



2020 CENSUS TASKFORCE ADVISORY COMMITTEE

September 9, 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 September 9, 2019 at 2:21 p.m.

COMMITTEE PRESENT

Councilmember Heredia, Chairman
Monica Margillan, Vice Chair
Paul Anderson
Alan Beveridge
Kevin Broeckling
Nancy Cressy
Kimberly Crowther Miller
Norm Duve
Winnie Kaplan
Yasmin Martinez
Kristine Nau*
Duane Oakes
Jose Patiño
Mark Yockus

COMMITTEE ABSENT

Kathy Dickinson
Angela Gaetano
Sally Harrison
Mike Hutchinson
Joe McCawley
David McNeil
Ezekiel Santos
Carey Slade
Mark Young

STAFF PRESENT

Lisa Anderson
Lucy Hambright
Nate Kelly
Dee Ann Mickelsen
Jeffrey Robbins
Alfred Smith

*Committeemember Kristine Nau participated in the meeting through the use of telephonic equipment.

Chairman Heredia excused Committeemember Kevin Broeckling from the beginning of the meeting; he arrived at 2:43 p.m.

Chairman Heredia excused Committeemembers Kathy Dickinson, Angel Gaetano, Sally Harrison, Mike Hutchinson, Joe McCawley, David McNeil, Ezekiel Santos, Carey Slade and Mark Young from the entire meeting.

1. Call to Order.

Chairman Heredia called the meeting to order and introduced Kathy Dickinson, Nancy Cressy and Angela Gaetano as new committeemembers.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from the May 13, 2019 meeting.

It was moved by Vice Chairman Margillan, seconded by Committeemember Patiño, that the minutes from the May 13, 2019 meeting be approved.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Cressy-Crowther Miller-Duve-Kaplan-Martinez-Nau-Oakes-Patiño-Yockus

NAYS – None

ABSENT – Broeckling-Dickinson-Gaetano-Harrison-Hutchinson-McCawley-McNeil-Santos-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

4. Hear a presentation on updates from the national and regional campaigns, updates on action items from the last Taskforce meeting, and ideas from complete count committees nationwide.

2020 Census Administrator Jeffrey Robbins displayed a PowerPoint Presentation. (**See Attachment 1**) He confirmed there will not be a citizenship question on the 2020 Census. He stated Congress allocated an additional \$2.5 billion towards the census.

Mr. Robbins presented a draft of the mailer to be sent out and stated the digital version will be similar. He identified the key dates for the 2020 Census which will start on March 12, 2020 with an invitation to respond online to the Census. He stated up to five reminders will be sent to residents and added if a resident forgets their unique ID number, residents are still able to respond online using their address. (See Pages 4 and 5 of Attachment 1)

Mr. Robbins confirmed the Maricopa County website is available and requested committeemembers add the ICount2020.info link to their business websites. He stated the site will translate to any language. (See Page 6 of Attachment 1.)

Mr. Robbins discussed the Census Ambassador Program run by the Phi Theta Kappa Honor Society students from Mesa Community College who adopted the Census as their annual project and will be available to execute tactics and assist with staffing events through April 2020. (See Page 7 of Attachment 1)

Mr. Robbins presented the “I Pledge” cards and suggested committeemembers distribute them. He explained by texting “MesaPledge” to 22828, individuals will be signed up to receive further information on the Census. He indicated he will be looking at adding the pledge in Spanish. (See Pages 8 and 9 of Attachment 1)

Mr. Robbins reported he attended a conference at Harvard University to learn what other cities are doing for the Census and discovered many are utilizing pledge cards, mini-grants and

conducting events. He highlighted marketing materials that can be used and requested suggestions on events to utilize the Census wall. (See Pages 10 and 11 of Attachment 1)

Mr. Robbins reviewed the outreach strategies from the previous meeting and discussed the role of the taskforce in creating local champions to be the voice in the community. (See Pages 13 through 15 of Attachment 1)

5. Hear a presentation and discussion on the Taskforce's social media strategy for census awareness, education and encouraging a response to the census.

Chief Digital Officer Nate Kelly displayed a PowerPoint Presentation. **(See Attachment 2)** He discussed the recommended strategies for the digital advertising and marketing for the census. He stated most of the target audience is already online and that 95% of Americans own a cell phone, with 69% of adults using at least one social media site.

Mr. Kelly emphasized FaceBook, Instagram and other social media are effective advertising platforms. He stated FaceBook has a back-end dashboard which allows businesses to manage promoted advertisements. He commented some of the ways to target key audiences are through geographic, demographic, psychographic and behavioral information gathered from the social media sites on its users.

Mr. Kelly stated social media sites gather data on its users based on what is clicked on, liked and viewed, and gives the information to advertisers. He advised the same system can be used by the City in using pop-ups on FaceBook to promote the census and the average cost per click on social media is inexpensive. (See Page 9 of Attachment 2)

Mr. Kelly reported the digital marketing the City will use for this campaign is as follows:

- Social Shares
- Social Pages
- Remarketing
- Retargeting
- Paid Social

Mr. Kelly indicated the goal is to encourage citizens to take the pledge, sign up for notifications, email newsletters, and subscribe to group reminders. He stated research shows when users receive a social media notification the brain sends a signal that feels good, and added creating an event reminder on FaceBook will reinforce that taking the census is good. (See Pages 13 and 14 of Attachment 2)

Mr. Kelly explained by building a page on social media to retarget advertisements and creating an email newsletter to remarket will encourage citizens to participate in the census. (See Pages 15 through 18 of Attachment 2)

Mr. Kelly suggested allocating more resources to the digital strategy due to the large percentage of the online audience.

In response to a question from Vice Chairman Margillan, Mr. Kelly responded this strategy can apply to Twitter, Instagram, LinkedIn and FaceBook. He added the City will not use SnapChat or TikTok due to the young age of its users.

Committeemember Oakes suggested using SnapChat or YouTube to inspire the younger audience to encourage their parents to participate.

In response to a question by Committeemember Oakes regarding creating a census pledge challenge similar to the ice bucket challenge, Mr. Kelly stated the timing would have to be perfect because a challenge is a viral campaign, and only 2% to 4% of the audience is reached.

Discussion ensued relative to social media outreach options.

In response to a question from Vice Chairman Margillan, Mr. Kelly replied in comparison to another campaign in the City, \$10,000 has been spent on social media which has generated about 100,000 impressions to date. He recommended \$20,000 to \$40,000 would be ideal, depending on if the taskforce wants to focus on one platform or multiple platforms.

Mr. Robbins advised there is still \$65,000 to allocate. He stated regionally and nationally there is social media advertising available.

In response to a question from Committeemember Patiño, Mr. Kelly stated the .26 cents per click is an average for FaceBook and the value compared to traditional advertising is relatively inexpensive and measurable.

Mr. Robbins suggested using \$5,000 to conduct a test for a concentrated period of time to determine the conversion rate compared to the click rate to assess the effect.

Mr. Kelly indicated support for a test but suggested \$250 or \$500 to start with, determine the results of the conversion rate and then adjust.

In response to a question by Chairman Heredia regarding coordinating regionally and statewide for broad-based strategies, Mr. Kelly responded on the granular level FaceBook can target down to the zip code level which allows specific areas to be focused on in different demographics. He added Nextdoor is Mesa's strongest social media network with 80,000 subscribers which allows targeting down to the neighborhood level.

In response to a question from Committeemember Oakes, Mr. Kelly explained Nextdoor doesn't allow paid campaigns, but outreach on Nextdoor works well and will be part of Mesa's outreach strategy.

Mr. Robbins added Mesa has an account with all the HOAs linked for posting on Nextdoor.

Ms. Oyler posed a question to the committeemembers, "How do you want to be involved with the digital strategy going forward?"

Committeemember Oakes responded Phi Theta Kappa started researching the census mostly because of the citizenship question, and students discussed technology since it is the biggest

concern regarding the census. He mentioned having the students' input is a great resource on this issue because that age group is so connected to social media.

Mr. Kelly commented he would welcome the student resource.

6. Facilitated Taskforce group work and discussion on outreach tactics for Mesa's four hard-to-count districts.

Chairman Heredia introduced Facilitator Alisa Oyler who displayed a PowerPoint Presentation. **(See Attachment 3)**

Ms. Oyler stated the theme for this meeting is to build on the conversations that took place at the previous meeting and putting them all together to create a tactical plan.

Ms. Oyler summarized the five prioritized outreach strategies and explained four districts have been identified as the ones which would benefit most from targeted outreach. (See Page 3 of Attachment 3)

Mr. Robbins stated by searching "Hard to count map 2020" it is possible to view the response rates from the last census for each tract. He illustrated by using this map he was able to come up with the four districts by using commonalities like race, housing conditions, income levels, renters versus owners.

Ms. Oyler asked committeemembers to choose a district to focus on, take the strategies, make a plan to employ the strategies, and make a commitment for a one-year outreach plan. She explained after discussing the ideas and giving feedback, the groups will meet again to set the commitments on the calendar, the quarter it will be accomplished, and who will lead the effort.

Ms. Oyler instructed each group to look at the map, review the demographics of the area, discuss what has worked in the past and answer the question, "What are the ways to employ the strategies for outreach?" She added for each district the committeemembers will brainstorm ways to use the ambassadors, ways small funds can be leveraged to bring exposure and outreach to the districts, and who is on the list of local champions.

Mr. Robbins reiterated local champions are individuals who take information provided by the taskforce members to distribute and promote.

In response to a question from Vice Chairman Margillan, Committeemember Oakes responded there are ambassadors who speak languages such as Spanish, Korean and Chinese. He stated there will be a workshop on September 19th open to all students at Mesa Community College (MCC) to promote the program.

Committeemember Oakes suggested looking at the City community events already taking place to target those events.

Ms. Oyler advised the intent is to populate a broad calendar and to gain local credibility for the particular neighborhoods. She added a smaller group could focus on citywide events.

Mr. Robbins stated his goal is to create a calendar with all City events to give to ambassadors and volunteers to develop a plan to attend the events and promote the census.

7. Discussion and provide direction on outreach tactics for each census district.

Committeemember Beveridge presented for the Dobson and Broadway area, stating their group would like to create events to utilize the ambassadors at Mekong Plaza, Asiana and International Market. He suggested incorporating what the committeemembers do on a professional level into the promotion of the census. He added having booths at the holiday events and school events; reaching out to churches, property managers and HOAs to distribute flyers.

Committeemember Broeckling presented for the Southern/Western border to Stapley. He explained their group discussed meeting people at school events, churches and charities to serve as local champions; police department forums, Fiesta Latina, East Valley Institute of Technology (EVIT) expo, Mesa Arts Center events, and using local businesses as community hubs. He suggested using mini-grants to supply schools with food or raffle tickets to attract participation. He suggested identifying organizations in neighborhoods and developing relationships with them to build trust.

In response to a question by Ms. Oyler, Committeemember Oakes responded the leaders of the City have to be the top of the outreach and the leaders in the organization are the next level.

Vice Chairman Margillan added East Valley Hispanic Chamber of Commerce (EVHCC) would be a contact for a list of businesses.

Committeemember Crowther Miller presented for the McKellips Road and Mesa Drive area. She reiterated City Council members need to be champions of their districts. She suggested tents in front of WalMart, Goodwill, during spring training, Westwood High School football games; engaging church leaders and utilizing ambassadors during the holiday festivals at churches or schools, and reaching out to Mesa Public School (MPS) leaders. She suggested giving stipends to groups who allow access to their events or doing ice cream socials at apartment complexes and PTO events.

Committeemember Oakes emphasized college students are available for events, but there needs to be mobilization of the events so ambassadors can prepare and staff the events appropriately. He suggested a contest for the school with the most pledges receives a pizza party but would need funding.

Committeemember Crowther Miller inquired about having an ambassador extension and using Phi Theta Kappa students to coordinate and recruit students from schools to deliver the message.

Committeemember Duve presented for the US 60, Gilbert Road to 202 San Tan Freeway between Southern and Baseline. He pointed out there are a lot of apartment complexes surrounding ASU Poly Tech and the EVIT campus in this area. He discussed engaging with apartment managers to include census information in newsletters to connect with renters and putting the names of people who sign up for the pledge into a drawing for a gift card. He suggested having events at A.T. Still, ASU Poly Tech, EVIT and Chandler-Gilbert Community

College. He stated champions would be HOA board members, student service contacts and Leisure World.

Ms. Oyler announced the next step would be to turn ideas into a measurable timeline. She asked committeemembers to answer the following question, "What specific realistic deliverables can we commit to achieve this year?" She stated she would like the name of the person committing to the action and what the deadline is for the item.

8. Discussion and division of responsibilities for outreach tactics among Taskforce members, staff and local census ambassadors.

Ms. Oyler explained for Quarter 4 the McKellips Road and Mesa Drive group will be contacting Goodwill and Walmart, putting together a list of contact information for churches and apartments, engaging Councilmembers to assist in promoting the census, and contacting MPS leaders to determine events taking place at schools. She stated for Quarter 1 the group will be working on assigning a champion for spring training.

Ms. Oyler confirmed the Southern/Western border to Stapley group for Quarter 4 will contact EVHCC to create a list of small businesses, will reach out to middle school PTOs, the Police Department, churches and HOAs to promote the census. She added for Quarter 1 the group will distribute materials to small businesses, HOAs and schools, and attend the EVIT Expo held on January 26, 2020.

Ms. Oyler detailed the Dobson and Broadway group for Quarter 4 would like to have a kickoff on Constitution Day and will have booths at the Fiesta Latina and an internal pledge drive at New Leaf events to get at least 100 pledges each. She added the group will distribute flyers to 100 apartment complex managers and 50 businesses. She stated for Quarter 1 the group will promote at Mesa Interfaith breakfast and distribute flyers to churches.

Ms. Oyler remarked the US 60, Gilbert Road to 202 San Tan Freeway group for Quarter 4 will be identifying contacts for events taking place and compile a list of apartment managers. She stated for Quarter 1 the group will post 50 posters at stores, banks, organizations and supply apartment managers with content for use in publications.

Ms. Oyler highlighted some of the citywide events are Dia De Los Muertos, High School open shop event, Celebrate Mesa and Merry Main Street.

Committeemember Crowther Miller suggested having a citywide kickoff of the Mesa pledge and inviting the ambassadors and champions to learn about the census efforts and take the pledge.

Vice Chairman Margillan agreed with a launch event through the City and added creating a personal invitation from Mayor Giles to invite the champions and ambassadors to an event to have them commit to the taskforce.

Committeemember Oakes encouraged putting a float together for the East Valley Veterans parade with a sign stating "Mesa Pledge Text 22828" on the float.

Ms. Oyler explained the next meeting will be the end of Quarter 4 and progress on the action items will be updated at that time.

In response to a question from Committeemember Crothwer Miller, Mr. Robbins stated there is no mandate on a goal for this census and that the census taskforce would be the ones to decide on a goal.

Chairman Heredia replied internally the taskforce can design some targets to raise the percentage of participation.

Mr. Robbins stated the voluntary participation rate in 2010 was 71% across the county. He added with the addition of technology and having the first online census, the numbers could change.

Discussion ensued relative to setting a goal for participation in the census.

Mr. Robbins explained starting in March the taskforce will have the ability to see by tract what the voluntary response is in real time. He suggested holding back some money to have a rapid response event for the areas with low participation.

Committeemember Oakes inquired about getting sponsors from local City businesses to help sponsor events or mini-grants.

Vice Chairman Margillan added having a sponsorship level depending on how much the business donates.

Mr. Robbins announced the City has a donation portal available for individuals or businesses to make a tax-deductible donation.

Deputy City Attorney Alfred Smith pointed out the City has sponsorships in place with businesses and the taskforce needs to check to make sure there is not a conflict of interest before requesting donations.

Mr. Robbins stated there is \$65,000 in the budget; \$10,000 has been allocated to social media and \$10,000 has been allocated to the taskforce.

It was moved by Committeemember Oakes, seconded by Committeemember Broeckling, to authorize another \$5,000 for social media, another \$5,000 for marketing materials, and to approve future meeting action items as outlined. (See Attachment 4)

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Broeckling-Cressy-Crowther Miller-Duve-Kaplan-Martinez-Nau-Oakes-Patiño-Yokus

NAYS – None

ABSENT – Dickinson-Gaetano-Harrison-Hutchinson-McCawley-McNeil-Santos-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

Vianey Celestino, United States Census Bureau Partnership Specialist, introduced herself and advised the taskforce her group has staff working with multiple agencies and is available to assist.

9. Schedule of meetings and general information:

Next meeting date:

- December 9, 2019 from 2:00 to 4:00 p.m.

10. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 4:49 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 9th day of September 2019. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

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(Attachments – 4)