

Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Community Outreach and Special Populations
Subcommittee Meeting
Nov. 19, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee Community Outreach and Special Populations Subcommittee Meeting held on Tuesday, Nov. 19, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present: Linda Knutson, Candyce Lindsay, Gerardo Lopez, Nancy Siefer and Rosemary Walsh.

(MEMBERS) Absent: Megan Costa, Paul Mittman Selianna Robles, Roy Tatem.

City Staff Present: Elizabeth Thomas, Neighborhood Services Specialist

The meeting was called to order at 7:25 p.m. by Vice Chair Knutson as Chair Costa was absent.

1. Approval/acceptance of Community Outreach and Special Populations Subcommittee meeting minutes: Sept. 17, 2019

Motion: Commissioner Lindsay made a motion to approve the Sept. 17, 2019 minutes as presented.

Second: Commissioner Siefer

Result: The motion passed unanimously.

Commission Member Ayes: Linda Knutson, Candyce Lindsay, Gerardo Lopez, Nancy Siefer and Rosemary Walsh.

2. Discussion/announcements from chair

None, Chair Costa was not able to attend the November meeting.

3. Updates from city staff

None. Since this Subcommittee meeting marked the final meeting of this Subcommittee and all Census Subcommittees, Vice Chair Knutson requested a few follow up items from Shauna Warner for the December Complete Count Committee Meeting. These included: confirmation of and copies of the official/final work plan list of outreach activities and owners, a status update about connecting with ASU's Greek advisor on reaching out to the Panhellenic Council requesting their assistance with Census Outreach efforts, a reminder about the suggestion to place census stickers on bags or boxes used to distribute food at TCAA - in addition to simplified flyers inside them. The subcommittee also 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.

4. Discussion and creation of outreach mail list

Subcommittee members spoke with William and remarked that their maps are very broad and generalized making it challenging to drill down to create a smaller and useful outreach mail list. In order to identify target areas and audiences and determine best approaches for reaching them, members requested map additions showing laundromats, grocery stores,

urgent care and community health centers, retirement homes, thrift stores, nail salons, barber shops and YMCA. Members also want to avoid duplication of other subcommittee lists. William agreed this group's maps and needs are a bit different from the other subcommittees and offered to start adding some "themed" filters. Once these filters are available, members will look for locations with low response rates and recommend outreach tools. In lieu of or in addition to a letter from the Mayor, members would like to consider use of color fliers, informational business sized cards and/or children's coloring books depending on the location and audience.

5. Proposed future agenda items:

- Next meeting: Dec. 17, 2019

6. Adjourn to Complete Count Committee

Meeting was adjourned at 7:45 p.m.

Prepared by: Elizabeth Thomas