



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Business Subcommittee Meeting
April 16, 2019

Notes of the 2020 U.S. Census City of Tempe Complete Count Committee - Business Subcommittee Meeting held on Tuesday, Apr. 16, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Jana Lynn Granillo
Robert Miller

(MEMBERS) Absent:

Brandon Willey

City Staff Present:

Marge Zylla, Government Relations Officer

Guests Present:

Dan Dever, Partnership Specialist, U.S. Census Bureau

The meeting was called to order at 6:47 p.m.

Agenda Item 1 - Approval of Subcommittee Meeting Minutes: Mar. 19, 2019

Motion: Jana Lynn Granillo

Second: Robert Miller

Approved, 2 ayes: Robert Miller, Jana Lynn Granillo; 0 nays

Agenda Item 2 - Discussion of Outreach Plan for Business

Dan Dever outlined his role as a U.S. Census Bureau Partnership Specialist. Dan connects with entities such as the Tempe Chamber, Restaurant Association, Lodging and Tourism Association, APS, SRP, Cox Communications

Members noted that the subcommittee would want to reach out to Tempe-specific areas such as the Downtown Tempe Authority, SRP (they have a history of strong employee engagement).

Dever recommended that the Complete Count Committee members come to the table with a specific ask of the business. For example, an ask of a restaurant to have a Census message at a festival that may attract a particular population.

Changing Hands bookmark is given with each purchase—ask them to give a Census 2020 bookmark.

Leverage the partnerships to make them mutually beneficial. Perhaps noting that an event at which the Census will have a presence (an education table or booth, a message) will be shared to generate more publicity/attendance for the business.

Dever recommended looking at the Census map to see what areas are undercounted and to focus on businesses to connect with those populations.

AZ Multi-Family Housing Association may help facilitate communication with apartment and condo units.

Have Census Day(s) (perhaps several) with kiosks/stations at businesses in which customers can fill out the Census. The day can be advertised in a geo-targeted campaign or via city resources. A coffee shop may offer a free coffee and the shop would benefit because they may get additional exposure to new customers and/or customers may purchase additional items.

Partnering with the Chamber could be a way for the Chamber to survey their membership to gain participants for Census Day(s).

If City has the contact information for businesses, perhaps the City could send out invitations to all businesses to request participation in Census Day(s). Perhaps an invitation to meet in a group setting with an ask from the Mayor to participate in the effort.

Offer recognition to businesses that participate—perhaps a polo or t-shirt , mug that will continue to be worn and serve as continued advertising. Partners could be posted on the city's website. Perhaps have a list of the partners as a brochure for the Tempe Festival of the Arts or other well-trafficked Mill Avenue events.

Identify businesses with large workforces. State Farm, SRP, Intel, e.g. Give all the employees time and/or encouragement to complete their Census at work. Have supervisors encourage completion.

Business competition for highest percentage of completion. Award or recognition options.

Look at a few Tempe Census Days to drive businesses to for participation.

The whiteboard notes will be included as an attachment.

Request that the city email an attachment, not a link, with the minutes of the meetings. Request that the city email an attachment, not a link, with the agendas of the meetings as early as possible.

Agenda Item 3 - Proposed Future Agenda Items

Look at strategy first, then develop tactics.

Identify timelines and deliverables that connect with the Outreach Plan.

Use the template discussed in the large group meeting as a basis for organizing.

The next meeting is scheduled for May 21, 2019

Meeting was adjourned at 7:24 p.m.

Prepared by: Marge Zylla
Reviewed by: Nikki Ripley