



IT'S IN OUR HANDS

census.gov/2010census

Count to '10

MAG Management Committee

March 11, 2009



Census 2010

■ April 1, 2010: Census Day

Article 1, Section 2 ...

“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

Census 2010



■ Why the Census is important:

- Appropriation of \$300 billion in federal funds.
 - In Arizona, \$1 billion per year in state-shared revenue is distributed by population.
- Apportionment of Congressional seats.
 - Arizona could gain 9th seat.





Outreach Roles

- **U.S. Census Bureau Role**
 - National advertising campaign.
- **MAG Role**
 - Regional coordination.
- **Phoenix Role**
 - Coordinating media buys.
- **Member Agency Role**
 - Targeted community outreach.



Advertising Approach

■ Media Buy Campaign

- Idea One = \$327,495
 - \$176,425 on general media (54%)
 - \$121,250 on Spanish media (37%)
 - \$29,820 on other minority media (9%)
- Idea Two = \$426,815
 - \$275,745 on general media (65%)
 - \$121,500 on Spanish media (28%)
 - \$29,820 on other minority media (7%)
- Primary difference: Network television purchases
 - KPNX; KPHO; KNXV; KSAZ; KTVK



Advertising Approach

■ By Medium

■ Idea One = \$327,495

- Radio: \$179,500 (55%)
- TV: \$71,675 (22%)
- Print: \$76,320 (23%)

■ Idea Two = \$426,815

- Radio: \$179,500 (42%)
- TV: \$149,995 (35%)
- Print: \$97,320 (23%)





Advertising Approach

■ Media Buy Campaign

- Mainstay presence on radio/TV for five weeks.
- Covers the entire Valley using all stations and formats.
 - : 30 second announcements.
- Significant cable presence.
 - 65 percent of Valley is cabled.
- Covers market with 2,000 spots.
- Will approach stations for "additional value" packages.
 - 2 for 1 matches.
 - Web banners and links.
 - :60 for :30



Use of MAG Federal STP Funds

- **As a rapidly-growing region, accurate census figures are critical to effective transportation planning.**
 - Request for FHWA to allow MAG to use a portion of the MAG federal STP funds to pay 50% of costs.
 - MAG federal funds portion would not exceed \$234,500.

Count to '10 Group Recommendation

- **Unanimous preference for Idea Two (\$426,815).**
- **Recognize that the media buys do not represent total outreach.**
 - Additional funding will likely be needed by the local jurisdictions for targeted community outreach.
- **Recognize that the current proposal is draft and numbers will change.**

Discussion/Q&A





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For more information

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