



**DRAFT Minutes**  
**2020 U.S. Census City of Tempe Complete Count Committee Meeting**  
**September 15, 2020**

**Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, September 15, 2020, as a virtual meeting on the Microsoft Teams platform in Tempe, Arizona.**

**(MEMBERS) Present:**

**Co-chairs:** Elizabeth Cling, Candyce Lindsay (arrived at 6:10 p.m.)

**Members:** Nancy Baker, Gary Brennan, Anthony Contente-Cuomo, Robert Cox, Glen Davis, Cindy Denton, Jana Lynn Granillo, Linda Knutson, Shereen Lerner, John Michael Linda, Gerardo Lopez, Robert Miller, Paul Mittman, Nancy Siefer, Rosemary Walsh

**(MEMBERS) Absent:**

**Members:** Selianna Chang, Casey Clowes, Joaquin Rios, Roy Tatem Jr.

**City Staff Present:**

Marie Chapple Camacho, Elizabeth Higgins, Nikki Ripley, Shauna Warner, Marge Zylla

**Guests Present:**

Vianey Celestino, U.S. Census

**Co-chair Cling called the meeting to order at 6:07 p.m.**

Agenda

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

**a. May 19, 2020**

Linda motioned to accept, Anthony Contente-Cuomo seconded motion. Voted to approve: Gary Brennan, Jennifer Chau, Elizabeth Cling, Robert Cox, Cindy Denton, Jana Lynn Granillo Linda Knutson, Shereen Lerner, Gerardo Lopez, Robert Miller, Rosemary Walsh. Abstained: Nancy Baker, Nancy Siefer

**2. Update from Vianey Celestino, U.S. Census Bureau**

**a. Deadline for Census**

**b. Tempe self-response and enumerator response**

**c. Update on field operations**

Celestino has worked for over two years on project; it's having good results. Census will continue with non-response follow-up operation, which is census takers visiting non-responsive households. She said it is important to remind people of census confidentiality.

- If enumerators are unsuccessful, they leave a Notice of Visit in English / Spanish which contains household code. They will come back up to household up to six times. If no answer, they go to neighbors for information on how many people live in the house.
- Census workers are following CDC recommendation for personal and interviewee protection. Census takers will give interviewees masks if needed. Interviews are conducted outside. Census workers have identification and other equipment with census logo. People can still self-respond until deadline.
- US Census Bureau sent another paper questionnaire to non-responsive households. It wasn't scheduled, but bureau saw the need. This is the seventh mailing to nonresponding households in the form of a reminder or a questionnaire.
- Self-response rates:
  - National is 65.8%
  - Arizona is 62.6% (with enumerator rates 23.3% it totals 85.9% households responding)
  - County 66.7%
  - Current numbers are available on the Census Rate Maps online.
- Census will continue Mobile Questionnaire Assistance booths until September 26. They target tracts that have 50% self-response or less. She worked with Tempe city staff at Food City locations along with other Census workers who were able to help people complete forms on site. It will go to Sept. 28 for group quarters; up to Sept 24 for homeless count; up to Nov. 22 – post enumeration survey, which is a quality control to follow up on work done by enumerators.
- The Census Bureau is still waiting to confirm Sept 30 as deadline. Because of a lawsuit in federal court, there is a temporary restraining order on the deadline. A hearing is on Sept. 17 to decide on the deadline date.
- Linda asked who is deciding the deadline date. Celestino said a federal district court in northern California issued a temporary restraining order. Operations continue as planned until decision is made. Linda asked if the decision will be appealed to the Supreme Court. Celestino did not know answer to that question.
- Lerner asked clarification on the Arizona data. Since Arizona is about 14% short, is there a way to extrapolate data to 100%? Celestino said there is a proxy for remaining percentage, which means asking knowledgeable people such as neighbors about residents in a non-responsive house, using other administrative records or could use a population average to make up the 100%.
- Miller asked how today's numbers compare to last census. Celestino said census rate map will show comparison to 2010 numbers. Chapple said Arizona was 61.3% in 2020 and today is 62.7%
- Lindsay asked what populations are not included in self-response. Celestino said homeless, in-person interviews, tribal, group quarters, and student housing.
- Celestino expressed appreciation to everyone for their hard work. Her last day is Sept. 26 but there will be other census staff who will stay on.
- Lopez asked how ASU students are counted. Cox said ASU submitted the group quarters upload for student housing directly to Census Bureau. All students who were living in dorms at beginning of semester, even if they left because of COVID, were counted. About 12,000 students were uploaded to census bureau. Lopez also asked if there a gray area for student housing, such as third-party housing. Cox said yes, there are private student housing that ASU leases for students. If ASU leased the whole building, those are considered

student housing and numbers were uploaded. Partially leased buildings are not accessible to ASU, so student residents were not included in the ASU upload.

### **3. Discussion / announcements from co-chairs:**

- a. Recognition of Complete Count Committee outreach volunteers
- b. Other announcements

Co-chair Cling:

Thanked Rosemary Walsh and Gary Brennan for working with city staff at the recent Food City census outreach events. Rosemary worked at one and Gary worked at two of the events. At Saturday's event, Guadalupe's Mayor Valerie Moran and councilmember Anita Cota Soto teamed up with Tempe at the Food City on Baseline to reach out to the shoppers from Guadalupe. There are some census tracts that cross borders of cities, it was awesome to partner with another city.

Co-chair Lindsay:

Thanked Census staff who were there to assist people on the spot – staff reports 14 people completed the census at the stores and another 11 who left their phone numbers for a follow up. She asked Brennan and Walsh about their insights to why people would or would not take part in the census.

- Brennan said there was a great diversity in Tempe, different populations at the two locations. About 30% said yes, they responded; 30% just were not aware of the census – he said it was important to have Spanish language folks on site; some people were fearful and did not trust process; and some outright refused. He complimented city and census staff for doing all the heavy work. He said staff tried to help people understand why the census was important.
- Baker said she helped two neighbors to call into the census. She said she told them the only questions needed response were: who they are, identify household, and how many people in household. She told them they didn't need to respond to other questions.
- Lopez said it was correct that the number of people is only question needed to be answered and the others are optional. But the demographics affect how money get used, especially the ages in the household. He also said in the next census, the committee members should sign up as enumerators - They do the heavy lifting.

### **4. Updates from city staff:**

- a. **Review and update of Sept. 2, 2020 Census memo to Tempe Mayor and City Council - Nikki Ripley**

Ripley called attention to Sept 1, 2020 memo that had been copied to the committee. She said the information summarized what had been done since last memo from the spring such as outreach events, targeted census tracts reach, Maricopa Association of Governments outreach was still happening, and the ASU and college town undercounts. Lindsay noted the item description needed to be changed from Sept. 2 to Sept 1.

- b. **Legislative updates regarding Census extension, college town undercounts - Marge Zylla**

Zylla said letters on topic of advocacy were also copied to the committee. In August, when the September deadline was announced, Tempe's Mayor sent letters to congressional delegation to express concern about the accelerated process and that an extension would be helpful. Others took action to change the census deadline. Senator Sinema sent a letter to her colleagues about extending census as part of COVID relief package. The city belongs to National League of Cities, which sent a letter to census director expressing concerns about shortened deadline. And governors from states who were concerned about extending the field operations for a more accurate count also sent a letter to the census bureau director.

Zylla said regarding the lawsuit, the judge could also decide to extend temporary restraining order, which would continue census operations.

She also mentioned another lawsuit ruled on last week about the federal order that undocumented immigrants would not factor into apportionment base, which is how many representatives each state gets. She said that order was struck down and that undocumented immigrants would be counted. But there is potential for more activity on that topic.

- Celestino said that on Thursday, census director is in town and would be visiting a mobile questionnaire assistance event, meeting with governor and then Arizona Complete Count Committee members. A media advisory will be sent out.

#### **c. ASU outreach - Robert Cox**

- Cox been working with ASU Complete Count Committee to develop a communication outreach strategy for last push to off-campus students. It should be out by end of week. It is an email from President Crow to off-campus students to explain where the funds go to and why it's important. Will ask students to fill it out. ASU will follow up with social media and other communication channels throughout university. They will have a trickle-down communication from deans of colleges to professors to students.
- Linda said that email should wait until Sept 17 court case is decided.
- Lopez said it would very helpful, getting into off-campus student housing is challenging for enumerators. Many students don't know about the census. He asked that ASU communicate with apartment managers about the census.
- Cox said that ASU has been communicating with apartment managers to encourage them to allow enumerators into buildings.
- Mittman asked for Cox to send him a copy of the email from crow so he could forward it to the Southwest College of Naturopathic Medicine's 10,000 patients to encourage participation in the census.

#### **d. City outreach - Marie Chapple Camacho**

Chapple talked about the three events in September held at two Food City locations. The city gave away eight \$50 gift cards to Food city in a drawing: 59 people entered the drawings. While 14 people completed the census on the spot, 11 indicated on their drawing cards they would like to be contacted by the

census. She agreed with Walsh and Brennan that while many people indicated they already filled out the census, a number of people either did not understand what it was – some of that was because of a language barrier for Asian and Middle Eastern people – or that they could participate as a foreigner living in the United States. Many people, possibly a third of those encountered, did not want to engage with staff to talk about the census.

Chapple has been reviewing census tracts and targeting ones that are not close to their 2010 numbers. She has been using photos of neighborhood landmarks in targeted messages to neighborhoods using the Nextdoor platform.

Chapple sent the Complete Count Committee members a spreadsheet comparing self-response rates as of September 13, 2020 vs final 2010 numbers to show how the various tracts are performing. In rankings as of Sept. 14, Tempe is 25<sup>th</sup> in self-response in the state. In the nation, Arizona is 31<sup>st</sup> in self-response and 45<sup>th</sup> in enumerated responses; in total 86.9% have responded to the 2020 Census.

- Brennan said the minority population has been pushed down so much that they mistrust and that it would be another decade before Arizona recovers from that trauma.
- Granillo said that one of the west valley cities had a vehicle raffle and asked for staff to follow up to see if it was effective.

## **5. Discussion / brainstorming on any last outreach ideas**

Co-chair Cling said she was not sure how effective it would be to discuss this. She asked Ripley and Higgins for their thoughts.

- Ripley replied she would take any ideas.
- Brennan said the Mayor from Guadalupe said that a good harvest area would be Walmart or Home Depot on payday Fridays.
- Granillo said that game night would be an opportunity.
- Lindsay said the committee must continue doing more. She has been posting to her circle on Facebook and still has had people who ask about the census at this late date.

## **6. Proposed future agenda items and decision on next meeting date**

- Co-chair Cling said the agenda will depend on ruling.
- Lopez said the committee should decide if we should assume this is last meeting or meet again.
- Cling said the committee should have one more meeting after census deadline to review the work done.
- Lopez asked to set next meeting for Oct 13, especially if census is ongoing.
- Baker said in the next meeting to capture lesson learned for 10 years from now. Cling asked staff if a poll could be done to gather lessons learned to gather before next meeting. Ripley replied she would check with City Attorney.

- Lindsay would like October meeting. Higgins said after court date, staff will communicate with CCC about decision and can decide on date. Cling agreed it was a good plan.

**7. Adjourned at 7:24 p.m.**

Prepared by Marie Chapple Camacho  
Reviewed by Nikki Ripley