



United States  
**Census  
2020**

**2020 U.S. Census  
City of Tempe Complete Count Committee Meeting  
April 16, 2019, at 6 p.m.  
Tempe Public Library, 3500 S. Rural Road, Lower Level Rooms A-B**

- 1. Approval/acceptance of minutes from March 19, 2019, Complete Count Committee meeting**
- 2. Presentation of regional communication/marketing campaign – Maricopa Association of Governments Communication Director Kelly Taft**
  - Phoenix firm Riester has been hired
- 3. Updates from city staff**
  - Intended/planned City of Tempe communication activities
  - Draft subcommittee work plan worksheet
- 4. Adjourn into subcommittee meetings (approximately 6:30 to 7:15 p.m.)**

Refer to subcommittee agendas  
Census Bureau Partnership Specialists to attend each subcommittee meeting as advisors to answer questions.

  - **Business** – Meeting Room B (staff: Marge Zylla)
  - **Faith and Nonprofits** – Meeting Room B (staff: LeVon Lamy)
  - **Education** – BRIC space on main floor of Library (staff: Elizabeth Higgins)
  - **Community Outreach and Special Populations** – Meeting Room A (staff: Shauna Warner)
- 5. Re-assemble as CCC and share subcommittee discussions and consensus**
  - City staff liaisons/chairs and vice chairs to report out on subcommittees
  - Discussions on developing ideas/work plans and timelines for completion
- 6. Next meeting**
  - Next meeting is Tuesday, May 21, at 6 p.m.

## **2020 U.S. Census: City of Tempe Outreach Activities**

*Updated April 12, 2019*

The following marketing/public relations activities are ones that the City of Tempe is planning to undertake for the 2020 Census. These are provided for reference for Complete Count Committee members, so they are aware of what is already being planned to be executed by the city. The objective of providing these lists is to help CCC members know the types of things they don't need to worry about including as part of their own subcommittee work plans.

### **Social media**

- Weekly posts on a combination of Twitter/FB/NextDoor/Instagram with various messages
- Boosted posts
- Ads
- Liking and sharing of regional iCount 2020 and national social media posts on city accounts

### **Email blasts to city listservs**

- Informational emails to various listserv subscribers (2x a month, roughly)

### **Media relations**

- City pitches to media for interesting angles, key time periods

### **Video/Other digital**

- 'Reach screens' at city facilities like Library, community centers
- Tempe 11 bulletin board
- Tempe 11 videos

### **Signs/banners**

- Graphic design of all needed materials (Tempe ads, banners, signs, flyers, direct mail, promotional materials, etc.)
- Printing of all needed materials (unless it's not possible through city print shop or unless it's out of our budget)
- Library wall banner
- Intersection banners at Mill/Fifth and Mill/Rio Salado
- Possible trash/recycling truck ads

### **Posters/flyers/other collateral**

- Distribution to city facilities, businesses, neighborhood/city public meetings
- Direct mail, as directed by CCC

### **Advertising**

- Wrangler News monthly "city page" ad

### **Publications**

- Tempe Today (monthly from May 2019 through April 2020)
- Tempe Opportunities Brochure (in the section for classes for 0-5 year olds)

### **Other**

- City Council meeting presentations and announcements
  - Ordering of selected promotional items
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**So...what's left for the CCC to brainstorm and carry out?**

- Community events (which ones; what kind of presence; staffing)
- School events (which ones; what kind of presence; staffing)
- Business partnerships and outreach
- Unique types of campaigns like with Tempe brewers/bars
- Selection of low response areas from 2010 for things like direct mail outreach and special events locations (resource: [www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us))
- Novel advertising ideas
- Direct outreach to churches, nonprofits, hard to count populations
- Decisions on what types of promotional items will be impactful (window clings for businesses, items for kids, items for college students, etc.)

**What will MAG and Riester do?**

- All regional TV/Radio/Print/Social advertising with the iCount 2020 theme
- Take the lead on any partnerships with major regional players, like SW Gas, SRP, APS, Banner, etc.

**What will state CCC do?**

- TBD

**What will Census Bureau do?**

- National advertising
- Production of national materials in online portal ([www.census.gov/partners/2020-materials.html](http://www.census.gov/partners/2020-materials.html) )

**2020 U.S. Census  
 Tempe Complete Count Committee  
 Community Outreach & Special Populations Subcommittee Work Plan**

**EDUCATION/PROMOTION PHASE** *April 2019 through January 2020*

In this phase, we are raising awareness that the Census is coming. This is the period to highlight the many uses of Census data and federal funding based on Census data. How does the Census benefit the Tempe community? April 1, 2019, was the national kickoff of Census awareness and promotions. Residents should encounter Census messages at work, play, school, worship and more.

<b>AUDIENCE</b>	<b>OUTREACH ACTIVITIES (1-2+ per audience)</b>	<b>TIMING</b>	<b>OWNER</b>	<b>PROJECTED COST</b>
Seniors				
Renters				
Non-English Speakers				
Refugee Populations				
Socio-economic challenges	Census flyer in every food box at TCAA food bank			
Hearing impaired				
Visually impaired				
ETC				

**MOTIVATION/ACTION PHASE** *February 2020 through June 2020*

This phase starts in February, intensifies in March and reaches its peak on Census Day, April 1, 2020. The aim is to motivate each household to make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase; the message will change to encourage households to cooperate with Census takers.

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