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## Oro Valley 2020 Census Community Outreach Strategy

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The 2020 Census PAG Regional Awareness Campaign will be managed by Pima Association of Governments (PAG), the region's metropolitan planning organization. Support is needed to execute an effective public education campaign that will lead to greater participation in the 2020 Census and result in a greater return of needed funding to the region. Financial support and partners who can maximize the distribution of messaging are being recruited to build a functional network to engage the diverse populations in Pima County. Jurisdictions have been asked to make an investment in support of the campaign and to ensure a consistent message is applied across Pima County. The Town of Oro Valley invested \$25,000 in FY2018/19 to support the 2020 Census PAG Regional Awareness Campaign.

To date, more than 100 non-profits and businesses have been contacted to participate in the Regional 2020 Census initiative. Major employers, social service agencies, faith-based organizations, utilities, chambers of commerce and school districts as well as community colleges and the University of Arizona are all included in the network to ensure everyone in the region is aware of the potential impact of the 2020 Census count.

PAG will provide collateral material to regional partners in **July 2019** with significant outreach and advertising beginning in **early 2020**. Collateral material produced by PAG will include rack cards, target audience customized posters/fliers, sample newsletter articles, sample social media posts, social media, web banners.

The Town has created a 2020 Census Complete Count Committee consisting of staff, representatives from the Greater Oro Valley Chamber of Commerce, Golder Ranch Fire District, major employers and faith-based institutions to help spread the word about the importance of the Census.

Staff is proposing the following draft outreach strategy for the 2020 Census:

### **Adopt-A-Business Program**

- Oro Valley Police Officers will distribute Census material to all businesses participating in the Adopt-A-Business Program, beginning February 2020

### **Articles/Print Media**

- Staff-written educational articles will be printed in the Explorer Newspaper and Oro Valley Voice to complement traditional news coverage and ensure Oro Valley residents are well-informed
- Articles will be published in the Greater Oro Valley Chamber of Commerce newsletter

### **Business Retention and Expansion Program**

- The Economic Development Division and Greater Oro Valley Chamber of Commerce will begin meeting with major employers, beginning January 2020.

### **Collateral Material**

The town will distribute the following beginning January 2020:

- Local banks
- Golder Ranch Fire District
- Grocery stores
- Local Churches
- Major employers
- Oro Valley Police Department
- Oro Valley Public Library
- Town facilities
- Email lists
- Vista newsletter

## Advertising

- Four print ads in the Explorer Newspaper
- One print ad in the OV Voice
- Digital ad on the Explorer/Tucson Local Media website
- Paid advertisements and/or boosted posts on social media
- A partnership will be formed with Oro Valley Century Theatre to have Census messaging on screen, beginning February 2020
- PAG will also invest in media buys in social media and traditional media, including billboards

## Presentations

- June 5, 2019 – Resolution and Update from PAG
- October 2019 – PAG provides update to Greater Oro Valley Chamber of Commerce Board of Directors

## Social Media

- A robust social media campaign will be developed to help inform residents, encourage participation, and extend PAG's reach to those who follow the Town, Parks and Recreation and OVPD across multiple platforms, including Facebook, Twitter, Instagram and Nextdoor
- Videos for social media will be created to help educate residents on why the Census is important and how they can participate

## Special Events

- The **Oro Valley 2020 Census Complete Count Committee** will host booths at the following events:
  - Tohono Chul Holiday Nights
  - SAACA Holiday Festival of the Arts and Tree Lighting
  - SAACA Cruise BBQ and Blues

## Key Messages/Talking Points

- Beginning in November 2019, PAG and Town staff will provide key messages/talking points to Council and senior leadership for use at speaking engagements and presentations

## Town Website

- A Census 2020 web page will be created on the Town's website, which will serve as a one-stop repository of information for Oro Valley residents, including links to PAG and Census resources