

COUNT TO '10 CENSUS OUTREACH GROUP
May 14, 2009
(4th MEETING)

MEETING NOTES

After welcome and introductions, Kelly Taft of MAG explained that Census Partnership Specialist Al Macias would talk about micropurchases. She noted that she had forwarded application forms to all of the Count to 10 mail list via e-mail on Tuesday. Al said the micropurchase program is designed to provide funding assistance for outreach for active census partners. Al stated that up to \$2,999 can be used for products (t-shirts, water bottles, etc.) and \$2,499 for services (translations, printing, etc.). Al noted that products do not include food. Al said the partners might want to consider applying for a joint project, for example, one partner could apply for the service and the other the product. Al passed out application forms that included some of the information pre-printed for a jurisdiction's convenience.

Al requested that members of the group contact him before sending their micropurchase requests to Denver, because he can make sure all of the necessary information, such as the appropriate partnership specialist, is included. He said he can keep a copy and help track requests. Al reiterated that there are 10 states competing for the money in the program, which is not unlimited, and that the "best message" will have the best chance at the money. Al said there are two pots of money to be allocated. The first pot will be distributed at the end of the federal fiscal year, September 30, 2009. The deadline for applying for money from the first program is August 15, 2009. The second pot will be available at the start of the new fiscal year, October 1, 2009. The deadline for applications for that money is December 15, 2009.

Al stated that the number one criterion is "reach." How many people does the project reach? Al stated that reaching the "hard to count" population is critical. Pat Brenner of Apache Junction asked if broadcast media can be included as a project eligible for funds. Al said he did not know yet. Pat then stated that the partner forms are written in past tense and was concerned because Apache Junction planned to complete the items on the list but had not yet done so. Al said not to worry about that, just put an approximate date when the tasks would be completed. Al noted that for micropurchases, partners do not need to go through the federal procurement process. He also noted that the Census Bureau will pay the vendors directly, not the partners. Al said the partners are encouraged to suggest their own vendors, but the Regional Census Center team has the ultimate responsibility for identifying vendors. He did note that it is best if vendors can accept government credit cards or it could create significant delays in processing the request.

Al then moved on to talk about the Questionnaire Assistance Centers (QACs). Al stated that the QACs are there to provide a resource to people responding to the Census questionnaires. Al said the census bureau is reaching out to partners to provide space. Al stated that some churches have signed up to be QACs. Al stated that the QACs are places

that people can go to ask questions regarding the census and that they should be open during non-business hours. Al said that the QACs would be staffed by census staff or partner organization staff approved and hired by the census. Sherine Zaya of Peoria asked if the census would determine who would staff the QAC. Al said yes. Sherine then asked if the census was looking for one center or more for each partner. Al said multiple centers would be good. Al stated that the QACs do not need to be a specific size, but, because of the confidentiality requirement, they do need to provide privacy in the form of sound security (so that other people cannot hear conversations between staff and people asking questions), two separate stairways in and out of the facility for privacy, no asbestos should be used in the construction of the space or building and that the space should not be in a lobby. Nikki asked when the QACs should be staffed. Al said it depends on the partner's schedule, but that they should be open from mid-March through mid-May, 2010. Kelly asked if the city should tell Al who they have in mind to staff the QACs. Al said yes and also let him know about the type of space the city plans to use.

Al stated he had received a lot of questions about "snowbirds" or seasonal residents. Al proceeded to read the "residence rule" to the group. He stated that primary residence is determined by where you "live and sleep most of the time," which is stated in the instructions. He noted that if snowbirds spend an equal amount of time in Arizona and at their other home, but are here on April 1st, they should be counted in Arizona. There were concerns from Katie Decker, Pat Brenner and Sherine Zaya regarding this issue and how it is worded on the questionnaire. Al stated the rule is wherever the snowbird spends the majority of the year is where they should be counted, regardless of whether or not that person is here on April 1st. However, it was noted that the census questionnaire specifically asks residents to state how many residents were living "in this house" on April 1, 2010, and only references a potential second residence in a follow up question.

Pat Brenner and Katie Decker reported that they are working together to produce a 30 second local cable television spot to be used jointly between Apache Junction and Fountain Hills. They asked Al if they could partner in the project and receive two sets of funds from the census. Al said yes. Al stated that Western Union will provide "Be Counted" kiosks that will have the census questions listed for people who don't get a questionnaire. Heidi Pahl stated that there will be a second mailing followed by personal visit follow-ups if the census receives a no-response questionnaire. Al said there will be holes in the net due to people not getting their mail and foreclosures, but that is why there will be "Be Counted" sites available from March through April. Al noted that questionnaires are not forwarded. Al said nursing homes are considered group quarters. Al said military are counted differently. Sherine asked where the applications for the QACs should go? Al said they should go to him.

Kelly stated that MAG is able to provide maps at the census tract level of the response rate from Census 2000. She said MAG produced a map of Chandler's response rate as a sample to demonstrate. She then introduced David Ramirez.

David talked about the brochure and bus placards that the media subcommittee had produced. He said there will be two brochures. One targeted to immigrants and one to the

rest of the Valley community. Sherine asked the objective of the brochure. David said it was to encourage participation by communicating the benefits of the census and why it is so important to residents and communities. Kelly said that MAG had set aside some funding and may be able to pay for some printing of the brochure. Depending on the number printed, MAG would keep some for regionwide events and divide the rest. The number of brochures distributed to the cities would be based on a population formula. She also noted that the template and files would be provided to the cities and posted on the Web if cities wanted to revise or to print their own. Pat asked what the generic monetary number for each person counted in the census will be this time. Al said that would vary jurisdiction by jurisdiction, but that it could be anywhere between \$300 to \$500 per person (*NOTE: Following this meeting, MAG worked with its Information Services Division to see if we could settle on a specific dollar number per person per year. The federal government, on average, distributes about \$1,000 per person per year in communities nationwide. In Arizona, the average in terms of State Shared Revenues is \$250. So we believe we can accurately state that each person counted in Arizona adds up to about \$1,250 per year.*)

Sherine asked if there was a place that the cities could go and find out what all the other cities are doing and if anyone is tracking that activity. Kelly noted that the current meeting format is designed to help in that objective by including a section for member agency updates on each agenda. To formalize the process, Kelly volunteered to design a spreadsheet to add information about what is happening by city.

In responding to a question about the brochure design, Sherine stated that instead of all “people” photos, the universal brochure should show what people are going to get from the census, such as schools, fire services and parks.

Jerry Dillehay stated that Mesa is forming its Complete Count Committee (CCC) and has been hosting City Hall at the Mall events. They are also looking at products to purchase and have settled on piggybanks. Katie said Fountain Hills is working with Apache Junction on a video for snowbirds. Pat stated that Apache Junction is also working on its CCC. Lee San Miguel said Avondale is also beginning its planning process. Kevin Hartle was in attendance as the chair of Chandler’s CCC. Ryan Peters from Glendale said that Glendale is working on its CCC and Sherine said she is doing the same.

Kelly asked the group if the www.magcensus.gov site should be designed primarily as a resource for the general public or be geared more toward member agencies. The group said the site should be primarily a resource for the member agencies since there are other census websites and it may create confusion. Kelly stated that she would work on the design to ensure it provided a resource for members.