

Phoenix 2010 Census Complete Count Committee (CCC)  
Update to MAG POPTAC, January 22, 2010

Over 160 community leaders are involved; the kick-off was held in February of 2009 and action plans were completed in December of 2009.

Business Subcommittee

- Created business case to solicit corporate support
- Integrating census awareness messages into a variety of business association, employer and industry group communication mechanisms
- Distributing PSP funded banners to small businesses and residential rental complexes in Phoenix hard to count neighborhoods

Communities of Faith

- Created email list of over 2,500 faith leaders to share census awareness messages throughout 2010
- Hosting 2010 Census Faith Leaders Breakfast in March, 2010
- Planning city-wide Census Awareness Worship Week, 3/14/10 to 3/21/10
- Distributing PSP funded banners to communities of faith in Phoenix hard to count neighborhoods

Community & Schools

- Hosted local Census in Schools roll-out on 1/15/10
- Engaged Greater Phoenix Educational Management Council in census effort
- Integrating census awareness messages into neighborhood and school events and newsletters
- Initiating census awareness after school program in partnership with Boys and Girls Clubs
- Advising Census Bureau contractor working in schools located in Phoenix hard to count neighborhoods

Media Subcommittee

- Supported Census Bureau's 10/7/09 Spanish Media Breakfast
- Created universal English & Spanish brochures and Spanish immigrant community brochures
- Advising City staff on local census awareness messaging
- Creating Phoenix Census Media Kit

Minority Outreach

- Created allies program reaching over 250 additional community based organizations with census awareness messages
- Completed Tagalog language flyer for Pilipino community
- Completed LGBT community flyer for Phoenix Rainbows Festival
- Action plan focus is on leveraging agency credibility; intent is to reach hundreds of Phoenix community based organizations via allies program