



**Count to '10
Census Outreach Group
Meeting Notes for
Thursday, November 5, 2009**

Kelly Taft, MAG communications manager, thanked everyone for coming. She said the first item of business is an update from the Census Bureau.

Al Macias, partnership outreach specialist with the Census Bureau, noted that the Census Bureau is processing numerous partner support program applications and asked for the outreach group to be patient. Al stated that the window to get money for the applications goes through December 1, 2009, but that the sooner agencies submitted requests, the better chance they will have of receiving approvals.

Al said that the Census Bureau's big push right now is for the Questionnaire Assistance Centers (QACs). He said that the Census wants them identified as soon as possible. He stated that once these sites are identified, the Census Bureau will decide which sites best meet the needs of the Census. Al reiterated that the QAC sites must maintain a certain level of privacy, be ADA compliant and should be located in the hard-to-count areas of the jurisdiction. Kelly said that the QAC guidelines are on the MAG Web site.

Sherine Zaya of Peoria asked who would be staffing the QACs? Al said that they will be staffed with Census staff or the Bureau will hire, train and pay people who apply for the positions. Al stated that the Census is hoping to identify sites by January.

Al stated that the four other local Census offices will be opening December 1st and the Census is planning a party for the Cesar Chavez location opening and invited the group.

Kelly stated that the City of Phoenix was still working on developing a minority media buy proposal, and would provide an update at the next meeting. She then asked for updates from members on current census efforts.

Tammy Perkins of the City of Phoenix stated that the Complete Count Committee met last week and discussed an event for March/early April. She stated that the committee is working to form some formal action plans and these plans are due by early December. Tammy stated that the Human Services Reserve-a-Ride Vans have Census messaging on them in English and Spanish.

Gino Turrubiarres from the Town of Guadalupe stated the need for his town to achieve an accurate Census count and said that the town has several events planned to get the word out. They are having a parade and will have a Census Float.

Sherine stated that Peoria has received a number of census items, which include bags and pens, and added that they are awaiting funding for PSAs and magnets. She asked Al if the Bureau has any posters or brochure racks to use for static displays in common areas. Al said yes, he has some items and is in charge of distributing them. Sherine asked Al if there was a list of items that he could create and make available to the group. Al said yes, but he needs to go through what he has received and make a note of what he has. He said that the quantity of some of the items he receives isn't enough for the entire group.

Al stated that the Census Bureau will have a program that can show jurisdictions real-time response numbers.

Ingrid Melle of El Mirage stated that the town is gearing up with a number of major efforts. They purchased large foam hands for a homecoming game and also have pens. She said she is also doing a frontline staff training. Kelly asked if she would share any information from the training with the group. Ingrid said she would.

Shaunna Lee Rice of the City of Tolleson said the city has placed banners down Main Street with Census information on them. She said the city has magnets on all of the city vehicles and that they are doing Census ornaments.

Katie Decker of Fountain Hills said the town is moving along and had bags with census information on them made up for a local fair.

Terri Mulholland from Maricopa County stated that the Maricopa County Animal Care and Control wants information to hand out when they are in the field.

Nikki Ripley from Tempe said that the Complete Count Committee is going strong and working with the Tempe School District on an event. She also stated that there is an ASU event to get the student population aware of the Census.

Jessica Blazina from Glendale stated that the city received some door hangers and is reaching out to civic organizations.

Al asked if jurisdictions would be willing to send him photos of anything with Census material on it. He stated that he would like to post those to the Census Web site.

Kelly asked if there were any ideas for the next meeting's agenda.

Katie Decker of Fountain Hills asked if anyone has heard from Apache Junction about its effort to reach out to the snowbird population. Kelly said she has not heard anything.

Al recommended that if anyone is doing an event with an elderly population to make sure any collateral material is in large font.

Sherine suggested that the cities do a Census Day at the Ballpark. She stated that there are many jurisdictions within the Census Outreach Group that have spring training teams

within the jurisdiction. She said everyone should coordinate with each other and have a big push for a one day event.

Al said that he did contact the Cactus League and he hopes to be able to work something out. He stated that the group should push for this from different directions to increase the possibility of such an event.

Heidi Pahl of MAG gave an update and stated that the POPTAC members from the jurisdictions of the outreach group received address lists of city addresses. She said that they have 30 days to review the lists and send it back to the Census Bureau. She encouraged the members in the group to work with the POPTAC members to ensure the addresses are correct.

Kelly announced Carlos Jurado's retirement. She stated that he did a lot of television interviews in Spanish for the Census effort and also did a lot of translation work and would be greatly missed.

The City of Tolleson stated that they would volunteer Mayor Gamez to do any television and/or radio interviews and also stated that he could do translations. Kelly thanked Tolleson and made a note of the suggestion.