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# MEMORANDUM

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Date: February 26, 2020

To: The Honorable Chairman and Members  
Pima County Board of Supervisors  
Presiding Judge, Superior Court  
Elected Officials  
Appointing Authorities

From: C.H. Huckelberry  
County Administrator

A handwritten signature in black ink, appearing to read "CH Huckelberry", is written over the typed name of the County Administrator.

Re: **Census Awareness Campaign**

As you know, beginning March 13, 2020 every household in Pima County will be asked to fill out the Census 2020 questionnaire. A complete count is important to Pima County programs and services as well as our economic development efforts. Every person counted represents \$3,000 in federal funding that could be allocated to Arizona.

To promote the Census, Development Services has printed a supply of posters and fact sheets to provide to departments by calling 724-9000 to arrange for pickup or delivery.

In addition, to encourage County employees to respond we would like to ask each department to consider the following list of activities to help promote the census to the general public over the next two months:

1. All departments are to allow employees to use their work computers to fill out the questionnaire.
2. Post the fact sheet or messages on the Department Facebook/Instagram/Webpage, the Communications Office can assist with a standard banner or message.
3. If you have a public counter, please distribute Census Fact Sheets.
4. Put a Census Fact Sheet or reminder in your break rooms or on employee bulletin boards.
5. Offer public computers to allow folks to use the computers to fill out the questionnaire.
6. Put pre-recorded message on your phones to remind customers to participate in the Census starting March 13, 2020.
7. Put a Census tagline on your email signature line such as *Be Counted in Census 2020*.
8. Put a Census message on any programs, newsletters, or guides that are published.
9. Take fact sheets or "give away" items to your public events, neighborhood meetings, outlying communities or other professional gatherings.
10. Put posters up in all public buildings, clinics or centers.

c: Carmine DeBonis, Jr., Deputy County Administrator for Public Works  
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer,  
Health and Community Services  
Carla Blackwell, Director, Development Services