

City of Phoenix
Phoenix 2010 Census Complete Count Committee
Update to MAG POPTAC, March 24, 2009

Over 120 community leaders are already involved. The kick-off meeting was held at Phoenix City Hall on February 26, 2009; Mayor Gordon and Councilman Nowakowski provided remarks. Gene D'Adamo and Paul Lopez are the Committee Co-chairs.

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

- Initial meeting scheduled for April 15
- Draft agenda includes review of barriers to Census 2010 participation and brainstorm ideas to increase resident participation

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

- Initial meeting scheduled for March 26
- Agenda includes review on barriers to Census 2010 participation and brainstorm ideas to increase resident participation

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

- Initial meeting held on March 24
- Reviewed barriers to Census 2010 participation and brainstormed ideas to encourage resident participation
- Focus on integrating census awareness message into existing school district internal and external communications
- Next meeting – April 29, 2009

Media Subcommittee – Co-chairs Maria Barquin & Art Brooks

- Initial meeting held on March 4, 2009 – adopted national logo and slogan for Phoenix effort. Also, television stations committed PSA production in-house with own talent
- Working on draft brochure for review at next Subcommittee meeting
- Focus on coordination with all four other Subcommittees
- Coordination with Regional Media Campaign through Kelly Taft & David Ramirez – Valley PIO's involved. Proposal including advertising on both local cable and local network television pending Regional Council review & approval on March 25.
- Next meeting – April 1, 2009

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

- Initial meeting held on March 11
- Reviewed barriers to Census 2010 participation and brainstormed ideas to encourage resident participation – biggest issues are trust and fear
- Focus on coordination with Media and Communities of Faith Subcommittees
- Interest in staff recruitment & hiring and concerns about new LCO sites
- Next meeting – April 22, 2009