

City of Phoenix
Phoenix 2010 Census Complete Count Committee (CCC)
Update to MAG POPTAC, April 28, 2009

Over 120 community leaders are involved; the kick-off meeting was held at Phoenix City Hall on February 26, 2009. Gene D'Adamo and Paul Lopez are the CCC Co-chairs.

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

- Initial meeting held on April 15, 2009
- Reviewed barriers to census participation and brainstormed ideas to increase resident participation; initiated initial discussion of fundraising goal
- Focus on business case for corporate support of census awareness activities
- Next meeting – May 27, 2009

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

- Initial meeting held on March 26, 2009
- Reviewed barriers to Census 2010 participation and brainstormed ideas to increase resident participation
- Next meeting – April 30, 2009

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

- Meetings held on March 4 and April 1
- Working on test and graphics of draft brochure for review at next Subcommittee meeting
- 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 – May 6, 2009

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

- Meetings held on March 11 and April 22
- Reviewed partnership program support opportunities, discussed LCO site selection criteria and proposed census boycott
- Next meeting – June 10, 2009