



## 2010 Census CCC Community-Based Organizations Subcommittee

### Minutes of September 3, 2009, Meeting

#### **Present**

Joy Wilcox, Primavera Foundation, Chair  
Malena Barajas, U.S. Census Bureau  
Don Blascak, Interfaith Coalition for the Homeless  
Laura Cummings, U.S. Census Bureau  
Erina Delic, Tucson International Alliance of Refugee Communities  
Stan Hamnett, Tucson Planning Council for the Homeless  
Mohammadi Mandana, Catholic Social Services  
Michael Mayette, Iskash\*taa Refugee Harvesting Network  
Laurie Mazerbo, Our Family Services  
Tom McAlpin, U.S. Census Bureau  
Angel Rocha, U.S. Census Bureau  
Mary Pat Sullivan, Comin' Home  
Joe Zelinka, Comin' Home

#### **Staff**

Sheila Storm  
Robert Done

#### **1. Call to Order and Introductions**

The meeting was convened at 8:04 a.m. in PAG's main 5<sup>th</sup> floor conference room by Ms. Wilcox, Chair, and introductions were made.

#### **2. Census and Complete Count Committee (CCC) Orientation**

Ms. Barajas gave an orientation to the 2010 Census process and the role of the Complete Count Committee.

#### **3. Overview of 2010 Census Guidebook**

Ms. Wilcox gave an overview of the 2010 Complete Count Committee guidebook, including the purpose of the census, the uses of census data and the confidentiality of census data.

#### **4. Brainstorm Community-Based Organization (CBO) Subcommittee Outreach Activities**

Ms. Wilcox led a discussion that yielded the following potential outreach activities and resources to let hard-to-count constituents know the importance of the census and let hard-to-count populations know the census is coming in April:

- The census can be mentioned at Tucson Planning Council for the Homeless monthly meetings to keep it fresh in everyone's mind.

- Census information can be distributed at meal sites.
- Rank and file staff of organizations that serve hard-to-count populations can be trained to spread the word about the census.
- Promotional materials (flyers etc) can be provided to outreach coordinators.
- Outreach to homeless children in schools.
- Display posters and stickers in agencies serving hard-to-count populations.
- U.S. Census partnership specialists can present to groups that serve hard to count populations.
- Possible sites for Q&A Assistance Centers and “Be Counted” Sites include Community Food Bank sites, hot meal sites, shelters, libraries, community centers, fire stations, hospitals, Tucson City Council ward offices, Pima County Board of Supervisor offices and schools.
- PAG can provide a limited number of resources for outreach materials.
- The census logo can be put on any materials that are normally distributed to hard-to-count populations.
- A national media and television campaign will start in January 2010.
- Outreach can be conducted at a homeless youth event on Nov. 14 at Skrappy’s.
- The CBO Subcommittee can apply for partnership support program funding. The CBO Subcommittee could order promotional items from a local vendor and distribute to our constituents. The promotional items can display a localized co-branded slogan or message. The total funding amount must be less than \$3,000.
- The census logo can be printed on the back of bus passes.

## **5. Next Steps**

- Ms. Barajas will e-mail the group with the URL of a Web site containing basic fact sheets, logos, etc.
- Members of the CBO Subcommittee will e-mail upcoming outreach opportunities to Robert Done, Laura Cummings or Joy Wilcox who will distribute to entire group via e-mail.
- Operational questions can be addressed by Sue Lardner, Jesse Nino and Paul Fimbres from the local census office and they can be invited to the next meeting.

## **6. Adjournment**

After completing all of the agenda items, the Chair adjourned the meeting at 9:53 a.m.