



Minutes
2020 U.S. Census City of Tempe Complete Count Committee Meeting
December 17, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, December 17, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Co-chair: Elizabeth Cling

Members: Gary Brennan, Selianna Chang (formerly Robles), Casey Clowes, Anthony Contente-Cuomo, Robert Cox, Glenn Davis, Cindy Denton, Jana Lynn Granillo, Gerardo Lopez, Paul Mittman, Nancy Siefer, Joaquin Rios, Rosemary Walsh

(MEMBERS) Absent:

Co-chair: Candyce Lindsay

Members: Nancy Baker, Jennifer Chau, Linda Knutson, Shereen Lerner, John Michael Linda, Robert Miller, Roy Tatem Jr.

Resigned since last meeting: Megan Costa, Jennifer Liewer, Brandon Wiley

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

Guests Present:

Vianey Celestino, U.S. Census

Co-chair Cling called the meeting to order at 6:04 p.m.

Agenda

1) Approval /acceptance of meeting minutes

The committee of the whole reviewed the five sets of draft meeting minutes from previous meetings. City Clerk advised staff the minutes could be with amended minor clerical errors; any substantive corrections would need to go to next meeting's agenda. Cling makes clerical amendments to:

- a. **Complete Count Committee Nov 19, 2019**
- b. **Business Subcommittee Sept 17, 2019**
- c. **Community Outreach and Special Populations Subcommittee, Nov 19, 2019**
- d. **Education Subcommittee, Nov 19, 2019** - change: tailed to tailored.
- e. **Faith and Nonprofit Subcommittee Nov 19, 2019** - change: headline date from May 21, 2019 to Nov. 19, 2019; add Sept. 17, 2019 date to minutes approval; and committee to subcommittee.

Brennan moves and Contente-Cuomo seconds. Approved unanimously but Granillo abstains.

2) Discussion / announcements from co-chair Elizabeth Cling

a. Recognition of committee members' Census outreach work

Co-chair Cling recognize committee members for community event outreach. Walsh at ASU Homecoming; Brennan and Walsh, Tempe Festival of the Arts; Lindsay and Cling, Fantasy of Lights Holiday Boat Parade. More events coming up between now and April. Get out and meet people and talk. Reach out to staff with questions about events. Brennan says it's fun and many people ask about job opportunities.

b. Other Updates and information

- Cling noted that city staff has worked hard to contact committee members who may have been absent in the past and ensure they still on board. The Complete Count Committee now stands at 22 members.

- There were three recent resignations: Megan Costa, Jennifer Liewer and Brandon Wiley. Cling thanked them for their service during their time on the committee

c. Elizabeth Higgins or city staff update on the attendance records of the Complete Count Committee, the city's absentee policy, and the process to remove members from the committee.

Cling apologized for taking this item was taken out of order (it followed d). Higgins talked about what city staff has been doing to reach out to CCC members who haven't attended much to ask if they wanted to continue. Three resignations resulted and one hasn't been responsive. City code says for boards and commissions, a member forfeits an appointed position with three or more unexcused absences. Mayor and Council would have to vote someone off so it is preferable to pursue resignations from those who cannot attend.

d. Reintroduction of all Complete Count Committee members

Committee members in attendance reintroduced themselves to everyone with their subcommittee service. Cox said the ASU has a Complete Count Committee that is working with the Governor's Office to keep them in the loop about what they're doing: ASU has created a video which is played at sporting events. ASU is linking Census outreach with voter registration outreach. They are getting Greek students involved and asking faculty to mention the Census in classrooms. Chang said she is working through her job at the Arizona state legislature to get state senators to create videos and talk about Census. Walsh said the events are rewarding to staff. Mittman said the Southwest College of Naturopathic Medicine is near many apartments and he wouldn't mind hosting an outreach event at their location. He serves on the Dementia Friendly Tempe action team and would be willing to have outreach to those families as well. Granillo said AARP does a Spanish radio program hosted by David Parr and she'll send city staff that information.

3) Updates from city staff and / or Census Staff

Vianey Celestino, U.S. Census Bureau

a. Internet self-response demonstration status

Celestino said bureau is still working on an internet self-response demo. When the link is ready in January, she will share it with the committee. She noted there will be certain mandatory questions that can not be skipped in the Census questionnaire.

b. Non/citizen hiring / decennial employment waiver

Census staff is now in a critical phase for recruitment. They need enumerators for non-response follow up and need to hire them to begin training. After January, it will be difficult to hire people. People with language skills who have legal residency will be able to be candidates. People who receive federal benefits can still apply for census jobs without impacting those benefits.

c. 2020 Census mail contact strategies – areas to receive paper questionnaires

Census has a new map that shows households that will receive paper questionnaire in first mailing and which areas will receive bilingual questionnaire. She'll send map and new info to

city staff to pass along to committee members. Chang asked if we will be able to know how non response follow up is going. Vianey said there will be live map.

4) Nikki Ripley or city staff, City of Tempe

a. Local and regional communications

Ripley showed photos of a regional billboard located near Tempe and noted there was a second one in proximity to the city. She also showed a photo of one of the banners attached to light poles along College Avenue and said there were similar ones along Priest near Arizona Mills. The city had printed 30 in all for those two areas.

b. Tempe communication & work plan

Ripley updated the committee on the status of the work plans such as printed pieces that will become available for handout soon: bookmarks and coloring sheets for children. She also described how the library will be promoting the Census to residents especially in the public computer area.

c. Calendar of events for Census outreach update

Chapple said Jan. 25 unity walk and Feb. 29 Play Day are future opportunities for committee members. She was also reaching out to various city commissions to get the Census on their agendas.

d. Census informational materials.

The committee's agenda packet contained an updated list of committee members which could 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.

5) Low Response Scores map update

William Mancini, City of Tempe

Mancini reviewed additions to the maps as requested by committee members. The special populations map now has employer data. Types of businesses like retail, healthcare facilities and more are now identified by Census tract. Granillo said this will be useful for certain ethnic groups who are likely to patronize those types of businesses. Mancini asks if group can identify a type of business to isolate, let him know. The updated maps can be found at

<https://tempe.gov.maps.arcgis.com/apps/MapJournal/index.html?appid=eee6a420ea624c20ac1489b42d68a7c6&folderid=7a7cca3429cb435a992591644dbbc894#>

6) Update and discussion on Community Leader Introduction Letter

Nikki Ripley or city staff, City of Tempe

Ripley introduced Chapple who discussed the draft introduction letters with the committee. She handed out three draft letters that were similar in content, but one was focused on business, another on education and one for faith & nonprofits. Faith and nonprofits have identified a mailing list of about 130 that their letter will go to, like houses of worship.

Committee members discussed changes they would like to see in the letters, which were noted by staff. Walsh asked that a paragraph in the letter which talks about barriers without reassurance include safe, important reassurances. It was suggested to include the city's tag line of easy, safe and important possibly at the bottom with a call to action. Brennan said he thought this letter would be useful to a number of small churches precedes outreach. Mittman said from a fundraising standpoint there's always a p.s. at the end with a call to action. Include bolded words.

7) Discussion of topics/sections

a. Business update and Partnership proposal outline – Marge Zylla

Zylla said committee members had planned to connect with various groups. She introduced Granillo who outlined business partnership ideas and submitted a three-page update which she read out to the committee. The idea would not just inform but to engage businesses. A

voluntary agreement from businesses to participate actively. The activities include the Mayor issuing a proclamation, businesses agree to provide incentives for customers, time for employees to complete it. Using window stickers to indicate partnership. At the end, city recognizes all business partners in a ceremony. Recognizing them on a page on the website, window clings for those who pledge to be partners. Identify the specific activities that businesses would be to become certified partners.

Cling asked how possible it was for all ideas to be done. Higgins said some ideas were easy to do such as a Mayor's proclamation, but other parts of the proposal needs to be review. Ripley said staff will review and to see how much and what resources the city could give to it.

b. Community Outreach and Special Populations update - Shauna Warner

Warner talked about the status of the workplan and that the former subcommittee members each had tasks assigned to them. One was to visit the TCAA food pantry to insert flyers and stickers in the food boxes.

c. Education update – Elizabeth Higgins

Higgins will be meeting soon with Kyrene district to engage their participation in promoting the Census. Denton, who works for the Tempe Elementary School District, has been working with city to get the TD3 logo on kiosks, flyers, coloring sheets. She said kiosks wouldn't be right for all schools, but some schools' front offices have high traffic and could use their kiosks to complete it.

d. Faith update – Levon Lamy

Nugent representing Lamy said that said churches and nonprofits have been identified for the community leader letter.

Committee members gave additional updates: Brennan said he has seen signage and on light rail cars and in ASU newsletters and announcements at sporting events. Cox said they're working with alumni association to reach out to alums. Granillo asked what the city or Maricopa Association of Governments are doing to counteract misinformation campaigns. City staff said they would check into it. Chang asked if anyone can volunteer for every event no matter what subcommittee or assignment they were working on. Ms. Chapple said the invitations can go out to everyone and are open to all. She said there are smaller opportunities for city boards and commissions, and ESL classes that she is pursuing. Denton said they have evening parent teacher conference events; a lot of foot traffic in a few hours. First week of March Tuesday-Thursday. Lopez suggested opening day of little league is well attended. Ripley said city staff is working on spring training opportunities. Chang said NEOs and HOAs should get letters and emails about the Census.

8) Future meetings and proposed future agenda items

- a. Next meeting: January 21, 2019

9) Adjourn 7:17 p.m.

Prepared by Nikki Ripley

Reviewed by Marie Chapple Camacho