



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Business Subcommittee Meeting
May 21, 2019

Notes of the 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting held on Tuesday, May 21, 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
William Mancini, Enterprise GEO and Data Analyst

The meeting was called to order at 6:19 p.m.

Agenda Item 1 - Approval of Subcommittee Meeting Minutes: April 16, 2019

Motion: Jana Lynn Granillo

Second: Robert Miller

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

Agenda Item 2 – Review and Discuss Calendar of Tempe Events

- Question—are amounts of people expected or historically attended on the calendar of Tempe events?
- Is there a strategy for staffing and prioritizing targeting overlapping events?
- Which events overlap with attendees who represent hard to reach populations? E.g. Halloween Carnival and Fantasy of Lights Parade for 0-5 year old population
- Can the Census message be on all the event banners, like the ones that go over Mill Ave?
- Other areas of focus could be Tardeada, GAIN (Neighborhood Services could target that and then William Mancini could do analysis on neighborhoods that could be target opportunities and do a language layer)
- Add Movies in the Park to the list (includes the 0-5 year old focus)
- Opportunity for semi-permanent displays in rec centers
- Focus on the big numbers and the events that may attract hard to reach populations
- Request—please add the dates when the specific dates are available for the events

Agenda Item 3 – Collaborate on List of Locations for Informal Outreach Opportunities

Look at mapping opportunities in Agenda Item 4.

Agenda Item 4 – Discussion and Possible Approval of Outreach Plan for Business

- Attachment from Jana Lynn Granillo was used as a guide.
- White board was used to organize thoughts (photo is attached).
- Looking at categories of businesses that the subcommittee wants to target. Treat the differently sized businesses differently to be able to tailor the ask based on size and type of business.
- Could ask the larger group to see if they have a connection to the Tempe Chamber of Commerce to see about connecting to information, such as a searchable database and/or directory.
- William Mancini will look at business list overlay options. The information from the Chamber and from William Mancini can inform the outreach plan.
- See if businesses would be able to do Census Days with available kiosks. Could work as well with large businesses as small businesses.
- Robert Miller will look at the option of contacting Michael Pollack.
- Look at strip mall owners to have a connection with multiple businesses at once.
- Have a template for communication to businesses about Census Days, employee participation, and potential client participation. Have a script available for folks who have connections to businesses.
- See how intuitive the form is (question for the Census Bureau representatives when the information is available) Perhaps a training for Census Business Partners would be useful, or a step-by-step guide.
- Recognition for initial commitment to be a Census Business Partner and then another recognition opportunity (plaque/certificate/city webpage) for those businesses that were active and effective participants.
- Census Week Proclamation from the Mayor to highlight Census Week.
- Other potential connection opportunity with Harkins.
- Look at “I Count” stickers option for those who complete the Census.

Agenda Item 5 - Proposed Future Agenda Items

- Discuss timeline for recruitment for Census Partners and business events.
- Circle up on connections that the larger group has to the Chamber and other businesses.
- Keep discussing details of the outreach plan.

The next meeting is scheduled for June 18, 2019

Meeting was adjourned at 7:18 p.m.

Prepared by: Marge Zylla
Reviewed by: Nikki Ripley