



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Business Subcommittee Meeting
January 15, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting held on Tuesday, Jan. 15, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Brandon Willey
Jana Lynn Granillo

(MEMBERS) Absent:

None

City Staff Present:

Marge Zylla, Government Relations Officer

Guests Present:

None

The meeting was called to order at 6:30 p.m.

Agenda Item 1 - Self-introductions

Subcommittee members introduced themselves to the group and talked about their individual expertise.

Agenda Item 2 - Subcommittee Scope of Work

Subcommittee members discussed potential audiences that would be central to the subcommittee's efforts. It was noted that the business community may be a direct route to reach harder-to-reach populations and that business owners may be the first point of contact, then they can relay message to their employees, customers, and others. Connections with businesses adjacent to Tempe were noted as a consideration.

It was noted that it would be helpful to know what other cities were doing, including the City of Flagstaff.

Members discussed potential influencers relevant to the subcommittee. These included the Hispanic Chamber of Commerce, Chicanos Por La Causa (specifically via their entrepreneur education), the Tempe Chamber of Commerce, the Downtown Tempe Authority, Local First Arizona (via a connection to Kimber Lanning), a transportation or rail connection via Mary Ann Miller and noted that other business associations could be identified, as well.

Outreach Ideas that were mentioned included free advertising and in-kind or monetary donations. Other outreach ideas were the creation of a “Business Partners for the Census” designation or publicized descriptions such as the “Official Partner for the Census Printing”. It was noted that rewarding participation could increase responsiveness and an idea of legality involving incentives would be useful.

Communication should focus in on the call to action and that call should be thoroughly define that in outreach. It will be helpful to marketing professionals, businesses and the audience if they can demo the “consumer experience” of a Census responder and they now what to expect, its timeframe, and format.

It was noted that it will be necessary to have indicators and entities that can measure if the efforts of the Complete Count Committee were on track. For example, a digital media expert to give indicators on how many people are connected through certain avenues or create polling to gauge commitments to respond to the Census. These commitments efforts should be done prior to the opening of the Census.

The subcommittee members identified some data that could be useful: All Tempe business addresses with contact information from the Corporation Commission, scooter and bike information as far as indicators of routes, and potentially useful information from the Department of Emergency Management (DEMA).

Initial ideas related to projected staffing and costs included marketing funding, a digital marketing and advertising expert and perhaps using a digital agency. Commitment to complete it before the Census is open, see if there is a polling option to ascertain whether or not they are ready to respond

The next meeting is scheduled for Feb. 19, 2019

Meeting was adjourned at 7:10 p.m.

Prepared by: Marge Zylla
Reviewed by: Nikki Ripley