



Minutes
2020 U.S. Census City of Tempe Complete Count Committee Meeting
November 19, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, November 19, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Co-chair: Candyce Lindsay

Members: Nancy Baker, Gary Brennan, Jennifer Chau, Casey Clowes, Anthony Contente-Cuomo, Robert Cox, Glenn Davis, Cindy Denton, Linda Knutson, Shereen Lerner, John Linda, Gerardo Lopez, Robert Miller, Joaquin Rios, Nancy Siefer, Rosemary Walsh

(MEMBERS) Absent:

Co-chair: Elizabeth Cling

Members: Megan Costa, Jana Lynn Granillo, Jennifer Liewer, Paul Mittman, Selianna Robles, Roy Tatem Jr., Brandon Wiley

City Staff Present: Marie Chapple Camacho, Elizabeth Higgins, Ken Jones, William Mancini, Kathy Nugent, Nikki Ripley, Elizabeth Thomas, Marge Zylla

Guests Present:

None

Co-chair Lindsay called the meeting to order at 6:18pm.

- 1) **Approval /acceptance of Complete Count Committee Meeting Minutes September 17, 2019**
Contente-Cuomo made the motion and seconded by Linda. Approval.

- 2) **Discussion / announcements from co-chairs Elizabeth Cling and Candyce Lindsay**
 - a. Recognition of committee members' Census outreach work
 - b. Other updates and information

Lindsay said thanks to everyone on the CCC who volunteered at events, hundreds of people have been informed about the Census, we have reached many families through our efforts. She said that members and city staff were at five events in October and will have been at about four events in November. She individually thanked members and city staff:

- Tempe Tardeada included Selianna Robles, Anthony Contente-Cuomo, Jana Lynn Granillo & Nancy Siefer along with city staff
- John Linda and Candyce Lindsay along with city staff attended the Mountain Park Health Center Run.
- The Family Halloween Carnival was handled by city staff.
- City staff also handed out census information during GAIN night.
- Linda Knutson volunteered at the Escalante Fall Festival.
- Jana Lynn Granillo included information about the Census in a recent radio interview and has been sending speaking referrals to city staff.
- Anthony Contente-Cuomo participated at the Tempe Book Festival
- City staff handled the Tempe Town Lake event with help from Nancy Siefer
- Jennifer Chau attended the Tempe Creatives for the Count.
- City staff is looking for volunteers for the ASU Homecoming Block Party on Nov. 23.

3) Updates from city staff and / or Census Staff

Vianey Celestino from the US Census was unable to attend, Nikki Ripley, Tempe, gave the overview

- a. Creative for the Count overview
Local student artists, including University of Advancing Technology, Rio Salado College and Arizona State University attended the event with some community members to design digital media to use to promote the Census. Students won prizes for their creations and Census staff has collected the creations for future use.
- b. List of US Census surveys sent to public
A print out of the US Census website listing its surveys was handed out to the committee as an informational piece. Lindsay said she heard about confusion on the American Community Survey and wanted this information so that the Complete Count Committee members can be source of clarification that it's not the same as decennial census. Other members also said that have heard from the public confused about the multiple surveys or who wondered if the non-census surveys were fake.

Nikki Ripley or city staff, City of Tempe

- a. Local and regional communications
Ripley said that regional communications and ads should be appearing soon. Casey said she saw one at I10 and 143. Lerner said she heard something about the Administration resurrecting the citizenship idea. Staff can ask Vianey.
- b. Tempe communication & work plan
Ripley also showed the committee a graphic of the light pole banners that will hand along Priest Drive near Arizona Mills and

College Avenue north of the lake. Both areas are determined to be low response areas and those streets had scheduling availability for the banners. Street intersection banner will be installed beginning in December. There are two spots that overhang Mill Avenue and the banner will alternate between them.

- Tempe Public Library involvement.
The library has installed Census icons on each of its public computers leading users to the US Census site. When the questionnaires are available, the icon will be adjusted to lead to that site.
- Tempe Arts Engagement team
The arts team is developing ideas on artist designed elements for the Census booth and for coloring sheets that are Tempe specific
- Calendar of events for Census outreach
Chapple invited the committee to sign up for the upcoming ASU Block Party and said that she is working to get a Census booth at other events. She will keep the committee updated on which ones have been confirmed using the sign-up software for organizing volunteers for each event. Some of note coming up are Winterfest and the Boat parade. Lerner asked about the Tempe Festival of the Arts; Chapple said she is pursuing that opportunity. Linda Knutson asked if we found out about Phoenix using old dial a ride vans for outreach. Would they bring them to Tempe? Chapple said she spoke with Phoenix's census director who said the vehicles were old Dial a Ride vans that Phoenix will be deploying within their city to promote the Census.

- c. Census informational materials. These materials can be found at tempe.gov/census under Complete Count Committee > Online Binder. Chapple will add the handouts from today to the Online Binder where they are available to the committee and to the public.

4) Update and discussion on Community Leader Introduction Letter

Nikki Ripley or city staff, City of Tempe

A draft all-purpose letter from Mayor could go to businesses, faith communities. Invites them to get involved or contact the city with questions. Can get mailed to any groups that subcommittees designate. Some of the committee members asked if they could see the letter and add suggestions to it. Chapple said the committee members were each given a draft a few meetings ago and asked they forward the suggestions through the subcommittee liaisons.

5) Using the LRS maps & spreadsheets to create mailing list

Marie Chapple Camacho & William Mancini, City of Tempe

Chapple talked to the subcommittees about identifying at least the initial lists of groups or locations that they want to mail the introduction letter

to. The subcommittees can use the maps and spreadsheets that William created to identify the distribution list. Tempe's print shop can print and mail them. Subcommittees can then follow up with the targeted recipients. Mancini again demonstrated where the LRS maps are located and how each of the subcommittees have one based on targeted groups they requested. He would be visiting each of the subcommittees meetings to answer questions about how to use the filters and create spreadsheets.

Lerner said she can see connection for census response to churches and schools but doesn't see connection with businesses because the employees may be people who live anywhere not necessarily in Tempe. Mancini said the business subcommittee could tailor it further based on type of business.

Miller said the business subcommittee goal is to target businesses that will participate in collection of data, to identify business partners to work with Complete Count Committee.

Lopez said same argument could be used for putting emphasis on businesses. Captures a wide swath of people with varied backgrounds.

Mancini said each group can base it on what they're able to follow up on, etc. Lindsay asked for link to LRS maps to be placed into minutes to make it easy for committee members to follow.

<https://tempegov.maps.arcgis.com/apps/MapJournal/index.html?appid=ee6a420ea624c20ac1489b42d68a7c6&folderid=7a7cca3429cb435a992591644dbbc894#>

Linda asked Mancini that since many areas were above the score of 30 percent, does that mean in the last Census there was more population in Tempe. Mancini said Census Bureau keeps up on population changes by using current characteristics such as renters in addition to 2010 response rates.

6) Discussion and possible action on the of status of subcommittees

Candyce Lindsay, co-chair

a. Dissolution of subcommittees

Lindsay said she wanted to initiate a discussion. CCC originally said they wanted to establish subcommittees so they could generate outreach ideas in specific areas. She asks if we're at a place when we can bring everything that subcommittees have already done to work moving forward as a whole group.

Knutson said it's a good idea because the subcommittee work was becoming more redundant.

Walsh said the work was unwieldy at beginning, but the group was more manageable now

Miller said there have had significant problem getting quorum. There had been discussion about shrinking size of CCC. The group has never come close to having attendance of the first meeting and it was time to call those who haven't been attending to see if they would resign. That would reduce issues with not having a quorum and make the Committee of the Whole more functional.

Miller moves to request staff to explore size of the Complete Count Committee based on attendance records. And for those who are not attending, to explore removing people from the committee. Contente-Cuomo seconded.

Knutson asked what the policy was about excused/unexcused absences. Higgins said there is a rule about three unexcused absences. She also said we have 17 tonight of 26 total members.

Contente-Cuomo said part of problem if you ask people if they'll continue to attend, they say yes. Maybe do something more mechanical than asking. At the October meeting, he rushed from Phoenix to Tempe to get to the meeting only to find out from a security guard that the meeting was cancelled because of no quorum. Because he was driving at the time, he was unable to check his phone for the cancellation message.

Brennan asked about moving to committee of whole.
Baker asked if motion includes disbanding subcommittees.

Siefer asked what constitutes an excused absence. Lindsay said it's about notification informing staff about not making the meeting; in an emergency, it's about a follow up to why they did not attend.

Miller's motion on members' attendance passes unanimously.

Lindsay asked if the Complete Count Committee wanted to disband subcommittees. Contente-Cuomo asked if it'll be unwieldy or harder to get focused effort. Lindsay said her intention would be to have individual areas covered in the main committee agenda. Now it's less about ideas and more about taking action. The dissolution would be effective with next CCC meeting.

Miller moved to disband the subcommittees and Brennan seconded. Approved unanimously.

Lindsay say attendance on Dec. 17 is very necessary.

- 7) **Adjourn into subcommittee meetings (approximately 6:45 – 7:45 p.m.)**
Refer to subcommittee agendas
- Business – Multipurpose Room (staff: Marge Zylla)
 - Community Outreach and Special Populations – Globe Room (staff: Shauna Warner)

- Education – Multipurpose Room (staff: Elizabeth Higgins)
- Faith and Nonprofit – Multipurpose Room (staff: LeVon Lamy)

8) Reconvene Complete Count Committee (approximately 7:45 p.m.)

The Complete Count Committee adjourned to subcommittees with the intent of not reconvening the committee of the whole; it was adjourned at 7:04pm.

9) Future meetings and proposed future agenda items

- a. Next meeting: December 17, 2019

Prepared by Marie Chapple Camacho

Reviewed by Nikki Ripley