



**Minutes**  
**2020 U.S. Census City of Tempe Complete Count Committee Meeting**  
**January 21, 2020**

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, January 21, 2020, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

**(MEMBERS) Present:**

**Co-chairs:** Elizabeth Cling, Candyce Lindsay  
**Members:** Nancy Baker, Gary Brennan, Anthony Contente-Cuomo, Robert Cox, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Gerardo Lopez, Nancy Siefer, Rosemary Walsh Paul Mittman (by phone)

**(MEMBERS) Absent:**

**Members:** Selianna Chang, Jennifer Chau, Casey Clowes, Glenn Davis, Robert Miller, Joaquin Rios, Roy Tatem Jr.

**City Staff Present:**

Marie Chapple Camacho, Nicholas Escalante (library), Elizabeth Higgins, Nikki Ripley

**Guests Present:** Charlene Vasquez, U.S. Census

Co-chair Cling called the meeting to order at 6:10 p.m.

**Agenda**

**Item 1: Approval of minutes:**

a. December 17, 2019 minutes.

Baker made motion. Contente-Cuomo made the second. Unanimous approval.

**Item 2: Announcements from cochairs:**

a. Recognition of committee members' Census outreach work

*Candyce Lindsay:*

- She complimented Knutson for her presentation to Friends of ASU. Knutson said they were enthusiastic and hoped she answered questions correctly. One question asked: if someone doesn't fill out all questions, does the questionnaire still get counted. Vasquez said all questions are essential, but responses would still count.
- Lindsay said several committee members went to Family Justice Commission to ask them to advocate for the Census. There were good DRAFT Minutes 2020 U.S. Census City of Tempe Complete Count Committee Meeting January 21, 2020 questions. The Veterans Commission meeting was cancelled but the committee will try again to meet with

them. Lindsay also said that Granillo spoke to a Democrats group and Granillo said she will speak to another one on Jan. 25.

- Nikki and Elizabeth Cling spoke before the Tempe Community Council. From that, the local VITA program which helps low-income families with their taxes contacted us and will have Census materials and signage at their public location.

*Elizabeth Cling:*

She previewed upcoming events for Census outreach:

- Fan Con at the library, which as an expected attendance of 5,000. ContenteCuomo for taking the lead on getting the Census in there. John Michael Linda and Gerardo Lopez will be there as well.
- The Regional Unity Walk, Nancy Baker and Rosemary Walsh will join Nikki Ripley. Cling asked other committee members if there are other census outreach events they have done or planned.
- Lerner said she's requiring her students to put in 10 hours for Census. She'll train 22 students to be available to help at events. Chapple said it would be helpful to have the students at events where we don't have enough staff or committee members. Training is important.
- Baker asked if there would be an opportunity to set up an event and make a booth presence somewhere at locations in the city.

b. Other updates and information

Chapple reminded the committee she sent a link to a video for the recent press conference held by the US Census Bureau about their advertising and outreach campaign launch. Good information about issues facing the census.

**Item 3 Updates from city staff and/ or Census staff:**

a. Census staff updates – Charlene Vasquez, Census Bureau, attended for both Vianey Celestino and Dr. Jana Scott.

- Mobile Questionnaire Assistance booths will be deployed in low response score areas. The Census would like to partner with an organization in those areas to place a mobile unit. After March 12, ROAM updates about lower response areas will be available to locate units these in those areas.
- Census Bureau will train city employees and the committee in February in how to help people access the questionnaire and information. The Arizona Complete Count Committee is working on having libraries be Census centers. Lindsay asked what would be needed from our committee. Vasquez said Celestino will identify areas and partners to create an event. Denton asked if unit is out for a day or how long – Vasquez said it depends on how long it's needed. Denton said many northern Tempe schools are in low response areas – the schools could serve as locations for the mobile centers. Baker asked if it was possible for her company to volunteer at a school; they would also like to set up at a corner of downtown Tempe; 2,000 people work at her workplace and she wants to set up information there. Vasquez said she'll report back to Celestino.
- Vasquez said they're still accepting job applications through February. It would be best to have people who are from low response areas apply so they're known in the neighborhoods. Knutson said her the former community outreach subcommittee's work included targeting Mountain Park Medical – would it be possible to have a mobile presence there? Lindsay asked how people in low response areas are

finding out about the opportunities. Vasquez said they're relying on the local census partners to help get the word out.

- Chapple said local people can train in Tempe. The city partnered with the Census to provide five Tempe facilities free of charge.

b. Dr. Jana Scott, Faith-based Specialist was unable to attend.

No information about the faith-based summit available.

c. Nikki Ripley or city staff, City of Tempe

i. *Local and regional communications*

Ripley said the city and regional communication efforts are ongoing.

- Escalante updated the CCC about coloring sheets and bookmarks going out to library visitors. Library staff will have buttons that they can help with Census and will indicate they speak other languages. Signage going up in library and on homepage of their website. Chapple said there also will be instructional flaps on computers. Escalante said there are 150 public access computers in the library building. Plus 20 at each senior center and community centers. Granillo asked if someone who is homeless can go in and complete. Escalante oversees the book bike and they see a lot of homeless individuals – we can give him materials for that.
- Chapple said Feb. 22 there's a national day to push counting for kids.
- Knutson asked if food box stuffing is happening again – Chapple said we could arrange it again.
- Baker asked how funds are allocated and over what period for Tempe specifically – Higgins said CDBG money for housing comes from that, Section 8, etc. Knutson said some of the funding goes to agency review with Tempe Community Council. Higgins said she will get info back to the group.
- Ripley said TCC's tax preparation VITA site is partnering with us to do mobile completion and pass out materials.

ii. *Tempe communication and workplans*

- Faith and Nonprofits Letter – Higgins said the letter has gone out asking for partnership. Granillo asked for copies for the committees.
- Business partnership proposal update – Chapple and Granillo have worked on this. The web form for businesses to sign up will be up soon. It'll be a commitment to partner with us to carry message – they'll get a certificate for being a partner.
- Education outreach update – City staff met with Kyrene school district. Knutson asked if Arizona State University's students are counted here – what is ASU doing? Cox provided an update on ASU's Complete Count Committee. They are pairing it with voter registration. Working with Greek community and faculty – asking faculty to mention in all their classes. Emphasis on being counted here. Informing parents not to count their students. ASU will upload the group quarters count to the census bureau for on campus students. [www.2020census.asu.edu](http://www.2020census.asu.edu) is their website. They've created a video at football and basketball games. Presence at all events. Trying to reach students at all possible places. Will put a task on their ASU app for each off-campus student. On Jan. 30 from 1-6pm downtown at law building there's a symposium about why the census matters to Arizona. All universities were asked by the Arizona CCC to submit an outreach plan which they did. Knutson asked about Sun Devil Rewards app and possibilities, which Cox said he would look into.
- Knutson asked about outreach opportunities identified by the former Community Outreach subcommittee. 1 in 10 or Phoenix Pride – what are the former subcommittee members' responsibilities? Walsh said they signed up to own certain things. Lindsay said in shutting down the subcommittees they said that everyone could own that kind of thing. Like she volunteered to drop off materials at laundromats.

*iii: Calendar of Events update*

- Chapple asked Denton about the parent/ teacher conferences. Denton said they occur the first week of March (3-5). Chapple those events will be included as an opportunity for CCC members. Five or six of the 22 TD3 schools would merit it because they're in low response areas. Ripley said we know the Kyrene dates too.
- Chapple said city's Play Day event would be an opportunity. Jan. 29.
- Thrive to Five Center Triple P class and Feb. 20 drop in counseling – Siefer asked for more info and may want to volunteer.
- March 21 Care Fair. Upcoming Arts in the Parks events. • Aloha Festival – city of Phoenix has mobile vans and wants to be at big events. They're bringing two vans. They welcome our CCC volunteers.

**Item 4. Discussion of topics / sections a -b**

Lindsay asked if there are any questions about those areas.

**Item 5. Proposed future agenda items**

- Lindsay asked if anyone had any. Chapple said Census Bureau might send education rep next meeting to talk about school partnerships.
- Lindsay asked about low response rate maps – Chapple offered to have city staff William Mancini talk to her.

**Item 6. Adjourn**

Adjourned at 7:15pm. Linda moved and Knutson seconded.

Prepared by Nikki Ripley

Reviewed by Marie Chapple Camacho