

Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Community Outreach and Special Populations
Subcommittee Meeting
Sept. 17, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations Subcommittee Meeting held on Tuesday, Sept. 17, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present: Linda Knutson, Candyce Lindsay, Paul Mittman, Selianna Robles, Rosemary Walsh.

(MEMBERS) Absent: Megan Costa, Gerardo Lopez, Nancy Siefer and Roy Tatem.

City Staff Present: Shauna Warner, Neighborhood Services Manager

The meeting was called to order at 6:46 p.m. by Vice Chair Knutson as Chair Costa was absent.

1. Approval/acceptance of Community Outreach and Special Populations Subcommittee meeting minutes: Aug. 20, 2019

Motion: Commissioner Mittman made a motion to approve the Aug. 20, 2019 minutes as presented.

Second: Commissioner Walsh

Result: The motion passed unanimously.

Commission Member Ayes: Linda Knutson, Candyce Lindsay, Paul Mittman, Selianna Robles, Rosemary Walsh.

2. Discussion/announcements from chair

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

3. Discussion of subcommittee outreach plan

Commissioners reviewed the approved subcommittee work plan and made minor modifications to the audience and owner columns. Commissioner Mittman will be listed as the owner of Mountain Park Community Health Center and Piper Charitable Trust Fellows. Vice Chair Knutson will be listed as the owner of the LGBTQ audience sections and Apache ASL Trails. Commissioner Robles will be focusing on attending events, especially those where a Spanish speaker is needed. The minority and socio-economic challenges audience categories will be merged and renamed undercounted populations.

Vice Chair Knutson and Commissioners Robles and Walsh volunteered at Tempe Community Action Agency (TCAA), placing Census 2020 flyers in food boxes. The food boxes are distributed at TCAA as well as delivered to schools for families to take home. These are the populations the committee is trying to reach. Commissioners committed to volunteering once a month. They also suggested messaging around how many meals Census dollars means to a person or family.

Based on their experience, they suggested adding the following activities associated with the distribution of food boxes to the work plan: 1. place stickers on the bag used to distribute food; 2. Simplify flyers and translate to Easy English; 3. Volunteer in the lobby during the distribution to talk to people about the Census.

The subcommittee discussed TCAA taking over Tempe Neighbors Helping Neighbors. Some of their existing services will also apply to reaching out to seniors, including home delivered meals and holiday lights for seniors in their homes and holiday decorating for Apache ASL Trails. Non-profits that produce newsletters for their clients could also be asked to include Census 2020 information.

The subcommittee wanted to explore providing Census 2020 training for city staff at the library and community centers as well as non-profit staff so they can help spread the message. They also asked about having the browsers on public computers at the library and community center open up directly to the city's census webpage. The subcommittee also wanted more information on the portable van Phoenix was partnering with Microsoft and Cisco on.

Commissioner Mittman shared that using the GIS maps, he identified areas of focus where there are a lot of renters. Based on the information, he could host an event for people to fill out the census at the Southwest College of Naturopathic Medicine

The subcommittee was joined by an ASU student. She is a member of a sorority and mentioned that sorority and fraternity members at ASU are always looking for volunteer opportunities and would be a great resource for census volunteers. Shauna Warner will follow up with ASU's Greek advisor on reaching out to the Panhellenic Council.

Commissioners requested exact dates for filling out the census.

4. Discussion of calendar of events

Shauna Warner added that the Escalante Fall Festival will be held Oct. 24, 2019 from 6 to 8 p.m. at the Escalante Community Center, 2150 E. Orange St. For GAIN night on Oct. 26, staff will follow up with committee members to find out if their neighborhood is hosting a GAIN event. Tabling will take place at events in low response areas and committee members will be invited to attend other meetings with city staff.

- Vice Chair Knutson (10 a.m. to 1 p.m.) and Commissioners Robles and Walsh are available to volunteer at Tour de Fat; staff will follow up if there will be tabling
- Commissioner Robles is volunteering at Tempe Tardeada
- Commissioner Robles is available to volunteer on Friday, Oct. 11 for Oktoberfest; staff will follow up if there will be tabling
- Commissioner Lindsay is available to volunteer at the Mountain Park Health Center Run; staff will follow up if there will be tabling
- Vice Chair Knutson is available to volunteer at the Escalante Fall Festival

5. Proposed future agenda items:

- Training of subcommittee staff on GIS maps by William Mancini, Enterprise GIS and Data Analyst
- Discussion of areas of focus for each identified audience
- Review and discuss calendar of Tempe events
- Contact list for community leader introduction letter

6. Adjourn to Complete Count Committee

Meeting was adjourned at 7:20 p.m.

Prepared by: Shauna Warner