



Minutes
2020 U.S. Census City of Tempe Complete Count Committee
Meeting
Aug. 20, 2019

Minutes of the 2020 U.S. Census City of Tempe Complete Count Committee (CCC) held on Tuesday, Aug. 20, 2019, at the Tempe Public Library, 3500 S. Rural Road, Lower Level Room A, Tempe, Arizona.

(MEMBERS) Present:

Co-chair: Elizabeth Cling

Members: Gary Brennan, Jennifer Chau, Glenn Davis, Cindy Denton, Jana Lynn Granillo, John Michael Linda, Candyce Lindsay, Gerardo Lopez, Shereen Lerner, Jennifer Liewer, Robert Miller, Paul Mittman, Selianna Robles, Rosemary Walsh, Brandon Willey.

(MEMBERS) Absent:

Joaquin Rios (co-chair), Nancy Baker, Casey Clowes, Anthony Contente-Cuomo, Megan Costa, Robert Cox, Linda Knutson, Nancy Siefer, Roy Tatem.

(MEMBERS) Resigned from Committee since July 2019 Meeting:

Ron Jackson

City Staff Present:

Marie Chapple Camacho, Nikki Ripley, William Mancini, Kathy Nugent, Elizabeth Thomas, Darrell Duty, Ken Jones.

Guests Present:

US Census Bureau: Vianey Celestino, Cynthia Duncan and Brianna Hatchett
ASU: Alyson Perkins

The meeting was called to order at 6:09 p.m.

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

Ms. Walsh motioned for acceptance; seconded by Mr. Brennan.

The minutes were approved, with Mr. Mittman, Mr. Miller and Ms. Granillo abstaining. Ms. Liewer was not yet in attendance.

Agenda Item 2 – Discussion/announcements from co-chairs

Ms. Cling reminded the group about the scheduled presentation to the City Council at the Sept. 19 Work Study Session. She suggested that Ms. Ripley inform the CCC later about where this agenda item will fall on the Sept. 19 meeting agenda so that CCC members know when they can reasonably show up to the meeting, if they choose to attend it. Mr. Brennan asked for confirmation that the meeting would be at the Tempe

History Museum; Ms. Cling confirmed that, as the City Council Chambers downtown are being renovated.

Ms. Cling relayed to the CCC that the goal for this evening's meeting is to fill out your workplan worksheets in the subcommittee meetings. She also advocated that the group move quickly and efficiently through the first part of the meeting with updates so that the subcommittees can have maximum meeting time.

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

Ms. Celestino provided several updates:

- The Census Bureau has moved the area Census office grand opening from Oct. 23 to Oct. 16. There will be one main event in downtown Phoenix at 10 a.m. on Oct. 16. She'll send save the dates and later invites for CCC members and Mayors in county.
- Address canvassing is happening now – the Census Bureau will be knocking on doors once. They might ask if there is a structure outside and will make sure addresses are correct. This will occur with 20 percent of households in the county.
- The City of Tempe belongs to the Maricopa south census office; she'll send us the address.
- It's good to remind residents that the Census Bureau does more than 100 surveys a year other than the decennial Census. Those are different so it's important for residents to know they're different. More information about those is at [census.gov/surveyhelp](https://www.census.gov/surveyhelp).
- The CCC now has a copy of the questionnaire online. There are only nine questions. Mr. Willey asked if we'll be able to see what the online experience is like and Ms. Celestino said yes, by the end of 2019.

Mr. Brennan said there is public mistrust about government programs. He asked if the federal website is being bombarded with testing to see how it loads. Ms. Celestino said yes. Ms. Lindsay asked about whether they'll be able to handle the volume of response when they open the gates and Ms. Celestino said yes, it'll be ready. Ms. Granillo said she volunteers with groups and one is interested in a presentation – who should they go to. Ms. Celestino said they can talk about the partnership specialist that would be best for the group and the type of presentation.

Ms. Duncan, from the Census Bureau's National Processing Center in Phoenix provided several pieces of information:

- The Census Bureau estimates that 70 percent of households will respond online and that leaves 30 million forms to be processed. There are two processing centers to do this work – one is in Indiana and one is in Phoenix. The Phoenix office will handle all western states. They are hiring about 900 people for this center and this is not to be confused with the field Census jobs. Full-time, benefited jobs are available. People should go to www.usajobs.gov to apply. Ms. Robles asked about qualifications – Ms. Duncan said applicants need a GED or high school diploma; they should be a citizen; and they should have some work experience. There's a background check.

Ms. Ripley and Ms. Chapple Camacho provided updates:

- Local and regional communications (icount2020.info has launched), regional ads starting in mid-September – this is the regional campaign that Kelly Taft from MAG talked to the CCC about. City of Tempe is communicating about address canvassing started this week until mid-October.

- Tempe communication plan – everything is moving along. Messaging is done – reviewed what the messages are and how they are meant to be used.
- www.tempe.gov/census webpage updates and additions – Ms. Chapple Camacho showed the city Census webpage and where the online binder with updated materials can be found at www.tempe.gov/census. There is a resources page with numbers residents can call. CCC members are listed. Lists of available posters – CCC members can request those and the city can print them for you. Flyers and releases provided by the city are also posted there. Mr. Mancini's maps are online with the directions for how to access those. Map of low response areas is there. Logos and taglines in other languages are available by request. CCC members can email Ms. Chapple Camacho for questions or use the general email box at census@tempe.gov. Resources page has documents from the federal site. Ms. Lerner said communication has started at community colleges and Phi Beta Kappa has taken this on as their project.

Agenda Item 4 – Update and possible discussion on Committee and Subcommittee requests

Ms. Ripley provided an update that an introduction letter to community leaders from the Mayor per the request from some subcommittees. The committee was provided a draft of the letter; when finalized, the letter with the Mayor's signature will be posted to the Online Binder.

Agenda Item 5 – Adjourn into subcommittee meetings

Ms. Cling broke the meeting to begin subcommittee meetings.

Agenda Item 6 – Reconvene Complete Count Committee

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

The CCC reconvened at 7:51 p.m. Ms. Cling indicated there was trouble getting a quorum in order to reconvene because some CCC members left after the subcommittee meetings.

Business – Mr. Willey said the subcommittee is organizing its ideas. Ms. Granillo indicated they are looking at business partnerships to get employees to complete the Census and to educate customers about it.

Community Outreach and Special Populations Subcommittee – Ms. Thomas reported that the group would like to see talking points geared toward telling LGBTQ populations why they should participate. The subcommittee also asked about identifying areas in the city with spotty Wi-Fi in order to offer assistance to those areas in filling out the Census. They also asked about identifying laundromats within low response areas.

Education – Ms. Lerner said the group discussed ideas for elementary, high school and ASU.

Faith Subcommittee – Mr. Brennan said there are 105 small congregations, according to Mr. Mancini's data. Outreach to families may be better through the schools. They could work with the Tempe faith initiative group to get the message into bigger churches.

Agenda Item 7 – Future meetings and proposed future agenda items

Meeting was adjourned 8:02 p.m.

Prepared by: Nikki Ripley

Reviewed by: Marie Chapple Camacho