



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Community Outreach and Special Populations
Subcommittee Meeting
January 15, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations 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:

Megan Costa
Linda Knutson
Candyce Lindsay
Nancy Siefer
Roy Tatem
Rosemary Walsh

(MEMBERS) Absent:

None

City Staff Present:

Darrell Duty, Fire Deputy Chief
William Mancini, Enterprise GIS & Data Analyst
Shauna Warner, Neighborhood Services Manager;

Guests Present:

None

The meeting was called to order at 6:35 p.m.

Agenda Item 1 - Self-introductions to Share Individual Expertise and Connection to Topic of Community Outreach and Special Populations

Subcommittee members introduced themselves to the group.

Megan Costa is an Assistant Professor at ASU and a demographer and sociologist focusing on social justice/equity. She's a more recent transplant to the area and comfortable with rental/student population. Megan is planning on bringing in Complete Count Committee members into classrooms at ASU to speak to the importance of the Census.

Rosemary Walsh has lived in Tempe 38 years. She also worked in Tempe, most recently with Childsplay as their Marketing Director and Sitewire in digital marketing. She's co-chair of the Broadmor Neighborhood Association and has contacts in Rotary.

Linda Knutson is a Tempe resident and neighborhood activist involved in Wilson, Art and Garden Neighborhood Association. She is currently working on a joint grant proposal in the area and knows a lot of area neighbors. Her neighborhood has a lot of rentals. Linda has served on the Tempe Community Council and Mountain Park Health Center boards and was previously a firefighter in Mesa. She has connections with the LGBT population in Tempe and feels it's an important group to reach out to.

Candyce Lindsay has lived in Tempe almost 29 years in Tempe and raised her two kids here. She has one son at ASU. Community outreach for special populations is where she fits as she's a social worker by training and previously worked within the County mental health system with seriously mentally ill adults. Candyce is the current chair of the Neighborhood Advisory Commission and has participated in homeless counts in Tempe.

Nancy Siefer is a former professor at ASU and community colleges. She currently is a reader to blind individuals and involved with refugees. Nancy is a Spanish speaker, taught ESL and has been a Tempe resident 40-years.

Roy Tatem is the President of the East Valley NAACP. The country of origin question made him interested in the committee and he joined ensure minority, underrepresented communities are counted accurately. He shared that the African American community is not always comfortable giving out information and it's important to distribute proper information to community leaders, pastors, high centers of influence that can educate from where they are.

Agenda Item 2 - Begin to Define Subcommittee Scope of Work

Subcommittee members discussed the need for outreach to be a community effort that incorporates places that have different followings, including: churches, barbershops, beauty shops, radio DJs, ASU sporting events, ER waiting rooms, Orbit buses, laundromats, multi-family complexes, coffee shops, grocery stores, bars, neighborhood and homeowners' associations.

It's important to have high level information that's shared across all outreach efforts, but to also customize information to the group's members are talking to. Committee member Tatem referenced outreach to those "hidden in plain sight" and had the idea to use "The Count" from Sesame Street as a mascot for the effort.

The group agreed that materials should convey how to participate and how you can be counted using catchy visuals and consistent, clear, easy messaging. There's a need to create infographic posters and a social media campaign. The use of video and radio ads will also be important. They want to create an information for the website debunking myths about the Census.

The subcommittee wants to solicit volunteers from the entire Complete Count Committee to speak to different groups and to develop related speaking points tailored to the community. Committee Member Costa can possibly assign students to speak to other students.

Fire Deputy Chief Duty noted Fire investigators, inspectors and patient advocates can help. It may also be possible to advertise on City vehicles. City staff will share a special events list to assist in identifying Tempe events with a local audience.

For the next meeting, subcommittee members agreed to bring additional ideas for outreach to groups and other locations.

Agenda Item 3 - Discuss Timeline for Producing a Specific Outreach Plan for Community Outreach and Special Populations

Subcommittee members discussed the different phases of outreach and the need to identify short and long-term outreach items.

The next meeting is scheduled for Feb. 19, 2019

Meeting was adjourned at 7:15 p.m.

Prepared by: Shauna Warner

Reviewed by: Nikki Ripley