



**Count to '10
Census Outreach Group
Meeting Notes for
Thursday, July 9, 2009
10:00 AM**

Kelly Taft, MAG Communications Manager, thanked everyone for coming. She asked everyone present and participating by videoconference to introduce themselves.

After the introductions, Kelly noted that at the May meeting, the Partnership Support Program was discussed. The program is designed to provide census outreach funding assistance for active census partners. Applications were distributed to cities interested in applying for funding assistance through a micropurchase program. Kelly noted that there are two pots of money to be distributed, and the deadline for applying for money from the first program is coming up quickly, August 15th. She then introduced Al Macias, Census Bureau Partnership Specialist, to provide an update on the micropurchase program and other census activities.

Al introduced Craig Echeveste, who is now on board as an assistant to Al and will be helping with regional outreach. Also recently hired and in attendance at the meeting were James Mendez, Mina Lopez, Leanne Guide, Elvy Barton and Donna Williams. Al noted that they are also able to provide resources to cities in whatever assistance they need.

Al noted that some cities do not have partnership agreements in place, which is the first step to applying for the micropurchase funds. He said other cities already had projects underway. He referenced Jerry Dillehay of Mesa, who was in attendance. Jerry displayed a plastic piggy bank that is being funded through the program as a means of demonstrating that census participation equates to funding for cities.

Katie Decker of Fountain Hills noted that she has had two partnership applications approved – one for bags, another for plant seeds. Al reminded the group that funds can be used for many different types of program expenses, but that food and drink are excluded. Patrick Brenner of Apache Junction asked if bottled water would be an approved expense. Al responded that the empty bottles would likely be eligible for funding, but probably not the water. Al noted that the micropurchase program provides funding up to \$2,999.

Al encouraged those submitting applications to make sure to explain the message they are trying to convey through the purchase, and they should include any vendor information and cost breakdown. Applications should be submitted through Al, who will forward them to Denver. The regional office in Denver notifies the vendor, who is given a credit card number for payoff.

Craig Echeveste added that projects likely to have the most success in receiving funding are those designed to reach hard-to-count populations.

Al noted that in addition to products, cities can receive up to \$2,499 in assistance for services. There is graphics art support available from the Denver office for those who need it. The deadline for the first distribution of money is September 30, 2009, and the deadline cities must meet for that funding is August 15. The second pot will be available at the start of the new fiscal year, October 1, 2009. The deadline for applications for that money is December 15, 2009. Al reminded the group that a partnership agreement must be on file before the application can be accepted.

Craig said that if more than one department within an agency wants to seek a partnership agreement, they must submit separate applications. Scottsdale, for example, has six applications, Fountain Hills has four. Agencies are not penalized for multiple applications, each is judged on its own merit. He noted that cooperation can be more productive. Employee groups are also eligible as well as private companies.

Al stated that the Bureau has not received as many applications as expected. Kelly added that agencies can apply now for events happening later. Al again encouraged participants to get applications in as soon as possible and reminded the group that each partnership agreement must have a designated contact. For example, a department or division head.

Pat Brenner of Apache Junction asked if media costs can be covered. Al said no. Pat noted that Apache Junction downloaded a proclamation template off the MAG Web site and adapted it for Apache Junction. There will be public adoption of the proclamation and Pat wanted to know if someone from the Census Bureau could be available at the signing. Al said someone from Census will be there.

Craig noted that community or assistance centers can also be partners. Al said Phoenix has had a very aggressive effort in that area, and noted that committees and subcommittees can also sign partnership agreements.

Kelly asked if there was any additional information to share regarding Questionnaire Assistance Centers (QACs). She noted at the May meeting it was discussed that these are places that people can go to ask questions regarding the census or get assistance filling out the forms. They are typically open during non-business hours from mid-March through mid-May, and the Census Bureau is reaching out to partners to provide space for the centers. There are specific requirements that must be met for the sites to ensure confidentiality, and Kelly has that information for anyone who needs it.

Al noted that the Census Bureau will hire and train people to operate the centers, but cities can recommend workers. Phoenix has 40 sites so far. Craig said the Census Bureau is building a list to be vetted by the local census office. Al said the location of a proposed QAC is the top consideration in determining approval, but the Bureau wants as many as possible.

The next item on the agenda involved input on the development of a trifold brochure. Kelly noted that the goal is to develop two Census brochures. One is targeted to immigrants and one to the rest of the Valley community. The one being discussed today is the general brochure, which would be translated into Spanish, but is separate from the brochure targeted to immigrants. The purpose of the brochure is to encourage participation by communicating the benefits of the census and why it is so important to residents and communities. Primary targets of the brochure would be the general public, assimilated Hispanics, and non-assimilated Hispanics. The method of distribution for the brochure is expected to be through special events, city offices, town halls, businesses, media, churches, and nonprofit agencies, who would be utilized to distribute the brochure to emphasize confidentiality and the importance of filling out the census and turning it in.

Kelly noted that MAG has been working with the City of Phoenix's Complete Count Committee Media Subcommittee and a brochure subcommittee to develop the brochure. The Phoenix Media Subcommittee has already approved the text of this brochure. One issue has arisen regarding the brochure tagline. Early on, the Count to '10 Census Outreach Group arrived at a consensus to adopt the Census Bureau's hand logo as the primary census logo, and the tagline that came with the logo, "It's in our hands." However, in the current design of the brochure, the copy states "It's in your hands," because the brochure subcommittee felt that helped personalize the brochure and helped people feel accountable. Kelly noted that one potential concern might be having a tagline that is slightly different from the national tagline, and the question had arisen as to whether we would lose any benefit from the national media buys that use the "our" version of the slogan. Kelly noted that the chair of the Phoenix subcommittee, Liz Topete Stonefield, was in attendance to provide additional background regarding the brochure concept. Kelly thanked Liz for attending.

Liz explained that she has an advertising background and that many qualified people have worked on this project, including several advertising agencies such as Raices, a Spanish media agency. She noted that Maria Barquin of Radio Campesina chairs the Phoenix Media Subcommittee, and also had input on the brochure. Liz noted that the committee worked with a professional copywriter and that the committee has developed guidelines and specific ways to get the message out, with major goals being motivation and relevancy.

Liz said the committee agreed that an important message was to explain the impact of the census on families. She noted that the committee did not recommend a change in the logo, but the message is personalized with "It's in your hands." She said this tells people that their participation has value. She noted the committee has not developed the brochure language yet for the piece aimed at immigrants. That one will emphasize confidentiality. She added that the committee wanted to use color and brightness to catch attention.

Kelly said she wanted to discuss the issue with the group because the national slogan is going to be used in national advertising by the Census Bureau, including in our region, and we wanted to make sure we weren't diminishing the frequency value by using a

slightly altered tagline. Kelly noted that she is looking for any input on whether changes are needed before the brochure is finalized. Kelly stated that one potential suggestion had been made earlier to use the logo with the “our” slogan attached, but to keep the rest of the copy as submitted. However, that wasn’t working very well from a graphics perspective.

Liz said that if graphically it does not work, then we can work on it to better link with the national message. Pat Brenner noted that graphics guidelines on the logo are available on the Census Bureau Web site.

It was determined that the best course of action was to delay action on the brochure until the copywriters and graphics staff could meet to see if a compromise regarding the brochure layout might be achieved. Kelly thanked Liz for her insight and said she would work to set up the meeting. She noted that rather than waiting until the next meeting for approval, she would email a final design for input from the Count to ’10 group.

Kelly said a final discussion point on the brochure involved the specific photos used. At the last meeting, a suggestion was made to seek out pictures that better demonstrated the services that are paid for with state-shared revenues. A draft copy of the brochure utilizing a new set of photos was passed around the room.

Jerry Dillehay of Mesa stated that he thought the photo showing firemen battling flames could be switched to show a rescue scene instead that shows people being helped. Kelly said she would check into more photos.

Pat asked if the brochures will be available by September. Kelly stated that our goal will be to have the graphics files available by then and a downloadable brochure available on the Web site, if cities have the resources to print them, but she doesn’t know if MAG will have any printed by then. She also noted that we will need to determine whether to use the MAG phone number or the census number. Some preferred that it be left blank. Kelly stated that MAG can provide the files with a blank information space that cities can personalize/localize the contact information.

Katie Decker of Fountain Hills asked if cities get the creative, who covers the printing cost? Kelly noted that last time we were able to get printing donated, but isn’t sure if we will be successful this time due to the economy. MAG has budgeted \$15,000 for census printing, but that may not be enough and cities may want to print their own. Any brochures MAG prints would be distributed to the cities using a population formula.

Katie asked if there is space for local logos on the brochure and whether there will be black/white/color opportunities. Liz stated that the brochure may not reproduce as well in black and white, as it was designed to be colorful and eye-catching. Al pointed out that printing costs can be covered by partnership agreements if communities choose that as a micropurchase application option.

Pat asked how to emphasize a printing project? Al stated that you would again emphasize the message and how it will reach hard-to-count populations. Al noted that Peoria had submitted a trifold brochure and they are trying to determine who is going to be their partner.

Craig Echeveste reminded the group that you don't have to have a final version to apply for the funds and the creative can be tweaked later.

Katie Decker added that Fountain Hills had various departments order different items, but once received, the departments will share with each other

Kelly said that she also wanted to note that in past brochures, the text has included information on how much money was at stake for each person counted. She noted that the brochure subcommittee had concluded that many people may not be motivated by that information, because they don't automatically make the association that the money equates into services. However, for cities that may want to use that information, MAG has done an analysis of state and federal funding that is distributed by population and concluded that, on average, each person counted in Arizona adds up to approximately \$1,250 per year.

Lee San Miguel of Avondale asked in which format the brochure was produced. Kelly stated that it was created in Adobe InDesign, but that it would be uploaded to the Web site as a PDF file. However, MAG can convert it into different file formats as needed.

Kelly noted that the next item on the agenda was an update by the city of Phoenix. David Ramirez noted that their committees are currently on summer break, so he would table his report until next month.

Heidi Pahl is a MAG planner who staffs the MAG Population Technical Advisory Committee (POPTAC). This committee comprises technical-oriented staff from either the planning department or manager's office of MAG member agencies. The purpose of the committee is to participate in the MAG population-related activities including the preparation of socioeconomic estimates and projections. This committee also has responsibility for coordinating preparations for each Census.

Heidi Pahl said that POPTAC has been working on the technical geography programs. Heidi stated that MAG has been working with its member agencies and with the Census Bureau on identifying addresses so that there is an up-to-date and accurate list of places where the forms will be mailed. Also, the POPTAC has been working on completing annexations by end of year 2009 and updating annexation information to the Census Bureau by March 1 2010. A memo on the annexation deadline has gone out to city managers. Heidi noted that the statistical areas program is mostly complete with the verification phase to be completed prior to Census Day.

Kelly stated that at the last meeting, it was noted that MAG is able to provide maps at the census tract level showing response rates from Census 2000. Since that meeting, MAG

has additionally found some helpful information on the Census Web site that includes a “hard-to-count” score based on 12 variables such as poverty, education levels, language spoken in the home, etc. MAG information services staff is putting together an interactive map that will show areas by census tract that were ranked as “hard to count” utilizing Census 2000 information. Kelly noted that jurisdictions will be able to use the interactive maps to zoom down almost to the street level and that communities may want to use these maps to help target their census outreach efforts and zero in on hard-to-count populations.

Al said that if communities identify an area that is hard to count and there is a place where outreach can be done, they are willing to help, give him a call.

The next item on the agenda was an update by cities. Kelly noted that at our last meeting, we were asked if there might be a way of tracking some of the best practices taking place in cities and towns. MAG developed an Excel Tracking Form and sent it to the group. Kelly stated that several agencies have responded by sending back the form and she has pulled those reports into a single spreadsheet. The spreadsheet was then distributed. Kelly stated that anyone who is willing to share what they are doing can fill out the form and e-mail it back to her, and she will continue to compile them into this form. This will provide a means of sharing best practices.

Pat asked about employment: What number should be given out? Al said to use the 866 number (866-861-2010). He added that we don’t know yet what will happen in October in terms of much recruitment. However, he expects that in January there will be another 1,000 to 1,500 part-time positions available. He did note that the Census Bureau is trying to downplay expectations.

Marty McNeil of METRO said regarding advertising on METRO light rail, it’s difficult because there is no funding. Several things are available like wrapping or placards on the train, but we need to hold the thought and see where money can be found. We are looking for the opportunity to get messaging on the trains. Craig said that Howard Steere from METRO is working on a partnership agreement.

Al said that private companies can be partners. Lee asked if private companies can have messages in trains. Marty said that is being checked out.

Al said that in early October the Census is going to have four more offices - Mesa, Scottsdale, northwest Phoenix and Peoria. In addition, after the first of the year, they will open a processing center at 4500 W Buckeye. It will handle all the questionnaires west of the Mississippi. They will eventually have 3,000 temporary jobs there.

Jerry Dillehay of Mesa reported that the mayor and the city council received a letter from a lobbying group stating it would work with cities to challenge Census results. They are ignoring for now. Al said he had not heard anything related to that.

Kelly noted that the Census 2010 questionnaire is difficult to print off from the Census Web site. She stated that MAG has converted the form into a more printable six-page format that is on our Web site for download. Al said that he also has extra forms available.

Kelly stated that the next meeting will be held August 13 as scheduled in the Cholla room. She did want to note that the September, October, and November meetings do not follow the “second Thursday” timeline. Those meetings will be September 24, October 15, and November 5.

The meeting adjourned.