

SAN LUIS OBISPO COUNCIL OF GOVERNMENTS

STAFF REPORT

MEETING DATE: February 3, 2010
SUBJECT: 2010 Census Update

SUMMARY

The purpose of the staff report is update the Board on the status of public outreach activities in preparation for the 2010 Census which will culminate on Census Day, April 1, 2010. On October 7th staff provided an introduction to the 2010 Census, including a review of steps already taken by the Census Bureau and planned public outreach actions to be undertaken by SLOCOG staff in cooperation with other agencies in the region.

The SLOCOG Board also took a major step at the October meeting with the establishment of a Regional Complete Count Committee. Since then, SLOCOG has been working with County and Regional Census Center staff to begin informing the public about the importance of the census and the need to be counted. On December 18th SLOCOG staff held a Census Outreach kick-off meeting to begin implementing a comprehensive outreach program. Meeting participants included representatives from a number of County Departments, several local government agencies, the County Office of Schools and various social services agencies.

Since the December 18th kick-off meeting SLOCOG has been working with the County and other local agencies and organizations to plan additional outreach meetings throughout the County. During this time, regional Census Bureau staff have continued to reach out to local agencies and organizations to seek new partners to assist in making the 2010 Census a success.

Nationally, the Census Bureau has launched a \$300 million advertising campaign to promote the Census. Ads were run during the Golden Globe Awards on January 17, and will be run during the Super Bowl, for what Census Director Robert Groves called the "shortest census in our lifetimes." As part of the publicity program, the Census Bureau has started a national Bus Tour that will be visiting San Luis Obispo County on February 7, 2010 (Super Bowl Sunday). SLOCOG staff will be working with Census staff to arrange an appropriate venue for the bus visit that will maximize public participation. Attached is a summary of the major elements of the National Media Campaign.

RECOMMENDATION

Staff:

- a. Information
- b. Coordinate with Census Bureau on publicity and participation by local agencies in February 7, 2010 Census Bus Tour of San Luis Obispo County.

DISCUSSION

A key element to making the 2010 Census a success is the public outreach communication program. The Census bureau has determined that it is vital to reach every population group in every part of the nation to promote participation in the census. To do so, the outreach campaign integrates a variety of communications efforts, but at its core is the establishment of over one hundred thousand partnerships. These partnerships are forged between the Census Bureau and businesses, faith-based groups, community organizations, groups of elected officials, ethnic organizations and others.

In addition to promoting establishment of Complete Count Committees by local governments and private organizations, the Census Bureau is implementing and supporting a range of other methods to maximize public outreach. To do this, the Bureau has employed about 3,000 partnership specialists and assistants for the 2010 census, five times the number it hired for the 2000 Census. Thirty-seven states have formed Complete Count Committees, bringing together representatives of a community's population and sectors to promote the census. The Census Bureau, which has already documented 9,100 such committees, some formed by local governments and some by communities of interest. Nationwide, the Census bureau is now trying to "energize" these stakeholders.

The Census Bureau Director has noted that outreach activities are focused on preparing and mobilizing partnerships. Communications will be delivered, mostly through partnerships, to ethnic, economically

disadvantaged, and single persons. The national media communication program was launched in mid-January, targeting homeowners, as well as continuing to target the wider audience that was targeted in 2009. The paid media campaign features tailored messages to very small areas, such as census tracts, targeting communities where mail response was especially low in 2000. The national campaign is designed to convince people who hold anti-government views that the census can benefit their communities and families, he added in response to a reporter's query, saying that distrust of government is part of the American spirit.

Regional promotion of the Census started in early January, when 13 vehicles set off on a road tour (one national; one for each of the 12 Census Bureau regions), stopping at local events to drum up interest in the 2010 count. The Bus Tour of the Central Coast Census Region is scheduled to arrive in San Luis Obispo County on Super Bowl Sunday on February 7th. SLOCOG staff are working with Census Bureau staff to identify an appropriate location for the Bus Tour to stop in San Luis Obispo County that will maximize public outreach.

Beginning in March 2010, the campaign will reach its strongest effort, when the Census questionnaire will be mailed to every household in the nation. For those who do not submit their completed questionnaire by mid-April, a Non-Response Follow-Up operation begins to interview personally households that did not respond. Paid media activities, including partnership support, public relations, nationally and locally, will be at their highest levels during this period. It is anticipated that during this window the Census will be the most visible and pervasive advertiser in our country.

In mid May, 2010 the campaign will change gears and support will focus on those areas that, due to their lagging response, will require enumerator visitation awareness. Local jurisdictions can assist by helping to identify and communicate with partnership groups through their establishment of local Complete Count Committees. Jurisdictions can also help promote the census using materials provided by the Bureau through the Partnership support Program (PSP).

The US Census Bureau is recruiting 3.8 million applicants to fill 1.2 to 1.4 million temporary positions in 2010, with as many as 700,000 of those workers on board during peak operations from May through early July, when enumerators visit households that didn't mail back a census form. Hiring and training of about 200 enumerators for San Luis Obispo County has already begun. The local Census Bureau contact for more information on hiring and training is Priscilla Handley who can be reached at 712-4003.

The US Census Director, Dr. Groves, has announced that the Census Bureau tries to "hire locally," giving priority to applicants from the neighborhoods in which they will work and bilingual applicants in areas where a language other than English is primary. The safety of both the public and enumerators is "paramount," the director said. Candidates for census jobs must submit to an FBI background and fingerprint check; any felony conviction disqualifies an applicant from employment, and applicants must demonstrate they are not a danger to others if their background check turns up a lesser crime. To help ensure their safety while going door-to-door, census takers in higher-crime neighborhoods will work in pairs or have escorts. In addition, the agency is "acting aggressively to make sure enumerators and the American public are safe, said agency Director Dr. Groves.

Most of the population will receive their census forms in the mail in mid-March 2010. The Census Bureau is still evaluating factors that could affect mail response, Dr. Groves said, emphasizing that the national mail-back rate is a "very fragile number" that could change due to unforeseen, widely-reported events. The Census Bureau is under a "very hard [legal] deadline," Census Director Dr. Groves emphasized, to report state population totals to the President by December 31, 2010, for the purpose of reapportioning the 435 seats in the U.S. House of Representatives.

Attachment: Summary of Major Elements of National 2010 Census Media Campaign.

Staff Report Prepared by Michael Harmon

Attachment A

Summary of Major Elements of National 2010 Census Media Campaign

Launch Week: 1/17- 1/24

National Mass Audience

- Launching the "Announcement" spot on Sunday, January 17th in Primetime Television!
 - The first spot premieres in the Golden Globes on 1/17 in the 9:00 - 9:30 pm time period
 - Additional spots to air that night on CBS' Cold Case, MTV Networks (MTV, VH1, Comedy, Spike), Food Network, ESPN
- Spot in American Idol on Tuesday, 1/19
- Listen for our radio spots in programs such as Rick Dees & American Country Countdown
- Roadblock on MSN.com Lifestyle/Entertainment and Sports sections
- Become a fan of the Census on Facebook.com/uscensusbureau
- Live in all 3 major Search Engines: Google, Bing, Yahoo!

Hispanic Audience

National Television:

- Telefutura – Fiesta de Pelicula "Day After Tomorrow" sponsored segment airing Thursday, 1/21 between 8-10pm
- Telemundo – Victorino's Novela hosted PSA airing 1/20 Wednesday 8-9P
- Telemundo – Cine en Casa hosted PSA 1/24 Sunday 7-11p

Local Radio:

- PSA will air in the form of a :60 jingle in Los Angeles, Houston and Dallas
- DJ chatter will begin in a total of 38 markets including Tucson, Denver, Tampa, Austin and Chicago.

Major Market TV:

- Vignette- Acceso Total- 2 min segment airing in Los Angeles, Miami and McAllen-Brownsville
- Vignette- Sabia Ud.- :60 segment airing in Los Angeles and McAllen-Brownsville
- News Billboards- Univision stations will air :05 billboards in 17 markets: LA, NY, Miami, Houston, Chicago, Dallas, San Antonio, San Francisco, Phoenix, McAllen-Brownsville, San Diego, Las Vegas, Washington DC, Albany, Fresno, El Paso, Sacramento

Black Audience (BET):

- Weekly 106 & Park host mention begins on Tuesday, 1/19
- Monica Showmercial (:30) airs in season finale of Monica Still Standing on 1/19
- Weekly Mo'Nique (on the Monique Show) host mention begins on Friday 1/22
- Bobby Jones and Kelly Price PSA's air in Celebration Of Gospel Encore on 1/17 and 1/24

Asian (National Television):

- Premiering on all National TV networks such as Zee TV (Asian Indian), TanTV (Korean) and Japan TV (Japanese)

Major Market Radio: Launching in all markets including Seattle (KXPA AM 1540), San Francisco (Binh Minh Radio/ KVVN 1430 AM), New York (DHOOM FM), Kansas City (Radio TNT/KFSG 1690 AM) and Washington DC (Family Radio/WDCT 1310 AM)