



United States  
**Census  
2010**



MAKE YOUR **FAMILY** COUNT  
HAZ CONTAR TU **FAMILIA**



**2010 Census Complete Count Committee**

*Final Report* • July 1, 2010



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## Executive Summary

The U.S. Constitution mandates that a census be conducted every 10 years to count all of the people living in the United States. Decennial census counts are the basis for determining both the number of seats in Congress and the amount of federal money that is distributed to states and counties. Recognizing the critical importance of a complete and accurate count in Census 2010, Pima Association of Governments (PAG) coordinated a regional, community-based census effort in support of the U.S. Census Bureau's 2010 operations.

PAG established a Complete Count Committee (CCC) in May 2009 to provide regional assistance to the Bureau in the 2010 decennial census. The CCC consisted of representatives from PAG, local jurisdictions, tribal governments, community groups and organizations, state and federal officials, the media, and interested citizens. To structure and focus its efforts, the CCC formed five subcommittees: Business, Community-Based Organizations, Education, Media and South Tucson. The CCC and its five subcommittees held a total of 16 meetings over the course of 11 months between May 2009 and April 2010.

Of all the subcommittees, the Media Subcommittee played perhaps the most important role in reaching the general population. The Media Subcommittee focused on developing targeted messaging at key points to targeted audiences between January and April 2010 and pitched items to the media in such a way as to generate the most media coverage during the few weeks leading up to the Census form arriving in the mailboxes. Approximately \$26,000 was spent on the media and outreach efforts, plus the \$2,999 worth of promotional items received as part of the Partnership Support funding from the Census Bureau.

Overall, the response rate to the mail-in portion of the 2010 Census was close to, or exceeded, the final response rate to the 2000 Census (see table below). The 2010 response rates are likely to increase after the door-to-door enumeration is completed. Especially noteworthy is the dramatic increase in the South Tucson response rate. These results indicate that the 2010 Census Complete Count Committee was effective in raising awareness of the Census among the undercounted population groups within Pima County and motivating the groups to complete Census forms.

<b>Jurisdiction</b>	<b>September 2000 Response</b>	<b>April 2010 Response</b>
U.S.	67%	72%
Arizona	68%	67%
Pima County	73%	71%
Tucson	72%	69%
Marana	71%	70%
Sahuarita	69%	76%
Oro Valley	78%	78%
South Tucson	46%	59%

## **Overview**

### Introduction

The U.S. Constitution mandates that a census be conducted every 10 years to count all of the people living in the United States. Decennial census counts are the basis for determining both the number of seats in Congress and the amount of federal money that is distributed to states and counties.

Recognizing the critical importance of a complete and accurate count in Census 2010, Pima Association of Governments (PAG) coordinated a regional, community-based Census effort in support of the U.S. Census Bureau's 2010 operations. The regional effort consisted of a grassroots campaign which was conceived and coordinated under the auspices of the Pima Association of Governments Complete Count Committee on behalf of PAG member jurisdictions for Pima County. The Committee involved broad-based participation from local jurisdictions, members of the community and PAG staff, all of whom contributed a high level of effort to make the 2010 Census a success. Like the 2000 Census, the U.S. Census Bureau encouraged active involvement on the part of local governments and citizens. PAG's Communications Department and staff from the local Census offices also were active participants in the local Census 2010 campaign.

PAG, in cooperation with the Complete Count Committee (CCC) for Census 2010, has prepared this report to document its efforts to support and supplement the U.S. Census Bureau's decennial census operations. It is intended to serve as a resource for local governments who are planning and implementing future regional Census projects.

The report describes the background for the development of regional Census 2010 activities, the formation of the CCC, and the design and implementation of the local 2010 Census campaign. It also provides a summary evaluation of Census programs and strategies and highlights issues of concern for the region.

Supplementary documents containing exhibits of locally produced materials, publicity and other product documentation are available for review at PAG.

### The PAG Region

Pima County is located in southern Arizona and covers an area of approximately 9,200 square miles. It is comprised of six jurisdictions including: unincorporated Pima County; the City of Tucson; the City of South Tucson; and the Towns of Oro Valley, Marana and Sahuarita. In addition, there are two American Indian tribes in the region, the Tohono O'odham Nation and the Pascua Yaqui Tribe of Arizona. The Tohono O'odham tribal lands are located on large expanses of mostly low-density, rural land. The Pascua Yaqui reside on a relatively small reservation in Tucson and in six other communities in southern Arizona, including several in urbanized portions of Pima County.

Pima County is one of the fastest growing areas in the nation. In 2000, the region's population was 843,726 persons, a 26.5% increase over 1990 census figures (666,880 individuals). One hundred years ago in 1900, Pima County had approximately 14,689 residents. In 2009, its estimated population was 1,018,012 persons.

Located near the Mexico border, about one-third (33.2%) of Pima County's population is Hispanic population (33.25%). Other ancestral backgrounds make up about 10 percent of Pima County's population, including American Indians (2.4%), Blacks (3.6%), Asians (2.6) and others (1.9%). The region is home to a significant number of immigrants, refugees and migrants who do not speak English or speak it as a second language.

### 2000 Census: Lessons Learned

Over the course of the last three decades, mail-back response rates for the decennial census have steadily declined. Alarming, it was projected that this downward trend would continue in 2000, which would have a serious impact on Pima County whose non-response rate in 1990 was higher than the national average (2.3% vs. 1.6%, respectively).

In 2000, the most undercounted population group across all ethnic/racial categories, both nationally and in the Pima County region, was children (18 years of age and under). Nationally, 50 percent of the undercounted population were children, while in Pima County, 42 percent of the undercounted fell in this category. Based on the nation's total population (both counted and not counted), 3.6 percent of all children were missed compared to 1.7 percent of adults.

Following is a breakdown, by PAG member jurisdictions, of response rates in the PAG region to the 2000 Census as of September 2000:

<b>Jurisdiction</b>	<b>%</b>
City of South Tucson	46
City of Tucson	72
Pima County	73
Town of Marana	71
Town of Oro Valley	78
Town of Sahuarita	69

### Implications for Census 2010

In response to concerns about a potentially major undercount nationwide, the Bureau was allocated a significantly higher level of funding for the 2010 Census than in any prior year and galvanized a national campaign. The Bureau adopted an array of new strategies including an emphasis on targeted outreach to undercounted population groups. The Bureau also urged local communities to establish Complete Count Committees to supplement their efforts.

Given that Pima County's population has increased by approximately 180,000 persons in the past decade, and that many of these individuals are minorities and children (who were the most undercounted populations in 2000), it was determined that a localized, grassroots approach for Census 2010 was essential to increase response rates among these groups.

#### PAG Complete Count Committee (CCC)

PAG established the CCC in May 2009 to provide regional assistance to the Bureau in the 2010 decennial census. The CCC consisted of representatives from PAG, local jurisdictions, tribal governments, community groups and organizations, state and federal officials, the media, and interested citizens. To structure and focus its efforts, the CCC formed five subcommittees: Business, Community-Based Organizations, Education, Media and South Tucson. The CCC and its five subcommittees held a total of 16 meetings over the course of 11 months between May 2009 and April 2010.

The CCC's purpose was to conduct a regional effort, which complemented the U.S. Census Bureau's activities, to ensure the best possible count in Census 2010. The focus of the CCC's efforts was on raising awareness of the Census among the undercounted population groups within Pima County and motivating the groups to complete Census forms.

The CCC's activities consisted of early planning to establish a common understanding of the problems that occurred in 2000, the location and characteristics of the undercounted population groups, and barriers for obtaining a complete count in the 2010 Census.

Apathy and government mistrust were determined to be the major obstacles to obtaining an accurate count in the region. Recognizing that statisticians and the Bureau were predicting significant declines in response rates nationwide, and that growth patterns in Pima County lent themselves to even greater percentage declines, the CCC felt it was imperative that a comprehensive, community-driven marketing campaign be implemented. As a result, the CCC designed the "Make Your Family Count/Haz Contar Tu Familia" campaign and, through a collaborative process, developed a targeted action plan.

#### PAG Population Technical Advisory Committee (PopTAC)

In addition to the CCC and its subcommittees, PAG's Population Technical Advisory Committee (PopTAC) provided technical support to the CCC and the Census Bureau in conducting Census 2010 operations.

PopTAC is a standing committee with representatives from each of the local jurisdictions, the tribal nations, and representatives from other interested agencies with a stake in tracking and analyzing population and employment changes. These agencies include school districts, utility companies, transportation planning agencies and others.

The purpose of the committee is to develop annual population estimates for each of the local jurisdictions (based on census data and building permit activity), and to prepare forecasts of population, employment and other socioeconomic factors. Another role for the committee is to coordinate decennial census activities that directly involve the local jurisdictions, such as address list review, geography review, New Construction Program, Special Places Program and related technical activities.

### **Pima County Census 2010 Campaign**

The goal of the Pima County Census 2010 Campaign was to promote community awareness and encourage participation to increase response rates and thereby reduce the undercount in Pima County.

#### Campaign Objectives

Develop a core message tailored to Pima County undercounted population groups which consist of children (18 and under) and minorities residing in Pima County (see Target Audiences below).

- Inform the public about what the Census is, why it's important, and how it benefits Pima County residents.
- Integrate with Census Bureau campaign messages and utilizes Census Bureau materials to the extent possible to maximize limited resources.
- Create a unified campaign with a localized look and theme that is warmer, Southwestern and more accessible to local target audiences.
- Develop public information documents, such as fact sheets, posters, and radio and TV public service announcements, which target undercounted minority groups and highlight the importance of counting children.
- Stress the issue of confidentiality, especially among non-documented individuals/families.
- Establish partnerships with local media, the Hispanic media in particular, for effective media coverage.
- Design a unified media campaign with a phased implementation schedule to peak between mid-March and April 1, 2010.
- Overcome language barriers by advertising the availability of Census forms in other languages, and publicizing Questionnaire Assistance Centers (QACs) and Be Counted sites.
- Translate locally developed materials, as needed, into Spanish.

- Motivate parents through their children to fill out and send in their Census forms.
- Involve the media in Census activities conducted by or with children.
- Develop partnerships with community organizations to facilitate a grassroots, community-driven Census campaign.
- Maximize CCC member participation through provision of locally produced materials, and technical and financial assistance.
- Establish subcommittees to focus marketing and outreach activities in five areas: Businesses, Community-Based Organizations, Education, Media and the South Tucson community.

### Campaign Timeline

The CCC developed a phased timeline for PAG's Census 2010 Campaign that dovetailed with the Bureau's program. The primary reason for dividing the campaign into separate phases was to ensure that outreach and awareness activities did not peak too early, a problem which occurred during the 2000 Census and resulted in a lack of publicity during the mail-out/mail-back operation when publicity was most needed.

#### *Phase I: Teaser Campaign*

- Implement from October 2009 to January 2010.
- Develop promotional materials including brochures, posters and advertisements which raise awareness about what the Census is, and why it's important.
- Highlight the benefits of being counted and confidentiality issues.
- Target outreach and information dissemination to undercounted population groups through participation in community events, group presentations, media contacts, news releases, etc.
- Begin production of public service announcements (PSAs) for radio and television broadcast.

#### *Phase II: Motivational Campaign*

- Implement from February 2010 to March 2010.
- Initiate a high-profile media campaign with paid advertisements in electronic and print media.
- Develop information on how to "fill out the form" and publicize the location of assistance centers.
- Continue to disseminate promotional materials to community partners, local jurisdictions, and tribes to maximize regional coverage.

### *Phase III: Follow-up Campaign*

- Implement during April 2010.
- Continue media outreach as needed.
- Target events and outreach activities to population groups with low response rates.
- Continue participating in community events.

### Campaign Target Audiences

The 2010 Census Complete Count Committee campaign focused the highest level of effort on the target audiences listed below. These audiences were selected based on the size of the undercounted population groups and the consensus of the Complete Count Committee that focusing limited staff resources and dollars on reaching these groups would have the most beneficial impact.

Given that children represented such a significant percentage of the undercounted population groups within Pima County, and that they cross all minority categories, it was determined that children and minorities of all ages would be a primary focus of CCC efforts to increase the Census count in 2010.

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#### **2010 Census Target Populations**

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Children  
Minorities  
Low Income  
Homeless  
Rural  
Elderly  
Gated Communities  
Winter Visitors

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### **Campaign Implementation**

PAG implemented the campaign by forming a Complete Count Committee and subcommittees, distributing information and promotional items, and maintaining a Web site which provided the agendas and minutes for the meetings, sample census surveys, language resources for non-English speaking populations, templates, graphics, and logos, and other information to help promote the 2010 Census.

In addition to PAG's campaign, Census staff worked directly with the Pascua Yaqui Tribe and the Tohono O'odham Nation to increase awareness and response to the 2010 Census. Census enumeration on tribal land was conducted door-to-door, and the Web site of the Pascua Yaqui Tribe had Census information posted on the home page, including the "Enchim Mampo Taawak" translation of "It's in our hands".

## Complete Count Committee

The Complete Count Committee was chaired by a representative of the Green Valley Community Coordinating Council (who also participated in the PAG Complete Count Committee for the 2000 Census) and was vice chaired by a representative of the Metropolitan Education Commission. The role of the Complete Count Committee was to increase awareness about the census and motivate residents to respond.

The Complete Count Committee first met in May 2009 and met on a monthly basis during the fall of 2009 and spring of 2010. The committee consisted of representatives from PAG member jurisdictions as well as legislators, chambers of commerce, educational institutions, social service agencies serving children, families, Hispanics, elderly and homeless individuals, television and radio stations, and advertising and public relations experts.

The Complete Count Committee meetings included briefings on various topics by Census staff. These briefings were intended to provide details on the purpose of the Complete Count Committee, the Partnership Support Program (PSP) and how funding could be used to purchase promotional items, the urban and rural census offices and their boundaries, and the process used to count the homeless.

The Complete Count Committee utilized a map of hard-to-count tracts from the 2000 Census that was prepared by PAG GIS staff. Hard-to-count tracts were assigned a score based on 12 variables that predicted nonresponse to the 1990 and 2000 Census. These variables (e.g., renters, low income and non-husband/wife households) produced scores ranging from 0 to 130; a score of 60 or more was considered hard to count.

The Complete Count Committee identified promotional items that would be relevant to a wide cross section of the local community (i.e., water bottles, self-stick notepads and ballpoint pens), all co-branded with the 2010 Census logo, the PAG census Web site and the local census tagline in English and Spanish. These items were purchased with Partnership Support funding and distributed at events throughout the PAG region (see Appendix A – Promotional Items).

The Complete Count Committee coordinated the distribution of promotional items purchased with PSP funds as well as other promotional items (e.g., tote bags, backpacks and travel mugs) supplied by Census staff. These promotional items were distributed at a wide variety of community events, including transportation open houses, health and wellness fairs, street fairs and town celebrations.

### Business Subcommittee

The Business Subcommittee was chaired by a representative of the Tucson Metropolitan Chamber of Commerce and met during the Summer and Fall of 2009. In order to increase the exposure of the business community to the importance of the census to the local economy, the Southern Arizona Business Roundtable served as the Business Subcommittee beginning in December 2009.

The business community was educated about the financial significance of a complete and accurate census count through presentations by census staff, through meeting announcements and through publications by the Tucson Metropolitan Chamber of Commerce. Newsletter content developed by PAG staff that targeted the business community and explained the census process was distributed to local businesses.

The Tucson Metropolitan Chamber of Commerce also provided complimentary access to its members-only meetings and events where Census staff could provide information and promotional items. These events, including Good Morning Tucson breakfasts, Power Networking luncheons and Business After Hours social mixers, provided opportunities to engage the business community in the 2010 Census.

### Community-Based Organizations Subcommittee

The Community-Based Organizations Subcommittee was chaired by a representative of the Primavera Foundation and met on a monthly basis during the fall of 2009 and spring of 2010. The subcommittee targeted its outreach efforts on homeless, elderly and immigrant populations. The subcommittee also prepared an application for PSP funds and worked with Census staff to improve the local homeless count process.

The Community-based Organizations Subcommittee included representatives from agencies that serve the homeless, including the Primavera Foundation, Interfaith Coalition for the Homeless, Tucson Planning Council for the Homeless, Comin' Home and Gospel Rescue Mission. These representatives were able to increase awareness among the homeless population while providing services at shelters and meal sites.

The Pima Council on Aging was the primary agency that engaged the elderly population. Because of the number of retirement communities and seasonal visitors, outreach to older adults was especially important. The Pima Council on Aging has an extensive outreach network and was able to provide census information and promotional items to increase awareness of the importance of the census.

Representatives from the Tucson International Alliance for Refugee Communities, Catholic Social Services, Iskash\*taa Refugee Harvesting Network, International Rescue Committee and Pan Asian Community Alliance conducted outreach to immigrant and refugee populations. These efforts included distributing information and promotional items at Thanksgiving dinners, Christmas gift events and at refugee housing centers.

The Community-Based Organizations Subcommittee prepared an application for PSP funding. Following a presentation by a Census representative, subcommittee members prepared an application to purchase relevant promotional items. Although the application was carefully prepared and submitted before the deadline, the PSP funding program ran out of money and the application was not approved.

Representatives from agencies that serve the homeless worked with Census staff to develop an enumeration protocol that would be more successful than that used in the 2000 Census. These members of the subcommittee also participated in the homeless count during the 2000 Census and were able to provide specific recommendations on the best approach and these recommendations were employed in the 2010 Census.

### Education Subcommittee

The Tucson/Pima County Metropolitan Education Commission (MEC) served as the Education Subcommittee for the 2010 Census Complete Count Committee. It immediately arranged for the 2010 Census to be an agenda item for its monthly meetings. This began on August 8, 2009, when Census staff member and MEC Commissioner Malena Barajas presented information about the upcoming U.S. Census to Commissioners at their annual retreat. She gave a PowerPoint presentation that was later e-mailed to all Commissioners to send to their constituencies. Also, the census logo was placed on the MEC Web site and on the MEC's Regional College Access Center (RCAC) Web site.

At the beginning of the 2009-10 school year, 30,000 fliers were distributed to Tucson and Pima County's 17 school districts concerning the 2010 Census. The fliers were distributed to parents as they came to school sites for registration. The flier was supported by PSP funding and it featured the upcoming census on one side and the MEC's Regional College Access Center on the other.

Also, at the beginning of the school year, School Plus Jobs in the Sunnyside Unified School District committed that its students would participate in a Census orientation. The students then served as Census ambassadors and promoted the Census to their school community. PSP funding was used to supply students with polo shirts and Sunnyside schools displayed a Proud Census Partner decal at all main entrance doors in English and Spanish.

Project Reach in TUSD was awarded PSP funding to support its students with backpacks for the new school year. Project Reach committed to continue to educate students and parents about the 2010 Census. Polling of all schools took place to determine how many received Census in Schools kits and intended to use them. This polling also occurred in other school districts. In March, TUSD mailed Census information with report cards to parents of children in hard-to-count neighborhoods. Due to the AIMS schedule, however, TUSD schools opted not to build in a lesson on the 2010 Census as part of the curriculum.

As the school year progressed, the MEC, through its monthly meetings and also through its administrative office, distributed Census 2010 posters to school sites. The MEC also accomplished the distribution of information through community events such as Tucson Youth Week, Key to Employment Symposium and Tucson College Night.

### Media Subcommittee

The role of the Media Subcommittee was to develop a local campaign theme for the 2010 Census, develop marketing materials, pitch stories to the media, identify a local Census spokesperson, distribute Census-oriented press releases, place targeted media buys with local media, leverage placement of PSAs, develop a Web site and local Web site address, and provide other Census informational pieces.

Materials created included a rack card to introduce people to the approaching Census count; a poster using the Make Your Family Count/Haz Contar tu Familia theme, generated by the subcommittee to promote the benefits of participating in the Census (see Appendix B – Poster Distribution); bus posters that were placed in more than 200 Sun Tran buses, the community’s mass transit service; and a March to the Mailbox bookmark that was distributed at the Tucson Festival of Book events and other locations. Materials were presented in both English and Spanish.

Other materials created included a Census 2010 PowerPoint (see Appendix C – Census Presentation) and newsletter articles. Local businesses could place the article in employee or company newsletters. This was distributed to committee members, local major employers through PAG’s Travel Reduction Program database and local chambers of commerce and was available online. PAG included four articles in its quarterly newsletters, including the June, September and December 2009 and March and June 2010 issues. The PowerPoint was made available online to anyone on the committees who needed to make a presentation about the Census. Computer desktop wallpaper was designed and distributed to the Pima County Public Library System and local one-stop job centers and was placed in several locations. A phone message-on-hold Census script also was created and distributed to committee members, TRP member companies and made available online. A media Q&A fact sheet was developed by the Media Subcommittee to be used by anyone on the committees as well as the local Census spokesperson for media interviews. Assistance was provided in developing text for a flier that was distributed to the homeless community.

In recognition of the 2000 Census response rate, the Media Subcommittee, with direction from the Complete Count Committee, determined that targeting the majority of the media campaign dollars toward the Hispanic market would help reach the “hard-to-count” populations and help improve response rates. Of the dollars available for media buys, approximately 88 percent was targeted to the Hispanic audience and the remaining 12 percent was targeted to the general public.

Bus bench, billboard (see Appendix D – Local Billboard), radio and TV ads were designed to include a local spokesperson. The Media Subcommittee identified Dr.

Richard H. Carmona to serve as the spokesperson. He currently is Vice Chairman of Canyon Ranch and served as the 17th U.S. Surgeon General (2002 and 2006).

In January 2010, Pima Association of Governments issued two press releases on behalf of the Media Subcommittee to announce the selection of Dr. Carmona as the spokesperson and also to announce the availability of the local Census Web page and address housed within the PAG Web site. In February 2010, PAG distributed a list of local story ideas pertaining to the 2010 Census with two to three media responses and follow up coverage. In March 2010, PAG distributed press releases to announce the opening of the Census Bureau's Questionnaire Assistance Centers and also to announce the U.S. Census Bureau's plan to conduct March to the Mailbox events at the end of March and early April.

Dr. Carmona recorded messages for both TV and radio advertising (see Appendix E – Media Budget). Negotiated TV and radio spots resulted in the addition of free PSAs or reduced rates from all of the media outlets. In addition, Comcast provided in-kind services to produce a PSA for Comcast and Cox cable TV stations. Advision also extended the placement of Census ads on its bus benches into April at no additional cost. All of the Hispanic radio stations also included several remote broadcast interviews with Census staff. The Arizona Daily Star also published a letter to the editor and an op-ed guest column from Dr. Carmona about the 2010 Census.

Members of the Media Subcommittee represented people with advertising, public relations and marketing background, media background, and prior Census public outreach involvement. KVOA, whose news editor served on the Media Subcommittee, had extensive news coverage of Census 2010 between January and April 2010.

Media interviews with Census Bureau staff and PAG staff that resulted in news coverage were conducted with the Green Valley News, the Jim Parisi Show, the John C. Scott show, KVOA, the Tucson Weekly, Citadel, Fox 11, KXEW and KOHT. Additional coverage, including editorials, op-eds or other articles, appeared in El Imparcial, the Arizona Daily Star, the Explorer, Inside Tucson Business, Tucson 12, KOLD, KGUN, Univision, Telemundo, Arizona Illustrated, and the Arizona Daily Wildcat.

Using new Social Media, the City of Tucson posted Census information on its Facebook page on a regular basis. The City of Tucson also included an insert in a March payroll distribution to educate employees about the Census. All local jurisdictions were encouraged to include Census information on their Web sites as well.

A 2010 Census message was displayed on the Hi Corbett field scoreboard as it was announced during a Colorado Rockies game on March 19.

In conjunction with the March to the Mailbox events, the Fox Theater in Tucson placed a Census message on its marquee for one day (see Appendix F – Fox Marquee).

All press releases were not only distributed to the media but also to an e-mail distribution group that includes: elected officials, jurisdictions, transportation officials,

public information officers, neighborhood associations and other interested parties, such as Pima County school superintendents. Press releases, audio links, and other key U.S. Census news were posted on the [www.pagCensus.com](http://www.pagCensus.com) Web page, including information targeted toward children for the Children Count Too campaign featuring the TV cartoon character, Dora the Explorer.

As part of the outreach to college students and faculty, a minimum of three e-mail blasts were circulated in February and March to University of Arizona students and faculty, and posters were displayed at the UA and Pima Community College.

The Media Subcommittee also obtained donations of 700-plus bottles of water from various Safeway, Target and Fry stores for the March to the Mailbox events.

In addition to coordinating Census or jurisdiction staff coverage at various community events (see Appendix G – Community Events), PAG staff gave presentations about the Census to PAG’s Environmental Planning Advisory Committee and the TRP Task Force, and to community organizations, including the United Way partnership group.

In conclusion, the Media Subcommittee focused on developing targeted messaging at key points to targeted audiences between January and April 2010 and pitched items to the media in such a way as to generate the most media coverage during the few weeks leading up to the Census form arriving in the mailboxes. Approximately \$26,000 was spent on the media and outreach efforts, plus the \$2,999 worth of promotional items received as part of the Partnership Support funding from the Census Bureau. As the main CCC and subcommittee efforts got under way in the fall of 2009, PAG received notice that it was not a grant recipient for Tohono O’odham 12% funds, which PAG had applied for earlier in the year in hopes of using the \$35,000 funding request toward additional Census outreach. Given a reduced overall budget than anticipated, the careful placement of media buys and media coverage resulted in the following response rate for Pima County as of April 28: Pima County, 71 percent (compared to 73% in September 2000). As of the same date, Arizona had a 67 percent response rate and the United States had a response rate of 72 percent. South Tucson showed a 59 percent response rate, compared to 46 percent in September 2000. South Tucson had the largest spread in percentage points among the response rates in our region compared to 2000 and it is highly likely that some of the increase in response rate was due to the local media campaign being more heavily targeted to the Hispanic audience.

### South Tucson Subcommittee

During the 2000 Census, the City of South Tucson had the lowest response rates in the PAG region and one of the lowest response rates in Arizona. Because of the high proportions of low income and Hispanic populations in South Tucson who may benefit from social services funded in part based on Census data, a South Tucson Subcommittee was formed to engage the South Tucson community.

The South Tucson Subcommittee was chaired by a City of South Tucson representative with many years of experience working with that community. Because some members of the South Tucson community are not only low income and Spanish speaking but also older adults, a representative of the Pima Council on Aging assisted with outreach to these individuals by leveraging existing networks and relationships.

One of the primary barriers to engaging some members of the South Tucson community was the concern over undocumented residency and citizenship. One of the key aspects of the outreach message was that the Census does not ask about citizenship and that Census data are not shared with law enforcement, immigration, other agencies, except at an aggregated level that does not identify any individual.

Information and promotional items were provided at various events in the South Tucson community, including two major events. The first was the Reyes Magos celebration, a tribute to the Three Kings where free Christmas gifts are provided to local children. The second major event was held at the public library in South Tucson and included political and community leaders, outdoor entertainment, food and promotional items.

### March to the Mailbox

The intent of the U.S. Census March to the Mailbox campaign was that on April 10, 2010, 1 million volunteers would stage neighborhood events (e.g., parades, marches, walks, rallies and motorcades) in approximately 6,000 low-responding census tracts in communities in the 50 states, the District of Columbia and Puerto Rico. During these events, volunteers would converge in neighborhoods, on streets and in high traffic areas to encourage residents to “March to the Mailbox” and mail back their census forms. This volunteer mobilization in targeted areas would elevate the message that it was not too late to mail back the household form.

### *Materials*

The U.S. Census provided promotional items for March to the Mailbox events in the PAG region. These items included T-shirts promoting the March to the Mailbox, baseball caps with the 2010 Census logo, fliers in English and Spanish with information about the 2010 Census and yard signs promoting the March to the Mailbox. The following items were shipped to PAG and then distributed to local organizations for use at March to the Mailbox events:

<b>Item</b>	<b>Qty.</b>
T-shirts	3,312
Baseball Caps	3,312
Fliers	16,000
Yard Signs	570

### *Local Events*

The 12 Census tracts in the PAG region with the lowest response rates in the 2000 Census were targeted for March to the Mailbox events. March to the Mailbox events were conducted by local organizations:

<b>Organization</b>	<b>Target Population/Area</b>
League of United Latin American Citizens	Low income population living around Benson Highway and Alvernon Way
Democracia U.S.A.	Spanish speaking population living around Valencia Road and Sixth Avenue
Tucson International Alliance of Refugee Communities	Middle Eastern and other immigrant populations living around Grant Road and Alvernon Way
City of South Tucson	Spanish speaking population living in the South Tucson community
Ellie Towne Flowing Wells Community Center	Low income populations living around Wetmore Road and Flowing Wells Road
Friends of Robles Ranch	Rural populations living around Ajo Highway and Sasabe Road

### Jurisdiction Activities

In addition to participating in the Complete Count Committee process, PAG jurisdictions engaged their residents with other activities to promote the 2010 Census.

#### *City of Tucson*

- Posted Census announcements on the City of Tucson Web site
- Posted updates on Twitter and Facebook
- Distributed Census flier to City of Tucson employees

#### *Town of Marana*

- Included mayor's messages in the Marana Weekly News and Marana Chamber newsletter
- Placed stories in the Town of Marana and employee newsletters
- Featured the Census on the Town of Marana Web site
- Sent Facebook and Twitter updates
- Provided Town of Marana employees to represent the Census at events
- Conducted presentations specifically targeting age-restricted communities

### *Town of Oro Valley*

- Included a letter from the mayor in the Explorer Newspaper
- Featured the Census on the Town of Oro Valley Web site
- Included Census stories in the Oro Valley VISTA our community newsletter
- Featured Census stories in the Town of Oro Valley employee newsletter
- Posted updates on Twitter and Facebook
- Provided Town of Oro Valley employees to represent the Census at community events

### *Town of Sahuarita*

- Posted updates on Twitter
- Displayed the "Make Sahuarita Count" Census logo on the Town of Sahuarita Web site with links to FAQs and Census phone numbers
- Featured Census articles in the Town of Sahuarita monthly newsletter
- Distributed Census promotional items at community events
- Broadcast Census information through home owner association e-mail blasts
- Provided editorial to the Green Valley News and Sahuarita Sun newspapers
- Distributed Census posters and fliers in Town of Sahuarita facilities
- Provided interview to "In the Know" program on KGVY 1080AM radio
- Presentation by Town of Sahuarita mayor at homeowner association meeting

### **Response Rates**

In early March, the Census mailed an advance notice to residential addresses with information about the 2010 Census survey. In mid-march, the Census mailed the survey to residential addresses with a postage-paid return envelope. In early April, the Census mailed a reminder to the residential addresses that had not returned the survey. In mid-April the Census compiled a list of residential addresses that had not returned the survey and on May 1 the Census began sending enumerators to those addresses. The following response rates are to the mail-in portion of the Census:

<b>Jurisdiction</b>	<b>April 2010 Response</b>
U.S.	72%
Arizona	67%
Pima County	71%
Tucson	69%
Marana	70%
Sahuarita	76%
Oro Valley	78%
South Tucson	59%

## Conclusions and Recommendations

Overall, the response rate to the mail-in portion of the 2010 Census was close to, or exceeded, the final response rate to the 2000 Census (see table below). The 2010 response rates are likely to increase after the door-to-door enumeration is completed. Especially noteworthy is the dramatic increase in the South Tucson response rate. These results indicate that the 2010 Census Complete Count Committee was effective in raising awareness of the Census among the undercounted population groups within Pima County and motivating the groups to complete Census forms.

<b>Jurisdiction</b>	<b>September 2000 Response</b>	<b>April 2010 Response</b>
U.S.	67%	72%
Arizona	68%	67%
Pima County	73%	71%
Tucson	72%	69%
Marana	71%	70%
Sahuarita	69%	76%
Oro Valley	78%	78%
South Tucson	46%	59%

Based on the experience of the 2010 Census Complete Count Committee, the following recommendations are offered for the 2020 Census:

- Collaboration between the Census and local homeless agencies should begin early in the process to develop a plan that effectively counts the homeless.
- Subcommittees should be formed to address special populations, including South Tucson, the University of Arizona and rural residents.
- Candidates to be a local spokesperson should be identified early in the process so that a selection can be made and promotional material can be produced.
- Requests for funding from regional jurisdictions should be made early to determine the overall budget that will be available for the outreach effort.

## Appendix A – Promotional Items

Date	Organization	Event	Btls	Pads	Pens
11/20/09	PRSA	Nonprofit Seminar	30	30	30
11/21/09	Catholic Social Services	Thanksgiving for Refugees	20	110	70
11/24/09	Luz Social Services	Thanksgiving in the Barrio	20	120	70
11/25/09	Gospel Rescue Mission	Thanksgiving for the Homesless	20	110	70
12/2/09	Town of Sahuarita	Pecan Festival	15	160	0
12/5/09	Town of Marana	Tree Lighting	25	120	70
12/10/09	Pima Council on Aging	Neighbors Care Alliance Meeting	25	120	80
12/17/09	TIARC	Christmas Celebration	25	110	70
1/9/10	PAG	Reyes Magos	25	160	30
1/21/10	GVCCC	Board of Representatives Meeting	25	120	70
1/21/10	United Way	Provider Meeting	25	160	20
1/26/10	PCOA	Neighbors Care Alliance Meeting	25	160	50
1/29/10	PAG	El Rio Homeless Event	50	0	0
2/2/10	GV/Sahurita Chamber	Business Expo	20	120	70
2/6/10	Town of Sahuarita	Scavenger Hunt	25	160	50
2/19/10	TPCH	Homeless Connect	25	0	0
3/6/10	Town of Sahuarita	Outdoor Wellness Fair	25	160	0
3/8/10	PAG	Transportation Open House	50	160	100
3/9/10	PAG	Transportation Coordinator Mtg.	25	40	0
3/9/10	PAG	Transportation Open House	50	160	100
3/10/10	PAG	Transportation Open House	50	160	0
3/10/10	Health Fair Task Force	Health Fair	25	100	50
3/13/10	U of A	Festival of Books	50	480	0
3/19/10	Census	4th Ave. Street Fair	25	800	0
3/20/10	Town of Marana	Founders' Day	50	180	0
<b>Totals</b>			<b>750</b>	<b>4,000</b>	<b>1,000</b>

## Appendix B – Poster Distribution

Date	English		Spanish		Location
	8.5x11	11x17	8.5x11	11x17	
12-29-09		29		29	Libraries
12-30-09	16	16	16	16	El Rio Health Center
12-31-09	10		10		Local jurisdictions
1-4-10		9		5	Senior centers
1-4-10	10	1			Homeless shelters
1-4-10	50	10	50	10	Homeless shelters
1-4-10	10	10			Senior centers
1-8-10	315		315		Major employers (100+ emp)
1-8-10	1,000		500		Social service agencies
1-11-10	70	25	50	25	Tucson City Hall
1-11-10	15	10	15	10	Sahuarita parks & rec
1-11-10	50	10	10		Green Valley community
1-13-10		150		150	TUSD schools
1-13-10		30		30	Parks and rec
1-13-10	203e		203e		Neighborhood assoc.
1-14-09	25	10	25	10	Tucson Black Chamber
1-14-09	3,500e		3,500e		Tucson Hispanic Chamber
1-19-09	3,500e		3,500e		Tucson Metro Chamber
1-19-09	e		e		N. Pima Co. Chamber
2-4-10	4		4		YMCA
2-4-10	1	1	1	1	HUD - Downtown
2-19-10	6		6		Boys and Girls Clubs

## Appendix C – Census Presentation




United States  
**Census  
2010**  
**MAKE YOUR FAMILY COUNT**  
**HAZ CONTAR TU FAMILIA**

Census 2010 Presentation  
prepared by  
Pima Association of Governments

### Regional Approach

- Pima Association of Governments is coordinating census outreach on behalf of member jurisdictions.
- Members include Pima County, the Cities of South Tucson and Tucson, the Towns of Marana, Oro Valley, Sahuarita and the Pascua Yaqui Tribe and Tohono O'odham Nation.



### Complete Count Committee

- PAG established a Complete Count Committee with representation from member jurisdictions, businesses, education, community organizations and faith-based organizations.
- The CCC formed four subcommittees:
  - Community-Based Organizations
  - Education
  - Business
  - Media



### Why should we be counted?

- Census data are used to provide a snapshot of our nation.
- It tells us our ethnic makeup and what's changed since the last census.
- The census ensures that everyone is counted in the right place.



## How does our region benefit?

- Community programs and services – education, housing and community development, health care services for the elderly, and job training – receive federal funding. Allocations are based on local census counts.
- Census data are used for community planning, such as where to locate roads, schools or job training centers.
- Businesses use census data to help determine where to start new business operations, which lead to new jobs.
- Census data determine legislative representation.



## A few key things to know

- Your personal information remains confidential with the U.S. Census Bureau. Employees face stiff fines if they share your information, including to Immigration or the IRS.
- People should be counted where they live at least six months and one day, or where they consider home.
- Immigration status is not among the questions asked.
- The form has 10 easy questions.
- The form should be returned by April 1, 2010



## Bring in the funding

- For every person counted, the Pima County region receives approx. \$1,000 in federal dollars per year. For a family of four, the region will receive \$40,000 over the next 10 years. (Pima County also receives \$1,500 per capita annually in state-shared revenues based on population, which is derived from the census count.)
- That's \$100,000 for a family of four over 10 years.
- It's in our hands. Be counted.



## When should I fill out the form?

- The U.S. Census Bureau will send you a letter in early March to notify you that a census questionnaire is coming.
- The questionnaire should arrive in mid-March, followed by a reminder post card. Mail form by April 1, 2010.
- If you have not mailed your form by then, you will receive another questionnaire in early April.
- Census workers will go door-to-door after May 1 if you have not responded.



## Ensure an accurate count!

- We can look at past response rates and also target low count areas or hard-to-count areas with increased outreach.
- 2000 Census response rates:
  - Pima County 67%
  - City of South Tucson 46%
  - City of Tucson 65%
  - Oro Valley 71%
  - Marana 70%
  - Sahuarita 70%



## Who is hard-to-count?

- The people at risk for being undercounted include:
  - Young children
  - Elderly
  - Minorities
  - Recent Immigrants
  - Migrant workers
  - Homeless
  - Renters
  - Persons living in large households



## Challenges to a complete count

- Undocumented workers/Fear of INS
- Government distrust
- Population growth
- Information overload
- Increased transience
- Language/literacy
- Lack of awareness
- People without an address



## How can you help?

- Be a partner in the 2010 Census outreach effort by:
  - Disseminating information about the census to your family, friends, neighbors and employees
  - Posting census information on your business Web site for employees and customers/vendors
  - Volunteering at events to share information about the census
  - Accessing resources available at [www.papCensus.com](http://www.papCensus.com)
  - Contacting Robert Done at [rdone@pagnet.org](mailto:rdone@pagnet.org) or (520) 792-1093 for more information
  - Supporting census workers as they conduct outreach



## Help us reach our goal

Our goal is to increase the mail-in response rate by 10% compared to the 2000 mail-in response rate.



## Outreach information

- We have identified a local census spokesperson
- A local media advertising campaign is under way
- Speakers Bureau



## Outreach information

- Poster distribution (English and Spanish)
- Census tables at events
- Web page with Census info
- Posters on Sun Tran buses, insert in COT payroll
- Billboards and bus benches
- Ads in Daily Wildcat, Tucson Weekly, Inside Tucson Business
- E-mails/posters at UA, PCC
- Editorial/op-ed (GV News, Star, KVOA, Tucson Weekly, ITB, etc.)
- Radio and cable (Comcast/Cox PSAs, Univision, Telemundo, La Caliente, TV 12, etc.)
- Talk shows (AZ Illustrated, Jim Parisi, etc.)
- E-mails to N/A, TRP companies, etc.
- March to the Mailbox events



## Contact information

[www.paqCensus.com](http://www.paqCensus.com)

Robert Done at [rdone@paqnet.org](mailto:rdone@paqnet.org) or  
(520) 792-1093



Appendix D – Local Billboard

**Haz Contar  
tu Familia.**

**United States  
Census  
2010**

*Make your Family Count.*

**[www.pagCensus.com](http://www.pagCensus.com)**

**Richard H. Carmona, M.D., M.P.H., FACS**  
17th Surgeon General of the United States (2002-2006)  
Vice Chairman, Canyon Ranch • Distinguished Professor, Zuckerman College of Public Health, University of Arizona

The billboard features a photograph of Richard H. Carmona, a smiling man with short grey hair, wearing a dark blue polo shirt. To the left of the main text is a logo consisting of several hands of different colors (red, orange, yellow, green, blue) reaching out towards each other.

**Appendix E – Media Budget**

Product	Quantity	Cost	Actual	Internal Copies
<b>Posters</b>		\$1,000	\$851.83	5450 posters
Libraries	250			50 Sahuarita
Park/Rec	50			100 PCOA
Malls	30		\$128.59	1,000 posters
Job Bank	10			
Total:	330			
<b>Handbills</b>			\$578.34	Rack Card
Community Events	500			
Media Events	100			
Presentations	250			
Total:	850	\$1,200		
Bookmark	Festival of books/Libraries	2,500	\$289.82	
<b>Radio Advertising</b>		\$12,000		
KPYT ???				
KOHN				
La Caliente/KCMT	15 spots + 15 free = 30		\$3,600	\$1,800 and \$1,800
La Z				
Que Suave				
KXCI				
KUAZ				
Journal Broadcast Group				
KTZR	30 spots + 15 free = 45		\$3,000	\$1,500 and \$1,500
1 interv on KTZR and KXEW, distrib info in lobby, bring info to 1 live remote in March, 1 Sunday morning PSA show on KXEW in March, matching streaming spots?				
KZLZ	45 spots + two, 4-minute interviews with Census		\$1,575	
<b>Billobard Advertising</b>				
Advision			\$3,100	
Clear Channel			\$2,000	
<b>TV Advertising</b>		\$8,000		
KHRR				
Univision			\$5,000	
KVOA				
Telemundo			\$3,160	
<b>Newspaper Advertising</b>				
Daily Wildcat - UA Students		\$2,500	\$1,000	

	Desert Lightning News		\$1,000		
	Inside Tucson Business			\$1,350	
	Bear Essential News				
	Tucson Weekly			\$150	
<b>Online Advertising</b>			\$2,000		
	TNI				
	KVOA				
<b>Cable PSA</b>					
	Cox		0		
	Comcast		0		
<b>Bus Ad Cards</b>			\$200	\$249.43	460 bus cards - 230 English and 230 Spanish
	Sun Tran	150			
<b>Brochure</b>					
	Bilingual	1,500	\$2,000		
<b>TableTop Panel</b>			\$100		
	PAG	1			
<b>TOTAL</b>			<b>\$30,000</b>	<b>\$26,033</b>	
				<b>26,033</b>	

**Appendix F – Fox Marquee**



## Appendix G – Community Events

Date	Organization	Event	Location
11-20-09	PRSA	Nonprofit Seminar	PRSA
11-21-09	Catholic Social Services	Thanksgiving for Refugees	Grace Temple
11-24-09	Luz Social Services	Thanksgiving in the Barrio	El Rio Center
11-25-09	Gospel Rescue Mission	Thanksgiving for the Homeless	GRM
12-5-09	Town of Sahuarita	Pecan Festival	Sahuarita
12-5-09	Town of Marana	Holiday Tree Lighting	Marana
12-14-09	PCOA	Neighbors Care Alliance Meeting	Catalina United
12-17-09	TIARC	Refugee Christmas	TIARC Offices
1-9-10	Univision	Reyes Magos	Food City
1-18-10	MLK Celebration Committee	MLK Day	Reid Park
1-21-10	GVCCC	Meeting Presentation	Green Valley
1-28-10	MEC	Keys to Employment	TIA
1-29-10	El Rio Health Center	Homeless Event	Broadway Clinic
2-2-10	GV/Sahuarita Chamber	Business Expo	Diamond Center
2-6-10	Town of Sahuarita	Sahuarita Scavenger Hunt	Anamax Park
2-19-10	TPCH	Homeless Connect	Trinity Pres.
3-2-10	U of A	Economic Forecast Meeting	U of A
3-5-10	TMCC	Good Morning Tucson	Tucson Country Club
3-6-10	Town of Sahuarita	Outdoor Wellness Fair	Anamax Park
3-8-10	PAG	Transportation Open House	GV Library
3-9-10	PAG	TC Workshop	Sentinel Building
3-9-10	PAG	Transportation Open House	Randolph Clubhouse
3-10-10	PAG	Transportation Open House	Foothills Mall
3-10-10	Health Fair Task Force	Health Fair	West Social Center
3-13-10	U of A	Festival of Books	U of A Mall
3-16-10	TMCC	Luncheon	Hotel Tucson
3-19-10	4 <sup>th</sup> Ave. Merchants	Street Fair	4 <sup>th</sup> Ave.
3-20-10	Town of Marana	Founders' Day	Ora Harn Park
3-27-10	Chavez Holiday Coalition	Cesar Chavez March	Rudy Garcia Park
4-1-10	U.S. Census	South Tucson Rally	South Tucson Library