shirt with message on it
 - f. Grand Opening Ceremony for Kino South (have messaging available)
5. Individual department initiatives including website messaging, counter handouts,
6. Local media campaign, PSAs
7. Parks and Recreation could host events such as outdoor movie night or other family fun event that the Census could be a part of.
8. Library System could become the Census Central for support throughout the community

Motivation Phase: April 2020 to July

1. Big push at the Pima County Fair
2. Scarves for PACC animals: Every Human Counts
3. Library Kiosks and assistance for filling out the survey form
4. Local media ads (PAG)
5. Local radio ads in smaller communities
6. Newsletter advertising
7. Vans for wifi, for actual filling out the survey
8. Start analyzing response areas and target the efforts on those neighborhoods with a low response to date. Assist the Census Bureau with those efforts.