



COUNCIL MINUTES

March 29, 2018

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on March 29, 2018 at 7:40 a.m.

COUNCIL PRESENT

John Giles
David Luna
Mark Freeman
Christopher Glover
Francisco Heredia
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

1. Review items on the agenda for the April 2, 2018 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None.

Items removed from the consent agenda: None.

City Manager Christopher Brady reported that items 7-a, 7-b, and 7-c will be continued to the May 7, 2018 Regular Council meeting.

2-a. Hear a presentation and discuss the City's role and preparation efforts for the United States 2020 Census.

Deputy City Manager Scott Butler introduced Census 2020 Administrator Jeff Robbins who displayed a PowerPoint presentation. **(See Attachment 1)** He commented that a large amount of State and Federal funding is related to the census count and emphasized the importance of an accurate count.

Mr. Robbins explained that State Shared Revenue is determined through population and for FY 2017/18 is estimated at \$165 million. He added that according to the League of Arizona Cities and Towns every person that is counted or missed is equivalent to \$330. (See Page 2 of Attachment 1)

Mr. Robbins reported that Census 2020 will be historic due to how the public is able to respond. He explained that residents will initially respond to the census through the use of the internet or

by phone. He noted that if the resident does not respond the process occurs in the following order:

- Census Bureau will mail a paper form
- Enumerator will be sent to the place of residence
- Third party data will complete the information (third party data source is unknown at this time)

Mr. Robbins highlighted the Complete Count Committee (CCC) and their duties. He pointed out that the CCC is a diverse team with input from Council. (See Pages 6 through 8 of Attachment 1)

Mr. Butler clarified that the final recommendation for the CCC comes from the Mayor.

In response to a question posed by Councilmember Freeman, Mr. Butler responded that the City will be responsible for funding special events, however, an amount will be determined in the FY 2019/20 budget.

In response to a question from Councilmember Heredia, Mr. Robbins remarked that the voluntary response rate for Census 2000 was 68% and 71% in 2010. He noted that the voluntary response rate for Census 2010 in Phoenix was 70% and 71% in Glendale and Tucson.

City Manager Christopher Brady stated that staff will provide the undercount percentages to Council.

In response to a question posed by Councilmember Heredia, Mr. Robbins replied that a Census office will not be located in Mesa due to budget restraints, the closest office will be in Phoenix.

In response to a question from Councilmember Thompson, Mr. Robbins responded that staff will provide Council information on the Districts that had low census responses.

In response to a question posed by Councilmember Whittaker, Mr. Butler stated that staff is unaware how the question "Are you a legal citizen?" will affect the outcome of the census responses. He noted that they will have an outreach to target specific areas that may be sensitive to the question.

In response to a question from Vice Mayor Luna, Mr. Butler reported that residents with no access to a computer, will have access to public facilities such as libraries and schools.

Mayor Giles requested Council bring back suggestions on CCC members within their District.

Mayor Giles thanked staff for the presentation.

3. Approval of minutes from executive sessions held on January 11, February 8, and March 5, 2018.

It was moved by Councilmember Glover, seconded by Councilmember Freeman, that the minutes from Executive Sessions held on January 11, February 8, and March 5, 2018 be approved.

Carried unanimously.

4. Acknowledge receipt of minutes of various boards and committees.

- 4-a. Transportation Advisory Board meeting held on January 16, 2018.
- 4-b. Library Advisory Board meeting held on January 16, 2018.
- 4-c. Judicial Advisory Board meeting held on March 7, 2018.

It was moved by Councilmember Glover, seconded by Vice Mayor Luna, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

5. Hear reports on meetings and/or conferences attended.

Vice Mayor Luna:	Falcon Field Airport Open House
	Orbital ATK Project Dutchman Groundbreaking
Councilmember Thompson:	Queen Creek School District – Eastmark Groundbreaking

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, April 2, 2018, 5:00 p.m. – Study Session

Monday, April 2, 2018, 5:45 p.m. – Regular Council Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 8:08 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 29th day of March, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

City of Mesa Preparation for Census 2020

Scott Butler - Deputy City Manager

Jeff Robbins - Census 2020 Administrator

March 29, 2018





mesa·az

The U.S. Census Matters To Mesa

- State Shared Revenue
 - Urban Revenue Sharing
 - Vehicle License Tax
 - Highway User Revenue
 - State Sales Tax
- Representation Apportionment
- 13 Billion Dollars in Federal Funding
 - SNAP (*Food stamps*)
 - Medicaid
 - Medicare Part B
 - State Children's Health Insurance (*S-CHIP*)
 - Highway planning and construction
 - Head start
 - Section 8 housing vouchers
 - And more...



The 2020 Census is Different



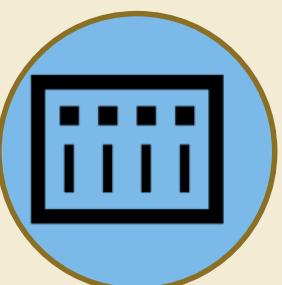
INTERNET

**THE PRIMARY
RESPONSE
METHOD**



PHONE

**A NEW
OPTION**



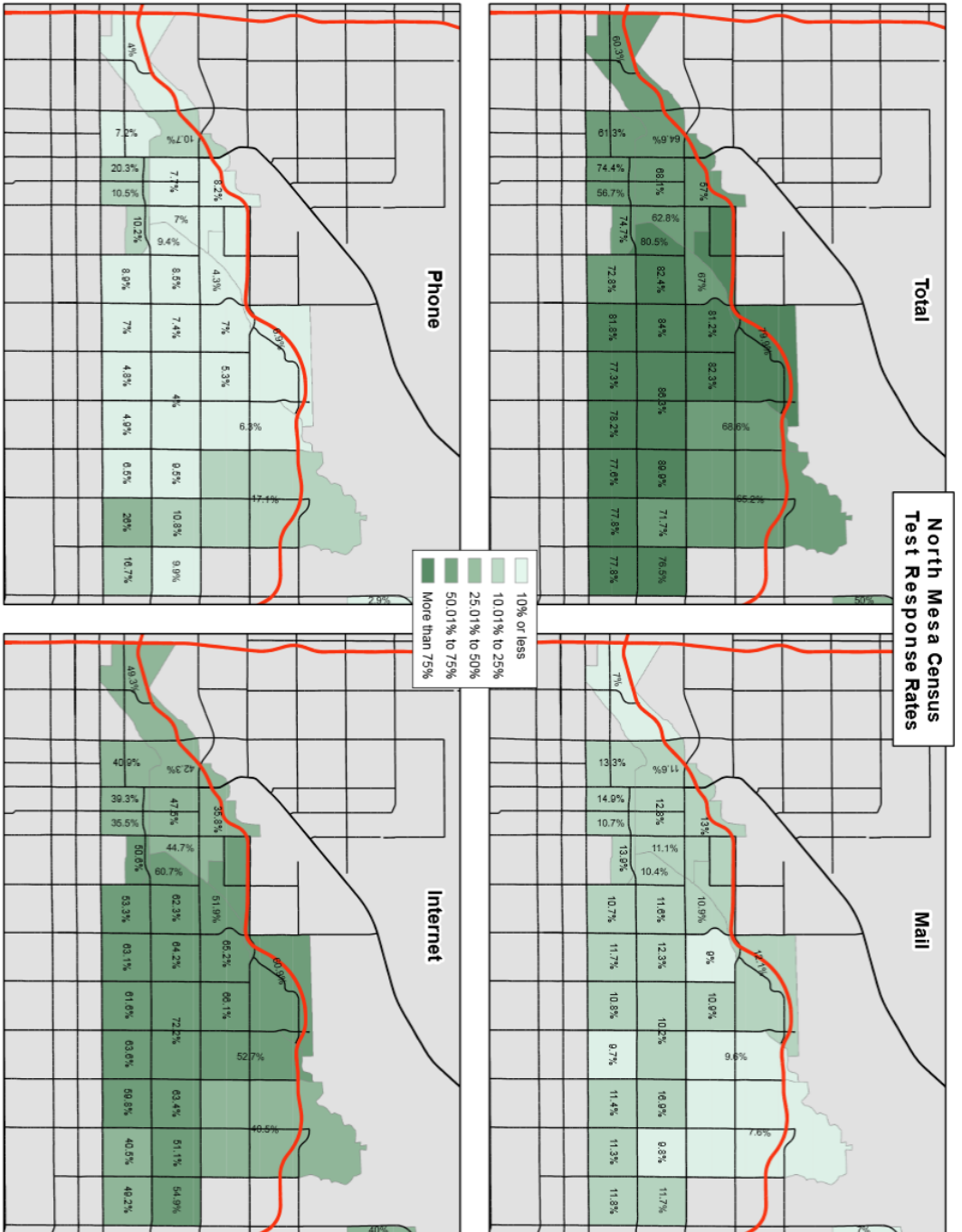
**TRADITIONAL
FORM**

**TO EVERYONE
THAT DOESN'T
RESPOND BY
INTERNET OR
PHONE**





2015 Limited Test Results



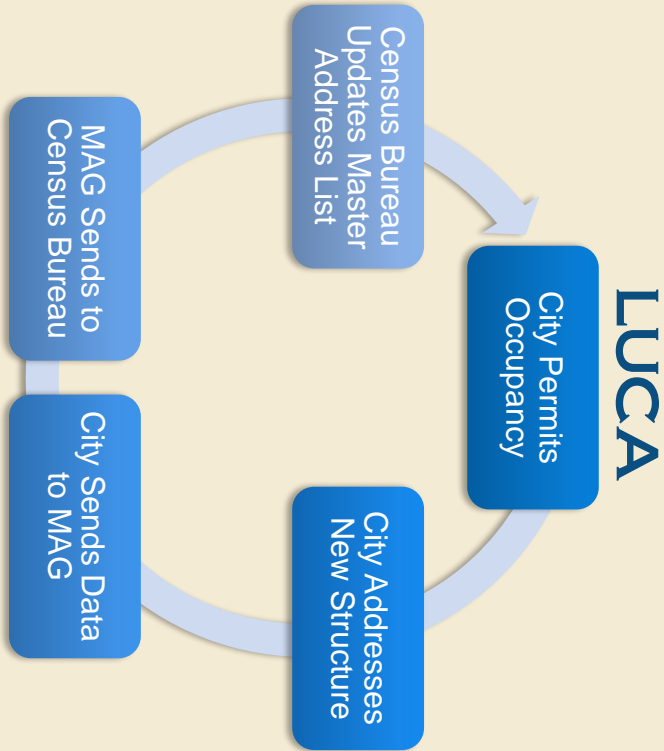


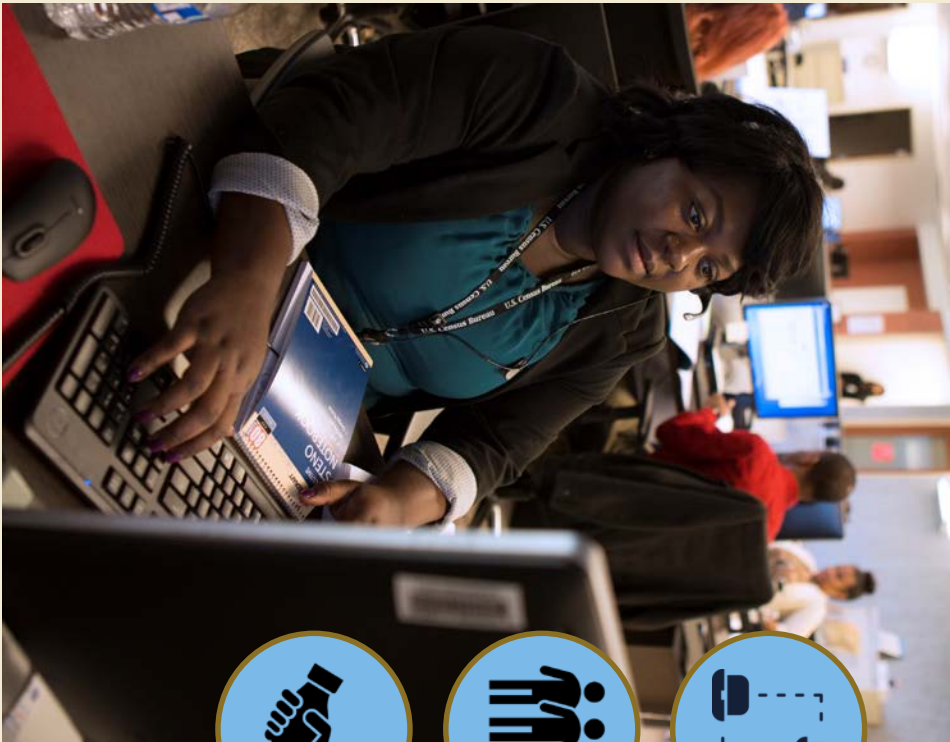
Data Preparation

**LUCA-LOCAL UPDATE
OF CENSUS ADDRESSES**

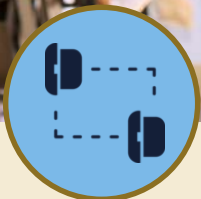
**BAS-BOUNDARY
ANNEXATION SURVEY**

**COORDINATION WITH
MAG-MARICOPA
ASSOCIATION OF
GOVERNMENTS**





What is the City's Role?



**PROVIDE THE CENSUS BUREAU
WITH ACCURATE DATA**



**FORM A COMPLETE COUNT
COMMITTEE**



**SUPPORT STRATEGIES AGREED
UPON BY THE COMMITTEE**

Complete Count Committee (CCC)

**A DIVERSE TEAM
OF COMMUNITY
STAKEHOLDERS
THAT WORK TO
INCREASE
AWARENESS OF
THE CENSUS AND
MOTIVATE PEOPLE
TO RESPOND**



Complete Count Committee *(suggested) Duties*



DEVELOP AN
ACTION PLAN

CREATE
WAYS TO
DISPEL MYTHS



ENCOURAGE
CORPORATIONS AND
FOUNDATIONS TO
SPONSOR

PARTICIPATE IN
SPECIAL EVENTS TO
GENERATE INTEREST

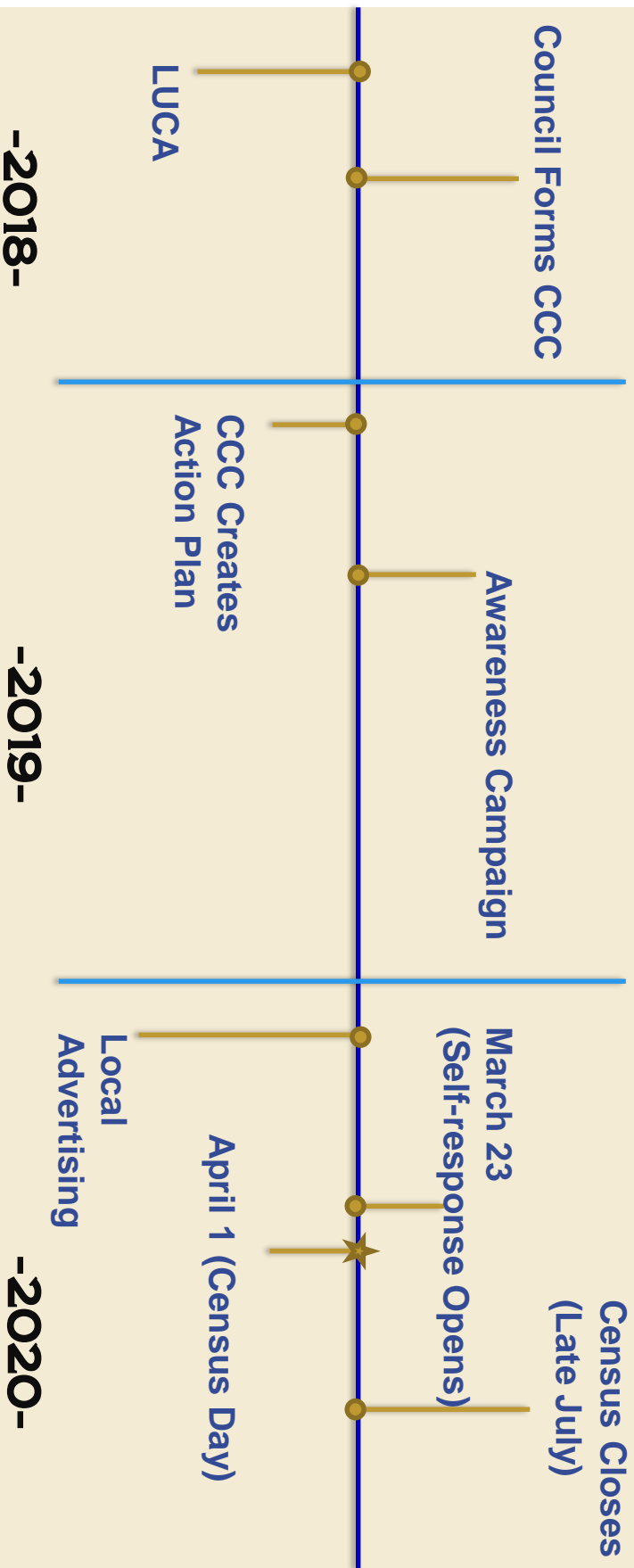


PLAN A CENSUS
DAY EVENT





Census 2020 Timeline





Questions?

