

Ideas and Projects Tracking Sheet

Idea/Strategy/Project	Member Agency(ies)	Project Status	Estimated Completion Date	Costs	Contact
Presentation @ City Qtrly Staff Meeting (approx 300 employees in attendance). City Community Relations Staff played Census Video, handed out fact sheets and hand 'clappers' introducing as first official kick off of City Census efforts.	Avondale	Done	7/1/09	approx \$30 clappers and fact sheet print	Ingrid Melle, PIO 623-333-1614
Hosted 'Mayors Faith-Based Summit', topic Census 2010. Census Representatives presented to Congregations in attendance.	Avondale	Done	8/5/09	approx \$50 refreshments	Ingrid Melle, PIO 623-333-1614
Regional Census Representative presented to Avondale Council at Work Session.	Avondale	Done - request by Council for follow-up on City Publicity Efforts, will schedule for Dec 2009.	8/3/09	none	Ingrid Melle, PIO 623-333-1614
Census QAC @ Resident Appreciation Night Event: Annual event hosted to by City to honor residents and serves as an outreach open house (2000 attendees)	Avondale	Annual Event in planning phase. Event hosted at Avondale Civic Center October 8.	10/8/09	none	Ingrid Melle, PIO 623-333-1614
Sanitation Truck Signs, 20 signs to post on side of Sanitation and Recycle Fleet Trucks.	Avondale	Micro-grant application. For installation Dates 1/2010 - 4/2010	11/1/09	approx \$1000	Ingrid Melle, PIO 623-333-1614
School District Bus Advertisement (Specific to Agua Fria, Avondale and Littleton School Districts)	Avondale	Researching best routes and school district signage in 'Hard to Reach' Avondale jurisdiction. Installation Dates 1/2010 - 4/2010	1/1/10	approx \$3500	Ingrid Melle, PIO 623-333-1614
Passport Acceptance Office distributing collateral with 'Census Logo' Passport holders (1000)	Avondale	Micro-grant approved August 09. Distribution begins October	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
Distributing Census Logo Bingo Dobbers and Census Collateral to target Senior Audiences: American Legion, Avondale Sernior Center, Friendship Village, local church bingo halls.	Avondale	Micro-grant approved August 09. Distribution begins November	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
Distributing pull string sports bags via Libraries, Youth Sports (t-ball/coach pitch), Leisure Services programs (1000)	Avondale	Micro-grant approved August 09. Distribution begins October	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
Distributing Census pens & Collateral via 'One Stop Service Shop' @ Civic Center	Avondale	Micro-grant approved August 09. Distribution begins December	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
20 Banners for light poles in Old Town Avondale District (English/Spanish)	Avondale	Submit Microgrant for Fall for Spring 2010 installation	1/1/10	TBD	Ingrid Melle, PIO 623-333-1614

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Census Chip Clips, attach to donated Snyder's Pretzel bag and collateral, give out at events. (1000)	Avondale	Micro-grant approved August 09. Distribution begins October. Snyder's Pretzel bag requests into Snyder's, awaiting response.	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
Feature Article in City Magazine (RAVE Review) -- distributed to 28,000 households.	Avondale	Done - Fall 2009 Issue Winter/Spring 2010 Issue will focus 3 pages on Census education	June 2009 and December 2010	Census Funded	Ingrid Melle, PIO 623-333-1614
Breast Cancer Awareness Month, Resource Center Distributing Pink Canvas Bags during month with Census Logo and collateral inserted in bag.	Avondale	Micro-grant approved August 09. Distribution begins October	October 2009, Open House Event and Breast Cancer Screening Events	Census Funded	Ingrid Melle, PIO 623-333-1614
Census Recycle Notebooks to be handed out at City meetings and recycle/environmental sustainability initiatives/workshops.	Avondale	Micro-grant approved August 09. Distribution begins October	Until supply is gone	Census Funded	Ingrid Melle, PIO 623-333-1614
The Senior Activities Expo – Wednesday, January 27th and Health and Wellness Fair -Wednesday, March 31st	Fountain Hills	Approved/Green bag purchase	1/09 & 03/09	Cost \$ 2,981.05 paid for by the Census	Kelly Fonville, Senior Services Supervisor. 480.816.5186
Giveaway seed packets at the Fountain Hills Great Fair Town information booth. Town will be sharing information on environmental activities.	Fountain Hills	Seed packets have been ordered. The Fountain Hills Great Fair runs from 2/19/2010 thru 2/21/2010	Waiting on order to arrive	15,000 seed packets total cost \$2,899	Raymond Rees 480-816-5180
Full color post cards mailed out to every household in Litchfield Park.	Litchfield Park	Post cards printed and will be mailed in October.	10/25/09	each (includes mailing) \$1,658	Sonny Culbreth, 623-935-5033
Articles or reminders in four issues of City News Letter.	Litchfield Park	2nd Quarter article completed.	Completed each quarter.	\$0, Free information as part of news letter	Sonny Culbreth, 623-935-5033
Two full color 3 X 6 banners, It's In Your Hands; One vertical roll up banner for booth display and lobby display.	Litchfield Park	Collecting bids	TBA	TBA	Sonny Culbreth, 623-935-5033
Trifold Brochure in English & Spanish. General information brochure containing key messages.	MAG	Final design completed. Posted for download in various formats at www.magcensus.com with either regional information or files available for local customization.	Completed.	Template provided free - Printing costs will vary by amount printed	Kelly Taft, Communications Manager, 602-452-5020

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Trifold Immigrant brochure complete	MAG	Final design completed. Posted for download in various formats at www.magcensus.com with either regional information or files available for local customization.	Completed	Approx \$2400 -\$2900 Funding is pending approval of micropurchase proposal for printing services	Kelly Taft, Communications Manager, 602-452-5020
Trifold Brochure targeting seniors	MAG	Final design completed. Posted for download in various formats at www.magcensus.com with either regional information or files available for local customization.	Completed	Staff time only. No printing dollars available. Member agencies will have to pay for own printing.	Kelly Taft, Communications Manager, 602-452-5020
Special event/informational booths	MAG	Have provided materials at numerous events to date, including Cesar Chavez, Black History month, TPC open, etc.	Ongoing	Staff time only.	Kelly Taft, Communications Manager, 602-452-5020
Met with Pro Ranch Market and Mekong Mall to negotiate Q and A centers.	Mesa	Census staff working with Pro Ranch corpport on multiple opportunities including Q&A.	ongoing	None	Jerry Dillehay 480-644-4202
Passing out Census collateral (water bottles, stickers, etc.) at 5 hydration stations across Mesa	Mesa		8/28/09	None, collateral supplied by U.S. Census	Jerry Dillehay 480-644-4202
Piggy banks for kids. 3,000 small banks inprinted with Census 2010, Mesa , Give Us a Hand. To be distributed at Neighborhood and School events across City	Mesa	Began distribution on First Sunday free events a two museums and City Hall in Mall	12/1/2009	\$3,000 Partnership Purchase - U. S. Census	Jerry Dillehay 480-644-4202
Kickoff of Mesa's Complete Count Committee, Resolution/Proclamation from City and televised Council Meeting presentation by U.S. Census staff.	Mesa	Al Macias scheduled for televised presentation at City Council Meeting	August 31, 2009 5PM	none	Jerry Dillehay 480-644-4202
Grand Opening of U.S. Census Area Office in Mesa	Mesa	Being Planned for October,2009	10/30/2009	none	Jerry Dillehay 480-644-4202
Working on three 30sec. videos targeting messages to college students, senior snowbirds and undocumented immigrants.	Mesa	Will share with others when completed			Jerry Dillehay 480-644-4202
Contingent upon board approval and policy interpretation by General Counsel: window clings -- vehicle wrap.	METRO light rail	Contingent upon partner, board and General Counsel Approval. Would do this in late Mar-April.	3/09-4/09	Vehicle wraps = \$8,000	

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Website - English and Spanish. www.peoriaaz.gov/census2010	Peoria	Complete	11/9/09	none	Sherine Zaya 623-773-7338
Talking points for staff and CCC	Peoria	Complete	11/9/09	none	Sherine Zaya 623-773-7338
Brochures - English and Spanish	Peoria	Complete	10/9/09	\$2,985	Sherine Zaya 623-773-7338
Pens with scrolled message	Peoria	Complete	10/9/09	\$1,800	Sherine Zaya 623-773-7338
Banner to display at events	Peoria	Complete	10/9/09	\$96	Sherine Zaya 623-773-7338
Retractable banner to display in City Hall	Peoria	Complete	10/9/09	\$275	Sherine Zaya 623-773-7338
8' table throw to use at events	Peoria	Complete	10/9/09	\$485	Sherine Zaya 623-773-7338
Reusable bags	Peoria	Complete	9/9/09	\$2,970	Sherine Zaya 623-773-7338
Waste truck signs	Peoria	Approved	12/31/09	\$2,847	Sherine Zaya 623-773-7338
Fleet magnetic signs	Peoria	Approved	12/31/09	\$2,680	Sherine Zaya 623-773-7338
(2) 30-second PSAs - English and Spanish	Peoria	Pending approval	1/15/09	\$2,499 each	Sherine Zaya 623-773-7338
Business Subcommittee - Co-chairs Gonzolo de la Melena & Joanna D'Shay	Phoenix	Initial meeting held on April 15, 2009; next meeting will be October 16, 2009; Approved final draft of business case for corporate support of census awareness activities; Action plan focus will be on involvement of small businesses in Phoenix hard to count neighborhoods in census awareness efforts	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Communities of Faith – Co-chairs Rev. Bob Hake & Rev. Eve Nunez	Phoenix	Initial meeting held on March 26, 2009; last meeting held October 1, 2009; Successful Partnership Support Program application for banners for 60 churches in Phoenix hard to count neighborhoods; Action plan focus will be on involvement of all denominations in census awareness activities	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Complete Count Committee kick-off meeting February 26, 2009. Over 150 community leaders are involved. CCC Leadership Team meets regularly to coordinate subcommittee efforts.	Phoenix	Organized and subcommittees formed and underway.	working to complete action plans by the end of October, 2009	None	Tammy Perkins or Lisa Honebrink: Gene D'Adamo and Paul Lopez are the Co-chairs Subcommittees

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Media Subcommittee - Co-chairs Maria Barquin & Art Brooks	Phoenix	Initial meeting held on March 4; next meeting will be October 7, 2009. Exploring opportunities for Census social media campaign. Supported Census Bureau's October 7 Spanish Media Breakfast. Universal English & Spanish brochures completed; reviewing text of Spanish brochures aimed at the immigrant community	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Minority Outreach Subcommittee - Co-chairs Mel Hannah & Janey Pearl	Phoenix	Initial meeting held on March 11; last meeting on October 8, 2009; Completed Tagalog language flyer for Pilipino community; Working on LGBT community flyer for Phoenix Rainbows Festival. Action plan focus will be on leveraging agency credibility in support of census messages.	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Community & Schools Subcommittee - Co-chairs Molly Kemp & Dr. Jim Rice	Phoenix	Initial meeting held on March 24; next meeting will be October 13, 2009. Working to support Census Bureau's national Census in Schools roll-out; Action plan focus will be on integrating census awareness messages into existing school district internal and external communications	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Other Phoenix activities: phoenix.gov/census 2010 now live; 2009-10 management performance indicators includes Census 2010 support	Phoenix	Web site live	ongoing	Per project & availability	Contact: Tammy Perkins or Lisa Honebrink
Scottsdale CENSUS 2010 webpage on City's Website with link to MAG Census site - http://www.scottsdaleaz.gov/census.asp	Scottsdale	Web site live	ongoing	none - done by city staff	Contact: Lisa Blyler or Linda Pellegrini

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Scottsdale Unified School District Outreach: Distribute CENSUS 2010 Pens, Pencils and Brochures - Engage administrators in creating CENSUS message program in classes	Scottsdale	Planning Stage	ongoing	\$2,651.75 - Census Partnership Purchase	Contact: Lisa Blyler or Linda Pellegrini
Distribute CENSUS message to Hispanic Community at the Latin Jazz Festival & Hispanic Heritage Celebration: Vista Del Camino Community Center: Kathy Breen, Director - Distribute Refrigerator Magnets	Scottsdale	Latin Jazz Festival - Nov. 14-15	11/15/09	\$2,962.85 - Census Partnership Purchase	Contact: Lisa Blyler or Linda Pellegrini
Outreach to Hispanic Community - Paiute Community Center: Valerie Kime Trujillo, Director - Distribute 5,000 door hangers in Spanish Language	Scottsdale	Product received, waiting for distribution schedule	ongoing	\$2,800.62 Census Partnership Purchase	Contact: Lisa Blyler or Linda Pellegrini
Reach Scottsdale residents - Transportation - Paul Porell, GM - Placing 20 3' circle CENSUS sidewalk stickers at high foot traffic intersections in city.	Scottsdale	Product received, Sidewalk stickers to be installed 2nd week of March along park paths, transit stations and high-traffic areas in Downtown	3/31/09	\$2,992.68 - Census Partnership Purchase	Lisa Blyler 480-312-2492
Granite Reef Senior Center - Tim Miluk, Director - Distribute 6,500 CENSUS, house-shaped calendars that are refrigerator magnets	Scottsdale	Product received, waiting for distribution schedule	ongoing	\$2,990.16 Census Partnership Purchase	Contact: Lisa Blyler or Linda Pellegrini
City Public Affairs Department, Pat Dodds, Director - 1 Large CENSUS Street Banner, 10 removable CENSUS Booth Banners, 250 CENSUS Event Totebags	Scottsdale	Product received, Street banner to be installed 3/15.	3/31/10	\$2,986.80 Census Partnership Purchase	Lisa Blyler 480-312-2492
Census briefings to 21 City Boards, Commissions and Task Forces.	Scottsdale	Presentations began 2/3 and will continue through 3/28	3/28/10	none - done by city staff	Lisa Blyler 480-312-2492
Messages placed in monthly utility bill inserts	Scottsdale	March submission (late February distribution) complete. April submission (late March distribution) pending	3/12/10	none - using existing resource	Lisa Blyler 480-312-2492
Community Assistance CityCable program <i>Helping Hands</i> containing segment with US Census regional office manager. Program targeted to senior population	Scottsdale	complete. Program airing January, February and March	3/31/10	none - using existing resource	Lisa Blyler 480-312-2492
Census message as part of "on hold" recording	Scottsdale	To run during the months of March and April	4/30/10	none - using existing resource	Lisa Blyler 480-312-2492
Internal training, information and talking points for front line staff	Scottsdale	Ongoing	3/12/10	none - done by city staff	Lisa Blyler 480-312-2492
Brochures for civic events and neighborhood meetings	Scottsdale	In development	2/19/10	\$500.00, paid by City of Scottsdale	Lisa Blyler 480-312-2492

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Magnetic signs for vehicles and banners for light poles on main street-Establishing a QAC for Census, First official meeting with CCC	Tolleson	Signs are completed and distributed. Meetings are ongoing.	Completed and on going.	Partnership Support Program - U.S. Census \$1900.00	Shaunna Lee-Rice, Deputy City Clerk, 623-474-4997
Bright green recycleable shopping bags with Census 2010 information and Tolleson logo	Tolleson	Completed and being handed out with literature at City functions.	Completed	Partnership Support Program - U.S. Census \$1600.00	Shaunna Lee-Rice, Deputy City Clerk, 623-474-4997
Street banners for light poles in Spanish; craft ornaments for Christmas celebration with Census 2010 logo and information	Tolleson	Completed	Completed	Partnership Support Program - U.S. Census \$2400.00	Shaunna Lee-Rice, Deputy City Clerk, 623-474-4997
Bright RED T-Shirts with white lettering "Yo Cuento En Youngtown" "Esta En Nuestras Manos" US Census 2010	Youngtown	Approved - 4imprint Ship date 8/21/09	Completed	Partnership Support Program - U.S. Census \$2996.67	Diane Cordova, Deputy Town Clerk, 623-933-8286