



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

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee held on Tuesday, April 16, 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: Gary Brennan, Jennifer Chau, Casey Clowes, Anthony W. Contente-Cuomo, Megan E. Costa, Cindy Denton, Jana Lynn Granillo, Ron Jackson, Shereen Lerner, Jennifer Liewer, John Michael Linda, Candyce C. Lindsay, Gerardo Lopez, Robert Miller, Paul Mittman, Selianna Robles, Nancy Siefer, Roy Tatem, Brandon Willey

(MEMBERS) Absent:

Nancy Baker, Robert Cox, Glenn Davis, Kate Hanley, Linda Knutson, Jan Vesely, Rosemary Walsh, Brandon Willey

(MEMBERS) Resigned from Committee since January 2019 Meeting:

Judy Aldrich, Amanda Lee Faustini, Matt Schmidt

City Staff Present:

Marie Chapple Camacho, Darrell Duty, Ron Elcock, Elizabeth Higgins, LeVon Lamy, Nikki Ripley, Michele Stokes, Shauna Warner, Marge Zylla

Guests Present:

US Census Bureau: Vianey Celestino; Brianna Hatchett; Dan Dever; Luis Cardenas Camacho; Jannah Scott

The meeting was called to order at 6:06 p.m.

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

Ms. Lerner motioned for acceptance; seconded by Mr. Miller. Unanimous approval.

(Not present at the time of vote: Ron Jackson)

Agenda Item 2 – Presentation of regional communication/marketing campaign – Maricopa Association of Governments Communication Director Kelly Taft

Ms. Taft showed a PowerPoint presentation. She detailed that MAG chose local advertising firm Riester for the regional Census advertising and PR campaign. She described their assignment, target audiences, identified Census theme, media mix and more. "iCount 2020" highlights the importance of every individual. The firm is developing an accompanying microsite, podcast and more.

Ms. Taft described which Phoenix-metro communities are part of MAG, as well as MAG's duties federally and from local governments, which include Economic Development, Human Services, Transportation and more.

Riester is not producing Census brochures/materials for every community but they'll develop a regional toolkit of materials.

Ms. Lerner and Ms. Liewer commented that the identified TV advertising portion of the total advertising budget seems like an excessive amount devoted to TV. Ms. Liewer asked whether Riester's "iCount" theme can be extended beyond Maricopa County. Ms. Taft said the state CCC would have the ability to use.

Ms. Stokes says 20 percent of the population has limitations that should be remembered with video captions and media that caters to those with disabilities.

Ms. Ripley added that when city staff saw this presentation at a MAG meeting on April 10, they thought that it made the most sense for Tempe's efforts to also carry the "iCount 2020" theme and graphics, but with the possible ability to switch pictures to be Tempe-specific and adding a Tempe logo.

Ms. Denton suggested the ability for the materials to have the endorsement of a trusted entity like a school district visible on a banner.

Agenda Item 3 – Updates from city staff

Ms. Ripley outlined the two documents that were attached to the CCC agenda. The City of Tempe communication activities was a listing of the specific activities that City of Tempe staff will handle, from advertising in Wrangler News and all graphic design/printing to media relations and social media posting. Ms. Ripley also went over the draft subcommittee work plan worksheet tool, emphasizing that it is a draft that can be customized for each subcommittee if they find it to be a useful and simple way to formulate a work plan.

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.

Business subcommittee discussion:

- Ms. Zylla said the group wants to leverage partnerships that would be mutually beneficial, such as the idea of Census days featuring businesses on materials to send people their way. This could be for both large employers and customer service-oriented businesses. They will be talking to the Tempe Chamber of Commerce to use their network of connections to extend the invitation to participate.
- Mr. Miller said timelines, deliverables and metrics are being discussed that could fit into the two phases in the worksheet.

Ms. Higgins recapped the Education subcommittee discussion:

- Partnership Specialist Ms. Hatchett from the Census Bureau talked to the group about the hard-to-count group of 0-5 year olds. Ms. Higgins said the group talked about ideas for how school districts can engage students and families, and how schools were going to do that like the Tempe Elementary District is doing kiosks in front offices. Could the city help provide schools a flyer or PowerPoint for display in front offices with instructions. The same video could be used at church services, local graduations, movie theatres and more.

Faith and Nonprofits subcommittee discussion:

- Ms. Clowes said they have list of all churches and nonprofits, and they talked about narrowing that list down to those that are active first and then further dividing them into populations served so we can target those for outreach.

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

- Ms. Stokes had great input for the group about disability organizations and other ideas. The subcommittee is starting to fill out the provided worksheet for its work plan.
- The group also discussed the importance of assisting with Census recruiting efforts for employees because those employees should represent hard to count populations.

Ms. Cling said if subcommittees are feeling rushed, you may decide to have additional meetings outside of the main CCC meetings. It's an option; subcommittee staff will just need to produce an agenda and minutes. Ms. Cling and Mr. Rios are requesting that subcommittees have first drafts of their work plans by the end of May meeting. The full CCC can then discuss and flesh those out at the June CCC meeting. The work plans do not have to be fully finished in June, but June 20 is the date of a scheduled City Council Work Study Session at which Mr. Rios and Ms. Cling will be talking to the City Council about the status of CCC efforts so far. Ms. Cling invited all CCC members to the Council meeting if they're available because the Council likes to acknowledge the participation of advisory boards like this; staff will send the time and date of the meeting out to everyone.

Ms. Chapple Camacho reminded the CCC of the resources that are available to their subcommittee planning efforts at www.tempe.gov/census. There is the National League of Cities Municipal Action Guide and more.

Agenda Item 7 – Next meeting

The next meeting is scheduled for May 21, 2019

Meeting was adjourned at 7:40 p.m.

Prepared by: Nikki Ripley
Reviewed by: Elizabeth Higgins