



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

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee held on Tuesday, March 19, 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, Ron Jackson, Linda Knutson, Shereen Lerner, Jennifer Liewer, John Michael Linda, Candyce C. Lindsay, Gerardo Lopez, Robert Miller, Selianna Robles, Nancy Siefer, Brandon Willey

(MEMBERS) Absent:

Nancy Baker, Amanda Lee Faustini, Kate Hanley, Paul Mittman, Roy Tatem, Jan Vesely, Rosemary Walsh

(MEMBERS) Resigned from Committee since January 2019 Meeting:

Paul Schmitt

City Staff Present:

Darrell Duty, Elizabeth Higgins, Ken Jones, Nikki Ripley, Shauna Warner, Marge Zylla, Ron Elcock, Beth Gath

Guests Present:

Tammy Parise, US Census Bureau
Grace Dudzinski
Chhayi Tan
Jennifer Chan

The meeting was called to order at 6:08 p.m.

Agenda Item 1 - Approval/acceptance of minutes from the March 19, 2019, Complete Count Committee meeting

Linda Knutson motioned for acceptance; seconded by John Michael Linda. Unanimous approval.

(Not present at the time of vote: Jennifer Liewer, Gerardo Lopez, Gary Brennan, Ron Jackson, Robert Cox)

Agenda Item 2 - Discussion/announcements from co-chairs

Co-chair Rios underscored the importance of Complete Count Committee meeting attendance due to quorum mandates.

Agenda Item 3 – Updates from city staff and/or Census staff

Co-chair Rios called on Ms. Parise from the Census Bureau. Her report to the committee included information about:

- The Census.gov website has the new national tagline: “Shape Your Future. START HERE.”
- Maricopa Association of Governments (MAG) is doing a kickoff event to mark one year until Census Day. It is being held April 1, 2019, in downtown Phoenix at Civic Space Park at 10 a.m. MAG Regional Council and Census CCC co chairs have been invited. A media advisory is going out Monday.
- The regional communication consultant contract is going through the City of Phoenix still but they don’t have an update on timing.
- Kathy Lacey, Census director for our region, is going to present to MAG Regional Council soon.
- Ms. Parise provided an answer to a previous Tempe CCC question about Census collateral informational materials. She said the Census doesn’t expect CCCs to create materials all on own. They have pre-prepared materials now online that cities can customize. Tammy passed out a handout for how the Census bureau invites people to respond. It tells people what to expect in the letter they will receive.

Mr. Willey asked if there is a repository for the collateral templates. Ms. Parise said that the regional office in Dallas and the Census Bureau put out the pre-made materials. Outreach kits are online at census.gov. There are brand standards so if city does its own thing, must still match bureau. There’s a 20-page guide online. Ms. Parise said she’ll stick around and talk to the business subcommittee about their questions on geofencing that had been asked previously. The bureau’s ROAM tool helps determine which geographic areas are less likely to respond. Bureau staff can showcase ROAM tool in more depth at next meeting.

Ms. Robles asked about whether there is a statewide CCC and appropriations from the state for cities’ work. Ms. Parise said there are two bills moving through the state legislature to support CCCs. In 2010 there were the ARRA funds to help CCCs with outreach with grant money. Those do not exist this time, so legislators today are looking at that. The Governor has committed to form a state level CCC. He needs to sign his executive order and who he will invite to be part of that.

Mr. Linda asked if the citizenship question is still in legal limbo. Ms. Parise said yes. The Bureau is ready to print either way with that question or not. Expect it to go to Supreme Court and be decided by June because they need to print the Census questionnaires around June.

Mr. Willey asked if there is yet a way to get a sense of the user experience online. Ms. Parise said CCCs are all anxious to see a test site about what it’ll look like. That is still being worked on.

Mr. Davis asked if the CCC can get access to training materials that Census workers have. He worked on decennial previously. Ms. Parise said the area Census office did

have its soft opening in March. Partnership specialists have access to that office in central Phoenix. They are in the process of training address checkers. Any of their training materials can no doubt be made available.

Ms. Denton asked about the sheet that Ms. Parise handed out about how people will be invited and and asked if it'll be translated. Ms. Parise said most materials in Arizona will be translated into Spanish at least. This handout not intended for households yet. Not every information piece will be translated into the 12 languages that the Census will be using. Ms. Denton asked if that would happen online; Ms. Parise said yes and that there will be 59 "assistance languages" available through enumerators knocking on doors. People can point to their language on a card and the enumerator can help them fill out in real time over the phone with a translator.

Ms. Robles asked if help will be available for those with disabilities such as visual impairment. Yes, Ms. Parise will get with Vianey Celestino and get back to the CCC.

CCC members briefly discussed ensuring people that their information is secure. Mr. Willey pointed out that a ".gov" URL will be used for Census responses online and anyone promoting another type of URL would be a scam. Ms. Parise said all households will get an invitation that will make it clear that the invitation is from the Census Bureau. They will never call households to ask for their information. They want households to call them.

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

Co-chairs adjourned the group to subcommittee meetings.

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

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

Ms. Zylla recapped the Business subcommittee discussion:

- Ms. Parise had joined the group for questions about ideas like connecting businesses with specialty populations that may have had low response rates.
- The group discussed maximizing technology like being able to get real-time response and receipts of completion to motivate people.
- They have a list of more questions that will be compiled and sent to the city's partnership specialists.
- They would like to be sent a PDF of the available collateral materials.
- Mr. Willey was voted chair and Mr. Miller is vice chair of this subcommittee.
- They will be working on identifying influencers like the Chamber of Commerce and Downtown Tempe Authority.

Ms. Higgins recapped the Education subcommittee discussion:

- Ms. Lerner is the chair of this group and there will be no vice chair.
- They talked more about establishing a calendar for the various education communities, including ASU and Maricopa Community College District calendars.
- Discussed how apartment complexes that rent by the bed will be a factor. We don't tend to have relationships with them.

- ASU is working to identify addresses for off-campus students. About 15,000 students live on campus.
- ASU is putting together a Census Day event next year. Kids looking to do service hour volunteer projects could be used to help.
- PeachJar, the email outreach tool to parents, could be used.
- Ms. Robles asked about outreach to charter and private schools as well; Ms. Higgins said she will make a note to discuss that with the subcommittee next time.

Ms. Gath recapped the Faith and Nonprofits subcommittee discussion:

- The group discussed agencies they could work with. They are working on a list of agencies and members.
- Ms. Clowes is the Chair of this group and Mr. Linda is the vice-chair.
- Ms. Clowes indicated they are gathering data on organizations serving Tempe and what worked last time and what didn't.

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

- The group has questions to put forward to the partnership specialists for the next meeting.
- They started identifying special populations and how to tailor outreach.
- Ms. Costa is the Chair of this group and Ms. Knutson is the Vice-Chair.

Agenda Item 7 – Next meeting

The next meeting is scheduled for April 16, 2019

Meeting was adjourned at 7:36 p.m.

Prepared by: Nikki Ripley
Reviewed by: Elizabeth Higgins