



**Count to '10
Census Outreach Group
Meeting Notes for
Thursday, January 14, 2010**

Kelly Taft, MAG communications manager, thanked everyone for their continued commitment to this effort. Introductions were made by those present and attending via audioconference.

There was no report from the Census Bureau, so the meeting began with an update on the proposed Community Media Buy from the City of Phoenix. Kelly Taft introduced Deborah Sedillo-Dugan and Lisa Honebrink from the City of Phoenix to provide a joint presentation. Kelly noted that MAG has allocated \$426,000 for regional media buys and that approximately half of that amount will be used for outreach targeted toward hard-to-count populations with a strong emphasis on minority media buys.

Deborah provided an overview of Phoenix's 2010 Census Community Media Buy Budget. She reiterated that the city is going to focus on the hard to count communities. She added that \$166,000 was allocated to Spanish and other minority media, but that only \$157,511 was proposed. This provided a savings of \$8,559. She stated that this money was available for the Count to '10 outreach group to provide input. Lisa stated that the City of Phoenix is responsible for all production of television and radio spots. Campaign objectives are to motivate response, create immediate awareness and drive mail response, generate awareness that participation in the census is confidential and that everyone counts and benefits from the census, regardless of legal status.

Deborah then moved forward in her presentation and stated that she was not going to read through every bullet point. Kelly then added that she would send all members of the Count to '10 group a link to the presentation so that they could have the information and provide any input. A map of the regional hard to count areas was displayed and it was noted that the Phoenix media buyer had consulted the map when making her recommendations. Deborah and Lisa touched on media strategies for broadcast television and radio as well as local print ads. As with the General Media Buy, the Community Media Buy capitalizes on negotiated added value media to enhance paid schedules. (For the complete presentation, visit <http://www.magcensus.com/materials.asp>).

After moving through the presentation, Deborah and Lisa stated that they were looking for input soon, as they wanted plan approval by the Count to '10 group by January 22nd.

After the city of Phoenix presentation was complete, Kelly noted that the local census offices are way behind on recruitment for jobs to count people. Sonny Culbreth from

Litchfield Park stated that he's heard stories of people applying, but never getting a response. Kelly stated that she has also heard that concern expressed, and that the Census office is aware of some issues and is trying to work them out.

Kelly also referenced an e-mail that has been circulating telling people not to let Census workers into their homes. However, she said that some of the information in the e-mail is not accurate and may be discouraging people from filling out their forms. She said the group should be aware of this issue.

Sherine Zaya of Peoria asked if anyone in the group is doing anything different than media buys. Lisa responded that Phoenix is doing a brochure for seniors. Lisa also added that each member of Phoenix's minority outreach group agreed to contact three other leaders in the community of minority organizations to get them on board. Sherine thanked Lisa for her input.

Kelly stated that MAG does a homeless street count every January and the Census will be participating in that count this year. Heidi Pahl added that the Census Bureau will also conduct a service based enumeration (U.S. Census nationwide homeless count) in March. She also stated that the Census Bureau will be looking to MAG for tips such as where to go to count the homeless in the region.

Kelly asked the other city representatives in the room to provide their updates. Sherine stated that Peoria's Complete Count Committee is gearing up and doing a lot of work such as making contacts, delivering presentations and being a part of other agency meetings. She also stated that the city is going to produce two thirty second PSAs and that they have magnetized census signs on the city garbage trucks.

Lee San-Miguel of Avondale said that the city has magnets on school district buses. Jenna Goad of Glendale stated that her group is looking at events in Glendale where they can host booths and get the word out. Sonny said his city is rotating the census banners that they have from the libraries to the city centers to churches. Sonny also asked how the Census plans to reach people who have post office boxes. Heidi Pahl, MAG regional planner, stated that the Census Bureau will not deliver to post office boxes and will instead hand deliver to the physical addresses.

Kelly asked if there were any other questions or comments. After hearing no comments, she stated that she would be sending everyone an e-mail with a link to the presentation that Lisa and Deborah made for Phoenix so that everyone would have an opportunity to provide input prior to plan approval on January 22nd.