

COUNT TO '10 CENSUS OUTREACH GROUP
FEBRUARY 12, 2008
(2ND MEETING)

MEETING NOTES

Meeting was facilitated by Kelly Taft, communications manager for the Maricopa Association of Governments. Kelly reiterated for those who did not attend the first meeting that the role of MAG is to assist member agencies in whatever ways possible in their Census 2010 outreach efforts. 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 our member agencies and the US Census Bureau. Members attending were then asked to introduce themselves.

Doug Wayland, regional media specialist for the Census Bureau, attended the meeting via audioconference to provide information on regional and national census activities. Doug reported that beginning in late March, the Census Bureau will be sending out address canvassers as a part of early operations. This workforce will walk or drive through neighborhoods to check that all addresses are in their database when the questionnaire is delivered in March 2010. This early operation is vital to ensuring a complete and accurate count.

Doug reported that many people don't realize that the address canvassing operation occurs as much as one year ahead of the official Census day on April 1, 2010. Address canvassing is the first large field operation for the 2010 Census and it is designed to identify all housing units and other living quarters. Listers will use hand-held computers with maps on them to verify and list structures, including the collection of GPS coordinates for each location. Doug noted that cities may wish to inform their law enforcement and emergency personnel of this operation, since calls may come in from residents concerned about strangers in their neighborhoods. All information collected by Address Canvassers and other census employees is kept strictly confidential and cannot be shared with any other persons, institutions or agencies.

Kelly noted that Al Macias was present, and asked him to describe his role as a partnership specialist with the Census Bureau and how he might be able to work with cities in the future. Al stated that he is a Partnership Outreach Specialist working primarily with the local governments as well as with community organizations. Al noted that there is a separate Media Specialist, her name is Vianey Celestino. Al noted that Arizona is the only state to get its own media specialist, the other states in the 10-state region will be working through the Regional Census center in Denver. There are also several other Outreach Specialists focusing on different parts of the community. There are three Hispanic Outreach Specialists for the Phoenix and Yuma area. Another is focused on the African American community, another on the Asian American community, as well as two others for Tucson and Southern Arizona, another for northern

Arizona and three focusing on Arizona's Native American communities. Al stated that is primary message is to get the word out to respond to the 2010 census. It is critical that local communities are accurately counted. He said key messages include: The 2010 Census will be very quick (10 questions); confidential (confidentiality is guaranteed by Title 13 of U.S. Criminal Code); and important (hundreds of programs are funded and billions of dollars are disbursed based on population figures and congressional seats will be reapportioned based on the new population figures.)

Al stated that he is a resource for the local governments to help them get the word out by developing a Complete Count Committee (CCC) for their community. The CCC will work with community leaders in the city or town to ensure that the word gets out. Al stated he will work with communities to provide everything from speakers to videos to collateral materials for events (with the caveat that those may be limited), and answer questions they may have.

Al noted that he will work with MAG and its cooperative effort. He can also work with individual cities and towns to help them develop specific plans aimed at their particular needs. He would like the cities and towns to initiate the CCCs and sign an agreement stating the city/town commitment to the census effort. He stated that he is scheduling meetings now with cities across Maricopa County to meet with staff and then schedule formal presentations to the city/town councils.

Al pointed out that in 2000, Arizona and Maricopa County had a response that was below the national average response to the census questionnaire. A great effort is being made in Arizona for the 2010 Census to increase the response rate as well as to ensure an accurate count.

Kelly thanked Al for his attendance and invited him to attend the regularly scheduled meetings of the group for continued collaborative communication.

Kelly then noted that at the group's last meeting on December 4th, David Ramirez from the City of Phoenix distributed a media buy proposal and asked for feedback. Copies of the proposal were redistributed to those in attendance. During the last meeting, David asked cities to provide feedback by January 15, 2009. MAG has received input from several cities. One suggestion was to eliminate the \$18,000 in additional costs for graphic design, video production and translation services, since most of the cities already have expertise in this areas and these tasks could be done in-house. Kelly noted that MAG also has employees in these areas and can also assist in those tasks. Additional comments from cities were that in a down economy many stations should be willing to provide significant discounts and that perhaps the municipalities could approach the outlets jointly to get additional value for their money. David reported that during the Special Census, their media buyer was able to get a number of concessions from broadcasters such as two-for-one purchases.

David mentioned that Art Brooks, head of the Arizona Broadcasters Association and co-chair of the media committee, indicated that the Walter Cronkite School of Journalism

could produce high-quality PSAs at minimal cost. Mr. Brooks sits on the school's foundation board. David additionally indicated that that Mr. Brooks (and a media buyer) said that given today's economic climate, that it's very possible (if not probable) that radio and television stations would be amenable to matching the media buys. The fact that the stations would be participating in the Census would be a plus for them as well.

David noted that Radio Campesina has agreed to have a representative from different Valley cities talk about census efforts each Friday throughout March and April during its regular, live community show that airs from 2:30 to 3 p.m. In addition, Channel 33 is willing to host a "33 a su lado" (33 on your side) telethon in which an issue is highlighted for two nights and then people can call in on the third night with questions.

One city expressed that it is willing to support the proposal, but only if appropriate attention was given to community publications as well. David referred to page 10 of the proposal outlining community newspaper buys.

David then distributed a draft cost sheet showing the portion each city would pay for Idea One and Idea Two of the Draft Media Proposal. The formula used in distributing the costs was derived from July 1, 2008, population figures.

Kelly Taft then reported that MAG has approached the Federal Highway Administration regarding using a portion of the MAG federal STP funds to assist this region with the 2010 Decennial Census. She noted that MAG has a long history in working with the FHWA on the Special Census, and because of the importance of an accurate census in transportation planning efforts, MAG is exploring the possibility of extending that partnership to the Decennial Census. The request was for FHWA to allow MAG to use its federal STP funds to pay for 50 percent of the cost for these publicity-related expenses. In the request to FHWA, MAG noted the extraordinary fiscal challenges facing the local governments. She reported that MAG has received initial positive feedback from FHWA and it looks like they are willing to allow MAG to use planning funds for this purpose and MAG will be seeking an amendment to our Unified Planning Work Program to allow this to happen. The item will first be forwarded for discussion with our Executive Committee.

Kelly noted that based on the Phoenix draft media buy proposal, we communicated to FHWA that the MAG federal funds portion would not exceed \$234,500 (which is half of the top figure presented of about \$469,000). If the amendment to the work program is approved, member agencies can divide their share of the pie in half. The City of Phoenix thanked MAG for exploring this avenue.

Kelly reported that one of the key activities taking place right now in this region is in the area of recruitment. She introduced Harold Davis, who is the Assistant Manager for Recruitment at the local office. Mr. Davis reported that staff from the local office of the U.S. Census Bureau will begin work in Phoenix neighborhoods on March 30 with an address canvass effort to support the 2010 Census. The purpose of the address canvass is to double check and confirm, in the field, the address of each housing unit. The

assumption being that the better the mailing list, the better the response will be in 2010 because every household will receive a census questionnaire at home in the mail.

The Phoenix office of the Census Bureau is in the midst of a huge staff recruitment effort to complete the address canvass. The estimated number of housing units for Maricopa County is 1,746,547. The estimated number of listers needed for Address Canvassing will be about 1,500. In March, they will be ready to train their new staff. The Census Bureau needs training room space to conduct the staff orientation and training. They need meeting space that will accommodate at least 25 individuals. Fifty-five facilities have been committed to date, but there is still a need for 15 training facilities. The specific dates and times they need are:

- * Tuesday through Thursday, March 17, 18 & 19 from 8:00 a.m. to 5:00 p.m. (12 sites)
- * Monday through Friday, March 23-27 from 8:00 a.m. to 5:00 p.m. (62 sites)
- * Monday through Friday, March 30-April 3 from 8:00 a.m. to 5:00 p.m. (20 sites)

If your organization has a meeting or training room that can accommodate 25 people and could be made available for one or more of the three day or five day blocks of time days and times noted above, please call Harold Davis, Assistant Manger for Recruiting at the Phoenix Local Census Bureau Office at 602-427-0680 or email Harold at amr.lco.3112@census2010.gov.

Mr. Davis reported that the required number of applicants to be tested by March 25 is 11,000, so far the number of actual applicants tested is 9,000. Kelly thanked Mr. Davis for his report.

Heidi Pahl has also been working with our Population & Technical Advisory Committee and she is participating by audioconference to provide an update on the technical geography programs & importance of internal census teams. Heidi reported that the 2010 Participant Statistical Areas Program (PSAP) provides an opportunity to provide input on revisions to Census geography, including Census County Divisions, Census Designated Places, Census Tracts, and Block Groups. MAG is coordinating the Statistical Areas Program and staff will be serving as a liaison between MAG member agencies and the Census Bureau. The comments from all MAG member agencies are due by end of February and MAG will be submitting the PSAP to the Census Bureau in mid-March. She also reported that the Census Bureau has distributed its 2009 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. The BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey and the Census Bureau Population Estimates Program. Maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. BAS is due to the Census Bureau March 1, 2009. MAG held a BAS Workshop in January to assist member agencies.