

Santa Clara County Partnership Network Census 2010 Marketing Plan

The census is a count of everyone living in the United States. It is required by the Constitution once every ten years. The results determine the appropriation of seats in the House of Representatives and the allocation of over \$400 billion per year in federal funding to state and local community programs. The next census will take place in April 2010.

The Census 2010 Partnership Network was founded by the County of Santa Clara, the City of San Jose, and the Valley Transportation Authority with the goal of increasing the census mail response rate and accurately representing our diverse community. The Partnership Network has been raising awareness about the upcoming census and intends to motivate response in hard-to-count census tracts with specialized outreach plans.

This Marketing Plan describes sponsorship opportunities, methods and a process for evaluating the revenue of potential sponsors.

Goal

The goal of the marketing plan is to secure monetary and in-kind contributions to leverage outreach capabilities to hard-to-count populations.

Marketing Opportunities

The primary focus will be revenue generation for funding outreach events, where sponsors provide cash needed for the event. Sponsors will be acknowledged through a series of sponsorship recognitions (e.g. acknowledgements, placement of logos) to be determined by sponsors' respective financial contribution. The sponsorship may range from \$1,000 to \$25,000. Marketing opportunities may vary to some extent based on negotiations with potential corporate and media sponsors.

Measurements to Quantify Results

All activities will be measured and quantified results will be tabulated where practicable, including:

- Number of sponsors
- Value of sponsorship contributions
- Revenue increases
- Unanticipated added value (such as additional media coverage)

Strategies

The Partnership Network will utilize both traditional and grassroots approaches to reach intended audiences. Media support will be sought from both mainstream and ethnic media outlets. There will be opportunities to gain exposure through collateral materials and promotional giveaways. Walk and knock campaigns will be conducted in historically undercounted census tracts.

Based on mail response rates from the 2000 Census and a variety of housing and socio-economic factors, the Partnership Network has identified neighborhoods throughout Santa Clara County that are difficult to count. The Partnership Network would like to host events in these neighborhoods to raise awareness and dispel fears. In extremely difficult-to-count neighborhoods, the Partnership Network intends to organize "walk and knock" campaigns, where door bags with leaflets and promotional items will be distributed.

Target Audiences

Santa Clara County is an incredibly diverse region. While the goal is to count everyone once and in the right place, the outreach campaign will be targeted to reach a number of distinct audiences, including those listed below:

- Children
- Young mobiles, in particular, males ages 18-25
- Non-English speaking residents
- Immigrants
- Homeless individuals
- Renters