



# WASHOE COUNTS 2010 COMPLETE COUNT COMMITTEE

## SUBCOMMITTEE MEMBERS

Stephanie Kruse (Chair)

Adam Mayberry

Kevin Knutson

Michael Moreno

Chris Matthews

Dee Schafer

**PLEASE NOTE  
LOCATION OF  
THE MEETING**

## AGENDA

### **Complete Count Committee Public Relations Subcommittee January 28, 2010 2:00 pm KPS 3 Marketing, Conference Room 65 Regency Way, Reno, NV 89509**

#### **NOTES:**

1. The announcement of this meeting is posted at the Truckee Meadows Regional Planning Agency, Reno City Hall, the Washoe County Main Library, the Washoe County Courthouse, Sparks City Hall, Regional Transportation Commission Planning Office, the Washoe County Administrative Building and at [www.tmrpa.org](http://www.tmrpa.org).
2. In accordance with NRS 241.020, this agenda closes three working days prior to the meeting. We are pleased to make reasonable accommodations for persons who are disabled and wish to attend meetings. If you require special arrangements for the meeting, please call 321-8385 before the meeting date.
3. The following items may not be addressed in this order. Arrive at the meeting at the posted start time to hear item(s) of interest.
4. Asterisks (\*) denote non-action items.
5. Public comment is limited to three minutes. The public is encouraged to provide information on issues not on the posted agenda during the Public Comment period. The public may sign-up to speak during the public comment period or on a specific agenda item by completing a "Request to Speak" card and handing it to the clerk.

1. Roll call
2. Approval of the Agenda
3. Public comment\* (See note #5)
4. Business of the day
  - A. Discussion and possible action regarding a dedicated hotline and email address for 2010 Census inquiries
  - B. Presentation by the Nevada Secretary of State's office and/or Ferraro Group on statewide campaign and materials as they relate to the Washoe Counts 2010 - Complete Count Committee
  - C. Discussion and development of an action plan to implement the identified Public Relations Subcommittee strategies, including but not limited to consideration and possible action regarding:
    1. coordination with Weber Shandwick and the Ferraro Group's marketing strategy in Washoe County
    2. development of consistent Northern Nevada specific educational and marketing messaging
    3. development of electronic and web based opportunities
    4. development of spokesperson group and partnerships with community service organizations
5. Discussion regarding next meeting date and requests for future agenda items
6. Written correspondence\*
7. Adjournment





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**STAFF REPORT**

CCC PR Subcommittee Meeting – January 28, 2010

January 22, 2010

**TO:** Complete Count Committee, Public Relations Subcommittee

**FROM:** Patricia Rogers, Government Relations-Community Outreach Representative

**SUBJECT:** **Discussion and possible action regarding a dedicated hotline and email address for 2010 Census inquiries (AGENDA ITEM 4.A)**

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This agenda item provides information and seeks direction on a dedicated hotline and email address for 2010 Census inquiries.

**DEDICATED HOTLINE AND EMAIL ADDRESS**

David Byerman, Chief Government Liaison, Nevada – U.S. Census Bureau, 2010 Census Process, requested the Washoe Counts 2010 - Complete Count Committee, Public Relations Sub-committee (CCC PR Subcommittee) consider the implementation of a dedicated telephone hotline and email address for 2010 Census inquiries (see Attachment #1).

On January 21, TMRPA staff set-up both a dedicated telephone hotline, 775-583-4708, and email address, *washoecounts2010@gmail.com*, for Washoe Counts 2010 inquiries. The CCC Chair, Michael Moreno, announced the new telephone hotline and email address details at the January 21, press event.

Staff will keep a log of all calls made and information given for public record requirements. Any inquires not relating to CCC activities will be forwarded on to other Census resource people. Inquires that are related to CCC activities will be recorded and brought to the next meeting of the CCC or the CCC PR subcommittee for member review.

Staff is seeking further direction, if any, from the CCC PR Subcommittee regarding this item. Please do not hesitate to contact Patricia Rogers at 775/321-8385 if you have any questions or comments on this agenda item.

*Attachment #1- Email correspondence from David Byerman regarding a dedicated hotline and email address*

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c/o Truckee Meadows Regional Planning Agency (TMRPA)  
One East First Street, Suite 1100, Reno, NV 89501-1625  
775/321-8385; Fax 775/321-8386  
[www.tmrpa.org](http://www.tmrpa.org)



**From:** [david.a.byerman@census.gov](mailto:david.a.byerman@census.gov) [<mailto:david.a.byerman@census.gov>]  
**Sent:** Wednesday, January 20, 2010 4:13 PM  
**To:** Michael Moreno  
**Cc:** Stephanie Kruse; Rogers, Patricia; Eykelbosh, Gretchen  
**Subject:** Re: FW: Hotline/Dedicated Email Address for WC2010

I'm sensitive to the fact that WC2010 has very limited resources, but it seems like this can be set up with a pretty good return on investment, from a time/energy/cost standpoint. It should be possible to set up a simple unattended voice mail through one of WC2010's members... and if not, there are other alternatives, such as Google Voice, which can allow you to set up such a line at no cost. And certainly, it's very inexpensive to set up an email account that simply redirects to an existing account... or it's always free to set up a Gmail account. (If you wanted to snag [washoecounts2010.org](http://washoecounts2010.org), and set up a dummy account [info@washoecounts2010.org](mailto:info@washoecounts2010.org) which automatically redirected to an existing email account of your choice, the total cost would be \$10. I just checked, and that domain is available.) There'd be no need to set up a full-fledged website or you could redirect to one of several existing websites including the state campaign website.

So both can be set up for very little cost (if any cost at all). At that point it becomes a question of time: who would check the messages and return calls. This can easily be shared among multiple committee members who share the password and the responsibility to do so. You aren't going to receive a lot of inquiries, but any inquiries you do receive would presumably give you leads on new stakeholders, new potential venues for outreach, and new audiences. If nothing else, this is a cheap way to build a mailing list for future news releases, event announcements, and meeting notices.

The more we can localize the message, the better. Referring people to the national Census website isn't going to satisfy many. Neither is referring them to a statewide campaign (many Northern Nevadans will assume it cares only about Vegas). I think setting up a dedicated hotline/email would support the 11 strategies you've laid out with little effort or cost and give you a way to empower locals to get involved with the campaign.

Just my \$0.02.

David A. Byerman  
Chief Government Liaison for Nevada, U.S. Census Bureau  
[david.a.byerman@census.gov](mailto:david.a.byerman@census.gov)

**From:** [david.a.byerman@census.gov](mailto:david.a.byerman@census.gov) [<mailto:david.a.byerman@census.gov>]  
**Sent:** Sunday, December 27, 2009 12:32 AM  
**To:** Michael Moreno  
**Subject:** Hotline/Dedicated Email Address for WC2010

Michael: I am preparing some additional "drop in articles" and would like to include contact information for the Washoe Counts 2010 Committee in one of them. The Southern Nevada Counts 2010 Committee has set up a dedicated hotline (goes straight to voice mail, for perspective partners to leave messages and receive more

info) and an email address that people can use if they want to join the campaign.  
Do you anticipate that the WC2010 Committee will do the same?

David A. Byerman  
Chief Government Liaison for Nevada, U.S. Census Bureau  
[david.a.byerman@census.gov](mailto:david.a.byerman@census.gov)



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**STAFF REPORT**

CCC PR Subcommittee Meeting – January 28, 2010

January 22, 2010

TO: Complete Count Committee, Public Relations Subcommittee

FROM: Patricia Rogers, Government Relations-Community Outreach Representative

**SUBJECT: Presentation by the Nevada Secretary of State's office and/or Ferraro Group on statewide campaign and materials as they relate to the Washoe Counts 2010 - Complete Count Committee (AGENDA ITEM 4.B)**

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At the January 19, CCC PR Subcommittee meeting staff was directed to invite Ferraro Group to provide detailed information regarding the specifics of the statewide campaign and materials as they relate to the Washoe Counts 2010 - Complete Count Committee.

Nicole Willis-Grimes with Ferraro group has accepted the invitation and has informed staff that representatives from the Secretary of State's office and/or Ferraro Group will provide the information requested to the CCC PR subcommittee at the January 28 meeting.

Please do not hesitate to contact Patricia Rogers at 775/321-8385 if you have any questions or comments on this agenda item.

*Attachment #1- Email request from staff to Ferraro Group  
/pr*



**From:** Rogers, Patricia  
**Sent:** Wednesday, January 20, 2010 8:38 AM  
**To:** Nicole Willis-Grimes  
**Cc:** Stephanie Kruse; Michael Moreno; Coombes, Rosanna; Eykelbosh, Gretchen; cmatthews@washoecounty.us; Mayberry, Adam; knutsonk@reno.gov; Dee Schafer  
**Subject:** Presentation to PR subcommittee on state wide media campaign specifics  
**Importance:** High

Thanks Nicole.

The concern is that the person(s) presenting the information to the PR subcommittee have the state wide media campaign specifics. The committee needs to know what resources/materials will be available to them and if those can be adapted to Northern Nevada/Washoe County. The PR committee needs very definitive information in order to maximize resources and have the ability to coordinate efforts efficiently in the short time remaining.

I'll leave it up to you to determine who has the specifics. Can you let me know if the Ferraro Group still prefers that the Secretary of State's Office be designated on the agenda.

Thanks so much for your help,  
Patty

*Patricia T. Rogers*

Government Relations-Community Outreach Representative



Truckee Meadows Regional Planning  
One East First Street, Suite 1100  
Reno, NV 89501  
775/321-8385  
775/321-8386 fax  
email: [progers@tmrpa.org](mailto:progers@tmrpa.org)  
website: <http://tmrpa.org/>

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**From:** Nicole Willis-Grimes [mailto:[nicole@theferrargroup.com](mailto:nicole@theferrargroup.com)]  
**Sent:** Tuesday, January 19, 2010 5:20 PM  
**To:** Rogers, Patricia  
**Subject:** RE: urgent 911 - - call for info and update on media advisory?

Hi Patty,

We'll have someone there. For agenda purposes, can you please note that it will be a presentation on the statewide media campaign, Nevada Secretary of State's Office? As soon as I find out who will do the presentation, I'll let you know.

Many thanks,  
Nicole

Nicole Willis-Grimes  
Director of Public Affairs  
The Ferraro Group  
w) 775.331.4555  
c) 775.412.2442

**From:** Rogers, Patricia [mailto:progers@tmrpa.org]  
**Sent:** Tuesday, January 19, 2010 4:49 PM  
**To:** Nicole Willis-Grimes  
**Cc:** Stephanie Kruse; Michael Moreno; Eykelbosh, Gretchen; Coombes, Rosanna  
**Subject:** RE: urgent 911 - - call for info and update on media advisory?  
**Importance:** High

Hi Nicole,

At the Washoe Counts 2010 Public Relations Subcommittee meeting today, the committee **asked that a presentation be made by the Ferraro group at the next PR Subcommittee meeting.** The next meeting is agendized for **1/28/10 at 2 p.m.**

Below is the agenda item from the draft agenda for your information:

***Presentation by Ferraro Group on statewide campaign and materials as they relate to Washoe County CCC***

Can you **please let me know by 10 a.m. tomorrow** if you or your representative from the Ferraro group would be available to provide this information?

The committee felt this information is vital to the further development of the Washoe Counts 2010 public relations strategies.

Feel free to give me a call if you have any questions.

Thanks so much,

Patty

*Patricia T. Rogers*

Government Relations-Community Outreach Representative



Truckee Meadows Regional Planning

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website: <http://tmrpa.org/>



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**STAFF REPORT**

CCC PR Subcommittee Meeting – January 28, 2010

January 22, 2010

TO: Complete Count Committee, Public Relations Subcommittee

FROM: Patricia Rogers, Government Relations-Community Outreach Representative

**SUBJECT: Discussion and development of an action plan to implement the identified Public Relations Subcommittee strategies (AGENDA ITEM 4.C)**

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At the January 19, CCC Public Relations Subcommittee meeting staff was directed to bring back a summary of the strategies developed by the CCC and assigned to the PR Subcommittee.

The strategies that the PR subcommittee was tasked with by the CCC can be summarized (see Attachment #1) in their most abbreviated form as:

1. form a PR sub-committee,
2. ensure consistent messaging,
3. develop or refine “drop-in” messaging,
4. develop or refine any additional messaging if needed,
5. evaluate web-based options and partnerships,
6. develop census messaging “thumb drive”,
7. evaluate facebook, twitter and widgets, and
8. organize a recognized “spokesperson” group

**RECOMMENDATIONS**

Staff recommends that the PR Subcommittee:

1. consider the strategy summary as attached,
2. prioritize the strategies,
3. determine steps to implement each strategy,
4. assign tasks to staff and the PR Subcommittee members, and
5. determine target dates for each task to be completed by.

Please do not hesitate to contact Patricia Rogers at 775/321-8385 if you have any questions or comments on this agenda item.

*Attachment #1- CCC strategies with summary sheet of strategies assigned to PR Subcommittee*  
*/pr*



FOCUS AREA	STRATEGY	ACTION	ACCOUNTABILITY	COMP DATES
PUBLIC RELATIONS AND MARKETING - MESSAGING	Form PR sub-committee	Appoint members of the CCC to the <b>Public Relations (PR) sub-committee</b>	Stephanie Kruse? Kevin Knutson? Chris Matthews? Michael Moreno? PR committee?	
	Consistent Messaging	<b>PR committee</b> is accountable for ensuring that the messaging for public relations and marketing is consistent	PR committee?	
	"Drop-in" messaging	<b>PR committee</b> to review and provide appropriate "drop-in" messaging for materials received from the Census Bureau, including article series	PR committee?	
	Additional messaging as necessary	<b>PR committee</b> is accountable for the development of additional education and marketing messaging as necessary- including fact sheets, talking points, etc.	PR committee?	
CCC needs to work with the media: Print Radio Broadcast Spanish	Evaluate web-based options and partnerships	<b>PR committee</b> to evaluate other web-based options and partnerships to distribute CCC information – business organizations, public and private partners, city and county.	Tray Abney? Jack Eastwick?	
	Develop census messaging "thumb drive"	<b>PR committee</b> to develop a census messaging "thumb drive" that can be used by CCC members	PR committee?	
DISTRIBUTION AND DELIVERY – TARGET POPULATIONS	Evaluate facebook, twitter and widgets	<b>PR committee</b> to evaluate opportunities with facebook, twitter and widgets (explore what the Census Bureau is already doing)	PR committee?	
	Organize recognized "spokesperson" group	<b>PR committee</b> to organize a group that would include cultural and civic leaders, governmental officials that can assist with the messaging on the Census	PR committee?	

Summary resulting from November CCC workshop and December CCC meeting on work program

FOCUS AREA	STRATEGY	ACTION	ACCOUNTABILITY	COMP DATES
PUBLIC RELATIONS AND MARKETING – PUBLIC AND PRIVATE PARTNERSHIPS	Partner with RTC identifying potential opportunities to market the Census information	Evaluate the location of Assistance Centers at Transit Centers, and potentially place ads on or in buses- identifying a potential sponsor to cover costs	Michael Moreno?	
	Monitor the process for information distribution on the Census through Washoe County School District	Census packets to be distributed to the principals and teachers through the Census Bureau – CCC committee needs an update in January and February	Steve Mulvenon?	
		Information on the Census should be published in the Washoe County School District parent newsletter throughout the 1 <sup>st</sup> quarter of 2010	Steve Mulvenon?	
	Partner with Faith-Based organizations and entities to distribute information on the Census	Obtain the appropriate print materials to distribute to Faith-Based organizations from the Census Bureau	Patty Rogers?	
		Primarily Faith-Based organizations fall into three areas; Catholic, LDS and other – connections will be made in the following ways: <ul style="list-style-type: none"> <li>• Selection of materials that are audience appropriate</li> <li>• Mailing to list of all churches from the CCC committee – RZ</li> <li>• Meetings with AA faith Based Groups – Lucille</li> <li>• Make effort to visit minority churches in community – work with PSPs</li> <li>• Identify additional churches that have not been contacted</li> </ul>	Rajan Zed (lead)?  Elaine Brady Lucille Adin Lonnie Feemster Consuelo Garcia-Vargas     CCC members PSPs	

Summary resulting from November CCC workshop and December CCC meeting on work program

<p><b>PUBLIC RELATIONS AND MARKETING - MESSAGING</b></p>	<p>Put into place a Public Relations (PR) sub-committee for the CCC</p>	<p>Appoint members of the CCC to the Public Relations (PR) sub-committee</p>	<p>Stephanie Kruse? Kevin Knutson? Chris Matthews? Michael Moreno? PR committee?</p>	
		<p>PR committee is accountable for ensuring that the messaging for public relations and marketing is consistent</p>	<p>PR committee?</p>	
		<p>Obtain fact sheets, brochures and other messaging materials from the Census Bureau – (materials should be both in English and Spanish)</p>	<p>Patty Rogers?</p>	
		<p>PR committee to review and provide appropriate “drop-in” messaging for materials received from the Census Bureau, including article series</p>	<p>PR committee?</p>	
		<p>PR committee is accountable for the development of additional education and marketing messaging as necessary- including fact sheets, talking points, etc.</p>	<p>PR committee?</p>	
	<p>Partner with the Editorial boards for RGJ, Reno News and Review and Business Weekly</p>	<p>Michael to attend editorial Board meetings for the RGJ during the 1<sup>st</sup> quarter of 2010</p>	<p>Michael Moreno?</p>	
	<p>CCC needs to work with the media: Print Radio Broadcast Spanish</p>		<p>PR committee?</p>	
		<p>CCC committee members to include Census information on business web-sites</p>	<p>CCC committee?</p>	
		<p>PR committee to evaluate other web-based options and partnerships to distribute CCC information – business organizations, public and private</p>	<p>Tray Abney? Jack Eastwick?</p>	

Summary resulting from November CCC workshop and December CCC meeting on work program

		partners, city and county.		
		PR committee to develop a census messaging “thumb drive” that can be used by CCC members	PR committee?	
		PR committee to evaluate opportunities with facebook, twitter and widgets (explore what the Census Bureau is already doing)	PR committee?	
		Obtain additional promotional materials as appropriate – lunch boxes, hats, posters, etc.	Patty Rogers?	
<b>DISTRIBUTION AND DELIVERY – TARGET POPULATIONS</b>	Obtain information and marketing materials from the Census Bureau	Hard to reach populations to include – Hispanic, Young Adults (non mainstream), Faith-Based, Homeless, Asian, etc.		
	The CCC will develop a broad mainstream campaign for all populations including hard to reach populations- complimenting what is being done by PSPs and other campaigns.			
	Organize a recognized group of people to talk about the Census	PR committee to organize a group that would include cultural and civic leaders, governmental officials that can assist with the messaging on the Census	PR committee?	
	Recruit volunteers to assist in the distribution of Census brochures and fact sheets	Evaluate the opportunity to utilize community service organizations as potential partners to distribute census information – including but not limited to, the Food Bank, Neil Road Center, Sun Valley Community Center, Catholic Community Services, etc.		
<b>EVENTS</b>	The CCC should ensure that there is a presence at the following events to distribute Census information and support PSPs in event promotion as appropriate	Martin Luther King Day – L.F., Chinese New Years’ Festival – E.B. 10 weeks to census day- January 21 National Census Bus Tour- January 28		