



2020 CENSUS TASKFORCE ADVISORY COMMITTEE

May 13, 2019

The 2020 Census Taskforce Advisory Committee of the City of Mesa met in the Mesa City Plaza Building, 20 East Main Street, Suite 170, on May 13, 2019 at 3:07 p.m.

COMMITTEE PRESENT

Councilmember Heredia, Chairman
Monica Margillan, Vice Chair
Kevin Broeckling
Kimberly Crowther Miller
Norm Duve
Mike Hutchinson
Winnie Kaplan
Duane Oakes
Jose Patiño
Ezekiel Santos
Carey Slade *
Mark Yockus
Mark Young

COMMITTEE ABSENT

Paul Anderson
Alan Beveridge
Nancy Cressy
Kathy Dickinson
Angel Gaetano
Sally Harrison
Yasmin Martinez
Joe McCawley
David McNeil
Kristine Nau

STAFF PRESENT

Jared Archambault
Kevin Christopher
Jessica Gerspach
Dee Ann Mickelsen
Jeffrey Robbins
Alfred Smith

*Committeemember Carey Slade participated in the meeting through the use of telephonic equipment.

Chairman Heredia excused Committeemembers Paul Anderson, Alan Beveridge, Nancy Cressy, Kathy Dickinson, Angel Gaetano, Sally Harrison, Yasmin Martinez, Joe McCawley, David McNeil and Kristine Nau from the entire meeting.

1. Call to Order.

Chairman Heredia called the meeting to order.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from January 28, 2019 meeting.

It was moved by Vice Chair Margillan, seconded by Committeemember Kaplan, that the minutes from the January 28, 2019 meeting be approved.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Broeckling-Crowther Miller-Duve-Hutchinson-Kaplan-Oakes-Patiño - Santos-Slade-Yockus-Young

NAYS – None

ABSENT – Anderson-Beveridge-Cressy-Dickinson-Gaetano-Harrison-Martinez-McCawley-McNeil-Nau

Chairman Heredia declared the motion carried unanimously by those present.

4. Hear a presentation on updates since last meeting: regional taskforce tagline, Mesa Census Pledge, focus group data results:

Management Assistant Jeffrey Robbins displayed a Power Point presentation. (**See Attachment 1**) He commented that this was the last meeting before the end of the 2018/19 Fiscal Year and there is approximately \$25,000 to be allocated.

Mr. Robbins presented the official tagline for the 2020 Census, “Shape your future, start here” from the Federal government, and the regional tagline that is just for Maricopa County, “iCount 2020” that was produced for local governments to use. (See Page 4 of Attachment 1)

Mr. Robbins provided examples of banners that will be used for marketing. He stated each banner focuses on a different sector of the population based on how money makes an impact in the community. He mentioned the company producing these banners are also creating a website about the census that will be easily accessible from cell phones. (See Page 5 of Attachment 1)

Mr. Robbins noted that at the end of the meeting, the Taskforce will be voting on whether they want to adopt iCount2020 as the City’s tagline or design and create an original tagline.

In response to a question from Committeemember Hutchinson, Mr. Robbins stated that other cities are still considering which tagline to use but it seems like most are opting to use the iCount2020.

Mr. Robbins presented the Mesa 2020 Census Pledge and explained the goal is to have citizens take a call to action before March 2020 to take the census. He stated that a mailing list could be created, and information sent out to those who are taking the pledge and would encourage others. He also requested that those who are on the mailing list post updates through social media to spread the word. (See Page 6 of Attachment 1)

Mr. Robbins stated he has been working with Constant Contact, which is an e-mail marketing company to create a link for citizens to take the pledge and get more information about the 2020 Census. He mentioned this link would give information about what the census would do for the community.

Mr. Robbins recalled that at the last meeting he asked members of the taskforce to go out and survey to find out what people know about the census and how they feel about it. He thanked Eastmark, Mesa Community College (MCC) and Aliento for putting together focus groups to gather the information needed. He reported there were two focus groups held within two days and roughly 30 people attended, and many did not know what the Census was, or they had never heard about it. He added within this focus group the question was asked “Who do you trust to give you information?” and most of the responses were friends and family, but the following groups seemed to be more trustworthy:

- Business owners
- Religious leaders
- Medical professionals
- Public safety officers
 - Latinos trust teachers and pastors and have less trust in public safety.

He said the focus group was then asked “what places do you visit most during the week?” and the answer was the grocery store, clinic, school and church. He reported the last question was, “how do you prefer to respond to the Census?” and two-thirds of the group said digitally, and one-third preferred paper. He commented that the groups were asked to rank the importance of seven social priorities from one to seven based on what matters most to them and this is how the categories ranked:

- Education
- Healthcare
- Roads
- Highways
- Public Housing
- Food Security
- Other

He stated the importance in finding some way to show how the Census affects students, teacher performances, classrooms, and money that flows within classrooms. He commented it could be an effective way to get through to people and have them pledge to take part in the Census. (See Pages 9 and 10 of Attachment 1)

In response to a question from Committeemember Hutchinson, Mr. Robbins responded by stating the census does affect education.

In response to a question from Committeemember Young, Mr. Robbins replied by saying there was no response from the Asian community, but he does have a connection with a branding campaign through the City of Mesa and hopes to start meeting with the community soon to get feedback.

Mr. Robbins reported that while conducting a national survey it was discovered that if people knew funding for their community was tied to the census, they would be more likely to respond to the census. He explained that understanding how money is tied to the census is very fundamental.

Chairman Heredia thanked Mr. Robbins for the presentation.

5. Participate in a facilitated brainstorming session:

Chairman Heredia introduced Facilitator Alisa Oyler who is a skilled facilitator, trainer, and curriculum designer with experience in over 20 countries.

Ms. Oyler stated two objectives for today and that is to solicit input on long term strategies for outreach to populations who are left uncounted and weigh-in on undercounted children. She explained long-term strategies regarding demographic profiles and how brainstorming ideas can help us think of a particular section of the population to trigger empathetic thinking, ask what is standing in the way, and what is going to make a difference and build the trust to get the count. She said four profiles were created, two were built from focus groups and the other two were built from national survey data.

Ms. Oyler asked Committeemembers to pick a profile table to brainstorm ideas for the following questions:

- What are ways to bolster existing outreach efforts?
- What are innovations to explore that have not been tried before or to explore further?

Ms. Oyler covered the two focus group profile topics that the Committeemembers will be discussing.

- Latino Youth and Deferred Action for Childhood Arrivals (DACA) Students.
 - 50% concerned about the citizenship question
 - Some recently moved out of family home
 - Understand census as population count – less aware of uses in representation and budget
 - Interest in messages about education and “community” benefits
 - General distrust of government officials – fear of data used by law enforcement
 - High trust of teachers/educators
 - Preference for forms online and phone
- Middle income households otherwise unaware or unconvinced.
 - Aware of the citizenship questions
 - Interest in use in genealogy research
 - Initially unaware of but then stressed by concerns of privacy
 - Responded to messages about how much budget is at stake
 - Prefers to fill in online at home

Ms. Oyler explained the national survey group profile topics that Committeemembers will discuss.

- Children under five with one or more immigrant parents
 - Estimated 6.5% undercount rate for Blacks and Hispanic, twice the rate for White
 - Young children more likely to live in large and complex households
 - Parents are often unaware of need to include infants on forms
 - Children and infants who split time between households get missed
 - Community-oriented motivators most popular with younger Hispanics
 - Public services such as Fire, Police, Hospitals and Roads ranked high

- Multi-generational households with low technology use
 - Low income families of color and mixed language and multigenerational households are least likely to complete door to door census forms
 - In transition family members with impermanent address may get missed
 - 56% of households 65+ prefer paper forms
 - 35% of 65+ “very” concerned about privacy
 - Misunderstanding of benefit to households (Public service funding)

Committeemember Santos mentioned there was a lack of knowledge about the census and how it can or cannot affect people.

Committeemember Oakes commented that there seemed to be a fear from citizens in answering census questions, that they do not know if they are answering right or wrong, so they seem hesitant.

Committeemember Patino stated that citizens did not understand the benefits the census has on the community. She added they expressed more trust in religious leaders than others.

Ms. Oyler pointed out that the Eastmark focus group was unaware of the citizenship question or the way data privacy issues arise, and use of political representation and redistricting.

Mr. Robbins stated there was a citizen in their thirties who did not know what the census was, and the rest of the group between the ages 28-50 had not heard much or anything at all about the 2020 Census. He noted that some who attended the focus group had participated in the 2010 Census and plan on participating in the upcoming census as well.

Ms. Oyler explained that the Committeemembers will spend the next 30 minutes discussing one of the categories (focus groups and national survey groups) and considering what factors would motivate them to participate in the Census if they were part of that group

Ms. Oyler asked each group to present their ideas and discuss them in terms of the broader budget and what can be done independently using the resources provided.

Committeemember Young presented for the multigenerational group. He stated bolstering existing outreach efforts is dependent on technology use and finding the influencers in identified communities to help create face to face events to help people learn about or complete the census. He explained that he personally struggles promoting the Census through schools but understands trust issues which makes him lean towards faith groups, religious leaders and

business leaders. He stated it would make sense to go to places such as shelters, community buildings in mobile home parks, downtown festivals, and school events where communities already congregate. He also mentioned that some money should be spent in areas with high impact such as festivals, fairs, and church events that involve volunteers to do this promotional work with some incentives.

In response to a question from Committeemember Broekling, Mr. Robbins responded by stating that accommodations are offered for those who need help filling out the census and that it was one of the most effective ways to get people to fill them out for the 2010 Census. He also mentioned the City volunteers could set up booths outside of stores and at functions to help get the census forms completed.

Committeemember Duve presented for the children under five with one or more immigrant parents' group. He stated childcare settings are not always the most efficient way to spend money. He pointed out that adding baby and toddler images to the iCount banners, posters and flyers would help educate people that this age group counts as well. He mentioned "iCount for my future" is a good message telling mothers that counting their children will not only help them, but their child's future. He suggested using Girl Scouts and Salvation Army who are trusted organizations within the community and hosting gatherings for educating the people on what the Census is and how it will help. He stated not everyone will see social media marketing but someone within a person's circle of influence might relay the message that was seen. He suggested posting information about the census at hospitals and giving handouts at medical offices.

Vice Chairman Margillan commented A New Leaf offers free vaccinations for young children and that it would be a great way to advertise about the census telling parents that infants and toddlers need to be counted too.

Committeemember Oakes suggested providing Census information through the Volunteer Income Tax Assistance (VITA) Program while people are waiting for their appointments.

Vice Chairman Margillan presented for the Latino Youth and DACA students' group. She stated that it would be beneficial to invest money in education and training for youth, pastors, educators and organizations to do outreach within the community and on social media. She talked about creating a hashtag for social media, partnering with high school students through the Advanced Via Individual Determination (AVID) Program, providing community service hours, providing scholarships, student or faculty ambassador programs, family literacy programs, and workshops to promote the Census. She stated the idea to create a competition for teachers to win school supplies as an incentive to gather as many commitments as possible for the Census.

Ms. Oyler asked Committeemembers to review outreach ideas, prioritize, and vote on three ideas that need a budget and three ideas that can be done with no budget. She provided each boardmember three green dots that would be for ideas needing a budget, and three red dots for ideas that could be done independently without the need of a budget.

Ms. Oyler identified and listed ways to bolster existing outreach efforts:

- Train the trainers for high school and higher education ambassadors
- Booths, tables, banners, pamphlets, and flyers for events

- Support key influencers to host specific events
- Bank of flyers and brochures for distribution supporting a specific commitment
- Create a mobile attraction
- Paid ambassadors from education, faith and other high trust communities
- Social media

In response to a question from Committeemember Oakes, Mr. Robbins stated April 1, 2020 is National Census Day.

Ms. Oyler mentioned the next meeting will include more in-depth planning for how to put these ideas into action.

Mr. Robbins stated the City can purchase social media with the FY 2018/19 budget to help start getting the word out about the census and mentioned it will save us money down the road.

Mr. Robbins mentioned the idea of creating a wall to inform and engage the public with the Census, asking what they would do with \$31,995 and to pledge to take the Census.

Mr. Robbins asked the committee where the \$25,000 should be spent and if there is surplus money, he will allocate it as best as he can before the end of the current fiscal year.

In response to multiple questions from Committeemember Young, Mr. Robbins explained there will be a new budget of \$52,500 beginning July 1, 2019. He mentioned it costs nine cents per click for ads on social media.

Mr. Robbins stated that if he can get a Memorandum of Understanding (MOU) complete with Mesa Community College (MCC) or East Valley Institute of Technology (EVIT) he can encumber funds now to spend at a future date for a future purpose and report back with how funding was used.

Committeemember Oakes commented that for some of the priorities such as training and mini grants, it takes planning and organization and that it should be started now to get the ball rolling.

Committeemember Slade suggested reaching out to homeless shelters and veteran centers throughout Mesa and Maricopa County to help spread the word.

Committeemember Crowther-Miller proposed the idea of hosting a Census Day event to create enthusiasm about the Census and to get citizens to complete their forms the same day.

Committeemember Oakes mentioned there will be events happening all over the state on National Voter Registration Day (NVRD). He said mini grants could be used as an incentive to get volunteers to educate those who are not aware of the Census or tying it to an organization to spread the word.

Ms. Oyler stated a Request for Proposal (RFP) will be done to get a small amount of money to structure the mini grants.

Vice Chairman Margillan commented that she would like to see funding spent on products, materials and marketing before the end of the fiscal year and then purchase the remainder with the new budget.

Mr. Robbins agreed with Vice Chairman Margillan and mentioned he could purchase tents, banners, building materials, and put money towards creating flyers and pamphlets.

Committeemember Broeckling agreed that hiring someone to train ambassadors now would be a good way to use the funding we have, along with putting money towards social media and marketing materials. He stated mini grants can wait until the next fiscal year.

Mr. Robbins mentioned by the next meeting he will be able to identify the response rates through demographics on social media and figure out what is the best way to spend additional money.

Committeemember Oakes suggested hiring a social media ambassador get the word out about the Census on all forms of social media.

Ms. Oylar clarified that \$5,000 to \$10,000 thousand dollars will go to social media efforts, \$4000 for building materials, and \$600 for the pledge. She added Mr. Robbins will disperse the remainder of the money to train ambassadors, marketing materials and all other top priorities.

Mr. Robbins noted there is not a lot to spend currently but will be able to afford more with next year's allocation.

Committeemember Broeckling commented that having two separate professionals that can create a Training on Trainers (TOT) package and an ambassador package would help towards spending the current fiscal years allocated budget.

Mr. Robbins indicated he will reach out to Committeemembers who work in the schools to identify ambassadors.

6. Discuss and take action on engagement strategy, including whether or not to adopt the regional taskforce tagline, adoption of the Mesa Census Pledge, and ideas devised in the facilitated brainstorming session.

6-a. Discuss and take action on engagement strategy, including whether or not to adopt the regional taskforce tagline and the adoption of the Mesa Census Pledge.

It was moved by Committeemember Oakes, seconded by Committeemember Patiño, to adopt the regional tagline "iCount2020".

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Broeckling-Crowther Miller-Duve-Hutchinson-Kaplan-Oakes-Patiño - Santos-Slade-Yockus-Young

NAYS – None

ABSENT – Anderson-Beveridge-Cressy-Dickinson-Gaetano-Harrison-Martinez-McCawley-McNeil-Nau

Co-Chair Heredia declared the motion carried unanimously by those present.

6-b. Discuss and take action on ideas devised in the facilitated brainstorming session.

It was moved by Committeemember Oakes, seconded by Committeemember Slade, to adopt, create and use the “Mesa Census Pledge” and to allocate any unspent funding from FY 18/19 for digital marketing, design train the trainer and ambassador programs, building materials for two tents and a wall, and marketing materials.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Broeckling-Crowther Miller-Duve-Hutchinson-Kaplan-Oakes-Patiño - Santos-Slade-Yockus-Young

NAYS – None

ABSENT – Anderson-Beveridge-Cressy-Dickinson-Gaetano-Harrison-Martinez-McCawley-McNeil-Nau

Co-Chair Heredia declared the motion carried unanimously by those present.

7. Schedule of meetings and general information:

Next meeting date:

- September 9, 2019 from 2:00 to 5:00 p.m.

8. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 5:01 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the 2020 Census Taskforce Advisory Committee meeting of the City of Mesa, Arizona, held on the 13th day of May 2019. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

jjg
(Attachments – 1)



2020 Census Taskforce

2020 Campaign Planning Meeting

WEST

Shape
your future
START HERE >

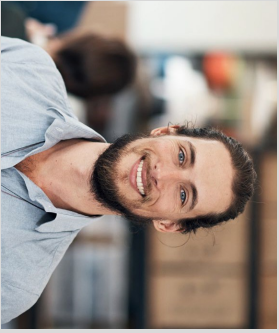
United States®
Census
2020



- I. Updates & Background Information
- II. Brainstorming by Key Target Demographics
- III. Short-Term Decision Making
- IV. Next Steps for Long-Term Strategy



Add a footer



What's New?

Shape
your future
START HERE >



iCount · 2020
#iCount2020

Dale forma
a tu futuro
EMPIEZA AQUÍ >



Shape your future [START HERE >](#)
 United States
CENSUS 2020

iCount for my child's education.

iCount · 2020
 #iCount2020

Shape your future [START HERE >](#)
 United States
CENSUS 2020

iCount for reliable transportation options.

iCount · 2020
 #iCount2020

Shape your future [START HERE >](#)
 United States
CENSUS 2020

iCount for the safety of my neighborhood.

iCount · 2020
 #iCount2020

Shape your future [START HERE >](#)
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CENSUS 2020

iCount for healthcare.

iCount · 2020
 #iCount2020

Shape your future [START HERE >](#)
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CENSUS 2020

iCount for arts and cultural opportunities.

iCount · 2020
 #iCount2020

Shape your future [START HERE >](#)
 United States
CENSUS 2020

iCount for the future of my community.

iCount · 2020
 #iCount2020

RIESTER

iCount · 2020
 #iCount2020

iCount for my child's education.

iCOUNT ON APRIL 1, 2020

6:57 22% 59% 95%

HOW TO GET COUNTED

THE FULL COUNT PODCAST
 How does the census impact where businesses choose to ship

DID YOU KNOW?
 The Census Bureau estimates that more than \$535 billion more than \$100 million per year from the federal government for vital local services

ABOUT THE CENSUS **PARTNER RESEARCHERS**

iCount · 2020
 #iCount2020

iCount for my child's education.

iCOUNT ON APRIL 1, 2020

Mesa's 2020 Census Pledge

A call to action—before March 2020

What is it?

- A pledge to take the census in 2020
- A pledge to post on your social media material forwarded from the Taskforce promoting the census

How does it work?

- Online and in person - submit your first name and email address, that's it!



Bring \$3,195 to Your Community Each Year

Do you care about education? Healthcare? Our roads? Public safety?

Take the Mesa Census Pledge! Every person counted in the 2020 Census means over \$3,000 federal and state dollars will flow to stuff you care about.

By taking the pledge, you show your love for Mesa by committing to respond to the 2020 Census and by encouraging others to respond.

We'll send you a few emails early next year to remind you of your pledge. We won't spam you, we promise.

* Email

First Name

By submitting this form, you are consenting to receive marketing emails from: mesaaz.gov. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact.

I'll Take The 2020 Census

Mesa's 2020 Census Pledge



You Rock!

Thanks For Taking The Pledge!

No, seriously. Responding to the Census brings tons of money to our community, its a really big deal!

You probably won't hear from us for awhile. Don't worry. We will mail you again next year to remind you to take the Census and send some cool stuff you can share on social media.

Want to take it to the next level? Click to [VOLUNTEER](#) or [DONATE](#)



FocusGroups

- 388 Individual Surveys Taken
- 30 Focus Group Participants
- Mesa Community College, Aliento and Eastmark

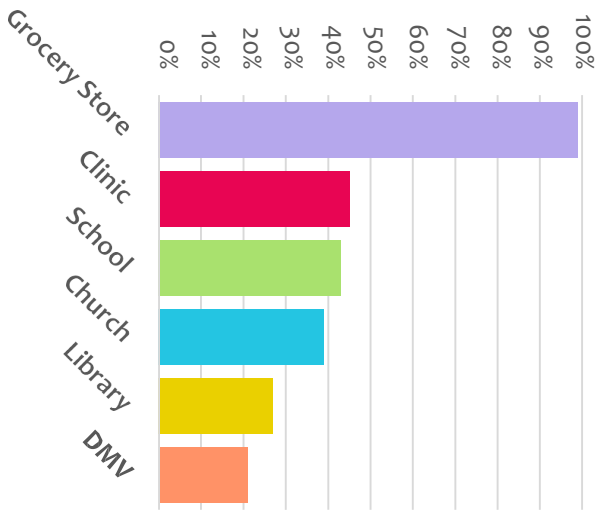
Major Findings

- Low general knowledge
- Concerns about the citizenship question and some concerns about privacy
- ~~People~~ **People** trust owners
 - Religious leaders
 - Medical professionals
 - Public safety officers
 - Latinos trust teachers and pastors, less trust in public safety

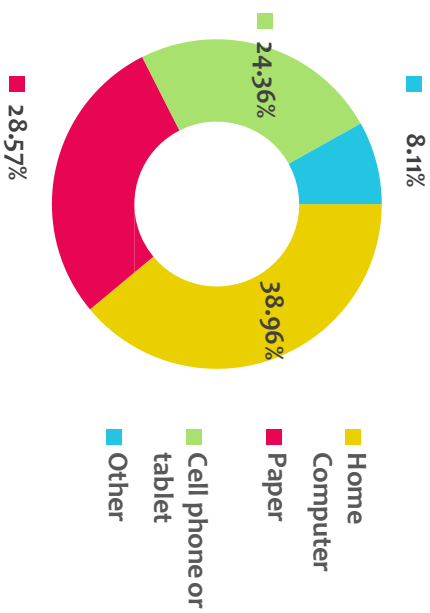


FocusGroup Results

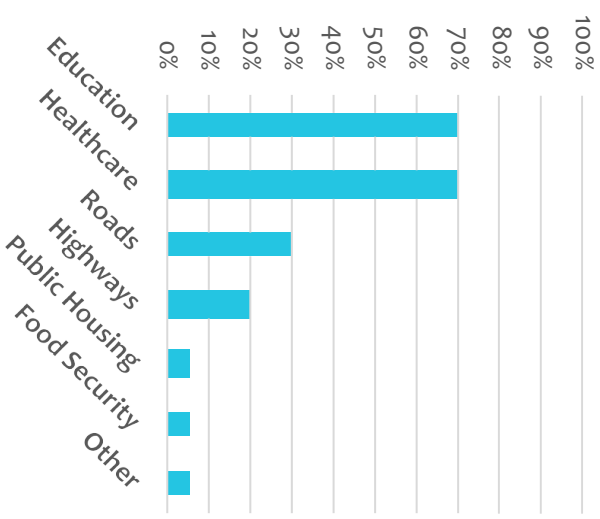
Most Visited Places



Preferred Response Method



Social Priorities



The #1 reason that would convince people to respond to the census in 2020 is **FUNDING FOR PUBLIC SERVICES.**

ONLY 45% OF RESPONDENTS KNEW that the census is used to determine how much government funding communities receive.



Brainstorm Campaign Ideas

Facilitated by Alisa Oyler

Goals

- Identify the groups resources
- Determine which activities to pursue
- Create a basic campaign framework
- Assign remaining 2018/2019 funding to activities



Let's Makes



- Should we adopt the regional tagline, “iCount2020” or create our own?
- Should we create and use “The Mesa Census Pledge?”
 - Use Constant Contact?

Decision Points



Let's Makes



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Next Meeting

SEPTEMBER 2019						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
	9	10	11	12	13	14
	16	17	18	19	20	21
	23	24	25	26	27	28
29	30					

Options

- 2-3 hours, the afternoon of...
- Monday, 9th of September
- Monday 16th of September
- Monday 23rd of September



See You at the Next Meeting!

2020

Census

Taskforce