



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
May 19, 2020

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, May 19, 2020; it was held as a virtual meeting on the Microsoft Teams Platform with an internet link and a phone number provided in the posted agenda for committee members and members of the public to join the meeting.

(MEMBERS) Present: Co-chairs: Elizabeth Cling, Candyce Lindsay **Members:** Nancy Baker, Gary Brennan, Selianna Chang, Jennifer Chau, Casey Clowes, Anthony Contente-Cuomo, Robert Cox, Glenn Davis, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Gerardo Lopez, Robert Miller, Paul Mittman, Joaquin Rios, Rosemary Walsh

(MEMBERS) Absent: Members: Robert Miller, Nancy Siefer, Roy Tatem Jr.

City Staff Present: Marie Chapple Camacho, Elizabeth Higgins, Nikki Ripley, Shauna Warner, Marge Zylla

Guests Present: Vianey Celestino, U.S. Census Bureau

Co-chair Lindsay called the meeting to order at 6:06 p.m.

1. Approval /acceptance of Complete Count Committee Meeting Minutes:

- a. February 18, 2020

Contente-Cuomo moved approval of the February minutes. Seconded by Davis. Unanimous approval.

2. Discussion / announcements from co-chairs:

None were given.

3. Updates from city staff and / or Census Staff:

- a. Nikki Ripley, local and regional communications

Ripley said that since the coronavirus pandemic Chapple Camacho has been doing amazing work to keep up with Census awareness, so she will offer an update of the activities that have been happening since February. Chapple-Camacho's updates included:

- We have been focused on awareness and motivation within the northeast areas of Tempe that have lower self-response rates so far. At this time, most Census tracts are 5 to 10 % below self-response rates than their 2010 Census effort, however, they are some tracts that now doing better than their 2010 numbers and a few that are 10 to 20 % below.
- Staff has been organizing social media posts and promotional videos. Three from City Councilmembers were posted. Some Tempe Elementary School District principals are also doing

videos for the neighborhoods surrounding the schools. The schools gave them to families who were

- An international student at ASU is doing a video soon aimed at Chinese-speaking ASU students.
- Warner from Neighborhood Services has taken Census giveaways to Connolly Middle School and Thew Elementary, which are in lower response areas.
- A letter was sent to apartment managers and other contacts for off-campus students asking them to share with their tenants a poster and video about how college students should respond to the census.
- About 4,000 postcards to low response areas. The front graphic used the census slogan in 13 languages and the inside message was English and Spanish with information about the importance to the city, how to take the census, and how to contact us with questions.
- We had a meeting with counterparts in Flagstaff, Northern Arizona University and Coconino County about their efforts and the impacts of students leaving during the count. Warner made us aware of a letter to Congress sent by the International Town & Gown Association alerting Congress to the issue facing college towns.

Brennan asked if schools are doing food handout programs and if we could give out census materials there. Denton said that, starting June 1, the summer food program is starting at Scales and Arredondo elementary schools and it would be possible to give out items.

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

- i. Census response rates
- ii. New milestone / goal dates

Celestino said that Census field operations have been suspended since March 18 and that they just received direction from the national office to open regional offices beginning May 18. It is a slow process to bring back employees and pick up with training and hiring activities. They will start sending employees with information packets to the front of homes that do not get mail; it is only 5 percent of the nation and 178,000 households in Arizona.

Celestino recommended that the committee look at the self-response map at [census.gov](https://www.census.gov) and it will display down to the Census tract level and the makeup of the area.

Celestino said there is still time to influence the participation outcome. Things can change due to the coronavirus, but Aug. 11 is the scheduled date to begin knocking on doors of non-respondents. The group quarters count effort has been extended to Sept. 3 to finish because some college towns had people leaving prior to the group quarters count.

Lopez asked if Tempe is at 58 percent right now out of 100 percent, what is that based on, the total numbers from 2010? Celestino conveyed that it is out of the total number of known households in 2020. She said that, in Tempe, 57.7 percent have responded via phone, online or paper questionnaire. Some tracts are lower than that – the lowest one in Tempe is 27.7 percent. So, we should keep working with partners in those areas, with ideas like Zoom or Facebook Live events with Census employees to help people respond in real time.

Granillo asked about the characteristics of the lowest self-response tract. Chapple Camacho said it is the downtown Tempe area, with a lot of rentals, and that we have sent letters to apartment managers and ASU ambassadors in the area. This was a low performing tract in 2010, as well, but so far, the 2020 response rate is better than it was in 2010 at this time. Warner said that the off-campus housing group at ASU said student households are about 50 percent full currently. The Police Department, Councilmember Lauren Kuby and others have done messages that apartment managers agreed to send to their tenants.

Cox said that specific messages have been sent to all students from ASU President Michael Crow and others at ASU saying that they should respond in Tempe and use their Tempe address. They have been told to fill it out where they spend most of the year even if Tempe is not where they currently are at this moment. ASU has also done videos and information has been sent out via social media and to student leadership groups. Last week, ASU completed the group quarters data upload to the Census Bureau. There are approximately 12,000 ASU students living on campus in Tempe. They used the numbers of students who lived on campus before COVID. Celestino said those numbers would not show up on the self-response map because they are part of the group quarters count.

Brennan asked if it is possible to have mobile completion opportunities at grocery stores or laundromats. Chapple Camacho said she will check if Phoenix would let us use their mobile units. Lindsay asked if that information could be shared with the CCC so they can put the info out to their social media networks.

4. Committee members discussion

- a. Outreach efforts
- b. Other

Co-chair Cling invited members to contribute any of the things they had been doing to spread the word about Census.

- Lindsay said that she has been sharing City of Tempe and other accounts' posts on Facebook and Twitter to her own accounts.
- Granillo said she is part of Kiwanis Club, which is planning a sparkler giveaway in place of the organization's annual July 4th event and perhaps Census information could be woven into that effort.
- Shereen Lerner said her students created Census flyers and she will share them with the city.
- John Linda said his church has a weekly email that has been encouraging Census completion. Other CCC members' faith communities could be asked to do something similar. Mittman noted that the Southwest College of Naturopathic Medicine posted signs and digital signage in their Community Commons

5. Proposed future agenda items:

- a. Suggestions

Co-chair Cling asked for any proposed future agenda items for the June 16 meeting.

- Linda said it would be helpful for CCC members to have a handout with new dates for modified Census phases.

- Ripley said that by the June meeting we will probably have more detail about when city facilities like the library and community centers would be reopening and we should be able to once again plan for having computers available there for the public to complete the Census.
 - b. Next meeting: June 16, 2020

6. Adjourn

Meeting adjourned at 7:01 p.m.

Prepared by Marie Chapple Camacho

Reviewed by Nikki Ripley