

**COUNT TO '10 CENSUS OUTREACH GROUP  
DECEMBER 4, 2008  
KICKOFF MEETING**

**MEETING NOTES**

Meeting was facilitated by Kelly Taft, communications manager for the Maricopa Association of Governments, and Heidi Pahl, the MAG regional planner in charge of the Census project.

Kelly noted that attendance at the meeting was very much appreciated, especially because 2010 seems like a long way away. The months have a tendency to fly quickly, and MAG wants to ensure that all of the components are in place when we begin our more intensive outreach toward the middle of next year and in early 2010.

Kelly stated that the purpose today is to get acquainted and to help outline the various roles and responsibilities that will be carried out by the Census Bureau, MAG, and individual jurisdictions, as well as to set goals and timelines.

A sign-in sheet was circulated to ensure attendees are on our e-mail list to receive future e-mails and agendas. Those in attendance were asked to introduce themselves. Kelly Taft then began a PowerPoint presentation. This presentation is available on the [MAGCensus.com](http://MAGCensus.com) website.

Kelly noted that the theme of the 2010 Census is "It's in our hands," and displayed two graphics. One, a "hand logo," is the main logo that cities will likely want to use, and the US Census Bureau also has its official 2010 logo as well.

The actual date of the 2010 Census will be April 1, 2010. When residents get their questionnaires, it will ask: Where were you living on April 1, 2010? Unlike the Special Census conducted in this region in 2005, this will be a decennial Census. The U.S. Constitution mandates a count of every person living in the United States every 10 years. The first census was conducted in 1790.

There are several areas where the 2010 Census differs from the 2005 Special Census. Because this is a decennial census, the U.S. Census Bureau has a greater responsibility in terms of promoting the overall nationwide effort. This is unlike the Special Census, in which our region had to pay for the Special Census and develop all of the collateral materials and media campaigns.

One of the biggest changes, and what the U.S. Census Bureau hopes will be a main "selling point" for the 2010 census, is that everyone will get the short form. The long form survey is now handled through the annual American Community Survey. The short form will consist of about 10 questions and take 10 minutes to complete. Who lives at the

housing structure, their race, age, date of birth, sex, Hispanic origin and whether they own or rent their home are the only questions that will be asked.

The Bureau is also replacing paper and pencil with a handheld computer when they list all housing structures during the Address Canvassing Operation next spring. The purpose of using computers is to increase the physical accuracy of where housing structures are located, as well as reduce processing time between Address Canvassing and the later field operations.

Kelly noted that there is a lot at stake. Census data are used to determine how to allocate more than \$300 billion in federal funds to states and communities every year. In Arizona, more than a billion dollars in state shared revenue is distributed by population. Since the census numbers stand for 10 years, communities with undercounted populations risk losing millions of dollars in federal funding. That is a significant motivation for cities to get the word out about the importance of filling out the census forms. In addition, the population determines how congressional seats are distributed by state. In fact, Arizona could gain a ninth seat in Congress following the 2010 Census. Population numbers are also used by other agencies for economic development and funding purposes such as housing, health care, roads, emergency preparedness, etc.

Kelly reported that generally, the overall goal of this group and our communication efforts will be ensuring an accurate count through high levels of participation in the 2010 Census; reassuring residents that the Census is safe, easy and important by providing easily accessible and understandable information; and achieving high mail-back response rates, reducing the need for costly in-person follow up.

Heidi Pahl, a regional planner at MAG who helps manage the Census project, discussed roles and responsibilities. She reported that the U.S. Census Bureau has the overall responsibility of conducting the census. Since we are more than a year away from Census Day, the Census Bureau has been working to establish relationships with key staff with the state, regions, cities, towns and tribal communities. It is these relationships that lay the foundation for information sharing, dialogue and problem resolution.

Since the census is geographically based, meaning it produces counts by where people live, it has a number of geography programs. Some deal with actual addresses to make sure they can deliver a questionnaire to every housing unit and some with programs that deal with the statistical areas by which it produces data. Heidi stated that municipal planners and GIS departments work with the bureau routinely to create this foundation.

Heidi reported that the Census Bureau will be involved in developing a national advertising campaign. This campaign is currently under development and specifics are not known at this time.

One big responsibility for the Bureau is hiring census workers. The Bureau will recruit nearly 3.8 million applicants for 2010 Census field operations. Of these applicants, it will

hire about 1.4 million temporary employees. The bureau anticipates hiring about 6,500 people here in our region.

The Census Bureau mails out the surveys, conducts a homeless count, and then follows up with households that did not return questionnaires. Non-response follow up can include phone calls or going door-to-door.

The Bureau performs quality control on the data, delivers the counts to the president for reapportionment, and then delivers population counts to the states a year after Census Day.

MAG's role includes serving as a liaison between the Census Bureau and its member agencies. MAG provides a regional forum for discussion, coordination and development of outreach strategies, and through its Population and Technical Advisory Committee, assists with the technical geography programs.

Kelly Taft discussed the communication role of the group. In the past, MAG's role has included developing regional fact sheets and collateral materials and helping member agencies access materials that are developed by the Census Bureau. MAG can post materials for download on its Web site. MAG has purchased the domain name, MAG Census.com, to make this information readily available. The site is under construction but some information has been uploaded. Kelly noted that MAG's outreach specialist, Carlos Jurado, is available to assist in Spanish translation.

The role of each jurisdiction may be defined at the local level. The City of Phoenix has agreed to take the lead on print and broadcast advertising efforts (through its Complete Count Committee Media Subcommittee) and MAG will work cooperatively with them to assist in those efforts. Phoenix will be seeking funding assistance from the jurisdictions to help in the media buying costs. In the past, Phoenix has assisted in the production of local television spots through its Channel 11, and it has also been generous in sharing media opportunities, such as efforts targeted to minority focused media. During the Special Census, the city made newsletter space available for messages from other jurisdictions.

Each member agency will have its own needs. Phoenix will base a lot of its efforts on minority outreach, but other communities may need to reach out to elderly citizens, or low-income populations who don't have access to computers, or those who don't trust the government. Member agencies are welcome to develop their own materials or to print and use those that the Census Bureau or MAG produce and distribute them. One role cities will likely be asked to serve by the Bureau is to assist in the recruitment of Census workers and in providing office space for workers.

Heidi Pahl noted that priorities may be different for each member agency. She outlined a few ideas for how jurisdictions may want to approach census coordination.

She reported that cities may want to consider developing internal census teams, whether formally or informally, to ensure coordination among technical, communications and

intergovernmental staff, including city managers and mayors. One approach that many cities have taken in the past and is recommended by the Census Bureau is the creation of Complete Count Committees. These committees usually include volunteer members who are appointed by the highest elected official, and their function is to promote and publicize the importance of responding to the census. They can be simple to very structured. They can include outreach subcommittees such as minority, business, faith-based, neighborhood or school. Complete Count Committees raise community awareness and encourage residents to fill out the census form, especially those that are hard to reach. These committees utilize trusted voices and local knowledge to design and implement a census awareness campaign targeted to the community and ensure every resident is counted.

Heidi reiterated that recruitment would be one of the first priorities, because the professionalism in how the census is conducted may make a difference in achieving high response rates. She reported that handouts are available from the Census Bureau for distribution. From January to April 2009, the Phoenix Central area will need 6,500 qualified applicants for address canvassing (listing). These workers will have to be recruited, selected and trained in order to be qualified applicants. She said the Census Bureau will be seeking testing and training sites within cities that are donated. Workers must be a U.S. citizen, over 18 years old, have a valid Social Security number, have a valid driver's license, pass a written test, pass a background check, and commit to paid training. Workers will get mileage reimbursement, the opportunity to work near home, and flexible hours, usually 40 hours per week.

Heidi reported that a January 6, 2009, press conference is scheduled to open the local census office in Phoenix, and that is when the local phone banks will officially open.

Kelly turned the presentation over to David Ramirez, deputy public information officer for the City of Phoenix. David distributed a draft proposal outlining two media buy scenarios.

“Idea One” includes \$217,725 on general media; \$121,500 on Spanish-language media; and \$29,820 on minority media; for a total of \$369,045.

“Idea Two” includes \$317,045 on general media; and the same figures as Idea One for remaining media – including \$121,500 on Spanish-language media; and \$29,820 on minority media; for a total of \$369,045.

David suggested that additional costs could include \$10,000 on a graphic designer, \$5,000 in video production and \$3,000 on translations, for a total of \$18,000.

David report the ideas call for mainstay presence on radio for five weeks. The greatest portion of the budget covers the entire Valley with different programming, using every type of format station. For efficiency, the majority of spots are 30-second announcements (except where the cost of the :60 second spot is the same as the :30). The second largest budget component is cable television. Sixty-five percent of the Valley is cabled. David

reported that this covers Phoenix as well as Glendale, Litchfield Park, El Mirage, Youngtown, Peoria, Sun City and Surprise in the West Valley; Apache Junction, Gilbert, Mesa, Queen Creek and Carefree in the East Valley; Buckeye, Avondale, Cashion, Goodyear, Laveen and Tolleson in the Southwest Valley; Chandler and Tempe in the Southeast Valley; and Scottsdale, Fountain Hills and Paradise Valley in the Northeast Valley. David stated that all told, the campaign covers the market with about 2,000 spots.

Kelly reported that the detailed proposal is available electronically for anyone who would like to have it.

Members of the group responded that they would like time to review the proposals before providing detailed feedback. Several members noted that media outlets should be willing to work closely with the cities in providing discounts due to the struggling economy. They suggested that maybe the cities could approach the media outlets as a group to ensure added value is provided.

David thanked the group and requested that if cities have additional input, if they could provide feedback by January 15, it would be helpful.