



**Minutes**  
**2020 U.S. Census City of Tempe Complete Count Committee**  
**Community Outreach and Special Populations**  
**Subcommittee Meeting**  
**April 16, 2019**

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations Subcommittee Meeting held on Tuesday, April 16, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

**(MEMBERS) Present:** Megan Costa, Candyce Lindsay, Gerardo Lopez, Paul Mittman, Selianna Robles, Nancy Siefer, Roy Tatem.

**(MEMBERS) Absent:** Linda Knutson, Rosemary Walsh

**City Staff Present:**

Darrell Duty, Fire Deputy Chief; Michele Stokes, ADA Compliance Specialist; Shauna Warner, Neighborhood Services Manager.

**Guests Present:**

Luis Cardenas Camacho, Partnership Specialist, U.S. Census Bureau

The meeting was called to order at 6:45 p.m.

**1. Approval of Subcommittee Meeting Minutes: March 19, 2019**

**Motion:** Commissioner Robles made a motion to approve the March 19, 2019 minutes as presented.

**Second:** Commissioner Lindsay

**Result:** The motion passed unanimously

**Commission Member Ayes:** Megan Costa, Candyce Lindsay, Gerardo Lopez, Paul Mittman, Selianna Robles, Nancy Siefer.

**2. Discussion of Outreach Plan for Community Outreach and Special Populations**

Luis Cardenas Camacho from the U.S. Census Bureau answered commissioners' question on how residency is counted. On campus students are part of the group quarters count and off campus students are counted in the city where they reside while attending college. Each housing unit should only respond once. The concept of being counted where you reside for six months and one day is for the general population, not students. However, if you recently moved, you will be counted in the city you intend to reside in. Commissioners expressed concerns with graduating college seniors who may have plans to move not being counted correctly. Winter visitors will be counted where they are at on Census Day if they don't have a primary

residence. Prisons, hospices, sober homes, dorms are all examples of group quarters that are counted separately.

Commissioner Tatem joined at 6:59 p.m.

Michele Stokes spoke to how to reach the disability community. She suggested creating a video using sign language, not relying on just closed captioning. Also, pictorial if not residents are not readers. Material should use plain language and also be produced in Braille. There is a news service that goes out to people that are blind and specialty media outlets for the disability community, which is typically undercounted. Some Federal monies fund accessibility, so there is a direct impact. Tempe's website [tempe.gov/ADA](http://tempe.gov/ADA) has a list of disability organizations.

Mr. Cardenas Camacho suggested the group also reach out to ASU - Opportunity for Youth, an organization that works with youth ages 16-24 who are neither in school nor working.

Commissioners reviewed previous minutes and continued to discuss novel locations for outreach, including barbershops, laundromats and 2nd hand stores. They also might want to create customized toolkits.

The subcommittee then discussed the various phases of outreach. Mr. Cardenas Camacho spoke to efforts to communicate the availability of Census jobs and the need to outreach to hard to count populations about employment as it's important for employees to reflect the community they serve. Subcommittee members can help out by personally telling people in their communities about the jobs. The Census does outreach to teachers looking for part time summer work. Post job information in places where information is seen, such as coffee shops, American Legion and VFW.

Commissioners agreed that outreach materials should use Tempe specific photos.

### **3. Proposed Future Agenda Items**

- Review and discuss calendar of Tempe events
- Collaborate on list of locations for informal outreach opportunities
- Discuss Outreach Work Plan for Community Outreach and Special Populations

Meeting was adjourned at 7:25 p.m.

Prepared by: Shauna Warner