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## Flagstaff - Coconino County Community Census Team Fall 2019 Progress Report

Every ten years, the decennial Census surveys U.S. communities to determine our Nation's population, establishing the baseline on which representation in government and federal funding will be allocated for the following decade. Recognizing the significance of the decennial Census to our growing region, the City of Flagstaff and Coconino County began partnering in March 2018 to make sure our community gets a complete count in the 2020 Census.

This effort began with commitments from the City and County, and the formation of a Complete Count Committee, called the Community Census Team, in 2018. Coconino County and City of Flagstaff each agreed to put forward \$150,000 in funding for FY's 2019 and 2020. In addition, other community partners were asked to join the team, and make in-kind contributions to the Committee's efforts. During the next year, over 20 local and regional organizations joined the team, becoming active partners in its outreach efforts.

The Community Census Team works alongside the United States Census Bureau (USCB). In the last 18 months, team members from the City and County staffs have participated in a Local Update of Census Addresses (LUCA), Participant Statistical Areas Program (PSAP) and New Construction Update. The team meets on a monthly basis and is developing a community outreach strategy that would include local media, events, social media, and participation by local partner agencies. In support of that development, Northern Arizona University's School of Communications engaged their Public Relations seniors in Spring 2019 in conducting research and developing a strategy for communicating Census information to NAU students.



Figure 1: Census team intern, Carmen Sanchez, at a Festival of Science early childhood event

On April 1, 2019, the County and City put out a joint proclamation declaring a Day of Action to officially kick-off Census outreach in the community. The Community Census Team hired a part-time Census Event & Volunteer Coordinator to assist in organizing events and community involvement, starting with a Census 2020 float in the Annual Greater Flagstaff Chamber of Commerce 4<sup>th</sup> of July Parade. A volunteer intern from NAU has also been brought onto the team. The City of Flagstaff is working to convert the volunteer into a federal-work study soon.

In the late summer of 2019, the team began forming sub-committees to address outreach to particular hard-to-reach demographics. Sub-Committees for Public Relations and Media Language Outreach, Rural Outreach, and Homeless Outreach have begun meeting, and K-12 outreach, and Business Outreach will start meeting before the end of the year. The team also formed a set of sub-committees to work on a variety of issues for Outreach to NAU students.

The team is also sharing information on recruiting for Census enumerators with partners and assisting the Census in connecting to potential employees. The week of October 21, the Census launched a nationwide recruitment effort and held an in-person recruitment events throughout Coconino County, including at the Joe C. Montoya Senior Center in Flagstaff. Census Recruiting staff is sharing information on hard to fill positions, geographic diversity of applicants and targets for language skills with the team for assistance with outreach and networking for talent.

In June, the Community Census Team entered into a contract with Riester, an advertising agency that is also working with the Maricopa Association of Governments, to develop and execute a PR campaign to promote public awareness of the Census. The team is developing and refining print and promotional materials to distribute at events. The CCC had tables at the Murdoch Center Juneteenth event, the League of Women Voters' Votes for Women event, the Coconino County Fair, the CCC&Y Early Childhood STEAM Fair, NAU Family Weekend, the Western Navajo Fair, and the City of Flagstaff Indigenous People's Day Celebration.

In the fall of 2019, the Community Census Team will continue its work by finalizing our PR campaign and building a schedule of media releases and events to keep the public informed and enthused about participating in the 2020 Census. The team will continue to work through targeted sub-committees to develop outreach strategies and materials for the array of hard-to-reach populations in Coconino County.



*Figure 2: Kim Musselman, Coconino County Director of Special Initiatives, watching children at the Coconino County Fair play custom districting activity*