



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Community Outreach and Special Populations
Subcommittee Meeting
August 20, 2019

Draft minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations Subcommittee Meeting held on Tuesday, August 20, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present: Candyce Lindsay, Gerardo Lopez, Paul Mittman, Selianna Robles, Rosemary Walsh.

(MEMBERS) Absent: Megan Costa, Linda Knutson, Nancy Siefer and Roy Tatem.

City Staff Present: Darrell Duty, Tempe Fire Medical Rescue Deputy Chief; Elizabeth Thomas, Neighborhood Services Specialist; William Mancini, Enterprise GIS and Data Analyst

The meeting was called to order at 7:00 p.m. by Committee Members as Chair Costa was absent.

1. Approval /acceptance of Community Outreach and Special Populations

Subcommittee meeting minutes: July 16, 2019

Motion: Commissioner Walsh made a motion to approve the July 16, 2019 minutes as presented.

Second: Commissioner Robles

Result: The motion passed with four ayes and one abstention from Commissioner Lindsay due to absence from the July meeting.

Commission Member Ayes: Gerardo Lopez, Paul Mittman, Selianna Robles, Rosemary Walsh.

2. Discussion / announcements from chair

Chair Costa wasn't able to attend the August meeting.

3. Discussion and possible approval of outreach plan

Commissioners began review of the provided subcommittee work plan that Shauna Warner had prepared from their prior meetings input. They requested additional information and clarification for the following work plan items:

- Does taking on the role of owner include making contact with each noted organization/group helping to coordinate arrangements and ensuring the event table/booth is covered?
- Or, is owner's focus intended to be exclusively on securing event coverage?

- Can event coverage responsibilities be opened up to include all Complete Count members as well as any volunteers that can successfully be recruited?
- Will the city be identifying community partners for all local grocery stores?
- What will be the needed timeframe for those categories that did not specify Fall/Winter 2019?

Commissioners complimented the number and variety of outreach ideas listed for Veterans in the work plan. Elizabeth Thomas noted that second-hand stores were suggested at a prior meeting and will be added under socio-economic challenges in the next edition of the work plan. Commissioners also requested the addition of specialty grocery stores under the minority populations category. Commissioner Walsh agreed to be the owner of the seniors category, Commissioner Mittman took renters, Commissioner Lindsay socio-economic challenges, Commissioner Lopez 18-24 youth non-students and Commissioner Robles LGBTQ.

Commissioner Robles requested the city prepare and provide some specific talking points for the LGBTQ community helping to emphasize the importance of their census survey participation. Commissioner Mittman agreed to follow up with David Adame at Chicanos Por La Causa to verify if their organization's outreach and coverage will include Tempe.

Commissioners noted the majority of surveys are expected to be completed online and asked William Mancini if Tempe has identified or mapped areas with spotty wifi coverage. William said no. Commissioners suggested the Census have a presence at the Library with encouragement for residents to use the facility computers and take the survey there. Commissioner Mittman suggested that Commissioners spend time with the map section of the website as greater awareness and understanding of the map layers will allow for better and more targeted outreach strategies and efficiencies. Commissioner Walsh shared that she had spent some time looking over the maps specific to Seniors and local center locations. Commissioner Lindsay suggested each owner spend time with the maps, map layers and google and make a targeted plan. Map related or other questions can be emailed to census@tempe.gov and they will be routed to the appropriate staff member.

Motion: Commissioner Mittman made a motion to conditionally approve the outreach plan allowing for Shauna Warner and Chair Costa to make any additional edits as they see fit.

Second: Commissioner Lindsay

Result: The motion passed unanimously

Commission Member Ayes: Candyce Lindsay, Gerardo Lopez, Paul Mittman, Selianna Robles, Rosemary Walsh.

4. Proposed future agenda items:

Next meeting: September 17, 2019

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

5. Adjourn to Complete Count Committee

Meeting was adjourned at 6:38 p.m.

Prepared by: Elizabeth Thomas