



Minutes
2020 U.S. Census City of Tempe Complete Count Committee Meeting
February 18, 2020

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, February 18, 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, Jennifer Chau, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Gerardo Lopez, Robert Miller, Paul Mittman, Joaquin Rios, Rosemary Walsh Anthony Contente-Cuomo (by phone)

(MEMBERS) Absent: Members: Selianna Chang, Robert Cox, Casey Clowes, Glenn Davis, Nancy Siefer, Roy Tatem Jr.

City Staff Present: Marie Chapple Camacho, Nicholas Escalante (library), Elizabeth Higgins, Kathy Nugent, Nikki Ripley, Shauna Warner, Marge Zylla

Guests Present: Vianey Celestino, Breanna Hatch, Dr. Jana Scott, U.S. Census Bureau Co-chair Cling called the meeting to order at 6:05 p.m.

Agenda

Item 1: Approval of minutes:

a. January 21, 2020 minutes. Mittman made motion. Brennan made the second. Miller abstained.

Item 2: Announcements from cochairs:

a. Recognition of committee members' Census outreach work

Elizabeth Cling: Thanked people who have stepped up at events. Fancom at the library Contente-Cuomo, Lopez, and Linda. Contente-Cuomo said so many people were interested they ran out of materials. Cling also complimented Siefer, who spoke to parents at the Triple P classes, and read a quote from a city staffer noting that the class learned a lot about the census. At the Regional Unity Walk was Baker with a friend, Walsh and Ripley staffing the booth.

Candyce Lindsay: Lindsay thanked Granillo and Walsh for talking to the city's Veterans Commission. Granillo thanked Chapple for providing her with notes for her speeches.

b. Other updates and information

Lindsay asked if anyone else did outreach events. Warner said the Governor's Office came to an event and shared Census message at a table. Lindsay said this is a critical time for promoting the census – she carries flyers in her car trunk. She just got the list of laundromats in areas with low participation rate. She pointed out this is our time now and if you have any activity to do, please get the word out. Talk to your church, your temple, etc. Lerner said her students are staffing the Aloha Festival. Granillo said she did a talk at the Kiwanis Club of Tempe recently.

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

a. Vianey Celestino or staff, U.S. Census

i. Census outreach efforts

- Celestino showed short, new videos on YouTube under 2020 Census are available now.
- 23 days until people start getting invitations. March 12-20 everyone gets an invitation by mail with the code they need to respond online.
- 59 languages with assistance on how to respond. March 16-24 second letter. If they don't respond to that, they'll get three more mailings. Self-response is March 12-July 31. If no response then by May 13, Census enumerators will start going out to homes.
- It is possible to respond without the code but using the code is preferred.
- Shared a link to online response instruction video and link to questionnaire. 12 non-English languages online for self-response forum. Also 12 non-English for live, real-time phone assistance and more for video/print guides.
- They are having a variety of types of questionnaire assistance opportunities at events and other sites. It must be a Census Bureau employee who helps someone fill it out because they take an oath to protect confidentiality of information. Celestino needs a list from Tempe by end of February for mobile assistance location opportunities in low response areas.

ii. Questionnaire Guide & Resources

- The Census has produced a Questionnaire Assistance Toolkit that has all the info about how it'll work.
- On March 20, the Census will start a live map of responses that will be updated daily. And they can shift resources accordingly for the questionnaire assistance booths. Lindsay asked for clarification about information the Census Bureau needs from us about mobile response. Celestino said they will send us a map of Census tracts and city staff can help identify events and places. Denton asked how those are advertised; Celestino said they're advertised and will want city help with that.
- Brennan asked about the strategy for homeless shelters. Celestino said they are part of group quarters count effort which is separate than the residential count. Group quarters count started nearly three weeks ago and will continue for another week. Linda asked how students in a dorm fill it out the census. Celestino said that's part of the group quarters effort as well and the Census gets the info directly from ASU. But off-campus students are different, and they need to count every person living in the house or apartment. It's one form for everyone living in the residence.

iii. Dr. Jana Scott, Faith-based Specialist

Dr. Scott is a senior partnership specialist working with faith-based groups. She talked about a recent national event at National Cathedral in Washington, DC which had a panel of diverse leaders talking about why it's important, what faith groups

are doing and what the challenges are in getting people to engage. Scott played a video snippet and the committee will be sent a link to the full video. March 27-29 is designated as a weekend of action; houses of worship are encouraged to do events, mobile assistance sites. On Feb. 3, she did a Census Solutions Workshop with Vitalyst Foundation.

iv. Breanne Hatch, Education Specialist

Hatch gave an update on her role as school specialist. She said that Megan Sterling was the new contact at Tempe Union High School District replacing. March 2-6 is Statistics in Schools Week and they want to attract media attention. They want any school sites that will open for mobile response. On Feb. 22 is the national event for the undercount of young children age 0-5; she is doing an event at a childcare center, giving out posters.

b. Nikki Ripley or city staff, City of Tempe

i. Local and regional communications

Ripley said the city and regional communication efforts are ongoing.

iii: Calendar of Events update

- Chapple updated on calendar of events. Please check the Signup Genius requests for volunteer dates and hours.
- Play Day is Feb. 29.
- In early March, there are parent / teacher conferences at Tempe Elementary schools. March 21 Care Fair.
- There will be three Arts in the Parks events that are in low response areas.
- Tour de Tempe is happening April 5.
- Upcoming parent-teacher conferences. Please check.
- Aloha Festival is a need, especially the second day, of volunteers. The city of Phoenix has mobile vans and wants to be at big events. They're bringing two vans. They welcome our CCC volunteers.
- Linda said Empty Bowls is Feb. 28-29; if someone wanted to pass out census information.

4. Discussion of topics / sections

a. Business (staff: Marge Zylla)

Granillo briefed the group on the business partnership program. It's an opportunity to go online, complete a form and commit to help get the word out. They get recognized online and get a certificate from the city. Chau said her business is reaching out to areas with Asian populations. They are giving away cups with Census logo if they sign pledge and they'll be advertising if they need help to come to the business; Celestino said they would send a partnership specialist that focuses on Asian communities. Celestino said businesses are doing raffle contests if you share your confirmation email that you completed it as a contest entry.

b. Community Outreach and Special Populations (staff: Shauna Warner)

Warner mentioned Candyce's commitment to reaching out to laundromats; Rosemary taking brochures to senior centers.

c. Education (staff: Elizabeth Higgins) Denton talked about what the Tempe

Elementary School District is doing including PeachJar digital ads and a district webpage.

Middle school kids use their school issued devices starting March 17 to fill out Census at home. The district provided curriculum to teachers online sorted by grade level. They will be doing messages on school marquees and on social media accounts. Parent-teacher conferences the week of March 2; have selected several schools that are in low response areas. Lerner said it would be good to get the new person at TUHSD involved too

d. Faith and Nonprofit (staff: LeVon Lamy / Kathy Nugent)

Brennan has been working with the list of nonprofits – he has approached 13 of 30 with information. One denomination wants to insert 150 flyers per week in bulletin. Lerner proposed expanding business partnerships to also be extended to faith groups and other groups like daycare centers. Chapple said she would be able to modify the business application and certificate to include community partners.

5. Proposed future agenda items

- a. Suggestions
- b. Next meeting: March 17, 2020

6. Adjourn

Adjourned at 7:18 p.m. xxx moved and xxx seconded. (Clerk's note: due to procedural difficulties, the names of the committee member making the motions were inadvertently not recorded.)

Prepared by Nikki Ripley
Reviewed by Marie Chapple Camacho