



**Count to '10
Census Outreach Group
Meeting Notes for
Thursday, October 15, 2009
10:00 AM**

Kelly Taft, MAG communications manager, thanked everyone for coming.

She said the first item of business would be an update from the Census Bureau – but before that, she wanted to talk about an item related to census employee security in the wake of an incident in September in which a census worker was found hanged in Kentucky. She said authorities are investigating the incident and no conclusions have been made yet as to the motive for the killing.

While the Census Bureau hasn't responded specifically to this incident, which is still under investigation, Kelly noted that the Bureau has distributed a "Response to Query" that discusses the steps they take to ensure the safety of employees. Kelly said that the release is in the packet distributed at the meeting. Kelly stated the information is being provided so that the member agencies can develop message points for residents or census workers who may be concerned about safety. The Census Bureau states in its report that the biggest risks to workers are car accidents and dog attacks.

Kelly asked Al Macias, Regional Partnership Specialist with the Census Bureau, to provide an update. Al said that Vangent, Inc. will be staffing the Census 2010 Phoenix Paper Data Capture Center located at 43rd Avenue and Buckeye Road, where all 2010 census questionnaires west of the Mississippi will be processed – or about 40 percent of all census forms in the country. Al stated that Vangent is hiring 150 temporary positions right now; in January they will hire 3,000 temporary positions. Many of these jobs will last through July 2010. In March they will process the first of the questionnaires. Employees will earn between \$15 and \$20 per hour. Those interested are being directed to Vangent.com. Al noted that the center will process approximately 52 million questionnaires.

Sherine Zaya of Peoria asked Al about the four census offices that will be opening up. Al said the offices will be in Mesa, Scottsdale, Northwest Phoenix and Peoria and will open on December 1st. He stated there will be between 200 and 500 people working from the offices, but will not all be housed at the offices. He said those employees will be recruited by the Census Bureau and will primarily be involved in non-response follow up. Sherine asked how long the offices will be open. Al said they will be open through the July/August time frame. Jerry Dilehay of Mesa asked if there would be training centers for those hired. Al said yes, that the local census office in Mesa will be working with the city.

Kelly stated that the Census Bureau conducts other efforts besides the census. She noted that the Census Bureau may also be conducting the American Community Survey during this time and that it was important for communication representatives to understand the differences between the efforts to mitigate any message confusion. Al said the American Community Survey (ACS) is an ongoing survey that is sent out every month to households around the nation to achieve a sample of the population. The ACS assesses the characteristics of the population while Census 2010 is the official count. The ACS is a longer survey that incorporates many of the questions that used to be asked on the census long form. Al stated that the media push will only focus on the Census 2010 effort. Jennifer Liewer from Glendale reiterated the city's concern that the survey could cause confusion and wanted to make sure that the Bureau makes it clear that there is a difference. She also asked Al if it was true that people are legally bound to fill out the survey. Al said yes, people are required by law to fill out them out. There could be a fine for not responding, but that is not something that the Bureau pushes. Deborah Sedillo Dugan from the City of Phoenix asked if the form looks official. She said if it doesn't, people will throw it in the trash. Al stated that the form will come in an official envelope from the Census Bureau. If people do throw it away, they will receive a follow-up call from the Bureau. Kelly noted this item was informational only to make communication representatives aware that a very small number of Maricopa County residents may receive that survey and confuse it with the census.

Al reported that the Census Bureau is still soliciting partners for Questionnaire Assistance Centers, or QACs. The QACs serve as local help stations for people with questions or who need help filling out their census forms. There are certain requirements these facilities must meet, such as they must allow space for privacy to ensure confidentiality. Al stated that churches are often good places for these centers, since they are trusted by the community. He also stated that they will be focusing on the hard to count communities.

Kelly noted that the Census Road Tour Vehicle (RTV) will be coming to the Valley in January. The Census Bureau has asked cities to submit any major events or opportunities that would be a good venue for the RTV to visit for publicity. Since the RTV is expected to be in the Phoenix area in January, municipalities should share any potential venues as soon as possible.

Kelly said that MAG, working with the City of Phoenix, had completed the "Immigrant Brochure," a trifold brochure aimed at hard to count Hispanic populations. Kelly noted that MAG applied for a micropurchase proposal to pay for printing services for 50,000 brochures. She said MAG is also exploring an opportunity that Ingrid Melle from Avondale told us about to seek Public Service Announcements at Harkins Theatres. She said one issue is that you must be a 501(C) 3 organization. MAG does have a Regional Community Partners program that is a 501(C) 3 and MAG is exploring the possibility of applying for the PSA. Kelly then asked Phoenix to provide an update on the media buys.

Deborah Sedillo Dugan said that the city is proceeding with the general media buy that has been approved by the group but they are still working on developing the Minority Media Buy. They hope to have a proposal to bring to the group at the next meeting November 5. Lisa Honebrink of Phoenix said that the city's census web page is now live. Lisa said the city is working on translating the site to Spanish. Sherine asked about other specific minority group brochures. Lisa said they have produced several fliers, including one for the Filipino community and another for the LGBT (lesbian, gay, bisexual, and transgender) community. Lisa stated she would send them to Kelly to post on the MAGcensus.com site (they have since been posted).

Kelly asked the rest of the members to provide updates. Marty McNeil of Metro said that they are looking at ways of securing funding for a census themed train wrap. She said the train wrap would cost \$9,000.

Jerry Dillehay said the complete count committee in Mesa is focusing on the hard to count communities. He stated that the city has launched a census Web site link on the Mesa site. Lauren Krepitch from Queen Creek stated that the town has census information on the Web site and town's Facebook page. Nora Fascenelli of Goodyear reported that they are distributing census items at baseball fields. Jennifer Liewer from Glendale noted they have presented information to their City Council. Sharon Antes from El Mirage noted they are developing a Spanish brochure.

Kelly noted that the next meeting is scheduled for November 5, 2009.

The meeting adjourned.