



Coconino County /
City of Flagstaff, Arizona
Census 2020
— Virtual Town Hall

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Reach out

Coconino County / City of Flagstaff, Census 2020

As the 2020 Census end date loomed, Coconino County and the City of Flagstaff needed to drastically increase Census compliance rates among residents. They needed to connect live, answer questions, and provide clear direction to constituents in remote areas with reduced or non-existent internet connectivity, while at the same time providing two-way communication for those speaking Spanish, Navajo, or Dineh as their first language.

Solution

Converso contracted to assist with connecting with constituents using an integrated Virtual and Telephone Town Hall (iVTH).

Converso targeted rural phone numbers of constituents living in Coconino County and the City of Flagstaff, determined by zip code. Converso created an online registration page to capture additional constituents, which was shared through the County's and City's media platforms.

Twenty-four hours before the scheduled date and time of the live virtual town hall, a pre-recorded message was dialed out to the call-list inviting them to join the conversation the next day, either via phone or the Coconino County Facebook Live page.

Converso called all participants on the phone lists. During the event, critical messaging was relayed at the beginning by the Moderator and Speaker Panel, including offering a translation of Spanish and Navajo by question screeners.

The majority of the event was dedicated to answering live questions asked by participants of the Panel (2 elected county representatives). The event details included:

- 60-minute event time
- 12,514 landlines dialed out
- 2322 live answered outbound calls
- 24,000 county and city constituents contacted
- 2% of participants asked questions live and online
- Event was recorded in audio and video, cast to Facebook Live
- Clients received detailed data reports of the event including number of participants, peak attendance, average minutes of participation, and poll results
- The event was remotely produced, including training provided by Converso.

Result

Over 800 live participants, 6.5% of the callers who connected, additional 2020 Census forms were submitted, critical 2020 Census questions were answered, and trusted local voices were brought to the homes of hard to reach communities.



"We were excited about the results, the questions we were able to answer for constituents and the all the people that participated."

- Eric Peterson, Public Affairs Director, Coconino County



"I was impressed with the level of engagement we were able to achieve through the telephone town hall. In a short amount of time, we were able to reach individuals who hadn't heard from the City and County because of the remote rural character of our communities about a critical community issue. Having local call screeners allowed us to offer engagement in a local indigenous language and to better communicate the context of the incoming questions."

- Sara Dechter, Comprehensive Planning Manager, City of Flagstaff