



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Business Subcommittee Meeting
March 19, 2019

Notes of the 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting held on Tuesday, Mar. 19, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Brandon Willey
Jana Lynn Granillo
Robert Miller

(MEMBERS) Absent:

None

City Staff Present:

Marge Zylla, Government Relations Officer
Ken Jones, Deputy City Manager

Guests Present:

Tammy Parise, Partnership Specialist, U.S. Census Bureau
Chhaya Tan

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

Agenda Item 1 - Approval of Subcommittee Meeting Minutes: Jan. 15, 2019

Motion: Brandon Willey
Second: Jana Lynn Granillo
Approved, 2 ayes: Brandon Willey, Jana Lynn Granillo; 0 nays; 1 abstention: Robert Miller

Agenda Item 2 - Chair and Vice Chair Nominations and Election

Brandon Willey named as Chair.
Motion: Jana Lynn Granillo
Second: Robert Miller
Approved, 3 ayes: Brandon Willey, Jana Lynn Granillo, Robert Miller; 0 nays

Robert Miller named as Vice Chair.

Motion: Brandon Willey
Second: Jana Lynn Granillo
Approved, 3 ayes: Brandon Willey, Jana Lynn Granillo, Robert Miller; 0 nays

Agenda Item 3 - Discussion of Outreach Plan for Populations Connected to Business

Follow-up from the last meeting:

- Demo for the consumer experience from the Census. May have to wait until the questionnaire is finalized. Tammy Parise notes that the Census Bureau does not currently have that available, but other entities are asking for it, too.
- A handout of collateral that the Census Bureau has available was reviewed. Pdf of the catalog can be sent to CCC members. There is opportunity to adjust the materials to use community-specific images and messaging.

Ideas Moving Forward:

- Tapping into the business community via service organizations.
- Identifying business community members as ambassadors.
- Businesses getting a “Census Partner” distinction—physical sticker in business, shirt with Census Partner branding for businesses and employees, collateral to hand out to customers and staff. Feature on website, awards ceremony with coverage for additional advertising value.
- Offer sense of pride for businesses (e.g. I’m helping the City gain and grow resources to serve the community).
- Designate a “Census Day” to allow businesses to offer time for people to complete their online forms.
- Employees of businesses setting up space to allow census respondents to fill out their online form while they, for example, drink their coffee. This could be in the form of a laptop, kiosk or an access point that sends a link directly to a mobile phone.
- Focus on businesses surrounding ASU and businesses that are serving hard to reach populations.
- Businesses could hand out “I Census-ed” type stickers (in the style of “I Voted” stickers) to those who complete their Census response in the business.
- Have Census presentation for the Neighborhood Association meetings.
- Link the Census impact to quantifiable or illustrative concepts that appeal to different populations. Make it purpose based. Perhaps link to environmental, collective impacts.
- GAIN night—have Census materials available.
- Develop materials to connect with businesses. Have the “product” (the value to their business) to convey to business. Have a model for business decision-makers to buy into—different based on type of industry, size, etc. Multiple models and multiple strategies.
- As noted by Tammy Parise, training the current CCC group now that there are more dedicated members, could be useful.
- One low-count population is 0-5 years old. Identify day care and preschool businesses for communication.
- Utilize communication in and on public transportation modes to target public transportation users.
- Look at a Pledge to Census program in which individuals can enter in their email address to pledge to complete and receive reminder emails, perhaps with a direct link, when the Census is available. If response information is available, those reminders can continue until the Census response has been received.

Identify partners with large databases and/or broad reaches:

- Groupon
- Lyft (discounted ride as an option, perhaps)—Brandon has Lyft connection.
- Uber
- Valley Metro

- Phoenix Start Up Week—Brandon has connection
- Co-workers

Questions for Census Professionals:

- Which populations are the hardest groups to count? This information on historically low response populations can be used to identify linkages to businesses that may be trusted by certain populations, then asking those businesses to display and convey Census information with appropriate messaging and language translation.
- Can the Census or City do geo-fenced campaign outreach?
- How widely available is the respondent information on the Census completion? (Can the respondents receive follow-up with a coupon/discount after completion?) Does the respondent get a completion code or confirmation of receipt?
- Is there a technical or IT link at the Census? Service could be implemented to manage the call-back to direct any rewards via business partners. Is there an open API for the Census form? Tammy Parise will ask about backend technology linkage opportunities and mentioned that ASU was asking similar questions.

Agenda Item 4 - Proposed Future Agenda Items

Fine-tune information about different outreach models.

Review responses from Census professionals.

Consider outreach to Food City.

The next meeting is scheduled for Apr. 16, 2019

Meeting was adjourned at 7:17 p.m.

Prepared by: Marge Zylla

Reviewed by: Nikki Ripley