EXHIBIT "A-2"

CONTRACTOR'S PROJECT CONSULTANTS

EXHIBIT A-2

CONTRACTOR'S PROJECT CONSULTANTS

Jerry Wood, Consultant, 4418 Rosebay Dr., Houston, TX 77018, 713-263-0822, jerry.wood@usa.net
Jerry Wood has made the study of Houston and its people the primary focus of his professional life and civic involvement all his adult life. While earning his degree at Rice University, he developed skills and resources as a researcher and demographer that he has expanded and refined through his career. Until 2003, Jerry applied his knowledge on behalf of the City of Houston in positions including Assistant to the Controller, Director of Research and Deputy Assistant Director, Planning and Development. He has applied his understanding of Houston demographics to his work at the City Hall, as a volunteer and as a consultant. In the process he has been acknowledged as a reliable authority on Houston and its demography.

Cavazos Communications, Sylvia Cavazos, 2402 Commonwealth, Suite 100, Houston, TX 77006, 713-223-2282, sylvia@thinkcava.com
Cavazos Communications was established in 2002 dedicated to reaching Multi-cultural and Hispanic communities through communications and grassroots outreach. The firm offers a broad range of public relations and advertising and marketing services with special expertise in integrating messages in culture. The firm has varied experience with non-profit and government agencies that include Harris County Precinct 2, Harris County Economic Development, the Gulf Coast Regional Blood Center, The Houston-Galveston Area Council (H-GAC), Project GRAD, the City of Houston program Expectation Graduation and many others. Cavazos has in-house capabilities in the following:

- Corporate communications, including positioning, branding, and messaging
- Media relations & Crisis and issues management
- Business-to-business marketing communications
- Community relations and strategic philanthropy
- Employee communications
- Marketing and Advertising
- Multicultural and Hispanic Grassroots Outreach
- Translations (Spanish and other languages)

Eridef Communications, 9711 Linkmeadow #1, Houston, TX 77025, 281-706-1982, eridef70@yahoo.com
Erica Fowler discovered that there were very few African American public relations firms in Texas who were capable of offering sound media strategies to political candidates. Erica Fowler and associates whose combined political campaign experience total nearly 100 years filled a void which provided the foundation of a company known as Eridef Communications. In the past years Eridef Communications has blossomed into a full-fledged public relations firm that specializes in political and public advocacy campaigns. Eridef Communications is the name-you-know in the African-American community among public relations professionals.

Our specialty is crafting messages for audiences of African/African-American and Caribbean descent. Eridef has the following capabilities:

- Media Relations
- Publicity and Advertising
- Community Relations
- African-American/African and Caribbean Grassroots Outreach

Great Wall Enterprises, 1714 Tannehill Dr., Houston, TX 77008, 713-861-8270, gkj888@comcast.net
Great Wall Enterprises, established in 1978, is a full service public relations and advertising firm with specific expertise in hard to reach target audiences including Asian and International communities in the State of Texas and Greater Houston. Professional capabilities include Public Relations, Advertising, Recruitment, Marketing, Grassroots Outreach Education, Translations, Asian Language Specialization (General &Technical) Market Messaging, Transcreation, Design, Volunteer Programs, Training, Market Research, Public Awareness, Asian Media, Events and Demographic Research. [illegible] has [illegible] of expertise in Asian & International Ethnic Markets. Mo[illegible] other communication vehicles is based in our knowledge

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of the diverse cultures and how to create and deliver effective culturally relevant messages for the Vietnamese, Indian, Chinese, Pakistani, Korean, Filipino, Cambodian, Sri Lankan, Laotian, Thai, Indonesian, Japanese, Burmese, Bhutanese, Tibetan, Pacific Islanders, Arab and resettled refugee communities. The firm has 30 years experience in non-profit organizations, corporate and business clients and governmental entities that include the City of Houston, HPD, METRO, H-GAC, Harris County, the State of Texas and the US Department of Justice.

EXHIBIT A-2

PROJECT CONSULTANTS

- **JERRY WOOD**

  Jerry Wood is an independent Houston consultant specializing in demographics and planning and development for the City. He is the recognized expert in geographic mapping of the City for redistricting and annexation, as well as in economic development research. Mr. Wood served the City from 1978 – 1986 and from 1990 – 2003. He has served as Deputy Assistant Director for the City in Planning and Development, Director of Research in the Mayor's Office and Assistant to the Controller. Jerry Wood is a native Houstonian and Rice University graduate.

- **SYLVIA CAVAZOS**

  Sylvia Cavazos, established Cavazos Communications in 2002 in order to achieve her vision of providing effective, meaningful, and proven communications counsel to companies that are not yet successfully reaching their target audiences. Sylvia provides clients with insightful professional counsel derived from her 20-plus years experience in public relations, marketing, advertising, and radio/TV journalism in the general, multicultural and Hispanic markets. As a former reporter and current communications practitioner, she has been able to provide in-depth understanding of grassroots and community outreach to clients as well as offer strategic counsel to Fortune 500 companies. Sylvia's past experience with Hill and Knowlton, Inc. has given her the know-how that provides effective communications in today's technology-based infrastructure. Her insightfulness into culturally diverse markets is an attribute that allows her to garner respect from all audiences. Throughout her career, Sylvia has managed a diverse range of publicity, marketing, advertising and product campaigns; she has also produced and directed many television commercials and promos, video news releases and corporate videos for clients. Sylvia is a graduate of the University of Houston.

- **ERICA FOWLER**

  Erica founded Eridef Communications to provide quality public relations services for clients seeking to craft messages specifically for African-American audiences. Her years of experience in successful communication strategies in local, state and national political campaigns targeting the African American voters' position her firm for effective Census outreach work. Additionally, her firm includes expertise in Partnership Specialist work for the Census 2000, as well as, Enumerator, Supervisor work for Census 1990.

  In addition to working on several local referenda, including those for METRO and the Downtown Sports Arena, Erica also has recruited and trained volunteers for the Houston Food Bank, LBJ Hospital and St. John's bread of Life. She has nearly 20 years experience in the communication industry. Erica holds a B.A. in Journalism and is currently working on her Master's in Communication with an emphasis in Public Relations. She is certified by the Metropolitan Transit Authority, the Port of Houston and City of Houston (pending).

- **GLENDA JOE**

  Great Wall Enterprises owner, Glenda Joe, is a native Houstonian. In addition to her consulting work with Great Wall, Glenda Joe founded the City's first Pan-Asian organizations, including the Asian Chamber of Commerce, Council of Asian American Organizations, Houston's Asian American Festival Association, TexAsia, Lunar New Year Houston and the Asian Community Support Services Center, Inc. City of Houston Census experience includes :

  2000 Asian & International Outreach Coordinator - contracted by City of Houston via Epic Group City-wide campaign

  1990 Asian Outreach Specialist - contracted by Asian Community Support Services Center, Inc.

  1980 Asian Outreach Organizer - contracted by Council of Asian American Organizations; volunteer Complete Count Committee

  1970 Asian Outreach Volunteer - volunteer organizer for Census Response / Asian youth organizations

  Asian demographic & ethno-cultural research expertise includes:

  2000 Greater Houston Asian Market Demographic Report - commissioned by METRO

  199 Texas Asian Market Report - commissioned by AT&T

  1996 The Houston Area Asian Survey- survey collaboration w/ [illegible]. Klineberg, 'Houston Survey' / Rice University

1994 Ethno-Cultural Attitude & Response Report- requested by Nations Bank
1993 Asian Population Demographics- pro bono project for United Way
1988 Greater Houston Asian Ethnic Markets Report- commissioned by AT&T
1986 Asian Ethnic Demographic Report- commissioned by Goodwin, Dannebaum, Littman & Wingfield

ADVISORS

- **STEVE MURDOCK**

Steve H. Murdock is the Allyn R. and Gladys M. Cline Professor of Sociology at Rice University. He previously served as Director of the U.S. Bureau of the Census having been nominated for the position by President Bush and unanimously confirmed by the U.S. Senate in 2007 and serving until the change in administration in January of 2009. Prior to his appointment at Rice, he was the Lutcher Brown Distinguished Chair in Demography and Organization Studies at the University of Texas at San Antonio (UTSA) and the Director of the Institute for Demographic and Socioeconomic Research. Before UTSA, Murdock was a Regents Professor and Head of the Department of Rural Sociology at Texas A&M University. He was also the official State Demographer of Texas. He was appointed to this position by Governor Rick Perry and was the first person to occupy this position.

Dr. Murdock earned his Ph.D. in demography and sociology from the University of Kentucky and is the author or editor of 13 books and more than 150 articles and technical reports on the implications of current and future demographic and socioeconomic change. He is the recipient of numerous honors and awards. These include the Faculty Distinguished Achievement Award in Research from Texas A&M University, the Excellence in Research Award and the Outstanding Rural Sociologist Award from the Rural Sociological Society, The Distinguished Alumni Award from North Dakota State University and the Distinguished Alumni Award from the Department of Sociology at the University of Kentucky. He was named one of the fifty most influential Texans by *Texas Business* in 1997 and as one of the twenty-five most influential persons in Texas by *Texas Monthly* in 2005. He is a member of the Phi Beta Kappa, Phi Kappa Phi, and Phi Eta Epsilon national honor societies.

♦ STEPHEN KLINEBERG

A graduate of Haverford College near Philadelphia, with an M.A. from the University of Paris and a Ph.D. from Harvard, Stephen Klineberg joined Rice University's Sociology Department in 1972, after teaching at Princeton. In 1982, he and his students initiated the annual "Houston Area Survey," now in its 27th year of systematic studies of the changing demographic patterns, experiences, attitudes, and beliefs of Harris County residents. The recipient of ten major teaching awards at Rice and a frequent public speaker, Klineberg is currently at work on a book that explores the ways the public is responding to the economic and demographic transformations of Houston and America.

EXHIBIT "A-3"

CONTRACTOR'S COMMUNITY-SPECIFIC PLANS TO REACH LATINO, AFRICAN AMERICAN, ASIAN & OTHER ETHNIC GROUPS

EXHIBIT A-3

CONTRACTOR'S COMMUNITY-SPECIFIC PLANS TO REACH LATINO, AFRICAN-AMERICAN, ASIAN & OTHER ETHNIC GROUPS

Latino Houston Counts Public Relations Plan

Situation and Strategy

Latinos, by far, are the largest ethnic population in the City of Houston. The 2000 Census estimated the Latino portion of Houston's population at 37%. In the ensuing years, Houston has continued to attract a growing number of immigrants from Latin America. Census analyses tells us that the Latino community is demographically younger that other communities. The 2010 Census will be the first experience of national enumeration for many of them.

Sizeable Latino populations at high to moderately high risk for Census undercounts in 2010 predominate in at least 40 of Houston's 88 Superneighborhoods, while smaller high risk pockets are found throughout the entire City. The Houston Latino community is surprisingly diverse in national origins. While most Latino groups will have the Spanish language in common, there are at least 20 different and distinct Latino cultural groups in Houston. In addition to Mexican Americans and Mexican immigrants, Houston is home to immigrants and refugees from Argentina, Barbados, Belize, Bolivia, Brazil, Chile, Columbia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela.

The major challenges to enumerating this hard to count target audience will be the Language Barrier, Census Awareness and the Fear Factor.

Overcoming the Language Barrier requires more than simple literal translation. For example, the literal translation of the slogan 'Houston Counts' will not connote the same idiomatic meaning it has in English. Census information and awareness materials must be transliterated and transcreated for Spanish-speakers in culturally relevant and sensitive messaging. Successful Census response outcomes require the 'trust and comfort' level engendered by effective messaging in culturally specific context for this target audience.

Creating Awareness of the Census and what it means to the community requires an in-depth understanding of the respective priorities of these diverse cultural communities. Crafting messages and information will focus on these priorities. For example, the privacy of the family and the commitment to children provides the opportunity to explain how the Census will benefit their future generations in the City. Additionally, the popular emergence of Latino pride, amplified by the appointment of the nation's first Latina Supreme Court Justice, provides slogan message opportunities to create a collective community awareness within each diverse cultural group to motivate Census response.

Census response resistance rooted in the Fear Factor will be a major challenge. Current events and issues will have a chilling effect on Census response that must be overcome. The continuing immigration policy controversy, the expansion of federal government law enforcement warrant programs like ICE, and the call for a national Latino boycott of the Census are swirling in the public discourse environment.

Overcoming Census response resistance in these target audiences requires knowledge of the specific issues in each cultural group that triggers the 'Fear Factor'. For some it may be fear of government, in general. For some, it may be immigration issues or informal status. Culturally appropriate messaging combined with the trusted voices of community influencers and the orchestrated campaign bombardment by diverse media will be required to erase the high undercounts in Houston's Latino community target audiences.

Tactics

Phase I – Research & Planning

- Identify neighborhoods and residential pockets with high and moderate potential for undercount, specifically in Houston's Northside, Greenspoint, Spring Branch, Second Ward, Harrisburg/Manchester, Magnolia, Denver Harbor, Gulfgate Areas as well as many others.
- Engage Latino influencer partners in undercount areas to act as advisors in tactical approaches and message development to reach respective target audiences
- Engage volunteer resources for effective target audience communications
- Initiate partnerships with Latino/Spanish language media for message planning
- Initiate partnerships with events scheduled for Latino audiences between January and June 2010
- Identify and engage Latino businesses in target audience for Census Partners
- Collaborate with Census Partnership Specialists assigned to these target audiences
- Develop local bilingual messaging/ translations of Census materials not available from Census office
- Reports and recommendations to Houston Counts and US Census

Phase II – Census Distribution Outreach

- Media Relations – "Shattering the Myth"
- Media strategy will include a weekly "My Turn" story from a local Latino on the benefits to the community for Census response
- Stories will be distributed to all media outlets that target the Latino community
- Stories will be crafted to shatter the myth held by Latino immigrants that Census information will be turned over to immigration officials
- We will create press events/opportunities to promote Latino and 2010 Census activities
- Culturally relevant stories will inform about what a complete Census count means to Houston's future in Business, Education, Transportation, Political Representation, Social Safety Nets, etc.
- Stories will also stress the long term dividends:
  - the 12-year span in which a complete Census count will benefit Houston's future for families and children
  - the benefits of our federal tax dollars to our City
- PSAs will be especially leveraged in media outlets that the US Census will be making media buys for the local advertising campaign

Sample of Story Development:

"An accurate count of the Latino community will help determine federal funding for programs that directly benefit immigrants and their children including Head Start, day care, school lunches, public transportation and the emergency rooms used to treat those without health insurance."

"An accurate Latino count is about political empowerment and will lead to more Latino political representation."

"An accurate count of local Latinos could establish the Latino community as the majority population of Houston and accentuate Latino community pride."

"An accurate count of local Latino will help determine where our schools are built and where our major retailers locate."

Latino Media List for Census Campaign

- UNIVISION Broadcast Network
  - UNIVISION TV (Channel 45)
  - Telefutura TV
  - GALAVISION
  - Radio Stations – Estero Latino, Romancé, La Tremenda, plus others
  - Univision Web Portal
- Telemundo TV (Channel 47)
- Clear Channel Radio
  - Mega 101
- Liberman Broadcast Network
  - Channel 67
  - Various Radio Stations
- Spanish Language Publications
  - La Voz (Houston Chronicle Spanish newspaper)
  - Sucesos
  - La Prensa de Houston
  - RUMBO
  - LA INFORMACION
  - La Semana
  - El Dia
  - Katy Latina
  - Various other publications
- Houston is home to more than 22 Spanish language radio stations on FM/AM that would be targeted including Pacifica Radio

- Latino Public Affairs Programs
  - Hola Houston – Fox Channel 26
  - VIVA Houstn – ABC Channel 13
  - Living Smart – PBS Channel 8
  - Houston Media Source (Comcast Channel 17)
  - CONTACTO – Hispanic Chamber of Commerce TV Program (HD Channel 11)
  - Various others
- Various Spanish language web portal sites

- Collateral

  We recommend inexpensive bilingual print flyers that are effective in message reinforcement and viral within the extended family where the young people may be more proficient in English, while the elders may be more proficient and comfortable in their native tongue.

  We will provide translated messaging for virtual broadcast transmission for social network media. The 'passing forward' to the recipients' network will be an effective exponential multiplier
  Census messaging.

- Events (sample selection)

  December 2009
  - Latino Summit – Census Outreach in selected Latino neighborhood community #1
  - Our Lady of Guadalupe Celebration (December 6 at GRB and Dec 12 at MECCA)
  - Various Christmas Posadas including Seasons of Sharing La Posadas
  - East End Christmas – Pancho Claus
  - Hispanic Women in Leadership Christmas Party
  - Talento Bilingue Christmas Event

  January 2010
  - Latino Summit – Census Outreach in selected Latino neighborhood community #1
  - Hispanic Chamber of Commerce (HHCC) Networking Events*
  - National Association of Latino Professionals (NHPO) Networking Events *
  - Cámara de Empresarios Latinos de Houston (CELH) Networking Events *

  February 2010
  - Latino Summit – Census Outreach in selected Latino neighborhood community #2
  - Houston Hispanic Forum Annual Education Day
  - The Mainstream Connection ESL Classes
  - Tejano Center for Community Concerns Annual Event
  - All Monthly Latino Networking events as listed *

March 2010

- Latino Summit – Census Outreach in selected Latino neighborhood community #3
- Ballet Folkorico de Houston Monthly Classes
- Sunday in the Park (Discovery Green)
- Houston Livestock Show & Rodeo (Go Tejano Day)
- All Monthly Latino Networking Events * ongoing throughout outreach

April 2010

- Latino Summit – Census Outreach in selected Latino neighborhood community #4
- Talento Bilingue (Hispanic Plays, HipHop Performances, Art Shows, etc.)
- La Rosa Family Center Annual Event
- Sor Juana Festival (MFA)
- Puerto Rican Festival
- Houston East End Chamber of Commerce Events
- Children's Festival

May 2010

- Latino Summit – Census Outreach in selected Latino neighborhood community #5
- Cinco de Mayor Parade and Festivities at GRB and other sites
- SEARCH Annual Celebrate the Children Event
- Wine Tasting Event sponsored by various Latino organizations (NHPO, HHCC, CELH, etc)
- La Rosa Family Center Annual Mothers Day Luncheon
- UNIVISON Network Annual Cinco de Mayo Event
- Various Latino Networking Galas and Networking events

June 2010

- Latino Summit – Census Outreach in selected Latino neighborhood community #5
- Houston Astros Fiesta Day
- Seventh Annual "Salute to America" Program honoring US Hispanic Military Families (Ripley House)
- Los Amigos Annual Charity Golf Tournament
- National Association of Hispanic Real Estate Professional Luncheon
- Amigas Latinas for College Garage Sale
- Constable Victor Trevino Casino Night Fundraiser Event
- The Ancient MesoAmerican Cosmovison Conference
- Festivals commemorating Columbia and El Salvador

Several other events will be determined in the health sector, entertainment venues, civic and neighborhoods.

- Grassroots
  In the 20+ distinct Latino cultural groups in Houston, there are scores of organizations and associations that serve their communities. These organizations and associations serve as primary information sources supporting immigrant and refugee populations. In some cases, the local Consulates will also be helpful.

Cavazos has established working relationships with contacts among all Latino grassroots organizations, like the Houston Hispanic Chamber of Commerce, the National Hispanic Professional Association, National Association of Latino Elected Officials (NALEO), Neighborhood Centers, the United Way and many others will be engaged to assist. Recruitment of these organizations as Census Partners will extend our grassroots reach into the extended family groups that will amplify our viral communications strategies for response to the Census.

The City's densely populated apartment complexes are projected to have high potential for Census undercounts. Partnering with apartment managers and related community organizations will be a priority in the grass roots outreach effort. Building on the economic development research by Westchase Business District, established relationships with apartment owners and managers will be employed in this project. This will be primarily a door-to-door campaign.

Our team will collaborate with Census Partnership Specialists to ensure all these organizations are actively involved in motivating response to the 2010 Census.

- Online / Social Media

  Latino students and young professionals are extremely active in the use of social media networking. Their student organizations and professional associations are currently networked and provide us with exceptional opportunities to layer our viral communication strategies, exponentially extending the reach of our messaging.

  Event and organization websites will also be partnered with hyper links to Houston Counts and Census sites to provide additional reach to website visitors.

- Influencer Outreach (elected officials, community leaders)

  Elected officials such as Council members James Rodriguez, Melissa Noriega, Edward Gonzales, Sheriff Adrian Garcia will agree to speaking engagement and media interviews to promote a complete count for the 2010 Census. Community leaders in the different cultural communities, such as Felix Fraga from Neighborhood Centers, Laura Murillo from the Hispanic Chamber of Commerce and influencer Gracie Sanez will join the effort to influence their respective populations to respond to the Census.

- Fundraising

  Latino business leaders and corporations will be key fundraising targets for support of print materials and Census information event venues. These include Javiier Loya – Houston Texans, Evelio Fernandez - GOYA Foods, Lupe Fraga – Texas Office Supply, John Hernandez – Amegy Bank, Ben Mendez – Project Management Group, Irma Galvan – Irma's Mexican Café, Rick Jaramillo – Bank of America, Anthony Marimon – Marimon Office Products, Michael Trevino – Marathon Oil are among the business leaders to be approached for Census campaign support.

- Recruit and train volunteers
  We will collaborate with Census Partnership Specialists to identify student groups, scouting and youth sports organizations, etc. to volunteer for event and neighborhood activities. Certain communities also have very active organizations with significant numbers of volunteers, such as the Houston Hispanic Bar Association, Houston Hispanic Firefighters, Houston Hispanic Peace Officers, University of Houston Mexican-American Studies Program, Association of Hispanic School Administrators, Houston Hispanic Health Professionals and many others that may be tapped for event outreach for this project.

Phase III – Post-Census Distribution Outreach

As mail-in response outcome information becomes available from the Census, stories for print, web / blog and social networks will launch to alert our diverse target audiences to the need to respond to Census enumerators.

From this data, CAVAZOS will be able to refine and concentrate messaging to address the non-response of specific populations. We anticipate the 'fear factor' will be the most prevalent reason for Census non-response. We will focus enumerator response messaging in media and community organizations.

There will be outreach event opportunities in May in the Latino communities to encourage enumerator response. Recognizing that Latino populations are most likely to factor fear into non-response to the mail in Census campaign, these May events provide an opportunity to refine and reiterate the message to respond to Census enumerators.

Stories emphasizing the safety and anonymity of Census response and how to recognize Census enumerators will launch in media and social networks.

Phase IV – Wrap Up

African-American Houston Counts Public Relations Plan

Situation

The US Census tells us African Americans, especially in low income areas, are the single most difficult population to enumerate. The poor, the disenfranchised, the elderly, those without permanent addresses and those that are fearful or suspicious of state authority are least likely to respond to the Census.

Complicating Census enumeration is a series of social factors that include the transitory residence status of young African American males, who may permanently reside in their mother's home but frequently 'stay' elsewhere. Their mothers may not count them in the household and the young man's significant other may not feel comfortable in counting him as part of her household. Hence, this population of young men is never enumerated accurately.

In communities like Acres Homes, residents are predominantly the elderly with young children. Here there is a great deal of confusion regarding whom to count as part of the household, as young children of absent mothers and fathers may not be counted accurately.

Further confusion has been noted by the Census in surveys that have shown that the elderly in the African American community failed to respond to the Census mail in request. Their prior experience led them to expect the enumerator to call on them personally, as had been the routine in the past.

The notion of holding government suspect is also a key challenge in overcoming the resistance to Census response. Among some, given the historical record, a certain siege mentality persists for the community that presents specific challenges in motivating segments of this population.

Since the election of an African American president, the current environment provides us with an exceptional opportunity to overcome these challenges and replace confusion with certitude in motivating response to the Census.

Building on community pride and staking claim to the real numbers in Houston's African American population for the benefit of our community can be used as motivating messages. With the support of all our community's African American influencers and media, our goal is to erase Houston's Census undercount in 2010.

Strategy

Eridef will utilize marketing strategies coupled with political campaign style outreach to inundate the African American Communities with the culturally relevant message "You Count… So Be Counted".

This is the message for those "hidden-for-whatever-reason" disenfranchised groups who feels invisible, who feels they do not count. They feel they do not count as they are avoiding the government, or they are not clear regarding their actual address, or they are nomadic, or they are homeless. For this hard to count target audience, "You Count" will be the recurring theme in every African-American community.

Our strategy will be executed by 'street teams', churches and community leaders as influencers to ensure African-Americans are found and counted wherever they are.

In addition to our African American community strategy, Eridef will also target Caribbean's, Africans, Immigrants / Refugees communities. These include Algerian, Angolan, Cameroonian, Cote d'Ivoire, Egyptian, Ethiopian, Ghanaian, Kenyan, Libyan, Moroccan, Namibian, Nigerian, Sierra Leonean, Senegalese, Somali, South African, Sudanese, Tunisian, Ugandan, Zambian, Zimbabwean, and Haitians

Tactics

Phase I Research & Planning

- Identify neighborhoods and residential pockets with high and moderate potential for undercount
- Develop relevant information materials that explain how to determine residency in homes of African-Americans, Caribbeans and Africans.
- Identify influencer partners in undercount areas to act as advisors in tactical approaches and message development to reach respective target audiences
- Identify volunteer resources for effective target audience communications
- Initiate partnerships with target audience media for message planning
- Initiate partnerships with events scheduled for target audiences between January and June 2010
- Identify businesses in target audience for Census Partners
- Collaborate with Census Partnership Specialists assigned to these target audiences
- Reports and recommendations to Houston Counts and US Census

Phase II – Census Distribution Outreach

- Media Relations

  Radio media is the most effective way to reach those response resistance in the African American community.

  Meaningful and relevant stories will talk about what a complete Census count means to Houston's future in Business, Education, Transportation, Political Representation, Social Safety Nets, etc. Stories will also stress the long term dividends– the 12-year span in which a complete Census count will benefit Houston's future for families and children in the return of our federal tax dollars to our City.

  PSAs will be especially leveraged in those media that the US Census will be making media buys for the local advertising campaign.

  Media List

KMJQ M Majic 102	Tom Joyner Morning Show, Sunday Morning Live and Jeff Harrison Evening Drive Time
KBBX 97.9 The Boxx	Madd Hata Morning Show on 97.9
KCOH	Michael Harris, Ralph Cooper and Don Sams shows
KTSU	Yolanda Adams on 92.1 Praise and Listening Back

Radio spots will also purchased to provide info for "You be Counted" Sundays in February 2010.

- Collateral

  Eridef recommends inexpensive print flyers that are effective in message reinforcement, utilizing graphics and vernacular familiar to and meaningful to the target audiences.

  These flyers will encourage African Americans to bring their Census package to church on "You Be Counted" Sundays.

  Pens cozies; key chains etc with Census 2010 branding will be distributed.

- Events
  The campaign launches a big public relations push during the MLK holiday to put the Census on the minds of this community.

  "You Count" Sundays will be a mass community effort. Our program will work with church volunteers make sure that all the participating churches' members complete the Census forms.

  "You Count" events will involve all Black History activities in February 2010 and church bazaars in March 2010. Other activities will include attending civic club meetings, Wednesday night Bible studies.

  We will also create a Census event every month at a church or park to get Houstonians to gather.

  January to March 2010 is primary election season. We will capitalize on candidate events and other political events with the Harris County Democratic Party to outreach to Houstonians.

  January
  Martin Luther King Holiday Celebrations
  Super Bowl Celebrations

  February
  Black History Celebrations (4 weeks)

  March
  High school /College Playoffs

  April
  Census Day
  Income Tax Deadline

  May
  Blues Festival
  Memorial Day celebrations

  June
  Juneteenth Celebrations
  Caribbean Festival

- Grassroots Outreach
  Implementation of this plan will begin on the Saturday of MLK Weekend. The program will spend the early part of January recruiting volunteers to distribute flyers at all the King activities.

- Street Team Strategy
  Street teams will be assigned by City Council district. Our focus will be District B, D, F and H. There are pockets of C, F and I that will be targeted. 'Street Teams' will travel in pairs and canvass the streets daily to distribute information and address the concerns of those who may have never been counted by the Census. This is the quadrant of the African-American community that may have had problems with law enforcement, dropped out of school or may not have a driver's license and have a hard time identifying 'home'. Our program will find this person and make sure that he identifies his home and is counted there. Traditionally, many young and unmarried citizens identify their mother's residence as their home, even if they don't actually spend a night there. Their mother may not add this child on her Census card and there creates an undercount. The Census workers are not aware of this cultural indicator and will miss thousands of Houstonians.

  Another task of our Street Teams will be to ensure that the population of Katrina and Rita survivors who have relocated to Houston are counted. Many in this population move back and forth between Houston and New Orleans. The Census worker may not identify this population and although they are in Houston, they may fall through the cracks of enumeration.

  Street Teams will also be responsible for canvassing Southwest Houston for Carribean and African immigrants. Many of this population obtained entry in the United States by way of student visas and never return to their homeland. Despite their INS status, they are considered Houston residents and need to be counted. The Street Teams will be vital to finding, identifying and counting this unknown segment of the population.

- Church Involvement
  Churches are the core of African American families. Churches have long been a sanctuary where the poor, the middle class and upwardly mobile have congregated for years under the solidarity of worship. Pastors possess a level of influence and authority over their congregations that rival that of a parent. They have long been the orchestrators of social and political movements and will play an integral part in mobilization of their parishioners in an effort to reach large masses in a short of time. Erifdef Communications will partner with the religious community promoting the idea of updating their church's roster through civic participation during October – December 2009. During the planning phase churches will be asked to appoint a Census coordinator. Our team will comb through rosters and directories inquiring about active church goers, those who have passed away and the sick and homebound. This will provide a foundation for "You Be Counted" Sundays.

- Community Involvement
  Community involvement will be used to identify who actually lives in a house even if they don't reside there. Precinct judges and other grassroots community leaders have lived in the neighborhood for years and knows everyone who has lived in every house on the block. Apartment managers and housing counselors will be incorporated in this program in that they will be vital in identifying who is supposed to live in a household. The Street Teams will fill in the gaps and identify who actually lives there.

- Online/Social Media
  African American students and young professionals are extremely active in the use of social media networking. Their student organizations and professional associations are currently networked and provide us with exceptional opportunities to layer our viral communication strategies, exponentially extending the reach of our messaging.

  Event and organization websites will also be partnered with hyper links to Houston Counts and Census sites to provide additional reach to website visitors.

- Influencer Outreach
  The campaign will partner with Councilmember Wanda Adams to speak at Star of Hope shelters, SEARCH Homeless Project, Homeless VETS Program and St. John's United Methodist Church to reach the homeless African Americans during the MLK holiday.

  Our flyers will be distributed two Sundays leading up to "You Be Counted" Sundays at churches. Street Teams will be in charge of distributing flyers at a list of churches provided by Eridef Communications. Radio spots will also be purchased to provide information for "You Count" Sundays in Febuary 2010.

  US Congress Representatives Al Green and Sheila Jackson Lee will be asked to record PSAs to assure the Carribean and African communities that their immigration status is not affected by the Census and that they should participate. They will also be invited to take tours to churches and the mosques in Southwest Houston to encourage their members to participate in the "You Be Counted" activities. One weekend will include Saturday for the Seventh Day Adventist (a large portion of the Carribean community and the mosques have daily meetings for prayer)

- Fundraising
  African, African American, and other key influencers will be targets of fund raising activities to supplement the costs associated with printing, collateral materials and Census Awareness venues. Persons to be solicited include; Lee P. Brown, and Kase Lawal of Unity Bank, Gerald Smith, Investment Banker and METRO Board Member, Rodney Ellis, Securities dealer and State Senator, as well as additional elected officials, young entrepreneurs and philanthropists.

- Recruit and train volunteers
  Eridef will collaborate with Census Partnership Specialists to identify student groups, sorority and fraternities, church members and youth groups, youth sports groups, scouting organizations, etc. to volunteer for event and neighborhood activities. Certain communities also have very active organizations with significant numbers of volunteers that may be tapped for this project, such as Windsor Village, United Methodist and Higher Dimension Church.

The program will spend the early part of January recruiting volunteers to distribute flyers at all the MLK Holiday activities.

Phase III – Post Census Distribution Outreach

As mail-in response outcome information becomes available from the Census, stories for print, web/blog and social networks will launch to alert our diverse target audiences to the need to respond to Census enumerators.

We anticipate non-response from communities such as Acres Home, where family structure is mostly limited to the elderly and children, and young males who have not been counted because of non-permanent residence, as well as Fifth Ward and the homeless in the Downtown Area.

The radio ads for the Post-Census will run a PSA using the Beatles song "Somebody's Knocking at the Door" and elected official and church leaders will explain why people who have proper Census ID need to speak with African Americans. The subliminal theme "do me a favor, open the door and let them in" will resonate city-wide as the enumerators go door-to-door. This radio spot will relax the attitudes of African Americans who may equate Census enumerators as bill collectors, police officers or other entities that African-Americans generally refuse to open the door for. These ads will run during Michael Harris, Ralph Cooper and Don Sams shows on KCOH, Madd Hatta Morning Show on 97.9 Tha Boxx, Tom Joyner Morning Show, Sunday Morning Live and Jeff Harrison Evening Drive Time on Magic 102, Yolanda Adams on 92.1 Praise and Listening Back on KTSU during May, June and July 2010.

The Post-Census phase will include convincing African-American who have not turned in their forms to do so. This will include the use of our Street Teams to flush out "hiding" Houstonians (those who are purposely trying not to be found or who do not want to participate).

Our team will continue to work with the Census coordinators at churches. They will encourage the members who have not turned in their forms to do so.

Precinct judges and community leaders will also continue to identify their neighbors for our process.

Our Post Census strategy will include promoting the Census enumerators through church involvement and community involvement. Our program will encourage churches to allow enumerators to come and help members who still have not filled out their form. Our team will also steer enumerators toward precinct judges and civic club leaders to help identify those who may not have return the form and encourge them to do so. The street will still be available to identify those "in hiding" that may have evaded the Census process.

Phase IV – Wrap Up
The Wrap Up will include comparing our teams' notes and information and submitting a final report.

Asian Houston Counts Public Relations Plan

Situation

While Houston's Pan-Asian and International communities are not as populated as our Latino and African American communities, these target audiences will be some of the most difficult to reach for the 2010 Census. This is due to the sheer number of distinct cultural groups and the fact that the vast majority of these diverse communities are immigrant families or recent arrivals. At a minimum, Great Wall identifies 46 separate and diverse cultural groups that are at high risk of Census undercounts. Three major challenges must be met to reduce the census undercount in Houston.

First, there is the Language Barrier. There are as many as 120 different languages and dialects spoken in these diverse communities. The actual numbers of foreign tongues spoken in Houston and the task set to translate, transliterate and transcreate the Census message requires us to use all the communication relationships Great Wall has built over the last 30 years. Successful response outcomes require the 'trust and comfort' level engendered by effective messaging in this audience's native tongue.

Second, there is Awareness. Vast numbers in these target audiences have never responded to a US Census. The task of public information and awareness of the 2010 Census will require us to develop multiple layering of distinct and separate cultural messaging to create an effective viral communication environment for the continuous repetition of the Census response message. It is critical to create a 'collective community awareness' within each diverse cultural group in that Census response is perceived as an investment in benefiting their own self interest.

Third, there is Motivation. This requires overcoming the 'Fear Factor'. Convincing Census messaging must be customized for cultural relevancy for each separate group to effectively motivate their response to the mail in and enumerator phases of the project. For example, the slogan message 'Houston Counts' will be meaningless in literal translation to most foreign language speakers in the City.

Overcoming resistance to respond in these target audiences requires knowledge of the specific issues in each cultural group that triggers the 'Fear Factor'. For some it may be fear of government, in general. For some, it may be immigration issues as simple as lapsed visa status. For others, it may be the need for 'permission' to respond by the household authority.

Culturally appropriate messaging combined with the trusted voices of community influencers and the ubiquitous exposure of the campaign by diverse media will be required to erase the high undercounts in Asian and International target audiences in Houston.

The culturally diverse Target Audiences in Houston's Asian and International communities include: Asian American, Asian Immigrants / Refugees - Bangladeshi, Bhutanese, Burmese, Cambodian, Chinese, Indian, Indonesian, Japanese, Korean, Laotian, Malaysian, Mongolian, Pakistani, Filipino, Singaporean, Sri Lankan, Taiwanese, Thai, Tibetan, Vietnamese, Pacific Islander / Fijian, New Guinean, Micronesian, Hawaiian, Middle Eastern Immigrants / Refugees - Afghani, Arab, Azerbaijani, Iranian, Iraqi, Israeli, Jordanian, Kuwaiti, Lebanese, Palestinian, Arab-Qatar, Arab-Saudi Arabia, Syrian, Arab-United Arab Emirates, European Refugees - Albanian, Armenian, Cypriot, Kazakhstani, Kyrgyzstani, Rumanian, Russian, Ukrainian, Serbians

Strategy

The focus of Great Wall's strategy to reduce the Census undercount in target audiences is the creation of culturally relevant translated messaging delivered via multi-layered transmissions utilizing influencers, events, organizations and media that serve the 46 diverse Asian and International population groups that reside in Houston.

VOLLMER
PUBLIC RELATIONS

Tactics

Phase I – Research & Planning

- Identify neighborhoods and residential pockets with high and moderate potential for undercount, specifically in Southwest, Southeast, West and Northwest Houston.
- Identify influencer partners in undercount areas to act as advisors in tactical approaches and message development to reach respective target audiences
- Identify volunteer resources for effective target audience communications
- Initiate partnerships with target audience media for message planning
- Initiate partnerships with events scheduled for target audiences between January and June 2010
- Identify businesses in target audience for Census Partners
- Collaborate with Census Partnership Specialists assigned to these target audiences
- Develop any bilingual translations of Census materials not available from Census office
- Reports and recommendations to Houston Counts and US Census

Phase II – Census Distribution Outreach

- Media Relations

  Meaningful and relevant stories will talk about what a complete Census count means to Houston's future in Business, Education, Transportation, Political Representation, Social Safety Nets, etc. Stories will also stress the long term dividends– the 12-year span in which a complete Census count will benefit Houston's future for families and children in the return of our federal tax dollars to our City.

  PSAs will be especially leveraged in those media that the US Census will be making media buys for the local advertising campaign.

Texas Asian Media / Houston Recommended

Vietnamese

DEP Magazine, Saigon Radio Houston, Voice of Vietnam, Ngay Nay, Vietnam Daily News, Chang Kinh Doanh, Cong On Texas, Cong Bong Monthly, Dan Ta Magazine, Thoi Su & Tu Do Magazine, Thuong Mai, Vietnam Post, Tu Do Dan Ban, Xay Dung Magazine, But Viet Weekly, The Gioi Moi, Fortune Magazine, Vietnamese TV (20)

Chinese

World Journal, Houston Chinese Radio, Southern Chinese Daily News, Central Daily News, China Journal, Chinese Christian Herald, International Daily News, North American Monthly, Houston Southern Chinese Radio, Orient China Times, Texas Chinese Radio, Voice of Chinese Seniors (12)

Indian/Paki India Herald, Indo American News, Desbarta Weekly, Voice of Asia, Kahkasha, Radio/TV South Asia, Radio Naya Andaz, Radio Sanjeet/Raijput, Subrang Radio, Urdu Times, South Asian News (12)

Filipino

Manila Headline, Houston Filipino Radio, Filipino American Broadcasting (3)

Korean
Korea Times, Korean Journal, Radio Korea Houston (3)

Laotian
Lao Connection (1)

Japanese
Southern Journal (1)

Pan Asian
Asia One Network, USAsia Today, Texas Asia Television (3)

Arab International Arab media (3)

- Collateral

Great Wall recommends inexpensive bilingual print flyers that are effective in message reinforcement and viral within the extended family where the young people may be more proficient in English, while the elders may be more proficient and comfortable in their native tongue.

In those languages which we are able to translate for virtual broadcast transmission, the 'passing forward' to the recipients' network will be an effective exponential multiplier Census messaging.

- Events

December 2009
Target Audiences
East Asians, South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners
8 Bodhi Day/Rohatsu (Buddhist)
12 Our Lady of Guadalupe
18 AlHijra New Year* (Islamic)
27 Ashura* (Tenth of Muharram) (Islamic)

January 2010
Target Audiences
South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners, Russians, Ukrainians
1 Annual New Year's Event by Radio Saigon's on-air personality, Tom Hoang
6 Epiphany (Christian)
7 Christmas (Orthodox Christian)
13 Lohri (Indian)
14 Makar Sakranti (Indian)
15 Pongal (Indian)
26 Republic Day (Indian)
31 Vasant Panchami (Indian)

February 2010

Target Audiences

East Asians, South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners

9 Makha Bucha Day (Thai)

Lunar New Year Events – Confucian / Taoist /Buddhist

14 Lunar New Year Chinese Community Center, Feb. 14

14 Lunar New Year Teo Chew Temple, Feb. 14

14 Lunar New Year Tet Celebrations (24) -GX DM LoDuc Church, GX DM LaVang Church, Chua Phat Quang Temple, Chua Viet Nam Temple, Chua Linh Son, Southwest Temple, Chua Linh Son Northwest Temple, Den Duc Thanh Tran, Van Binh Center, Dao Thi Hoa, Hoi Cuu Giao Chuc, Hoi Bo Lao Bellaire, Hoi Lions Vietnamese, Lang DaLat, Hue Condos, Lang Thai Xuan, Saint Joseph's Condos, LAVANG Catholic Church, Giao xu Duc Kito Ngoi Loi Nhap Catholic Church, PHAP-LUAN Pagaoda, DUC TRAN-HUNG-DAO, PHAT-QUANG Pagoda, Trung tam Phat-Giao Chua VIET-NAM Temple,

19 Lunar New Year Incarnate Word Vietnamese Church, Feb. 19, 20, 21

20 Lunar New Year Southern News Group, Feb. 20

21 Lunar New Year Chinese Tan Tan Restaurant, Feb. 21

27-28 Lunar New Year – Houston (Pan-Asian)

17 Ash Wednesday Lent begins (Vietnamese Catholic)

23 Mahashivratri (Indian)

26 Eid alMawlid* (Islamic)

March 2010

Target Audiences

South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners

1 Holi (Hindu)

9 Milad Un Nabi (Indian)

11 Holi (Indian)

13 Ascension (Vietnamese Catholic)

21 Naw RuzNew Year (Baha'i)

23 Pentecost Sunday (Vietnamese Catholic)

28 Palm Sunday (Vietnamese Catholic)

30 Trinity Sunday (Vietnamese Catholic)

April 2010

Target Audiences

East Asians, South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners

1 Maundy Thursday (Vietnamese Catholic)
2 Good Friday (Vietnamese Catholic)
3 Ram Navi (Indian)
4 Easter (Catholic)
6 Chakri Day (Thai)
7 Mahavir Jayanti (Indian)
13-14 Cambodian New Year
13 Baisakhi (Indian)
14 Vaisakhi (Indian)
13-15 Songkran Festival (Thai)
21 First day of Ridvan (Baha'i)
29 Ninth day of Ridvan (Baha'i)
30 Fall of Saigon Commemoration Day (Vietnamese)

May 2010

Target Audiences

East Asians, South Asians, Southeast Asians, Vietnamese Catholics, Middle Easterners

2 Twelfth day of Ridvan (Baha'i)
Houston Dragon Boat Festival (Chinese)
8 Visakha Bucha Day (Thai)
8 Buddha Purnima (Indian)
23 Pentecost (Vietnamese Catholics)
23 Declaration of the Bab (Baha'i)
27 Buddha Day (Buddhist)
29 Ascension of Baha'u'llah (Baha'i)

June 2010

There are no scheduled cultural events for June. There will be scheduled monthly meetings for Chambers of Commerce among various Asian and International groups in June 2010.

- Grassroots

Within the 46 separate Asian and International distinct cultural groups that call Houston home, there are several hundred organizations and associations that serve their communities. These organizations and associations serve as primary information sources supporting immigrant and refugee populations. In some cases, the local Consulates will also be helpful.

Great Wall has established working relationships with contacts among all Houston's Asian and International grassroots organizations, like the Vietnamese Culture & Science Association, the Khmer Relief Association and the Lao American Association of Greater Houston, among scores of others. Recruitment of these organizations as Census Partners will extend our grassroots reach into the extended family groups that will amplify our viral communications strategies for response to the Census.

Houston's densely populated apartment complexes are projected to have high potential for Census undercounts. Partnering with apartment managers and related community organizations for particular cultural groups will be a priority in the grass roots outreach effort. Building on the economic development research by Westchase Business District, established relationships with apartment owners and managers will be employed in this project. This will be the primary door-to-door campaign conducted by Great Wall.

Great Wall will collaborate with Census Partnership Specialists to ensure all these organizations are actively involved in motivating response to the 2010 Census.

- Online / Social Media
  Asian and International students and young professionals are extremely active in the use of social media networking. Their student organizations and professional associations are currently networked and provide us with exceptional opportunities to layer our viral communication strategies, exponentially extending the reach of our messaging.

  Event and organization websites will also be partnered with hyper links to Houston Counts and Census sites to provide additional reach to website visitors.

- Influencer Outreach (elected officials, community leaders)
  Elected officials such as former Council Member Gordon Quan, State Representative Hubert Vo, and District F Council Member M.J. Khan have agreed to speaking engagement and media interviews to promote a complete count for the 2010 Census. There are hundreds of community leaders in the 46 separate cultural communities, such as Ms. Yani Rose Keo of the Multicultural Alliance, Mr. Tran Nguyen of the Vietnamese Community of Houston & Vicinity and Ms. Rathna Kumar of the Anjali Center for Indian Performing Arts will join the effort to influence their respective populations to respond to the Census.

- Fundraising
  Asian banks and retail centers will be key fundraising targets for support of print materials and Census information event venues. Mr. Wea Lee of Southwestern national Bank and Southern News Group, Mr. Dan Nip of Hong Kong City Mall, Mr. Vican Tan of Integrity Bank and Viet Hoa International Center, Ms. Janet Chiu of Tan Tan Restaurants and Mr. Don Wang of Metro Bank are among the business leaders to be approached for Census campaign support.

- Recruit and train volunteers
  Great Wall will collaborate with Census Partnership Specialists to identify student groups, sorority and fraternities, martial arts school students, etc. to volunteer for event and neighborhood activities. Certain communities also have very active organizations with significant numbers of volunteers, such as the Vietnamese Culture and Science Association, the alpha Kappa Phi Sorority, the Lambda Phi Epsilon Fraternity and the UH Vietnamese Student Association that may be tapped for event outreach for this project.

Phase III – Post-Census Distribution Outreach

As mail-in response outcome information becomes available from the Census, stories for print, web / blog and social networks will launch to alert our diverse target audiences to the need to respond to Census enumerators.

From this data, Great Wall will be able to refine and concentrate messaging to address the non-response of specific populations. We anticipate the 'fear factor' will be the most prevalent reason for Census non-response. We will focus enumerator response messaging in media and community organizations.

There will be 10 outreach event opportunities in May addressing the Vietnamese, Chinese, Indian, Thai and Middle Eastern populations. Recognizing that these populations, especially Vietnamese and Chinese, are most likely to factor fear into non-response to the mail in Census campaign, these May events provide an opportunity to refine and reiterate the message to respond to Census enumerators.

Stories emphasizing the safety and anonymity of Census response and how to recognize Census enumerators will launch in media and social networks.

Phase IV – Wrap Up

EXHIBIT "A-4"

PROJECT IMPLEMENTATION TIMEFRAME

EXHIBIT A-4

PROJECT IMPLEMENTATION TIMEFRAME

Phase I: Research and Planning (October - December, 2009)

- Identify target audiences and neighborhoods
- Cross reference existing data
- Geo-code locations for mapping with Planning Dept.
- Create mapping for outreach purposes
- Determine channels of distribution, appropriate by neighborhood
- Determine local collateral materials and produce
- Develop packaged information resources and templates
- Develop media materials
- Develop digital media applications
- Recruit and Develop Census Partners
- Determine promotions with Census Partners
- Fundraise for additional marketing support
- Meet with outreach teams (African American, Hispanic and Asian)
- Recruit Street Teams Recruit unofficial spokespersons (celebrities, athletes, media)
- Plan additional media buys needed
- Plan teaser Census activities at existing organized events
- Staff appropriate events
- Assist in planning Census in Schools program
- Provide training and training template information
- Provide progress report to the Mayor and City Council (November)
- Coordinate with Houston Counts sub committees
- Coordinate with US Census Partnership Specialists

Phase II: Census Distribution (January – April)

- Implement and staff Census activities at existing organized events
- Implement Launch event
- Work neighborhood, church events
- Implement Street Team activities
- Continue volunteer recruitment
- Continue fundraising and in-kind efforts
- Begin aggressive media placements
- Begin online and digital media campaign
- Begin Influencer initiatives
- Distribute collateral to volunteers, neighborhoods, venues
- Implement supplemental media buys
- Air PSAs

- Provide additional training materials and support as needed
- Roll out Census in the Schools program
- Meet with outreach teams

Phase II: Census Distribution (January – April) cont'd

- Support Census Assistance Centers, as needed
- Plan "Countdown to Final Count" initiative
- Coordinate with census coordinators and precinct chairs
- Provide progress reports to the Mayor's and City Council (January and March)
- Coordinate with Houston Counts sub committees
- Coordinate with US Census Partnership Specialists

Phase III: Post Census Distribution Outreach (April - June)

- Continue aggressive media placements
- Continue online and digital media campaign
- Continue fundraising
- Continue to support training needs
- Continue street team activity to support enumerators
- Special push to homeless and disenfranchised
- Continue PSAs, ads and promotions with Census Partners
- Launch "Countdown to Final Count" activities
- Provide status reports to Mayor's office
- Coordinate with Houston Counts sub committees
- Coordinate with US Census Partnership Specialists

Phase IV: Wrap- Up (July)

- Compile information from Vollmer Team intranet
- Analyze date, information, clippings, etc
- Compile wrap up report
- Submit to the City of Houston

EXHIBIT "B"
PROJECT COSTS

Direct Contact with Target Audience	**$325,000.00**
Vollmer	71,250.00
Jerry Wood	40,000.00
Cavazos Communications	71,250.00
Eridef Communications	71,250.00
Great Wall Enterprises	71,250.00
Collateral	**$ 75,000.00**
Flyers	
Packaged Materials	
Media Kits	
Templates	
Creative for Ads, templates, Digital Apps	
Signage	
PSA and Video Production	
Incentives, Specialty Items, etc. not underwritten	
Printing for the above	
Administration	**$ 50,000.00**
Project Management and Administration	
Correspondence	
Reporting	
Accounting	
Legal	
IT	
Operational Postage, Telephone, Copies, Couriers, etc.	
Contingency (to be used at Director's sole discretion)	**$ 50,000.00**
TOTAL	**$500,000.00**

EXHIBIT "B-1"
VOLLMER RATE SHEET

Title	Hourly Rate
Partner	$330
Sr. Executive	$290
Vice President	$250
Account Director	$200
Account Supervisor	$145
Sr. Account Executive	$120
Marketing Communications	$120
Account Executive	$105
Assistant Account Executive	$85
Account Coordinator	$70
Administrative	$70

EXHIBIT "C"
EQUAL EMPLOYMENT OPPORTUNITY

1. The contractor, subcontractor, vendor, supplier, or lessee will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, or age. The contractor, subcontractor, vendor, supplier, or lessee will take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, religion, color, sex, national origin, or age. Such action will include, but not be limited to, the following: employment; upgrading; demotion or transfer; recruitment advertising; layoff or termination; rates of pay or other forms of compensation and selection for training, including apprenticeship. The contractor, subcontractor, vendor, supplier or lessee agrees to post in conspicuous places available to employees, and applicants for employment, notices to be provided by the City setting forth the provisions of this Equal Employment Opportunity Clause.

2. The contractor, subcontractor, vendor, supplier, or lessee states that all qualified applicants will receive consideration for employment without regard to race, religion, color, sex, national origin or age.

3. The contractor, subcontractor, vendor, supplier, or lessee will send to each labor union or representatives of workers with which it has a collective bargaining agreement or other contract or understanding, a notice to be provided by the agency contracting officer advising the said labor union or worker's representative of the contractor's and subcontractor's commitments under Section 202 of Executive Order No. 11246, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

4. The contractor, subcontractor, vendor, supplier, or lessee will comply with all provisions of Executive Order No. 11246 and the rules, regulations, and relevant orders of the Secretary of Labor or other Federal Agency responsible for enforcement of the equal employment opportunity and affirmative action provisions applicable and will likewise furnish all information and reports required by the Mayor and/or Contractor Compliance Officer(s) for purposes of investigation to ascertain and effect compliance with this program.

5. The contractor, subcontractor, vendor, supplier, or lessee will furnish all information and reports required by Executive Order No. 11246, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to all books, records, and accounts by the appropriate City and Federal Officials for purposes of investigations to ascertain compliance with such rules, regulations, and orders. Compliance reports filed at such times as directed shall contain information as to the employment practice policies, program, and work force statistics of the contractor, subcontractor, vendor, supplier, or lessee.

6. In the event of the contractor's, subcontractor's, vendor's, supplier's, or lessee's non-compliance with the non-discrimination clause of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part, and the contractor, subcontractor, vendor, supplier, or lessee may be declared ineligible for further City contracts in accordance with procedures provided in Executive Order No. 11246, and such other sanctions may be imposed and remedies invoked as provided in the said Executive Order, or by rule, regulation, or order of the Secretary of Labor, or as may otherwise be provided by law.

7. The contractor shall include the provisions of paragraphs 1-8 of this Equal Employment Opportunity Clause in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The contractor will take such action with respect to any subcontractor or purchase order as the contracting agency may direct as a means of enforcing such provisions including sanctions for noncompliance; provided, however, that in the event the contractor becomes involved in, or is threatened with litigation with a subcontractor or vendor as a result of such direction by the contracting agency, the contractor may request the United States to enter into such litigation to protect the interests of the United States.

8. The contractor shall file and shall cause his or her subcontractors, if any, to file compliance reports with the City in the form and to the extent as may be prescribed by the Mayor. Compliance reports filed at such times as directed shall contain information as to the practices, policies, programs, and employment policies and employment statistics of the contractor and each subcontractor.

EXHIBIT "D"
MWBE SUBCONTRACT TERMS

Contractor shall insure that all subcontracts with MWBE subcontractors and suppliers are clearly labeled "**THIS CONTRACT IS SUBJECT TO BINDING ARBITRATION ACCORDING TO THE TEXAS GENERAL ARBITRATION ACT**" and contain the following terms:

1. _____ (MWBE subcontractor) shall not delegate or subcontract more than 50% of the work under this subcontract to any other subcontractor or supplier without the express written consent of the City of Houston's Affirmative Action Director ("the Director").

2. _____ (MWBE subcontractor) shall permit representatives of the City of Houston, at all reasonable times, to perform (1) audits of the books and records of the subcontractor, and (2) inspections of all places where work is to be undertaken in connection with this subcontract. Subcontractor shall keep such books and records available for inspection for at least 4 years after the end of its performance under this subcontract. Nothing in this provision shall change the time for bringing a cause of action.

3. Within five business days of execution of this subcontract, Contractor (prime Contractor) and Subcontractor shall designate in writing to the Director an agent for receiving any notice required or permitted to be given pursuant to Chapter 15 of the Houston City Code of Ordinances, along with the street and mailing address and phone number of such agent.

4. Any controversy between the parties involving the construction or application of any of the terms, covenants or conditions of this subcontract shall, on the written request of one party served upon the other or upon notice by Director served on both parties, be submitted to binding arbitration, under the Texas General Arbitration Act (Tex. Civ. Prac. & Rem. Code Ann., Ch. 171 -- "the Act"). Arbitration shall be conducted according to the following procedures:

a. Upon the decision of the Director or upon written notice to the Director from either party that a dispute has arisen, the Director shall notify all parties that they must resolve the dispute within thirty (30) days or the matter may be referred to arbitration.

b. If the dispute is not resolved within the time specified, any party or the Director may submit the matter to arbitration conducted by the American Arbitration Association under the rules of the American Arbitration Association, except as otherwise required by the City's contract with American Arbitration Association on file in the Office of the City's Affirmative Action Division.

c. Each party shall pay all fees required by the American Arbitration Association and sign a form releasing the American Arbitration Association and its arbitrators from liability for decisions reached in the arbitration.

d. If the American Arbitration Association no longer administers Affirmative Action arbitration for the City, the Director shall prescribe alternate procedures as necessary to provide arbitration by neutrals in accordance with the requirements of Chapter 15 of the Houston City Code of Ordinances.

e. All arbitrations shall be conducted in Houston, Texas unless the parties agree to another location in writing.

EXHIBIT "E"
DRUG POLICY COMPLIANCE AGREEMENT

DRUG POLICY COMPLIANCE AGREEMENT
ATTACHMENT A

I, Helen Vollmer Caudle, CEO as an owner or officer of
(Name) (Print/Type) (Title)

Vollmer Public Relations, Inc. (Contractor)
(Name of Company)

have authority to bind Contractor with respect to its bid, offer or performance of any and all contracts it may enter into with the City of Houston; and that by making this Agreement, I affirm that the Contractor is aware of and by the time the contract is awarded will be bound by and agree to designate appropriate safety impact positions for company employee positions, and to comply with the following requirements before the City issues a notice to proceed.

1. Develop and implement a written Drug Free Workplace Policy and related drug testing procedures for the Contractor that meet the criteria and requirements established by the Mayor's Amended Policy on Drug Detection and Deterrence (Mayor's Drug Policy) and the Mayor's Drug Detection and Deterrence Procedures for Contractors (Executive Order No. 1-31).

2. Obtain a facility to collect urine samples consistent with Health and Human Services (HHS) guidelines and a HHS certified drug testing laboratory to perform the drug tests.

3. Monitor and keep records of drug tests given and the results; and upon request from the City of Houston, provide confirmation of such testing and results.

4. Submit semi-annual Drug Policy Compliance Declarations.

I affirm on behalf of the Contractor that full compliance with the Mayor's Drug Policy and Executive Order No. 1-31 is a material condition of the contract with the City of Houston.

I further acknowledge that falsification, failure to comply with or failure to timely submit declarations and/or documentation in compliance with the Mayor's Drug Policy and/or Executive Order No. 1-31 will be considered a breach of the contract with the City and may result in non-award or termination of the contract by the City of Houston.

July 30, 2009
Date

Helen Vollmer Caudle
Contractor Name

Helen Vollmer Caudle
Signature

CEO
Title

K:\DEBT\RDC2353A

DRUG POLICY COMPLIANCE DECLARATION

ATTACHMENT "B"

I, Helen Vollmer Caudle, CEO
(Name) (Print/Type) (Title) as an owner or officer of

Vollmer Public Relations, Inc.
(Name of Company) (Contractor)

have personal knowledge and full authority to make the following declarations:

This reporting period covers the preceding six months from Jan. 30 to July 30, ~~19~~ 2009.

HVC A written Drug Free Workplace Policy has been implemented and employees notified. The policy
Initials meets the criteria established by the Mayor's Amended Policy on Drug Detection and Deterrence (Mayor's Policy).

HVC Written drug testing procedures have been implemented in conformity with the Mayor's Drug *Initials*
Detection and Deterrence Procedures for Contractors, Executive Order 1-31. Employees have been notified of such procedures.

_____ Collection/testing has been conducted in compliance with federal Health and Human Services
Initials (HHS) guidelines.

_____ Appropriate safety impact positions have been designated for employee positions performing on
Initials the City of Houston contract. The number of employees on safety impact positions during this reporting period is _____.

_____ From _____ to _____ the following testing has occurred:
Initials (start date) (end date)

	Random	Reasonable Suspicion	Post Accident	Total
Number of Employees Tested				
Number of Employees Positive				
Percent Employees Positive				

_____ Any employee who tested positive was immediately removed from the City worksite consistent
Initials with the Mayor's Policy and Executive Order No. 1-31.

_____ I affirm that falsification or failure to submit this declaration timely in accordance with
Initials established guidelines will be considered a breach of contract.

I declare under penalty of perjury that the affirmations made herein and all information contained in this declaration are within my personal knowledge and are true and correct.

July 30, 2009
Date

Helen Vollmer Caudle
Contractor Name

Helen Vollmer Caudle
Signature

CEO
Title

K:\DEBT\RDC2353A

EXHIBIT "F"
DRUG POLICY COMPLIANCE DECLARATION

EXHIBIT "G"

CONTRACTOR'S CERTIFICATION OF NO SAFETY IMPACT POSITIONS IN PERFORMANCE OF A CITY CONTRACT

Contractor's Certification Of No Safety Impact Positions In Performance Of A City Contract
ATTACHMENT "C"

I, Helen Vollmer Caudle CEO
(Name) (Print/Type) **(Title)**

as an owner or officer of Vollmer Public Relations, Inc. (Contractor) have authority to bind the Contractor with respect to its bid, and I hereby certify that Contractor has no employee safety impact positions as defined in §5.18 of Executive Order No. 1-31 that will be involved in performing this City Contract. Contractor agrees and covenants that it shall immediately notify the City's Director of Personnel if any safety impact positions are established to provide services in performing this City Contract.

July 30, 2009
Date

Vollmer Public Relations, Inc.
Contractor Name

Helen Vollmer Caudle
Signature

CEO
Title

CONTRACTOR'S CERTIFICATION OF NON-APPLICATION OF CITY OF HOUSTON DRUG DETECTION AND DETERRENCE PROCEDURES FOR CONTRACTORS
ATTACHMENT "D"

I _____ as an owner or officer of
(NAME) (PRINT/TYPE)

_____ (Contractor) have authority to bind the Contractor with respect to its bid, and I hereby certify that Contractor has fewer than fifteen (15) employees during any 20-week period during a calendar year and also certify that Contractor has no employee safety impact positions as defined in 5.18 of Executive Order No. 1-31 that will be involved in performing this City Contract. Safety impact position means a Contractor's employment position involving job duties that if performed with inattentiveness, errors in judgment, or diminished coordination, dexterity, or composure may result in mistakes that could present a real and/or imminent threat to the personal health or safety of the employee, co-workers, and/or the public.

DATE

CONTRACTOR'S NAME

SIGNATURE

TITLE

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EXHIBIT "H"

FORM POP 2
CERTIFICATION OF AGREEMENT TO COMPLY WITH
PAY OR PLAY PROGRAM

CITY OF HOUSTON
PAY OR PLAY PROGRAM
Acknowledgement Form

Form POP-1A
7-1-07

What this form does. This form acknowledges your awareness of the Pay or Play program. Your signature affirms that you will comply with the requirements of the program if you are the successful bidder/proposer, and ensure the same on behalf of subcontracts subject to the Pay or Play Program.

If you cannot make this assurance now, do not return this form.

For more information, contact the Contract Administrator.

Routing. Return this form with your bid or proposal.

I declare under penalty of perjury under the laws of the State of Texas that if awarded a contract, I will comply with the requirements of the Pay or Play Program.

Helen Vollmer Caudle
Signature

July 30, 2009
Date

Helen Vollmer Caudle
Print Name

City Vendor ID

Vollmer Public Relations, Inc.
Company Name

713-970-2100
Phone Number

helen@vollmerpr.com
Email Address

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CERTIFICATION OF AGREEMENT TO COMPLY WITH PAY OR PLAY PROGRAM

Contractor Name: Vollmer Public Relations, Inc. (Contractor/Subcontractor) $ $500,000.00 (Amount of Contract)

Contractor Address: 808 Travis St., Suite 501, Houston, TX 77002

Project No.: [GFS/CIP/AIP/File No.] S30-T23311

Project Name: [Legal Project Name] Communications Specialists for the 2010 Census City of Houston Planning & Development Dept.

In accordance with the City of Houston Pay or Play Program authorized by Ordinance 2007-534, Contractor agrees to abide by the terms of this Program. This certification is required of all contractors for contracts subject to the program. You must agree EITHER to PAY or to PLAY for each covered employee, including those of subcontractors subject to the program.

[ ] Yes [X] No Contractor agrees to Pay $1.00 per hour for work performed by covered employees, including covered subcontractors' employees, under the contract with the City.

[ ] Yes [X] No Contractor agrees to offer health benefits to each covered employee, including covered subcontractors' employees that meet or exceed the following criteria:
(1) the employer will contribute no less than $150 per employee per month toward the total premium cost; and
(2) the employee contribution, if any amount, will be no greater than 50% of the total premium cost.

[ ] Yes [X] No Contractor agrees to pay of behalf of some covered employees and play on behalf of other covered employees, in accordance with program requirements, including subcontractors' employees, if applicable.

[X] Yes [ ] No Contractor will comply with all provisions of the Pay or Play Program and will furnish all information and reports requested to determine compliance with program provisions.

[X] Yes [ ] No For Prime Contractors Only: Contractor will file compliance reports with the City, which will include activity for subcontractors subject to the program, in the form and to the extent requested by the administering department or the Affirmative Action and Contract Compliance Office. Compliance reports shall contain information including, but not limited to, documentation showing employee health coverage and employee work records.

Following Information is Mandatory	Prime Contractor	Sub-Contractor
Total No. of Employees on City Job	2	4
No. Of Employees – "Playing"	2	4
No. Of Employees – "Paying"	0	0
No. Of Employees "Exempt"	0	0

I hereby certify that the above information is true and correct.

Helen Vollmer Caudle — July 30, 2009

CONTRACTOR (Signature) — DATE

Helen Vollmer Caudle, CEO

NAME AND TITLE (Print or type)

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