

# **COUNT TO '10 CENSUS OUTREACH GROUP**

**April 9, 2009  
(4th MEETING)**

## **MEETING NOTES**

After welcome and introductions, Kelly Taft introduced Marie Chapple-Camacho from the City of Phoenix Public Transit office. Kelly noted that there was a request to have someone from Valley Metro or City of Phoenix transit attend to answer questions about potential opportunities for posting census PSAs on the bus.

Marie reported that the transit agencies currently have a policy in which the only paid advertising accepted must contain commercial speech. For example, for the census you could post recruiting ads, but not generic "fill out your census form." However, Phoenix does allow for public service announcements containing transit-related messages. If the group can target the message to transit ridership, then the only cost would be the cost of printing. An example Marie gave about how to direct PSA messages to transit riders was from the public health department encouraging riders to get flu shots. While this is not at first blush a transit related message, a compelling case can be made for the PSA because bus riders are in confined quarters and not having flu shots could pose safety risks to other passengers, so this message was deemed appropriate and important to transit riders. So the bottom line is, if you can demonstrate a valid transit connection, you could have census messaging on the bus. Marie reported she would need to run any concepts past their legal department for approval.

A question was asked about the cost of the direct advertising. Marie stated that any advertising on the outside of the bus would start with a \$6,000 installation cost. David Ramirez asked how many buses would have the ads. Marie stated 500. Al Macias asked how long the advertising would be displayed. Marie said three months, six months or a year, whatever you need. Kelly asked the group if she should pursue the option. The group said yes. Marie reminded the group she would need to have a message that fit within the legal boundaries of the buses. Kelly asked if the message could be in English and Spanish and Marie responded yes. David said he would get together some ideas and proposals for the next meeting. Marie suggested the items be big bold graphics and easy to read material. Jerry Dillehay said we need to have a strong message in these economic times

Kelly then reported on the action taken by the MAG Regional Council on March 25. The Regional Council did approve the media buy proposal developed by the City of Phoenix and it approved Idea Two – which was the higher cost scenario that included network television buys and ads in community sections of newspapers. The Council also agreed to amend the MAG work program and budget to allow for the use of MAG federal transportation planning funds to be used to offset 50 percent of the costs of the buys, reducing the amount each city will have to contribute by half.

**Kelly noted that the Management Committee did request that we use social media and other state of the art marketing techniques to catch younger residents and those who may not get their news from traditional media outlets.**

**Kelly reported that at the last meeting she was asked to follow up with the US Census Bureau to see what census materials they might have available to local communities and she noted that she had some very productive e-mail correspondence with Pamela Lucero, who is the Coordinator, Partnership & Data Services for the Denver Regional Census Center. Kelly noted that because of the extent of the data, she included the information on powerpoint slides in Q&A format. Kelly also noted that Vianney Celestino and Al Macias, who are partnership specialists for the local census office, are in attendance and can provide additional information.**

**Below are the PowerPoint questions and answers and discussion that arose during the presentation.**

**Question**

**Will any of the \$150 million economic stimulus funding given to the Department of Commerce be made available for Census outreach? If so, how will that money be used/distributed?**

**Answer**

**Funding will be used to hire and train additional census personnel over 18 months and to support operational infrastructure. Resources will also be used to encourage census participation through increased targeted media purchases and expanded community partnership outreach.**

**Question**

**Is there a way that we can encourage the Census Bureau that some of these targeted purchases take place in Maricopa County, due to the fact that we are the fastest growing county in the nation and we have a significant minority population?**

**Answer**

**The contractor is very aware of the Phoenix media markets and our regional media team has an exhaustive list of media outlets for local buys. We have a media specialist stationed in Phoenix that reports to our regional office and provides local knowledge and media experience in Spanish and English. A synopsis of the Census Bureau's Integrated Communications Campaign can be found at <http://2010.census.gov/2010census/pdf/Census>**

**Question**

**We understand the Census Bureau is launching a \$250 million promotional campaign, with more than half of the funds committed to advertising designed to reach minority communities. When will the ads be produced?**

**Will any be in the Phoenix area? How will we coordinate with the Bureau if we are also considering media buys so that we aren't competing with each other and instead leveraging resources?**

**Answer**

**National media buys will be 55%/local media buys 45% across the country. Paid media runs January 2010 to April 2010 and resumes in May/June to support nonresponse follow up. Your media outlets can tell you when and if they get national buys.**

**Question**

**Doesn't the Bureau have a media buyer who could send us a schedule once the purchases are made?**

**Answer**

**This is a communication campaign that is multifaceted that will have TV, Web sites, radio, outdoor billboards, magazines, etc. You can read about the contractor that was selected to lead this campaign on our website under press releases. Regarding this question about schedules and local media outlet buys, as a partner, you will need to communicate with our media team led by Doug Wayland later in the communications campaign timeline. Again, local media buys or local PSAs will reinforce the national campaign. Your uniqueness can be selecting local messengers. Local media makes the national message personal.**

**Question**

**What national Census outreach materials will be available for communities to use? When will these be available, or when will we know more?**

**Answer**

**The national materials are already available. Go to the 2010 website you will find start up materials, outreach materials, templates, partner toolkits, and a list of future materials. The logos and style guides are there, too.**

**Question**

**Does this mean that local jurisdictions will need to pay for the printing of these materials, or does the Census Bureau plan to print and distribute some of these materials in our region? If so, how many and how do the cities access them?**

**Answer**

**On our 2010 website click on a page called Partner with Us. These materials are electronically available for partners to download and customize with a local feel. If the partner wants us to pay for printing large quantities, then the Partner Support Program is available to apply for funding to print. The purpose of our program is to support partners that are also committing their**

own resources to increase the response rates in hard to count populations within their jurisdiction or service area. You can apply for funding to print whatever quantity you can get from whatever print shop locally you choose for under \$2499.

#### Question

Will cities be able to apply for grants for community/neighborhood outreach as in past decennial censuses?

#### Answer

Active partners in government and nongovernment will be able to apply for a “small purchase proposal” to the Partner Support Program. Guidelines will be available May 1st through August 30, 2009, and October 1, 2009 through May 2010. Funds can be obligated this summer for a future event to be held later.

Federal micro purchase limits are under \$3,000. For products not to exceed \$2,999, the guidelines and two-page proposal form will be through the local Partnership Specialist that is in contact with the partner. We can mail or email the letter of invitation to participate when it is ready. This program is for active partners not an enticement to be a partner.

During this point of the presentation, Al Macias provided additional information. Al said that the Census Bureau will pay \$2,999 for product (example: promotional items such as water bottles or t-shirts) and \$2,499 for service (example: translation services). Kelly asked if there was a limit nationally to the funds. Al said yes, that there is a pot of money available through the end of the fiscal year which is September 30<sup>th</sup>, so you want to order by August 31<sup>st</sup>. He said the Census Bureau will focus on primarily the reach of the event to determine the level of contribution. The better the reach, the more likely the funding. He said that the cost of these items or services can be billed to the Census Bureau and they would pay it directly. But, you can only apply for money if you are a partner and can start applying for money on May 1<sup>st</sup>.

Katie Decker asked how many purchases does each city/town get? Al said there was no limit as long as the city/town is a partner. Kelly asked if there could be an umbrella of partners or does each department in each city/town have to become a partner individually. Al said each has to be a partner individually. Pat Brenner asked if media buys on cable TV could be purchased. Al said he didn't know the answer to that yet, but it could be a possibility. But, it must explain how it could enhance the outreach effort. Al said the group is competing with everyone in a 10-state region for these funds and that the early bird gets the money. Pat Brenner asked where the group goes to apply for the funds. Al said he'd send the forms to the group electronically as soon as they were available.

**Question**

**Are there any other funding opportunities?**

**Answer**

**Our regional director, Cathy Illian, has the authority to review a promotion proposal with a budget above the small purchases called Special Initiatives. These can range in the thousands. It is up to you to decide how labor intensive your plans will be. An example of a Special Initiative can be a conference producing a fotonovela, a radionovela, a media conference for minority media outlets, etc.**

**The procurement process is tedious because it is a federal acquisition process with vendor bids involved. Not to dissuade you, but just to let you know the micro purchase program is credit card purchase, very quick to process but limited in transaction amounts.**

**Question**

**What about hosting large promotional events whereby a census worker would be available to assist residents in filling out their census forms, perhaps even having the forms available at the event?**

**Answer**

**Partner groups and Questionnaire Assistance Centers with paid staff and sworn to confidentially may help residents fill out the questionnaire.**

**Question**

**Will our local office know where these assistance centers are located and how we can request their participation?**

**Answer**

**One way CCCs can help reach the hard to count population is to identify partners in the communities where a Questionnaire Assistance Center site can be. These are donated places that are accessible to the residents and most often reach non English speakers. The Local Census Offices will have a list to share when they are operational. Because these are donated sites from partners, where and how many are actually used cannot be answered until finalized by the LCOs in February 2010.**

**Question**

**What about incentives for people to fill out their forms?**

**Answer**

**The Census Bureau will not have incentives, however cities and communities can plan goals and awards, etc. Group settings to fill out the census form has occurred in many communities in the past. One of the ways to protect confidentiality is for the respondent to put it in the postage paid envelop**

before giving it to anyone to drop off in the mailbox. Think of opportunities to have information tables and practice sessions with a practice questionnaire much like residents do with sample ballot. You can use the sample questionnaires at Spanish grocery stores, church basements after mass, adult education settings, etc.

Al said the questionnaire assistance center is another place that people could fill out the Census forms. Al added that if the city/town wanted to give out awards or incentives for people to come to the center and fill out the forms, it was up to them.

#### **Question**

The Phoenix Media Subcommittee suggested using Cinco de Mayo as an opportunity to encourage residents to fill out their forms. Do you see any issues with this?

#### **Answer**

Cinco de Mayo next year will be in the Non-response follow up phase so the message will be "cooperate with the census taker when they come to your door." That is why you want to promote "Answer the census by mailing it back as soon as you receive it." By increasing the mail back response rate, there will be less chance of anyone coming to your door. We do not guarantee that no one will ever come to the door because we will have a quality coverage measurement operation in August to October. There is a slim chance a respondent would be called upon so that is why we do not say never.

Michelle Gramley asked about how the bureau is providing information about address canvassing and notifying residents that people are going to be coming to your door about the Census. Al said the bureau is working with TV and radio to let people know, also sent out press releases to all media outlets and have notified every police department in the country. Katie Decker said Fountain Hills sent out their own press release to local papers and media. Pat Brenner asked if he could get a template for the press release.

Jerry Dillehay said that this was a sensitive issue in Mesa and that the city council did a press release and sent it out to their districts. Katie Decker asked when is address canvassing over. Al said at the end of June.

David Ramirez provided an update on the City of Phoenix Complete Count Committee Media Subcommittee efforts.

David reported that the group had decided to produce two different types of Census brochures. The first would be a universal brochure directed to all individuals that would be in English and Spanish, and the other specifically designed for immigrants, for a total of 3 pieces.

**The purpose of the general brochure is to inform the community about the Census and convince residents to answer and return the questionnaire. Distribution could be direct mail, door-to-door, non-profits, utilities, government offices, newspapers, magazines, media events, special events, other. MAG will help design the brochure. It will be a tri-fold brochure, 8 1/2" x 11" full color brochure that is not sleek and flashy but inexpensive and easy to reproduce. The brochure would be consistent with national Census materials but would be localized to establish an emotional appeal. English logo is "It's in Our Hands," the Spanish slogan is Está en Nuestras Manos. Key messages will be that it is Confidential, Easy, Quick, Important, Your Duty, Your Right.**

**The Immigrants brochure will be to develop as a Spanish version only and be targeted to Hispanic immigrants. The purpose will be to inform immigrants about the Census and eliminate any fears linked to answering the Census. Objectives, graphics, and distribution will be similar to the general brochure. The Spanish style to be used will be neutral and formal. It will use the Spanish tag: Hágase contar. Hágase valer (Be counted. Be worthy). Key Messages are that it is Confidential, Fácil, Rápido, Importante, Su Deber, Su Derecho (Confidential, Easy, Quick, Important, Your Duty)**

**Pat Brenner asked is there was a tri-fold template on the Web site. Kelly said not at this time but the universal brochure is a piece that will be available to all jurisdictions and it will be uploaded when complete.**

**Katie Decker asked if everything she sees on the Census Bureau Web site is everything they have. Al said there are more materials available. He also noted that there will be four local Census offices opening up in October. Pat Brenner asked if everyone should have a complete count committee. Al said yes it was his recommendation. He reported there are templates available on the Census Web site and guidelines for creating a Complete Count Committee, but that everyone should do what they think will reach their community the best.**