



**VOLUSIA COUNTS.
EVERYBODY COUNTS.**

Volusia County Marketing and Communications Plan

Situation analysis

The U.S. Census Bureau will conduct a census in 2010 to determine the number of people living in the United States and our territories. The data will be used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how more than \$400 billion in federal funds are distributed to tribal, state and local governments each year.

The U.S. Census Bureau will mail the following items to U.S. citizens:

- March 8 -10 Advance letter
- March 15-17 Census questionnaire
- March 22-24 Reminder postcard
- April 1-10 Replacement questionnaires

The U.S. Census Bureau will conduct non-response follow-up from late April through June.

The County of Volusia has established a countywide Census Count Committee to increase awareness about the 2010 census, target hard-to-reach populations, and increase the number of citizens returning census forms by April 1, 2010. The committee will work with the county's municipalities to ensure a coordinated and uniform message.

Research

According to the U.S. Census Bureau, return rates are historically lower than average for the following groups:

- Persons living below the poverty level
- Persons receiving supplemental income, public assistance, disability or Social Security
- Minorities, including African-Americans, Hispanics and Asian-Americans
- Immigrants and migrant workers
- Renters

In the 2000 Census, 67 percent of Volusia County residents completed and returned their census forms. The response rates for individual municipalities follow:

Municipality/County	Response	2000 Census Population
Daytona Beach	59%	64,112
Daytona Beach Shores	50%	4,299
DeBary	77%	15,559
DeLand	66%	20,904
Deltona	74%	69,543
Edgewater	75%	18,668
Holly Hill	64%	12,119
Lake Helen	67%	2,743
New Smyrna Beach	60%	20,048
Oak Hill	46%	1,378
Orange City	70%	6,604
Ormond Beach	72%	36,301
Pierson	60%	2,596
Ponce Inlet	51%	2,513
Port Orange	76%	45,823
South Daytona	69%	13,840
Volusia County	67%	443,343
Florida return rate	63%	
U.S. return rate	63%	

Objectives

- Develop and implement a coordinated, countywide public awareness campaign that will educate Volusia County residents about the importance of the 2010 census and how it affects our lives.
- Develop a multi-media advertising campaign that targets the general population with an emphasis on hard-to-reach populations, including persons living below the poverty level, persons receiving supplemental income, minorities, immigrants and migrant workers, and renters.
- Create collateral materials for use by other subcommittees and at community awareness events.
- Fully utilize all free communications opportunities, including news releases, public service announcements, and articles in community partners' newsletters and Web sites.
- Increase the number of citizens who will complete and return their census form

Key messages

- **Census affects funding in our community.** Census data directly affect how more than \$400 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more.
- **Census affects our voice in Congress.** Data are used to apportion seats in the U.S. House of Representatives.
- **Census affects our representation in state and local government.** Census data are used to define legislature districts and school district assignment areas.
- **Census informs our community's decisions.** Data about changes in our community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, and where to locate job training centers.
- **It's easy.** The Census 2010 form will have 10 easy questions, such as name, sex, age, race, marital status, etc. It takes on only a few minutes to answer and return by mail.

- **It's confidential.** Your responses are protected by law. All Census Bureau employees have taken an oath to protect confidentiality and are subject to a jail term, a fine – or both – for disclosing information that could identify a respondent or household. The Census Bureau cannot share the answers with any agencies, even the FBI, IRS and INS.
- **It's required by law.** The information gathered will provide summary statistical data that are used by various local, state and federal agencies.

Target audience

- All persons who live in Volusia County at least six months a year, with a special focus on low-income residents, minorities, migrant workers, renters, and people receiving public assistance.

Slogan

Volusia Counts. Everybody Counts.

Tactics and tools

NOTE: The bulk of the public awareness campaign will take place in February and March 2010.

- **Slogan and creative design**
 - Develop a slogan that is unique to Volusia County.
 - Develop eye-catching and consistent artwork to support the slogan utilizing a short, simple call to action.
 - Use local residents as models and spokespersons in advertising and public service announcements.
- **Partnerships**
 - Solicit partners who will offer free advertising or pay for printed materials in exchange for recognition on Web sites and printed materials.
- **Community relations**
 - Create a speakers bureau consisting of Census Count Committee members and Volusia County representatives.
 - Develop a PowerPoint presentation that can be used by speakers.
- **Media relations**
 - Send news releases and public service announcements to local newspapers, television stations, radio stations and news Web sites.
 - Arrange for Joie Alexander and other committee members to be interviewed by the news media.
- **Print advertising**
 - Develop newspaper ads that focus on the general population and target audiences.
 - Reach target populations by placing ads in the News-Journal, Pennysaver, Daytona Times, Sentinel, El Sentinel, Pennysaver, Beacon and New Smyrna Beach Observer.
 - Develop quarter-page and half-page ads that can be placed in newsletters produced by partners, churches, businesses and apartment complexes.
 - Develop articles that agencies, businesses and churches can use in their newsletters.
- **Radio and television PSAs**

- Develop 15- and 30-second spots that utilize local residents and focus on the general population and target audiences.
- Because these items will be broadcast beyond Volusia County, the slogan will be "Everybody Counts."
- **Outdoor advertising**
 - Reserve billboard space throughout the county, with a special emphasis on areas that had low return rates in 2000 (Daytona Beach, Holly Hill, Pierson and Oak Hill)
 - Develop eye-catching artwork with short, simple call to action.
- **Transit advertising**
 - Place ads on Voltran buses that travel throughout the county, with a special emphasis on areas that had low return rates in 2000.
 - Create take-one cards and overhead posters.
- **Movie theater advertising**
 - Place advertisements in movie theaters in targeted areas of Volusia County.
- **Internet marketing**
 - Create two central Web sites (English and Spanish): www.volusiacounts.org and www.volusiacuenta.org
 - Ask municipalities and other partners to place a link on their Web sites.
 - Use social media, including Facebook and Twitter, to target younger populations.
- **Direct mail**
 - Obtain mailing lists of churches, homeowners associations and apartment complexes.
 - Develop postcards encouraging residents to complete their census forms.
- **Printed materials**
 - Fliers and non-mailing postcards (distribution sites will include libraries, tax and title offices, community assistance offices and veterans services offices)
 - Provide artwork to cities and other partners so they can customize and print their own fliers and posters
 - Signs (laminated, mounted, 2 feet wide) for county libraries and administration centers, health departments, Ocean Center, News-Journal Center and chambers.
 - Bookmarks for use at libraries and community events.
- **Volusia County media**
 - Utilize Volusia County's free media, including Volusia Magazine (the county's weekly TV show), Volusia Today (the county's radio show), Economic Development Update, Web site and employee newsletter. Include ad in Waterline News, which goes to 15,000 homes.
- **Novelty items**
 - Purchase pens, pencils and magnets with the \$2,999 grant received from the U.S. Census Bureau.
 - Purchase six magnetic signs for use in Christmas parades.
 - Purchase 2,000 coloring books for use at libraries beginning in January.
 - Purchase 500 census lapel pins for County Council members, department directors, committee volunteers, and other VIPs.
 - Distribute novelty items at targeted community events.

Timeline

August

- Develop marketing and communications plan (done).
Create logo and slogan (done).
- Send introductory news release to the media (done).
- News item on Volusia Magazine (aired on WDSC Aug. 23 and 24).
- Create templates for news releases and newsletter.
- Send news release announcing Sept. 10 meeting and requesting additional volunteers (Aug. 28).
- Ask subcommittee chairs to submit requests for collateral material by Nov. 1.

September

- Develop copy and artwork for fliers and posters.
- Develop scripts for radio and video PSAs.
- Arrange photo and video PSA shoots of locally recognizable people representing with an emphasis on diversity (Sept. 16)
- Solicit community partners who will help pay for the cost of printing and provide free or low-cost advertising space.
- Distribute newsletter to county's extensive e-mail list.
- Go live with two Web sites: www.volusiacounts.org and www.volusiacuenta.org.
- Send news releases announcing meetings and projects.

October

- Create editorial copy and quarter- and half-page ads that can be used in newsletters of partners, churches, businesses, cities, etc.
- Send news releases announcing meetings and projects.
- Create artwork for 50 signs.

November

- Create artwork for ads in local newspapers.
- Create artwork for bookmarks.
- Purchase mailing list of populations that have a historically low response rate (low-income, minorities, renters)
- Create artwork for direct-mail campaign.
- Send news releases announcing meetings and projects.
- Create PSAs for future use in movie theaters and on radio and TV stations.
- Begin social media campaign.
- Develop a speakers bureau, list of community organizations, and PowerPoint presentation.
- Create artwork for billboards and transit advertising.
- Reserve space for outdoor and transit advertising campaigns, which will run in February and March.

December

- Reserve ad space in local newspapers.
- Distribute newsletter to county's extensive e-mail list.
- Send news releases announcing meetings and projects.

- Start developing copy for a series of informational news releases explaining the importance of the census.
- Create video PSAs for movie theaters.
- Reserve advertising space at movie theaters.
- Distribute bookmarks to libraries and subcommittees.

January

- Send PSAs to Central Florida's radio and TV stations, asking them to run them at no charge in February and March. (Note: Because these will run throughout Central Florida, we will drop "Volusia Counts" and use only "Everybody Counts.")
- Create radio and TV commercials if necessary.
- Set dates in March for CCC members to distribute novelty items and literature at targeted stores where low-income and minority residents shop.
- Send informational news release.
- Display signs in the county's 15 public libraries, four administration centers, health department clinics, DBACVB and Ocean Center.

February and March

- Outdoor and transit advertising campaign begins.
- Movie theater PSA campaign begins.
- Print ad campaign begins.
- Radio and TV PSA campaign begins.
- Distribute newsletter to county's extensive e-mail list.
- News items on Volusia Magazine and Volusia Today each month.
- March 1: Mail postcards to mailing list.
- March 1: Article in county employee newsletter.
- Mid-March: CCC members will staff tables at targeted shopping centers, distributing novelty items and literature.
- Send informational news releases.
- March 22: Send final release urging people to complete and return their census forms.

April 1

- Census Day event (to be announced)