



Governor's Census 2010 Outreach Contacts

The Success of the Census, IT'S IN OUR HANDS MARYLAND!

Brainstorming Ideas Captured at the March 25, 2009 Maryland State Government Complete Count Committee Kick-off Meeting



Ideas Recorded on Flip-Chart from the Round Table Brainstorming Session Reports

- Place a message in login screens/ homepage
- Digital road signs
- Toll Collectors
- Payroll stubs and digital
- Census face book twitter MML, MACO
- Public Transportation
- Govs. CFD, e-news
- State Parks, Vehicle testing, Lottery sites
- Lottery Scroll
- PSC w/utility bills
- Public TV, Radio, Libraries
- Casa de MD, Others
- Faith based
- MCC, Local combined
- Armories
- Run it like a combined Charity Campaign
- Slogan/ Message – Answer Phones
- State Fair Booth
- Local Parades
- Agencies one pager
- Services depends on you – make your census count
- Gov's parade for "new Americans"



- County fairs, Maryland
- Targeting youth +/-student government.
- AARP to Retirees
- Gov Conference on 2010
- Outreach in assessment notices
- State employees as guides at beauty solons
- Sports events
- Childcare Providers
- Use Amber Alert
- Challenge voters to be “counted”
- Younger Crowd “ censusational ”
- 40 Lottery reps to reach out
- Maryland Day 2010 – census day
- Notice in tax refund
- License renewal
- Insert in every piece of State mail
- State house guides
- College/ University Transit
- Community/ homeowners Assn.
- Movie house trailer
- Find the local respected individuals in each community that are “trusted”
- Same mtgs. For faith based groups
- ARC, other needs providers
- Schools to get message home – give them a “button” – class reward when 100%
- \$500.00 to each family completing
- Get in to community to find “trusted” people
- Contest between counties for highest %
- Agency project mtgs.
- State road work signs
- Proff. – Minor sport teams
- On letter head
- S. S. and homeless
- Trusted State Official for home message



- Volume Fire Department
- Business, Community, Bars, Salons that employ hard to court folks
- State/County welcome counters
- Census Mascot
- Community Service credits for H.S.
- Scouts (Girl Scout cookies)
- I completed my census stickers
- Message w/Section 8 vouchers





Table discussions:

1. Unnamed

- Send messages to State financial recipients with checks
- Maryland Arts – list of projects in the Arts; articles in their newsletters
- Newsletters and communications of all kinds of groups, have camera- ready and e-ready small ads; ask for free space
- Honorary members – Cal Ripkin, Walter Cronkite, well known literary figure, a prominent Republican, Senator Sarbanes, Tom Clancy, Gary Williams, Ray Lewis

2. Donna Smith, dms@ooa.state.md.us, (410) 767-1271

- Run census like the charity campaign
- Have a state employee kick off
- Canvass day
- Census form return day
- Create a slogan and use it on website, voicemail, e-mails, census slogan on paychecks and tax forms
- Census should have a presence at State fair and municipal parades
- All agencies should have a customized one pager; buttons; emphasize safety message
- Slogan: Services depend on you, so make yourself count
- Pay kids to help

3. Monica Johnson, mjjohnson@dnr.state.md.us, (410) 260-8117

- Advertise on toll facilities, buses, bill boards
- Direct Agency site to MDP
- MVA satellite offices printed material
- Project planning meetings
- MPT public service announcements, have trusted person do announcement
- Library system
- Road work going on- link to federal \$ spent
- Professional/ sporting team – PSAs, ball games (baseball, football, basket ball)
- Colleges
- State, county and municipal fairs
- Contest between counties – highest participation county gets bragging rights
- Messages at State Parks



- Messages on Pay stubs
- Messages on Agency Correspondence
- Logo letterhead
- Ticker display
- Messages in/out of tunnel and on bridges
- Partner with Social Services and Homeless Shelters
- Community Associations – get on their meeting agendas – trusted people
- Volunteer Fire Depts. – trusted people

4. Jessy P. Mejia, jmejia@goci.state.md.us

- Hiring more than expecting targeting hires to communities
- Lives, speaks, trustworthy indentifying potential partners/ trustworthy to public; faith-based community – sermon messages LEP'S
- How to link/ work with Neighborhood watch
- Go to GOCI for indentifying more partnerships Rural Communities, Health Clinics, Literacy
- Ethnic Festivals to reach their demographics incorporating Logo Census on all Gov't – Constituent/ Public
- State Employees Outreach – Health Benefits Fair Links – State Fair, Young People Outreach
- Incentives – free stuff MD Lottery
- Part of President Obama's stimulus package \$500.00 filling out form
- A physical "response" to counting, "Branding"

5. Sheila Lewis, slewis@mdminoritybusiness.com

- Parade Community – based for New Americans in Maryland 1990 – last parade held
- Hard to reach Areas
- County Fair outreach/ MD State Fair
- State Employees to help get the word out
- Target the Youth & Young Adults (Middle School/ High Schools/ Colleges)
- SGA State Conference
- PTA news bulletin
- Key Retirement Facilities – AARP
- Governor's Conference on 2010 Census
- Property Assessment Notices



Anne Moultrie, amoultrie@usmd.edu

- Log in screen/ add a census message/logo
- Census Sticker on road signs, esp. digital/ variable one
- Toll collectors should hand out brief census info
- Census message on paper stub as well as online (Central Payroll)
- Census face book page
- Local/county gov't conferences – would have to push back the calendar a bit
- Signs in light rail/buses/
- Gov's capital for a day- governor should talk about the Census on those road trips
- State Park/Emission Testing Sites – hand out info
- Lottery sites – add text on crawler messages keno screens, too
- Census logo on web site home pages
- Public Service Commission could work with utilities & incorporate census messages in bills, also cable (to reach population w/o access to computers)
- Census outreach through public television & radio
- Libraries to add to their computer log-in-screens, as well as posters
- Partner w/casa de Maryland to reach Spanish speaking population
- Partner w/faith based community – (Including catholic conference)
- Maryland Charity Campaign – include census materials in packet
- Message on MD 502 forms
- Armories across the state
- Include census message on State road map

6. Max Phelps, mphelps@mdp.state.md.us

- MTA – Mass Transit - advertise
- Coordinate w/Business Community
- Bars, Bail Bonds, Hair Salons
- Advertisements/ Announcements at Sporting Events
- Business Development Reps
- Census Mascot
- H.S. students get community service credits
- Emergency Rooms/Food Banks
- Fraternities & Sororities
- Web sites/interactive



- Message before movies
- Girl scouts put sticker on cookies
- Public Service Announcements
- Sticker – “I mailed my Census today”
- Add message to Census 2010 sticker –“Everyone Counts, Fill in Census – April 1, 2010”
- Stress Confidentiality
- Attach outreach message to Section 8 vouchers
- Target associations or businesses that employ HTC populations – ie restaurants

7. Unnamed

- Judiciary Participation
- All State employees to be an Ambassador to Barbara shop/ Beauty salon
- Media – Public Broadcast to stress Census benefits and make it personal for citizens. The dollar amount needs to be known for citizens who may not know
- Baseball Games, Football Games. Posters/Flyers
- Career Drives, Community Centers
- Reach out to child care providers to spread the word to families.
- Highways – Instead of Amber alert have “Census Alert”
- Broad cast a challenge – if you voted, get counted! Connect this election to census because of record turnouts. You voted to be counted... don’t stop there.
- Connect the Census to the economy. If you’re not counted you lose money, \$1,000/ year. In this economy we can’t afford it.
- Local groups to reach out to younger crowd find out what they’re interested in and gear it towards that. “Census Sational”
- Ethnic Media, the churches – have forums
- 40 Representatives from the Maryland State lottery Agency will spread the word on census in their regions, including Western Maryland and the Eastern Shore.
- Census Rally, Maryland State Fair
- Put information in people’s pay checks: state, private, public sectors.
- Financial Institutions, Health Clinics, Hospitals, Fitness Centers, Social Services Offices

8. Richard Richansion, richandr@mdsa.net

- State/Local Conferences
- Public Announcements



- Transit
- Toll Facilities
- Electronic Signs
- Highway Signs
- Home/Community Associations
- Day Care/ Head Start Programs
- Census Day – Agency – MD. Day
- County Level/ Local Level
- Outreach to Election Officers
- Libraries
- Youth – Based Organizations
- Faith Based
- State Parks
- Major League teams
- Dept of Housing/ Mortgage
- Private Sector
- Public Service Announcements
- State House/ Welcome Centers
- Public Transportation
- Colleges – Universities
- Insert in Tax Refund
- In some outgoing Agency Mail
- MVA – Posters/ Literature
- Comptroller Office
- State Payroll
- Chambers of Commerce
- State Fair/ County Fair
- State House – Exhibit/ Guides
- School Children
- Email Message/ E Broadcast
- Website/ Logos
- Census Day
- Legislature

