

Minutes 2010 Census Complete Count Committee September 22, 2009

Minutes of the 2010 Census Complete Count Committee held on September 22, 2009, at 4:07 p.m., Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

(MEMBERS) Present: Neal Babcock, Don Cassano – Co-Chair, Dave Crowell, Beth Fiorenza, Kate Hanley, Catherine Mayorga, Stephanie Salazar and Edward Smith.

(MEMBERS) Absent: Omar Ahmed, Dave Summers, Arthur Tate, Ed Valenzuela – Co-Chair and Ed Wycoff.

City Staff Present: Arlene Palisoc, Nikki Ripley, and Shauna Warner

Agenda Item 1 – Welcome

Chair Cassano welcomed the group.

Agenda Item 2 – Approval of the September 8, 2009 Minutes

Beth Fiorenza moved that the September 8, 2009 minutes be approved with the addition of Dave Summers as present. Catherine Mayorga seconded the motion. The motion passed unanimously.

Agenda Item 3 – Communication & Outreach Plan and Micro-Purchasing Agreements

Nikki Ripley reviewed the plan. She stated that the updated plan was based on the Committee's comments that were submitted. The first tactic that she outlined was the objective to reach a mail-back response rate of 75 percent in Tempe for the 2010 U.S. Census. The second major point was when the Committee was ready to talk more about the Questionnaire Assistance Centers, Nikki stated that Al Macias with the Census could come back to talk more with the Committee about them.

Regarding the micropurchasing agreements, Nikki said that Tempe's micropurchase applications were approved for plastic clappers (for Parks and Rec and other events), water bottles (for Transit riders) and tote bags (for ASU students). The City is waiting to hear back on applications for bookmarks at the library, signs on trash trucks and banners for Mill Avenue and other locations.

Next window for micropurchase funds opens October 1 for the city or any of our partner organizations to apply. Committee members were encouraged to submit ideas for micropurchasing agreements.

The Committee was asked to list their potential outreach efforts in their areas of interest and bring that to the October 6 meeting.

The City received English and Spanish Census brochures from MAG and City staff will distribute the brochures in various city facilities. The brochures were made available to the Committees members to take back to their organizations.

The City will start releasing Census stories starting in the November issue of Tempe Today which is distributed in the City's water bill.

The Committee identified several target audiences for outreach efforts including:

- Renters
- Non-English speaking
- Students and Parents
- Homeless
- Minorities
- Disabled
- Seniors

Agenda Item 4 – Roles and Responsibilities of Committee Members

Committee members were asked to email Amber Wakeman their area(s) of interest (roles and responsibilities) they could assist the Committee with based upon the tactics included in the Communication and Outreach Plan.

Agenda Item 5 – Schedule next meeting

The next meeting will take place Tuesday, October 6 at 4:00 p.m. at Tempe City Hall. Meetings will be regularly scheduled at two week intervals on Tuesdays, same time and location.

Agenda Item 6 – Adjournment

Beth Fiorenza made a motion for adjournment. Catherine Mayorga seconded the motion. The motion passed unanimously. The meeting adjourned at 5:05 p.m.

Prepared by: Amber Wakeman, Government Relations Director