



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

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

(MEMBERS) Present:

Co-chairs: Elizabeth Cling and Joaquin Rios

Members: Judy Aldrich, Gary Brennan, Casey Clowes, Anthony W. Contente-Cuomo, Megan E. Costa, Robert Cox, Glenn Davis, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Candyce C. Lindsay, Matthew Schmitt, Nancy Siefer, Roy Tatem Jr., Rosemary Walsh, Brandon Willey

(MEMBERS) Absent:

Nancy Baker, Amanda Lee Faustini, Kate Hanley, Ron Jackson, Jennifer Liewer, Gerardo Lopez, Robert J. Miller, Selianna R. Robles, Jan Vesely

(MEMBERS) Resigned from Committee since December 2018 Meeting:

Myrale JoAn Cooks, Maureen Harrison, Mary Beth Spielberg

City Staff Present:

Darrell Duty, Elizabeth Higgins, Ken Jones, LeVon Lamy, William Mancini, Nikki Ripley, Shauna Warner, Marge Zylla

Guests Present:

None

The meeting was called to order at 6:09 p.m.

Agenda Item 1 – Approval/acceptance of minutes from the Dec. 15, 2018, Complete Count Committee meeting

Robert Cox motioned for acceptance; seconded by Judy Aldrich. Unanimous approval.

Agenda Item 2 – Recap and questions from December meeting

Elizabeth Higgins and Nikki Ripley provided some information in answer to questions asked by Co-Chair Cling and others following the December meeting:

- Regarding what is at stake with the Census, our state could gain a Congressional seat. In addition, housing and transportation funding is determined based on population numbers.
- Regarding challenges for our area achieving the fullest count, after consulting with the Census Bureau, we know that challenges include reaching college

students, renters, residents who primarily speak languages other than English and non-U.S. natives.

- Regarding the court cases nationally over the citizenship question, a decision was reached in a lower court and announced today to remove the question from the Census survey. The decision is likely to be appealed to the U.S. Supreme Court.
- Regarding what has changed since 2010, the city's use of and reach with social media is a prime factor in reaching people that has changed.

Ms. Granillo asked that, at the February CCC meeting, the group talk about specifics of what was learned through the 2010 Census. She proposed examining how the housing landscape has changed with growing multifamily development and other types of development. Mr. Mancini said the city could examine that and the Census Bureau's ROAM application has information about Tempe.

Mr. Brennan said he believes the data the group saw in December showed there were lower response rates in 2010 north of Town Lake. He wonders what factors may have contributed to that. The 85282 zip code could be more dense today and that could change our strategy.

Ms. Denton discussed determining why people didn't participate in 2010 and making clear to them what's in it for them. Why is it important for them to participate. There is skepticism about the collection of data today. What could we say that we would do with additional funds that would benefit them?

Mr. Contente-Cuomo said that older people could have fears about security with reports about data breaches in the news.

Ms. Knutson suggested that the CCC get a list of what's in it for the community and individuals.

Agenda Item 3 – Discussion of draft subcommittee list and responsibilities

Ms. Higgins talked about the Doodle Poll results from the CCC members. Most expressed interest in the education and community outreach/special populations subcommittees, with less interest expressed in the faith/nonprofit and business subcommittees. If any CCC members didn't weigh in yet or anyone wants to change where they'd like to deserve, you can do that tonight. She read the brief definitions of scope of work for each subcommittee.

Mr. Rios said there will be opportunities for CCC members to suggest ideas for subcommittees that you do not serve on when the CCC comes back together for discussions.

Agenda Item 4 – Adjourn into subcommittee meetings (approximately 6:30 to 7:15 p.m.)

Co-chairs adjourned the group to subcommittee meetings. Ms. Higgins explained where subcommittees are gathering. Mr. Rios asked everyone to return at 7:15 p.m.

Agenda Item 5 – Re-assemble as CCC and share subcommittee discussions and consensus.

See the individual subcommittee minutes for full recountings of the discussions.

Ms. Zylla recapped the Business subcommittee discussion:

- They need to identify influencers. Audiences are not limited to just employees and customers.
- What could businesses provide in donations and in-kind donations.
- Mr. Willey asked if the CCC can see what the digital and paper Census surveys will look like in 2020, as well as a sense of how long it will take to complete. Knowing these facts will help them explain the survey to others.

Mr. Lamy recapped the Faith and Nonprofits subcommittee discussion:

- They want to identify all the churches and which of them we have contacts for and not.
- They came up with an idea for a two-minute video that could be provided to churches for their websites.

Ms. Higgins recapped the Education subcommittee discussion:

- A large range of students is represented by this subcommittee. How are the concerns of each group going to be different? Young people can have a distrust of government and might not participate. How can we message to those groups?
- They want to start an event calendar for everything happening at the different levels of schools. Events could be a good way to reach families at things like neighborhood school events.
- They want to start a contact list.

Ms. Warner recapped the Community Outreach and Special Populations subcommittee discussion:

- They recognized there is likely to be overlap in ideas across subcommittees.
- They have an idea for assembling a list of speakers who would be willing to speak about the Census to community groups.
- They gave thought to what outreach materials would look like for various populations.
- Ms. Costa suggested we find out what Phoenix is doing for outreach to special populations, in part for consistency in messaging because people have relatives and friends across the Valley.

Ms. Cling reminded CCC members that they should email census@tempe.gov if they have an interest in serving as a Chair or Vice Chair of one of the subcommittees.

Agenda Item 6 – Other CCC discussion

This item was skipped.

Agenda Item 7 – Next meeting

The next meeting is scheduled for Feb. 19, 2019

Meeting was adjourned at 7:35 p.m.

Prepared by: Nikki Ripley
Reviewed by: Elizabeth Higgins