



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Community Outreach and Special Populations
Subcommittee Meeting
May 21, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations 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: Megan Costa, Linda Knutson, Paul Mittman, Nancy Siefer, Rosemary Walsh.

(MEMBERS) Absent: Candyce Lindsay, Gerardo Lopez, Selianna Robles, Roy Tatem

City Staff Present: Ginny Belousek, Marie Chapple Camacho, Daryl Duty, William Mancini

Guests Present: Vianey Celestino, U.S. Census

The meeting was called to order at 6:21 p.m.

1. Approval of Subcommittee Meeting Minutes: April 16, 2019

Motion: Commissioner Paul Mittman made a motion to approve the April 16, 2019 minutes as presented.

Second: Commissioner Nancy Siefer

Result: The motion passed unanimously

Commission Member Ayes:

2. Review and Discuss Calendar of Tempe Events

Commissioners reviewed a handout of major special events in Tempe to see if there were outreach opportunities for the subcommittee.

Ginny Belousek introduced herself as the Diversity Manager for the City of Tempe.

Megan Costa noted most of the events on the handout were athletic in nature and asked the subcommittee if the calendar should be supplemented with religious holidays and festivals. Costa also asked the group which events made most sense for their subcommittee. And to avoid duplicating the other subcommittees, they should communicate across groups.

The subcommittee discussed what's missing from the calendar. Linda Knutson brought up the Phoenix Pride Festival which Tempe participates in. Ginny Belousek said that Tempe is having a March to Pride event in March 2020 with a boat parade. Vianey Celestino informed the group that a LGBTQ partnership specialist job was opening to work with the community.

The subcommittee continued discussing events such as the MLK Diversity Awards, the Tardeada in October, the Holi festival, Aloha festival. Local churches have lists of festivals. I-help has a group of 30 congregations that can help the subcommittee connect to for the homeless population. The Prayer Breakfast was another idea. Daryl Duty has list of various festivals he to add to the calendar list. Belousek will find out about disability events.

Megan Costa brought up the need for a tabling protocol when attending events: What will it look like and what the messaging will be. Also, the commissioners staffing tables would need message points to communicate to the public.

Linda Knutson said the handouts we give to people must be very simple and asked if there are any available yet. Megan Costa said that Reister was doing that work. Marie Chapple Camacho that while Reister is creating a look for the region, Tempe can use the templates, but the city can put its own stamp on it. The city will be creating the materials using the city's print shop to do most of the work.

Megan Costa began the discussion of approaches and outreach to the Spanish-speaking population.

Linda Knutson said the subcommittee needs to include the Mountain Park Health Center and that the center puts on a race that could be added to the calendar. The commissioners discuss having a representative from the center on the subcommittee or someone from an organization that serves the underserved such as Medicaid recipients and the uninsured. Ginny Belousek said she will be going to a meeting at the Mountain Park Health Center and asked if she can reach out to them about having a representative.

Megan Costa recalled a meeting she had with Lutheran Social Services who wanted to know more about what the Complete Count Committee does. Costa again noted the need to message points to communicate to the community.

Linda Knutson wondered if Mountain Park Health Center gets funding from federal government. Commissioners agreed it was an important organization and to reach out the CEO John Swaggart with a letter from committee and mayor. Another organization is Adelante Health Care, which is on Tempe/Mesa border and serves many Tempe residents. The heads of these organizations should be contacted as well as the Arizona Association of Community Health Centers Association, which is headed by Tara Plese. The commissioners would like Tempe to ask for representatives for this subcommittee.

These health organization can hand out packets provided by Tempe to their patients. The packets and talking points would have to be developed to teach the organizations about the Census.

Paul Mittman said there needs to be a specific ask and call to action to present to heads of organizations. City staffer Shauna Warner would be asked to create a communication piece and make the contacts.

Linda Knutson asked about the benefits for the citizen of Tempe from the Census and would like information about it.

Vianey Celestino said the Census has used various studies which have calculated different amounts that Arizona has received.

The commissioners would like to know what impacts dollars have on underserved groups such as Snap, etc. And believe that was important to develop information and materials.

Paul Mittman said that the Piper Trust funds many underserved communities and he could contact them about the organizations that serve Tempe. Mittman said that is a Piper Fellow and will facilitate the contact.

3. Collaborate on List of Locations for Informal Outreach

William Mancini discussed how he could create a map with overlay information for the subcommittee to help target their outreach. Mancini was asked if he can add seniors, Hispanics, LGBTQ and other subpopulations that were listed on the outreach workplan sheet. It was thought that it may be more helpful to map abstract communities such as renters.

Megan Costa developed a spreadsheet based on draft work plan and added more to it. Costa would like subcommittee members to collaborate by adding more information. The spreadsheet could be used as a check list to follow up on outreach for members. Shauna Warner will be sent the spreadsheet to disseminate to the subcommittee members for their collaboration.

Commissioners would like a breakdown of communication budget again. They would like Nikki Ripley to go over it again and explain how to cost out items and materials.

Commissioners discussed the need for giveaways. Did not want useless items but maybe food items would work.

Vianey Celestino discussed what the Census address canvassers are doing. Canvassers could not hand out materials for the Complete Count Committee but do Census specific work. Canvassers receive a variety of training before they are out in public.

The commissioners asked about how new buildings get accounted for, how is the actual canvassing done to include them. The commissioners suggested that local realtors may have a list of rental properties. Another possibility is contacting the Multi housing Association. New Town is another possible source for lessors. Paul Mittman volunteer to contact a local realtor to ask about database of rental properties.

The group discussed reaching out to neighborhood associations and that participating in GAIN night. They would like a list of participating neighborhoods.

4. Discussion and Approval of Outreach Plan for Community Outreach and Special Populations

Megan Costa said the subcommittee may have two guiding documents: the calendar of events and the spreadsheet of non-profits. The subcommittee would need to figure out how to coordinate and prioritize items on those two documents.

Commissioners should reach out to those organizations that they have contacts. They would need a communication packet.

The commissioners anticipated September has a good start time for their outreach efforts. They asked what materials are provided by Reister, Maricopa Association of Governments and what is to be generated by the city and committee.

5. Proposed Future Agenda Items

- Review and discuss calendar of Tempe events

- Collaborate on list of locations for informal outreach opportunities
- Discussion and possible approval Outreach Work Plan for Community Outreach and Special Populations.
- Discussion and possible approval of content for a letter to organization contacts.
- Discussion and possible approval of another meeting this summer. Either an extra date or dedicate a meeting to pulling together an outreach packet.

Meeting was adjourned at 7:15 p.m.

Prepared by: Marie Chapple Camacho