



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Business Subcommittee Meeting
August 20, 2019

Notes of the 2020 U.S. Census City of Tempe Complete Count Committee Business Subcommittee Meeting held on Tuesday, August 20, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room B, Tempe, Arizona.

(MEMBERS) Present:

Jana Lynn Granillo
Robert Miller
Brandon Willey

(MEMBERS) Absent:

None

City Staff Present:

Marie Chapple Camacho, Public Information Officer
William Mancini, Enterprise GEO and Data Analyst

The meeting was called to order at 7:01 p.m.

Approval of Subcommittee Meeting Minutes: May 21, 2019

Motion: Robert Miller
Second: Jana Lynn Granillo
Approved, 2 ayes: Robert Miller, Jana Lynn Granillo
Abstained: Brandon Willey

Discussion / announcements from chair:

None

Updates from City Staff

William Mancini demonstrated how to use the low response scores map that is posted to tempe.gov/census. He said the employer data was obtained from the Maricopa Association of Governments and only contained addresses no CEO or other types of names. The data can be filtered in a variety of ways including size of employer and can be downloaded to a spreadsheet.

Committee members discussed researching names of CEOs using the Corporation Commission online information and targeting introduction letters to them.

Discussion and possible approval of outreach plan

Committee members discussed if the business owners should be asked to be champions / influencers. Also, who would be best to target: employees or customers. Customers were preferred reasoning that most of them would be Tempe residents

while the employees are less likely to be. Also discussed if the subcommittee should talk to the Tempe Chamber of Commerce.

Discussed the possibility of Tempe offering a tax incentive to businesses that promote the Census.

Reviewed the Framework Census Business Partnership outline created in the May 21, 2019 subcommittee meeting.

- Recruit businesses via online form
 - Write them a letter with partnership expectations. Personal letter from the Mayor with a staff contact to set up partnership.
 - Have them encourage employees by letting them complete Census at work place with paid time.
 - Have a contest for businesses with 100% employee participation and some recognition or award from city.
 - Businesses could promote the Census directly to customers with an incentive i.e. free coffee and bagels.
 - City could recognize businesses as partnership through a web page and other recognition such as a certificate or plaque.
 - Make available Census promotional items such as stickers, banners & t-shirts
- Fill out workplan worksheet
Chair Brandon Willey will fill out workplan sheet if city would provide him with a digital copy.

Agenda Item 5 - Proposed Future Agenda Items

- Next meeting: Sept. 17, 2019

Meeting was adjourned at 7:50 p.m.

Prepared by: Marie Chapple Camacho
Reviewed by: Marge Zylla