

## **COUNT TO '10 CENSUS OUTREACH GROUP**

**March 5, 2009  
(3<sup>rd</sup> MEETING)**

### **MEETING NOTES**

Meeting was facilitated by Kelly Taft, communications manager for the Maricopa Association of Governments. She noted that MAG provides a regional forum for discussion and collaboration through the Census Outreach Group, assists in the development of universal informational materials, and serves as a liaison between its member agencies and the US Census Bureau. Members attending were then asked to introduce themselves.

Kelly stated that the main focus of the meeting was to review the Media Buys Proposal distributed by David Ramirez of Phoenix at the last meeting and to determine whether the group can reach a consensus recommendation to be given on behalf of the group at the MAG Management Committee meeting on March 11, 2009. Kelly noted that the city of Phoenix has reviewed the numbers and has adjusted its figures to be lower than in the original proposal. Copies of the revised Media Buys Proposal were distributed. Kelly noted that there are two scenarios, a low scenario and a high scenario, listed as "Idea One" and "Idea Two." The lower scenario is \$327,495 and the higher scenario is \$426,815. The Peoria representative, Sherine Zaya, asked if anyone was familiar with what the cities are getting for the extra \$100,000. David Ramirez responded that both approaches include a mix of cable and network television buys, radio buys, print advertising, and minority media advertising, with the primary difference being the higher scenario includes network television purchases and print advertising buys in the community sections of the newspaper.

Kelly noted that this year, due to the extraordinary fiscal challenges facing the local governments, MAG has asked the Federal Highway Administration (FHWA) if a portion of the MAG federal Surface Transportation Program (STP) funds could be used to pay 50 percent of the costs for these outreach-related expenses. The FHWA has responded that it will allow MAG to use its federal STP planning funds for half of the census advertising costs, with an understanding that the MAG federal funds portion would not exceed \$234,500. Kelly distributed a spreadsheet that showed the proportionate share based on population that each member agency would have to pay under Idea One and Idea Two, as well as a column showing what the commitments would be if federal planning funds are used to defray half the costs.

Marnie Schubert of Queen Creek asked whether or not the East Valley Tribune was included in the media buys. David said it wasn't, but the Media Subcommittee was open to suggestions. It was noted that individual communities may decide they want to do their own media efforts and that David's sheet was developed to represent the highest efficacy in ad placements. Sherine Zaya of Peoria noted that if the group was going to spend \$350,000, it should spend the extra \$100,000 for local zones.

The Glendale representative, Jennifer Liewer, asked if the cable buys include satellite? David responded no. Sherine Zaya stated that local TV must be included in media buys. Jane Poston of Chandler, who attended via audioconference, then stated that there needs to be emphasis on reaching out to the Hispanic community, because Hispanics were the most undercounted last time. David responded stating that since 2005, Phoenix has stepped up the effort and saturated the Spanish media market. He stated that Phoenix now has a show on almost every Spanish media outlet. Jennifer Liewer asked if Phoenix could provide information reflecting the in-kind amount received from Spanish media outreach as that would help the city representatives when they go back to their managers.

Nikki Ripley, who represents Tempe, inquired whether production cost is included in the proposal amounts. David responded no, these are hard air-time or print space purchase only. He noted that there are options for producing the spots, but that the TV stations represented on the Media Subcommittee suggested that the group provide script options and they would produce the PSAs themselves using their own talent.

Sherine Zaya asked if there is money for graphics design as included in the original proposal. Kelly stated that the \$18,000 originally proposed for production and graphics has been removed based on the group's recommendation at the last meeting that those tasks be done in-house by member agencies. Kelly stated that most cities have graphics talent, and MAG also can provide graphics art assistance. Kelly noted that many print and collateral materials may be coming from the Census Bureau, which is conducting the national campaign, but that we are still waiting to see what they intend to provide. Sherine stated that maybe there should be subgroups that can develop collateral materials targeted to different audiences. Kelly stated that same issue had come up in the Phoenix Media Subcommittee meeting, but one concern with having different various targeted materials could result in additional costs and could create issues in regard to having a consistent message.

Jennifer Liewer asked about Spanish language translation for the materials. David responded that there are numerous Spanish speakers on his committee who would be able and willing to assist in that, as would Carlos Jurado from MAG. Jerry Dillehay of Mesa cautioned that the group should not work too fast, because the feds will roll out collateral materials and we should wait to see what is available.

David stated that members of the group had asked earlier about approaching the broadcast outlets as a group to request discounts or value-added options. David noted that the group will probably get matching buys from TV and radio. Nikki Ripley asked whether or not the group will get to approve the PSAs and other productions by the TV and radio stations? David stated that he thought so. He also said the group may get six to eight weeks of "My Turn" editorial space in the Arizona Republic. He additionally mentioned that the group was evaluating areas where there had been low response rates in Phoenix.

Kelly stated that MAG could do maps by all areas to show additional areas of low response rates. Jerry Dillehay of Mesa noted that snowbirds think they can wait until they

get back to Iowa or Wisconsin to fill out their forms, but that they need to fill out their forms here, not there. The Fountain Hills representative, Katie Decker, agreed and stated that Fountain Hills' population will drop 30 percent in the summer. Kelly responded that the Census will ask them where they were living on April 1<sup>st</sup>, so they should answer that question truthfully. Katie stated that she feels very strongly that the recommendation should be for Idea Two, because having the print ads in the community sections of the newspaper is important for the rural areas.

Kelly asked whether everyone is in favor of the larger amount of media buys as outlined under Idea Two. The group confirmed Kelly's question with nods and a collective "yes," with no one dissenting. Sherine Zaya of Peoria noted that her manager had already budgeted for the larger amount. Jennifer Liewer of Glendale asked what happens if cities opt not to participate? Kelly stated that it is problematic, because all of the cities will reap the benefits of the campaign and if any choose not to participate other cities would have to pick up their share or the scope of the program would have to be reduced. In the Special Census, everyone did pay their share. She also stated that this was the reason why she wanted to take this through the Management Committee to have their buy in.

The Peoria representative asked when the group will know about the stimulus money? Kelly stated that \$150 million was included as a line item in the economic stimulus package that is designated for the Department of Commerce, which oversees the Census Bureau, and that some of that may go to Census outreach, but she would have to follow up to find out more.

Jennifer Liewer asked what is considered "balance of county?" Kelly said that refers to the unincorporated areas of Maricopa County. Jennifer stated that she thought it would be good to explain to Management Committee that the media buy commitment isn't the only funding that will be needed by the cities for outreach, and suggested that MAG make it clear to the managers that they will also need additional funding at the municipal level for targeted community outreach. Kelly stated that she would make that point at the Management Committee meeting. Kelly added that is why the group encourages member agencies to develop internal Census teams to develop strategies at the organizational level.

Jenifer asked Kelly if there are other aspects besides advertising that she'd be talking about at Management Committee. Kelly noted that the only other issue was amending the MAG budget to allow MAG federal planning funds to be used. Kelly then asked if anyone had any ideas about collateral materials? Jennifer responded that they have done bookmarks in the past and will do so again, because they work well. Mike Phillips of Scottsdale asked if any discussion of new media like social Web sites (Facebook and Twitter) had taken place. David stated that the Phoenix media committee talked about pursuing that option. Kelly stated that Phoenix is developing a social media policy, and Scottsdale has one, but MAG does not yet. Katie Decker stated that if the feds had a Facebook page, the group could link through them. Jennifer Liewer stated that they would probably do that in their city. David stated that 30 to 40 percent of the Hispanic community is online, noting that isn't even 50 percent. Katie Decker stated that the group

could get the younger crowd, especially students, who move a lot and who are difficult to capture in the census.

Jennifer Liewer asked if the group could invite a representative from RPTA for the next meeting. She inquired about the possibility of getting advertising on the bus. David stated that he didn't think that's allowed. Kelly stated that she would contact Valley Metro and see if this was a possibility. Amanda Nelson of Tempe stated that someone from METRO should be asked to attend the next meeting as well.

Jennifer Liewer stated that the group should also consider approaching the Cactus League. She stated that the group could do a huge education effort through them. Jerry Dillehay of Mesa stated that the group also needed to find out what's an effective way to communicate with other target populations such as the Asian community. Tammy Perkins of Phoenix stated that the Census Web site has a 700 page document that addresses how to communicate with different communities. She said it is a very helpful document but difficult and costly to print off due to the size, therefore she recommended that group members view it online for information.

David stated that Phoenix adopted the Census logo and tagline. Kelly noted that the Count to '10 group had also recommended using the hand logo as the primary logo.

Kelly stated that address canvassing has begun and people will be going through neighborhoods with computers, taking down addresses. Tammy Perkins stated that the group needs to consider how census workers relate to people after 9/11. Tammy stated that the group should let people know that this is going on in the neighborhoods, and also remind them that the workers will not be asking to come in the house, to prevent someone posing as a counter from going into homes with a fake badge or ID.

Kelly thanked the group for attending and noted the next meeting was set for April 9 at 10 a.m. at the MAG offices.