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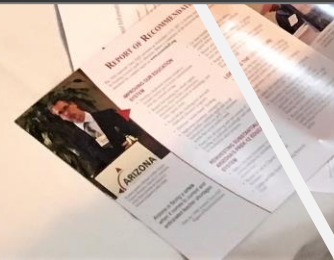
United States®
Census
2020



**Cochise County
receives
approximately \$2,000
per person annually
via federal programs**



With a decrease in population since the 2010 Census, it's more important than ever that every citizen is counted



Census is Safe & Confidential

- The Census Bureau is required to keep information confidential. All responses are protected under federal law.
- No info can be shared with other government agencies. There will be no citizenship question.
- Records are confidential for 72 years.
- Multi-layers of online encryption. Responses are removed from the system.



Census Response

- Every household will have the option of responding online, by mail, or by phone. Nearly every household will receive an invitation to participate.
- Participants are encouraged to complete the census online, but can request a paper survey – challenges for our County.
- Invites will be sent March 12-20, 2020, followed by a reminder letter. Online responses can begin from mid-March.
- Those who have not responded will receive a reminder postcard, a reminder letter and questionnaire, and a final reminder postcard before an in-person visit.



Critical Dates

- **March 12** – Internet self response opens
- **May 13** – Non-response follow-up
- **July 24** – Last day to respond



Census Cochise County

- Cochise County Complete Count Committee – meeting since August 2018. Countywide representation.
- Each municipality, including the County, has its own Complete Count Committee. Uniform messaging
- State Committee Rep – Arlethe Morrison
- Main focus is reaching the hard to count populations – low income, rural residents, limited access to internet, non-English speakers, elderly, disabled etc.



Outreach

- Budget - \$25,000. Spent approximately \$7,500 to date.
- Key 'public' departments – Libraries, Health, Housing, Courts, Development Services, Recorder, Treasurer, Assessor, CCSO, Schools
- Community partnerships
- Public awareness (banners/flyers)
- Events (internal/external)
- Presentations
- Mailings



Outreach

- Social media – please share!
- Newsletter
- Community publications – Currents (SSVEC), newspapers
- Promotional materials
- Food banks
- Health clinics
- Podcasts
- Website – Census webpage
- Video
- Email signatures!



How can you help?

- **Talk** about the census to your staff, family, friends, neighbours, and community members, and tell them why it's important
- **Reassure** people that their information cannot be shared. And although it's important to complete the census, the most important question to answer is 'how many people are in your household?'
- **Reach** out for materials, info and presentations. Utilize online materials at 2020Census.gov
- **Participate** on Census Day – **April 1, 2020**. It's easy, it's safe, and it's vital to everybody.





Questions?



Tourism, Marketing & Branding

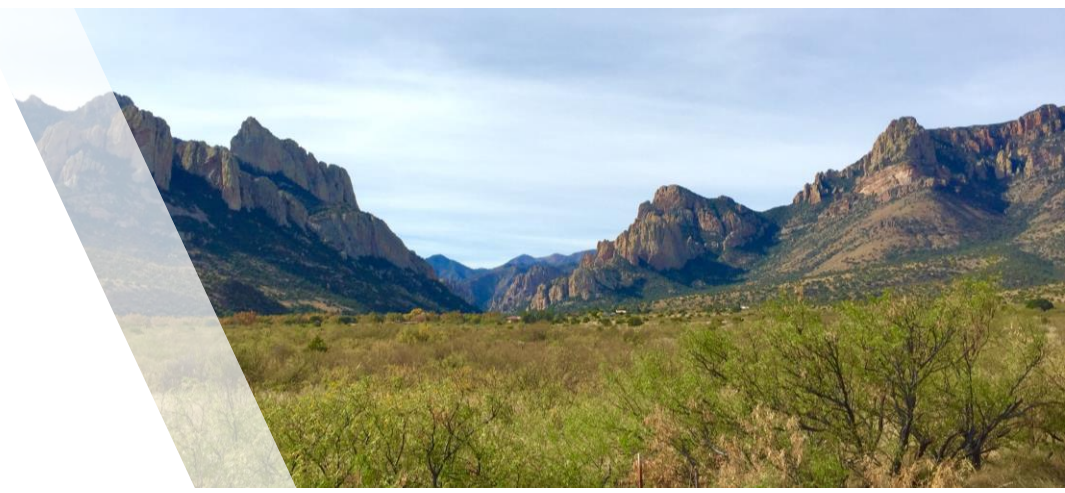
Strategic Plan Priority: Increased Intergovernmental Cooperation

- Cochise County Tourism Council – now the Cochise County Tourism & Economic Council. IGA has been renewed for another 3 years.
- Includes Cochise County, Sierra Vista, Douglas, Willcox, Benson and Bisbee.
- Meets quarterly. Day to day operations carried out by Marketing Coordinator with support from County and Sierra Vista staff.
- Municipal partners have agreed to increase annual investment to \$15,000.
- Focussing on new marketing strategies – billboard, tourism/relocation guide, professional photographs, videos, community partnerships/cooperative advertising, integration with County advertising
- Rebranding / Intercept Study



Strategic Plan Priority: Marketing – Economic Development & Tourism

- County conducted an RFP for rebranding. New branding will be used for tourism (CCTEC), economic development, and the County to provide cohesive messaging.
- Budget - \$35,000. Paid for from CCTEC rollover funds.
- Opportunities for public and County department/employee input.
- Rebranding will focus on a new, adaptable logo, and redesign of CCTEC website.
- Gradual roll-out
- CCTEC website will focus on Live, Work and Play



Strategic Plan Priority: Marketing – Economic Development & Tourism

- New brand will allow the County to market for economic development/relocation.
- Future strategies to include Phoenix/Tucson/possibly California relocation marketing
- Partnerships with the wine industry
- Retirement publications
- Economic development opportunities (BDI/Opportunity Zones/Port of Entry/Business friendly environment)



Strategic Plan Priority: Marketing – Keep County data current

- County economic website will be updated with new brand.
- Partnership with Dr. Robert Carreira allows data to be updated frequently and to add new information (Brownfield Sites page).
- Currently exploring partnership with Cochise College to produce an annual 'at-a-glance' economic data publication (revamp of the former economic outlook books).



COCHISE COLLEGE

