



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Meeting
May 21, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, May 21, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Co-chairs: Elizabeth Cling and Joaquin Rios

Members: Gary Brennan, Casey Clowes, Megan E. Costa, Robert Cox, Anthony W. Contente-Cuomo, Glenn Davis, Cindy Denton, Jana Lynn Granillo, Linda Knutson, John Michael Linda, Gerardo Lopez, Robert Miller, Paul Mittman, Roy Tatem, Rosemary Walsh

(MEMBERS) Absent:

Nancy Baker, Jennifer Chau, Ron Jackson, Shereen Lerner, Jennifer Liewer, Candyce Lindsay, Selianna Robles, Nancy Siefer, Jan Vesely, Brandon Willey

(MEMBERS) Resigned from Committee since April 2019 Meeting:

Kate Hanley

City Staff Present:

Ginny Belousek, Marie Chapple Camacho, Darrell Duty, Elizabeth Higgins, LeVon Lamy, William Mancini, Nikki Ripley, Marge Zylla

Guests Present:

US Census Bureau: Vianey Celestino; Tiffany Harvey

The meeting was called to order at 6:06 p.m.

Agenda Item 1 – Approval/acceptance of minutes from the April 16, 2019, Complete Count Committee meeting

Mr. Linda motioned for acceptance; seconded by Mr. Contente-Cuomo. Unanimous approval.

Agenda Item 2 – Discussion/announcements from co-chairs

Ms. Cling highlighted the addition of Jennifer Chau to the CCC as well as the resignation of Kate Hanley. She also said the previously identified June 20 date for a Work Study Session update to Council about Census will be moved to a September date and the Complete Count Committee will be informed of the chosen date.

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

Ms. Cling said that the Census Bureau is here for questions but does not have a formal presentation for this month's meeting. Ms. Harvey is a new Census partnership specialist in attendance; she said the Census Bureau continues to hire for the start date of June 11. If CCC members know of anyone, please refer them to www.2020census.gov.

Mr. Brennan asked if there is a Facebook page the CCC members could use or email they could use to pass on to their friends about the fact that Census is hiring. Ms. Harvey said that Census Bureau would post to their Facebook. Ms. Ripley said city staff could copy CCC members on emails we send out and tell them about our city Facebook posts so they can share.

Ms. Ripley said that work continues on the promotional activities that the city can do itself, including identifying 26 trash/recycling trucks for ads on the back of the trucks. Those should be placed this summer.

Ms. Denton asked about whether advertising is possible on Orbit or Valley Metro vehicles. Ms. Ripley said it is being explored and is sometimes difficult to arrange because of local and federal guidelines. Ms. Denton said that wraps on the back of Tempe Elementary District buses are possible and that there are 80 buses. She said Superintendent Chris Busch was supportive of the idea.

Mr. Brennan asked if city vehicles could be used. Ms. Ripley said yes magnets are possible.

Ms. Chapple Camacho talked about the drafted outreach calendar that Shauna Warner helped with and is available at each seat tonight. The calendar is being developed so if CCC members know of other events, please tell us.

Mr. Mittman suggested the Mayor's State of the City Address and the annual ASU football luncheon could be promotional opportunities.

Agenda Item 4 – Discussion on creation of mapping lists of locations for subcommittee outreach opportunities.

Mr. Mancini presented that GIS maps are possible for him to compose and put online for the use of CCC subcommittees. Ms. Chapple Camacho talked about what Mr. Mancini did to map houses of workshop overlaid with 2010 low response areas for the use of the Faith and Nonprofit Subcommittee. Mr. Mancini can create individual maps for subcommittees so that members can divvy up work during off times. Ms. Cling said we're lucky to have Mr. Mancini as an asset for mapping.

Agenda Item 5 – Adjourn into subcommittee meetings

Mr. Rios initiated splitting into subcommittees.

Agenda Item 6 – Proposed Future Agenda Items

See the individual subcommittee minutes for full summaries of the discussions.

The next scheduled CCC meeting is June 18, 2019, and Mr. Rios asked subcommittees to report out on what they discussed doing at the next meeting.

Community Outreach and Special Populations Subcommittee – Ms. Costa said they looked at calendar from city and brainstormed what’s missing. They have a question about tabling at events and who does what.

Business Subcommittee – Ms. Zylla said they talked about events and looking at which ones to prioritize. GAIN Night was of interest because of the ability to map. Mr. Mancini will be able to help with businesses in low count areas. They discussed coming up with a script for outreach to businesses and the idea of a Census Day or Week for employees and clients. Mr. Miller said they want to establish a timeline and deliverables for their group and figure out what they can expect of businesses of different sizes, as well as how they approach businesses without getting too far ahead of when the real push. We need to give them materials to be an effective business partner.

Faith Subcommittee – They have the map of houses of worship and have asked for a nonprofit version. They will create a template of questions for their own faith communities as a soft launch of what kinds of resources they need. Then the subcommittee will discuss that feedback to finalize materials.

The next CCC meeting is slated for June 18, but the suggestion has been made to see if the CCC wants to cancel the planned June, July or August meetings because of summer plans and the decreased likelihood of getting a quorum for summer meetings. Ms. Cling suggests that staff send out a Doodle Poll to ask CCC members their preference to cancel June, July or August.

Meeting was adjourned 7:35 p.m.

Prepared by: Nikki Ripley
Reviewed by: Elizabeth Higgins