

Phoenix 2010 Census Complete Count Committee (CCC)
Update to MAG POPTAC, September 22, 2009

Over 150 community leaders are involved; the kick-off meeting was held at Phoenix City Hall on February 26, 2009. CCC Leadership Team meets regularly to coordinate subcommittee efforts. Gene D'Adamo and Paul Lopez are the Co-chairs. Subcommittees are working to complete action plans by the end of October, 2009.

Business Subcommittee – Co-chairs Gonzolo de la Melena & Joanna D'Shay

- 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

Communities of Faith – Co-chairs Rev. Bob Hake & Rev. Eve Nunez

- Initial meeting held on March 26, 2009; next meeting will be 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

Community & Schools Subcommittee – Co-chairs Molly Kemp & Dr. Jim Rice

- 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

Media Subcommittee – Co-chairs Maria Barquin & Art Brooks

- Initial meeting held on March 4; next meeting will be October 7, 2009
- Exploring opportunities for Census social media campaign
- Working to support Census Bureau's October 7 Spanish Media Breakfast
- Universal English & Spanish brochures completed; reviewing text of Spanish brochures aimed at the immigrant community

Minority Outreach Subcommittee – Co-chairs Mel Hannah & Janey Pearl

- Initial meeting held on March 11; next 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.

Other Phoenix Activity

- phoenix.gov/census 2010 scheduled to go live by October 1, 2009
- 2009-10 management performance indicators includes Census 2010 support