



Minutes City Council Issue Review Session May 14, 2009

Minutes of the Tempe City Council Issue Review Session held on Thursday, May 14, 2009, 6:00 p.m., in the City Council Chambers, Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

COUNCIL PRESENT:

Mayor Hugh Hallman
Vice Mayor Shana Ellis
Councilmember P. Ben Arredondo
Councilmember Mark W. Mitchell
Councilmember Joel Navarro
Councilmember Onnie Shekerjian
Councilmember Corey D. Woods

Mayor Hallman called the meeting to order at 6:05 p.m.

Call to the Audience

No one came forward to speak.

Quality of Life Committee Work Plan

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Presenter: Neighborhood Services Director Shauna Warner

Shauna Warner presented the Quality of Life Council Committee Work Plan which was presented and approved at the committee's April 23rd meeting. The key purpose of the committee is to address residential and adjacent commercial property issues with a cross-departmental approach.

Councilmember Shekerjian stated that she is excited to see what the committee will accomplish and she supported the concept of cross-departmental approach.

CONSENSUS

Work Plan accepted as presented.

2010 Census Update

INFORMATIONAL BACKGROUND available in the City Clerk's Office.

DISCUSSION – Presenter: Government Relations Director Amber Wakeman; Partnership Specialist for the U.S. Census, Albert Macais

Albert Macais summarized a PowerPoint presentation.

- The census will take place in April of 2010. The census is intended to count everyone residing in the United States and is held every ten years.
- Arizona is covered by the Denver region.
- More resources will be available for Arizona because it has the largest population in the region, the largest metro area, and under-performed in 2000.
- Specialists will be working with communities, businesses, governments and organizations.
- This will be the shortest census on record with ten questions and will be available in six different languages—English, Spanish, Chinese, Korean, Vietnamese, and Russian.
- By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities. Responses are confidential for 72 years.
- Census information helps determine locations for schools, roads, hospitals, job training, child-care, and senior citizen centers, and more.
- Key dates
 - One-year-out milestone: April 1, 2009
 - Verifying census address list: April – July 2009
 - Delivery of 2010 Census questionnaires: March 2010
 - 2010 Census Day: April 1, 2010
 - Final counts delivered to President: December 31, 2010
 - Redistricting counts delivered to states: February – March 2011
 - National Media Campaign begins in January
 - Advanced letter mailed to households on March 10
 - Census Questionnaires mailed March 24-26
 - April 1 – Census Day
 - March – June, group quarters and transitory locations counted, and follow-up to Non-Responders
- Language assistance available for 59 languages
- Questionnaire Assistance Centers (QAC) are available for answering general questions and language assistance.
- The Be Counted Program provides a means for people to be included who believe they did not receive a questionnaire or were otherwise excluded. Be Counted Boxes/Kiosks will be out April 1 – 30, 2010.
- Complete Count Committees
 - Formed to influence members of the community to complete the census.
 - Utilize local knowledge and expertise to design and implement a census awareness campaign.
 - Bring together a cross section of community members whose focus is 2010 Census awareness.
 - Develop action plan, set achievable goals and objectives.
 - Develop list of barriers or concerns.
 - Partnership Program with community organizations, businesses, faith-based organizations, and government, and are available to conduct presentations, assist community to understand census, and provide partners with money through micro-purchase program
 - Tempe has signed a partnership agreement.
 - Marketing materials including census fact sheet, customizable brochure, template poster, newsletter, web site for sharing information with partners

Mayor Hallman stated that he had received a letter requiring that he appoint a Complete Count Committee, and he felt the

Council would be better suited to do that. He proposed adding this item to a future agenda for discussion of potential members. He further suggested that Don Cassano and Ed Valenzuela might serve as co-chairs.

CONSENSUS

Staff was directed to place on future agenda for discussion on member appointments.

Follow-up Responsibility: Amber Wakeman, Shelley Hearn

Formal Council Agenda Items

None.

Future Agenda Items

- Mayor Hallman asked for a future agenda item to set a date for an afternoon/evening Council Session rather than a Council summit to examine the work plans, discuss what has been achieved by the committees, any tweaks to be made to the work plans, and what is left from the broader scope.
- Vice Mayor Ellis asked about the Housing Trust Fund Advisory Board. Mayor Hallman clarified that he asked that it be on the next agenda for discussion of how the needs are being advertised and the reason for the lack of a residency requirement.

Mayor's Announcements/Manager's Announcements

- City Manager Charlie Meyer had a concern with confusing the ordinary with the extraordinary. Yesterday the President of the United States came to Tempe and addressed ASU's commencement ceremony. This wasn't in the City's annual work plan and the Police Department, Fire Department and Public Works Department were called upon to assist, coordinate and make this happen, and they did it so seamlessly that it almost seemed ordinary. It is extraordinary! It is a very big deal to go through what the City went through yesterday, to have that many people come into town, to provide support for the security for the President of the United States, to provide security for all of the thousands of people attending the event, and then to do it in triple-digit temperature. It was done with regular personnel who provided medical support to those who needed it and provided security without missing a step. Public Works was responsible for traffic management issues and were out the night before doing whatever needed to be done, and still move people in and out of the event. Not very many cities could have done what we did and we did it without special budget appropriations and without advance plans, and all staff involved did an extraordinary job!

Meeting adjourned at 6:35 p.m.

Jan Hort
City Clerk