

DRAFT MINUTES

City of Tempe 2020 U.S. Census Complete Count Committee (CCC) Meeting

Dec. 10, 2018

Minutes from the Complete Count Committee meeting held on Monday, Dec. 10, 2018, at 6 p.m. at the Tempe Public Library, 3500 S. Rural Road, Lower Level Rooms A-B.

(MEMBERS) Present:

Co-chairs: Elizabeth Cling and Joaquin Rios

Members:

- Judy Aldrich
- Nancy Baker
- Gary Brennan
- Casey Clowes
- Anthony Contente-Cuomo
- Megan Costa
- Rob Cox
- Glenn Davis
- Cindy Denton
- Amanda Lee Faustini
- Jana Lynn Granillo
- Kate Hanley
- Ron Jackson
- Linda Knutson
- Shereen Lerner
- Jennifer Liewer
- John Michael Linda
- Candyce Lindsay
- Gerardo Lopez
- Robert Miller
- Paul Mittman
- Selianna Robles
- Nancy Siefer
- Mary Beth Spielberg
- Roy Tatem Jr.
- Jan Vesely
- Rosemary Walsh
- Maureen Harrison

(MEMBERS) Absent:

Myrale JoAn Cooks

City Staff Present:

- Fire Deputy Chief Kevin Bailey
- Diversity Manager Ginny Belousek
- Public Information Officer Marie Chapple Camacho
- Principal Planner Suparna Dasgupta
- Enterprise Geo Information System Manaer Stephanie Deitrick
- Police Sgt. Ron Elcock
- Mayor/Council Chief of Staff Elizabeth Higgins
- Deputy City Manager-Chief Financial Officer Ken Jones
- Human Services Manager LaVon Lamy
- Enterprise GIS & Data Analyst William Mancini
- Mayor Mark Mitchell
- Communications & Media Relations Manager Nikki Ripley
- Government Relations Officer Marge Zylla

Other Individuals Present:

Vianey Celestino, Brianna Hatchett, Astria Wong and Tammy Parise, all from U.S. Census Bureau

CALL TO ORDER

Co-chair Joaquin Rios called the meeting to order at 6:08 p.m.

AGENDA ITEM 2: GREETING FROM CO-CHAIRS RIOS AND CLING

Introductions of Committee members and city staff.

AGENDA ITEM 1: WELCOME FROM MAYOR MITCHELL

Mayor Mark Mitchell welcomed the committee members. What they will be doing is very important. The Mayor and City Council thank them. Getting an accurate count helps the city, school districts, housing needs and more.

AGENDA ITEM 6: RESEARCH FROM 2010 CENSUS

Stephanie Deitrich, the city's Enterprise GIS Manager, presented the group with initial demographic and geographic information for the CCC. Story map website is based on data that the Census Bureau has in its ROAM online database. Committee members are invited to review the data for areas that had low response rates in the 2010 Census; Census tracts can be clicked on and a collection of data will pop up. She encourages committee members to explore the data here.

AGENDA ITEM 4: CENSUS ORIENTATION

Presentation from Vianey Celestino, U.S. Census Bureau. Expect to have up to 50 Partnership Specialists in Arizona focused on various communities and with expertise in those areas. A Census count every 10 years is mandated by the U.S. Constitution. In 2010, Arizona got an additional federal House of Representatives members because of the Census results; this is expected again for Arizona after the 2020 Census because of anticipated population growth in the state. Arizona receives \$13 billion based on decennial Census population counts; this means \$1,979 per person.

Ms. Celestino went over key timeframes in the Census timeline, from now through Dec. 31, 2020. March 23, 2020 to June 2020 is key response timeframe via internet, telephone and hardcopy. This is the first time with internet response; students may feel more comfortable responding online.

So far there are 12 CCCs in AZ and the Census Bureau wants to have double that many. There will be three Census offices in Maricopa County.

Students going to college in Tempe need to be counted here in Tempe, so that's why we start early in March with asking them to respond, before they go home for the summer. New this year is responses are in real time, so if you see an enumerator on your street, you can still respond online.

Committee member questions for Ms. Celestino:

- **Checks in place to ensure people don't fill it out twice?** Yes. Based on housing units/addresses. If two responses come in and they're the same, they throw one out; if they're different, they call the respondent.
- **If ASU students' parents are somewhere else, how do we let students know.** The best way is other CCCs nationally, like ours, letting people across the country know not to count your college student if they're away. Group quarters counts are done separately by the Census Bureau for students who live on campus. Off-campus students will get follow ups door to door like anyone else.
- **Will there be a website for electronic responses?** Enter your code or address and put your information in. Estimated to be 10 minutes but depends on how many people in your household.
- **People who are homeless, how are they counted? What about kids aging out of foster system.** Homeless people are counted separately working with shelters and charities.
- Ms. Kate Hanley said in 2000 parents were instructed to count their kids even if they were away. In 2010, it was changed to respond where you go to school.
- **Is there an update on the citizenship question?** Ms. Celestino said there isn't much she can say because the question is being litigated.
- **If multiple unrelated people live in a house, are they reassured that the Census Bureau will not report them?** Yes. Census is confidential for 72 years. Not even the President sees detailed results.
- Ms. Celestino stressed that the value of them as CCC members is that they know who the trusted voices are in the community.
- **Budget lower than in previous years. What percentage of households are getting packets.** All of them.

AGENDA ITEM 3: OPEN MEETING LAW

Elizabeth Higgins presented a PowerPoint presentation on the Open Meeting Law and the basics of what committee members need to know about agendas, minutes, talking outside of meetings, subcommittees, etc. There must be an agenda with time and specific items to be discussed/decided, and meetings must be conducted in the open. The Open Meeting Law is adhered to in order to build trust, to be transparent. Your oath of office was a signal that you're a public body when convened for this task; signing that means you are now a public official. If there are any subcommittees of the CCC they have to comply with the Open Meeting Law. A meeting is a gathering, even technologically, where a quorum of the group is present. When the 33rd CCC member is added, the quorum number will be 17. Agendas are posted online and physically outside the City Council Chambers. They must be posted a minimum of 24 hours in advance of the meeting.

AGENDA ITEM 5: 2019-20 BUDGET REQUEST FOR CCC

Nikki Ripley presented the group with the information that staff would be submitting a budget request to the City Council for 2019-20 operating budget request. We know we need to cover Tempe's share of a regional ad buy that is mostly for broadcast outlets through Maricopa Association of Governments (MAG). Committee members requested a copy of 2010 outreach budget request, if one was made, and any reports on the efficacy of various outreach tools from 2010.

AGENDA ITEM 7: COMMITTEE DISCUSSION

Ms. Higgins asked committee members to select the days and times they are most generally available.

Ms. Cling and Mr. Rios invited brainstorming about meeting frequency, subcommittees, outreach activities. Mr. Ken Jones said he and Ms. Ripley will work together on a budget request and it will be approached generously because it's critically important for Tempe to get this right.

Discussion points/comments from various committee members:

- We need a plan for engaging the business community and maybe that could be a subcommittee. Ideas like hashtags, murals and nontraditional methods beyond direct mail should be tried.
- Brainstorming subcommittees is very important. Because it will be hard to brainstorm as a group this large. Report-outs at our meetings from subcommittees would work.
- Identify deliverables and what it takes to get to them.
- Subcommittees require their own agendas and minutes.
- Are we able to count the Native American community? How do they get counted? Ms. Celestino said there are partnership specialists for tribal counts.
- Ms. Jennifer Liewer suggested Mayor's Youth Advisory Committee (MYAC) and youth involvement, at least high school age.
- Idea for subcommittee could be community outreach. One person with a table at each event. Commit to staffing one per month.
- Idea of next meeting to decide on subcommittees. And then idea of holding big meetings and have subcommittees meet during those times. Then come back and report out.

- Mr. Rios said he heard agreement to monthly meetings, bringing subcommittee ideas to the next CCC meeting and discussing the idea of breakout groups. Business, ASU, community outreach could be groups.
- Ms. Celestino said the Census Bureau recommends subcommittees for media, education, business, faith based, community outreach, nonprofits. Phoenix has five. Phoenix meets all together for 30 minutes; then holds subcommittee breakouts.
- Ms. Cling said the CCC should meet again January, starting with the whole group then breaking into agree-upon subcommittees.
- Ms. Hanley said it can be unwieldly to have a discussion with a large group. What if staff comes back with a list of recommended subcommittees. That might be easier. A list with short descriptions of the scope of each.
- Resource documents could be posted to the City Clerk page for the CCC.

Mr. Rios read aloud a suggested list of subcommittees for consideration:

1. Media/Community Outreach
2. Education Community
3. Faith-based Communities and Nonprofits
4. Business Community

Adjournment

The meeting was adjourned at approximately 7:45 p.m.

Prepared by: Nikki Ripley

Reviewed by: Elizabeth Higgins