

4. video creation and distribution
 5. spokespersons list
 6. family vignettes
 7. a process of designating, training and scheduling of spokespersons
 8. electronic document to be distributed to faith based organizations, and
 9. "*March to the Mailbox*" strategy
6. Reports (pg. 13-17)
- A. Update on Questionnaire Assistance Centers (QACs)
 - B. Update on resources available to the CCC including 2009 Partnership Support Program and State of Nevada funding to support the 2010 Census activities
 - C. Written reports regarding updates on 2010 Census activities, including but not limited to:
 1. 2010 Census Process – David Byerman, Chief Government Liaison, Nevada
 2. State of Nevada – Complete Count Committee – Elisa Maser, CCC member
 3. Other regional and community organizations within Washoe County
7. Requests for future agenda items
- A. Next Regular CCC meeting date, April 1, 2010
2. Written correspondence*
3. Adjournment



WASHOE COUNTS 2010

COMPLETE COUNT COMMITTEE

Members

Michael Moreno, Chair	Karen Hruby
Rosanna Coombes, Vice Chair	Kevin Knutson
Tray Abney	Stephanie Kruse
Lucille Adin	Elisa Maser
Elena Brady	Chris Matthews
Jack Eastwick	Adam Mayberry
Jaime Edrosa	Steve Mulvenon
Daphne Emm	Dee Schafer
Jeff Hardcastle	Mike Wurm
Bob Harmon	Rajan Zed

MINUTES

Complete Count Committee Tuesday, February 9, 2010, 2:00 p.m.

The Complete Count Committee (CCC) met in the Reno City Hall, 7th floor Caucus Room, One East First Street, Reno, Nevada, and conducted the following business:

The meeting was called to order by Vice-Chair Coombes at 2:05 p.m.

1. ROLL CALL

CCC Members in attendance: Rosanna Coombes, Tray Abney, Lucille Adin, Jack Eastwick, Jaime Edrosa, Daphne Emm, Karen Hruby, Kevin Knutson, Chris Matthews, Adam Mayberry, Steve Mulvenon, Dee Schafer, and Mike Wurm. Member Rajan Zed arrived at 2:10 p.m. Member Elisa Maser arrived at 2:11 p.m.

CCC Members absent: Michael Moreno, Elena Brady, Jeff Hardcastle, Bob Harmon, and Stephanie Kruse.

Truckee Meadows Regional Planning Agency (TMRPA) staff present: Gretchen Eykelbosh and Patricia Rogers.

2. APPROVAL OF AGENDA

MEMBER ABNEY MADE A MOTION TO APPROVE THE AGENDA, SECONDED BY MEMBER EASTWICK. THE MOTION CARRIED UNANIMOUSLY WITH THIRTEEN (13) MEMBERS PRESENT.

3. APPROVAL OF THE MINUTES

A. January 12, 2010

MEMBER MULVENON MADE A MOTION TO APPROVE THE MINUTES, SECONDED BY MEMBER SCHAFFER. THE MOTION CARRIED UNANIMOUSLY WITH THIRTEEN (13) MEMBERS PRESENT.

4. PUBLIC COMMENT

None

5. BUSINESS OF THE DAY

- A. Discussion and action regarding the work program of the CCC, including but not limited to, the status of and further direction on the committee's action plan, strategies, timelines, and funding.

Vice-Chair asked for status reports on the items included in the action plan.

Member Mulvenon stated that the Census In The Schools packets have been arriving at schools and that he will be meeting with all the principals on February 23 to provide instructions regarding that program. He is also looking into the possibility of having a public media launch event to announce the Census In The Schools program.

[Member Zed arrived at 2:10 p.m.]

Vice-Chair Coombes asked Member Mulvenon to coordinate any media launch events with Member Kruse, PR Subcommittee chair.

[Member Maser arrived at 2:11 p.m.]

Member Zed led the status report from the team working with faith-based organizations. A list of the churches that have been visited already will be sent to Patricia Rogers, Regional Planning staff. Member Zed requested information from the PR Subcommittee that he can email to all the churches. Vice-Chair Coombes asked Member Zed to let the PR Subcommittee know when he sends that email to the churches.

Dave Byerman provided a status update regarding the Editorial Board meetings for the Gazette Journal.

Member Matthews stated that he is working on a widget that can be dropped in to web sites that will have the Nevada Census logo, a countdown timer, and information pulled from a centralized RSS feed.

- B. Update from the CCC Public Relations Subcommittee regarding 2010 Census kick-off activities including the:
- 1) January 21, state and local census events, and
 - 2) January 28, 2010 U.S. Census "Portrait of America" road tour
- C. Status report from, and possible direction to, the CCC Public Relations Subcommittee regarding proposed work program activities.

Member Knutson provided a status report on the activities of the PR Subcommittee. The CCC viewed the family profile video that has been playing on local stations and will be available to local broadcast stations at the end of February. The PR Subcommittee will be producing a second family profile video.

The PR Subcommittee developed a fact sheet that can be emailed and will also be available on the web site that Member Matthews is working on.

Member Schafer stressed the importance of everyone using what the PR Subcommittee develops so the language is consistent.

6. REPORTS

- A. Update on resources available to the CCC including 2009 Partnership Support Program and State of Nevada funding to support the 2010 Census activities.

Ms. Rogers reported that the PR Subcommittee has been working closely with the Ferarro Group.

- B. Written reports regarding updates on 2010 Census activities, including but not limited to:
- 1) 2010 Census Process – David Byerman, Chief Government Liaison, Nevada
 - 2) State of Nevada – CCC – Elisa Maser, CCC member
 - 3) Other regional and community organizations within Washoe County

Reports that have been submitted are included in the meeting packet.

7. REQUESTS FOR FUTURE AGENDA ITEMS

It was decided that the next CCC meeting will be held on March 2 at 2:00 p.m. The agenda will include an update on the work program and an update from the PR Subcommittee.

8. WRITTEN CORRESPONDENCE

None

9. ADJOURNMENT

MEMBER ADIN MADE A MOTION TO ADJOURN AT 2:57 P.M., SECONDED BY MEMBER ZED. THE MOTION CARRIED UNANIMOUSLY WITH FIFTEEN (15) MEMBERS PRESENT.

Respectfully submitted by Christine Birmingham.

Reviewed by:

Approved by:

Rosanna Coombes, Director
Truckee Meadows Regional Planning Agency

Michael Moreno, Chair
Complete Count Committee

**APPROVED BY THE COMPLETE COUNT COMMITTEE IN SESSION ON
_____, 2010.**



WASHOE COUNTS 2010 COMPLETE COUNT COMMITTEE

MEMBERS

Michael Moreno, Chair	Karen Hruby
Rosanna Coombes, Vice Chair	Kevin Knutson
Tray Abney	Stephanie Kruse
Lucille Adin	Elisa Maser
Elena Brady	Chris Matthews
Jack Eastwick	Adam Mayberry
Jaime Edrosa	Steve Mulvenon
Daphne Emm	Dee Schafer
Jeff Hardcastle	Mike Wurm
Bob Harmon	Rajan Zed

STAFF REPORT

CCC Meeting – March 2, 2010

February 24, 2010

TO: Complete Count Committee

FROM: Patricia Rogers, Government Relations-Community Outreach Representative

SUBJECT: Discussion and action regarding the work program of the CCC; and status report from, and possible direction to, the CCC Public Relations Subcommittee (AGENDA ITEM 5)

This agenda item provides information and seeks direction on the work program of the Washoe Counts 2010 - Complete Count Committee (WC2010), including the further refinement of the action plan, timeline, and funding. This staff report also includes a report from, and possible direction to, the WC2010 Public Relations Subcommittee regarding proposed work program activities.

WC2010 WORK PROGRAM

At the January 12 meeting the WC2010 discussed a summary of the prioritized approaches to marketing, public relations and events and discussed who would be responsible for leading each of the efforts discussed (see Attachment #1). The WC2010 began to consider the actions, accountability, and completion dates for each strategy.

At the January WC2010 meeting the Chair requested that each person responsible for a specific strategy, report out to the full committee regarding the status of their assigned tasks at the February 9 meeting.

At the February 9 meeting the WC2010 received status reports from each of the members responsible for a specific strategy.

RECOMMENDATIONS

Staff recommends that each person responsible for a specific strategy present to the Committee:

1. a status report on the preparation of an action plan, timeline and resource requirements to complete the assigned strategy; or

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

2. if the action plan is already complete, a status report on progress to implement the action plan.

WC2010 PUBLIC RELATIONS SUBCOMMITTEE REPORT

The PR subcommittee has met four times since its formation by the WC2010 on January 12.

The PR Subcommittee also reviewed the tasks included in the summary of the prioritized approaches to marketing, public relations, and events assigned specifically to the PR Subcommittee (see Attachment #2) at the last WC2010 meeting. The subcommittee has assigned specific tasks to the PR Subcommittee members, staff, and Nicole Willis-Grimes, Ferraro Group.

The PR Subcommittee members will meet next on February 25, and will provide a status report to the WC2010 at the March 2 meeting, on the following:

1. consistent Northern Nevada educational and marketing messaging, draft drop-in articles, and talking points – Kevin Knutson;
2. electronic and web based opportunities – Chris Matthews;
3. media kit and outreach activities – Nicole Willis-Grimes;
4. video distribution – Adam Mayberry and Kevin Knutson;
5. spokespersons list – Nicole Willis-Grimes (Ferraro Group);
6. family vignettes – Nicole Willis-Grimes (Ferraro Group);
7. *March to the Mailbox*; and,
8. information for distribution to faith based groups

RECOMMENDATIONS

The WC2010 may also choose to provide further direction to the PR Subcommittee based on the information contained in this report.

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

Attachments:

#1- WC2010 strategies

#2 - WC2010 PR Subcommittee priorities

/pr

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 st 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"> • Selection of materials that are audience appropriate • Mailing to list of all churches from the CCC committee – RZ • Meetings with AA faith Based Groups – Lucille • Make effort to visit minority churches in community – work with PSPs • Identify additional churches that have not been contacted 	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

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

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

			distribute CCC information – business organizations, public and private 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 information and marketing materials from the Census Bureau	Obtain additional promotional materials as appropriate – lunch boxes, hats, posters, etc.	Patty Rogers	
DISTRIBUTION AND DELIVERY – TARGET POPULATIONS		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.	Hard to reach populations to include – Hispanic, Young Adults (non mainstream), Faith-Based, Homeless, Asian, etc.		
		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.			
EVENTS	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			

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



WASHOE COUNTS 2010 COMPLETE COUNT COMMITTEE

MEMBERS

Michael Moreno, Chair	Karen Hruby
Rosanna Coombes, Vice Chair	Kevin Knutson
Tray Abney	Stephanie Kruse
Lucille Adin	Elisa Maser
Elena Brady	Chris Matthews
Jack Eastwick	Adam Mayberry
Jaime Edrosa	Steve Mulvenon
Daphne Emm	Dee Schafer
Jeff Hardcastle	Mike Wurm
Bob Harmon	Rajan Zed

STAFF REPORT

CCC Meeting – March 2, 2010

February 24, 2010

TO: Complete Count Committee

FROM: Patricia Rogers, Government Relations-Community Outreach Representative

SUBJECT: Update on Questionnaire Assistance Centers (QACs); resources available to the CCC; and, written reports regarding updates on 2010 Census activities (AGENDA ITEM 6)

This agenda item provides an update on Questionnaire Assistance Centers (QACs) and resources available to the Washoe Counts 2010 - Complete Count Committee (WC2010) including the 2009 Partnership Support Program (PSP) and State of Nevada funding as well as written reports regarding census activities of Federal, State, regional and community organizations within Washoe County.

QUESTIONNAIRE ASSISTANCE CENTERS

The Chair will provide information on the Questionnaire Assistance Centers (QACs) at the meeting.

STATUS REPORT ON FUNDING

The State of Nevada resources:

WC2010 and the Public Relations Subcommittee has been and will continue working with Weber Shandwick, Ferraro Group, and the Secretary of State's Office in order to coordinate and maximize efforts in Washoe County.

WRITTEN REPORTS TO THE WASHOE COUNTS 2010 CCC

On September 22, the WC2010 Chair at a meeting with staff and David Byerman asked that entities undertaking census activities in Washoe County provide written reports to the WC2010, in order to maximize efforts and enhance communication.

In preparation for the March meeting staff invited the following census representatives to provide

written updates on their activities to the WC2010:

1. David Byerman, Chief Government Liaison, Nevada – U.S. Census Bureau, 2010 Census Process
2. Elisa Maser, Member – State of Nevada, Complete Count Committee
3. Jennie Bear, Partnership Assistant, U.S. Census Bureau – other regional and community efforts within Washoe County
4. Other Partnership Specialists

The reports received to date are included as Attachment #1.

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

Attachments:

#1- Written reports

/pr

Complete Count Committee (CCC)

March 2, 2010 Agenda Item 6

Written reports received as of February 25, 2010:

1. Update on the activities of other regional and community organizations within Washoe County:
 - a. Jennie Bear, Partnership Assistant for Government, U.S. Census Bureau
2. Update on the activities of the U.S. Census Bureau – 2010 Census Process
–David Byerman, Chief Government Liaison, Nevada

Rogers, Patricia

From: Jennie Bear [jbear.censusnv@gmail.com]

Sent: Thursday, February 25, 2010 7:15 AM

To: Rogers, Patricia

Subject: Report for March 2 Washoe Counts meeting

Follow Up Flag: Follow up

Flag Status: Red

Accomplished since the February meeting of Washoe Counts:

- attended meetings with David Byerman to promote the 2010 Census at Washoe County School District, PRSA

- attended WIN meeting with Chelin Garcia-Vargas and Michael Moreno; provided swag

- attended the Census 2010 Road Tour in Sparks

- staffed table with swag at Directions 2010 conference (Reno-Sparks Chamber of Commerce)

- distributed more Census promotional items to existing and new partner groups including Mojave Counseling Center, Disabilities Resources, Childrens' Cabinet, Access to Healthcare, Truckee Meadows Water Authority, Weight Watchers

- helped arrange inserts into Truckee Meadows Water Authority bills and worked with Nicole Willis-Grimes for other bill inserts and library receipt messaging

- spoke at Sparks Senior Center

- led meeting of local Partnership Assistants

Jennie Bear, Partnership Assistant for Government, U.S. Census Bureau

Rogers, Patricia

From: david.a.byerman@census.gov
Sent: Thursday, February 25, 2010 11:25 AM
To: Michael Moreno
Cc: Rogers, Patricia; jbear.censusnv@gmail.com; Eykelbosh, Gretchen
Subject: Report: 3/2 Meeting

Michael:

Please allow this to serve as my written report to be distributed to the committee membership. Thank you to Patty Rogers for extending the deadline to 12PM today to accomodate my busy schedule.

Since your last meeting was recent, these items only cover things that have happened in the last two weeks:

- 1.) The Southern Nevada Counts 2010 Committee has completed its second (Mesquite) and third (Jobs/Vegas) vignette videos in the "Ten Questions, Ten Minutes, Ten Families" series. These are posted to the YouTube channel and to the nevadacensus2010.com websites. We'd be pleased to work with you to provide whatever support needed to facilitate the finalization of your second and final video. The other three videos to round out the ten look like they're likely to come from Elko, Pahrump, and Douglas County.
- 2.) March to the Mailbox now has more detail associated with it. There will be the following supplies made available in each Local Census Office area: 12 parade banners; 120 oversized parade questionnaires; 120 oversized parade envelopes; 2100 event t-shirts; 2100 event ball caps; 36,000 event flyers; 900 event lawn signs. We've designated Chelin Garcia-Vargas lead for the Reno area. Please coordinate with her to detail the scope of your participation.
- 3.) Since your last meeting, I've made the following presentations and appearances relevant to the WC2010 jurisdictions: 2/12 presentation before the Nevada Legislature's Reapportionment and Redistricting Committee; 2/23 presentation before the WCSD Principals' meeting; 2/24 presentation (with you) before the Public Relations Society of America, Sierra Nevada Chapter.
- 4.) We welcomed Secretary of Commerce Gary Locke to Nevada 2/22 to discuss the foreclosure and housing crisis and the impact on Census 2010 in Nevada. Participants included Secretary Locke; Census Bureau Regional Director Cathy Lacy; Nevada Secretary of State Ross Miller; Jeremy Aguero of Applied Analysis; Tim Mullen of the Nevada Partnership for Homeless Youth; Robert Eliason of the North Las Vegas City Council; Steve Harsin of the City of Las Vegas; Punam Mathur of NV Energy; and Julie Murray of ThreeSquare Food Bank.
- 5.) Recruiting in the Reno/Sparks area has gone quite well, and virtually all areas are now at or above 100% of our recruiting goals. In the WC2010 jurisdiction, I'm told that the only neighborhood that needs additional work is the Neil Road area in Southeast Reno. Anything your membership can do to promote recruitment in that area would be appreciated.

See you at your meeting on March 2nd. Call or email with any questions.

--

David A. Byerman
 Chief Government Liaison for Nevada, U.S. Census Bureau
david.a.byerman@census.gov