



## 2020 CENSUS TASKFORCE ADVISORY COMMITTEE

November 19, 2018

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 November 19, 2018 at 2:07 p.m.

### COMMITTEE PRESENT

Councilmember Heredia, Chairman  
Paul Anderson  
Alan Beveridge  
Kevin Broeckling  
Kimberly Crowther Miller  
Norm Duve  
Sally Harrison  
Mike Hutchinson  
Winnie Kaplan  
Monica Margillan  
Yasmin Martinez  
David McNeil  
Kristine Nau  
Duane Oakes  
Jose Patiño  
Mark Yockus

### COMMITTEE ABSENT

Juan Brown  
Joe McCawley  
Tara McCollum Plese  
Frankie Jo Rios  
Ezekiel Santos  
Magdalena Schwartz  
Carey Slade  
Mark Young

### STAFF PRESENT

Geoffrey Balon  
Scott Butler  
Jackie Ganier  
Nathan Kelly  
Dee Ann Mickelsen  
Jeffrey Robbins  
Alfred Smith

Chairman Heredia excused Committeemembers Juan Brown, Joe McCawley, Tara McCollum Plese, Frankie Jo Rios, Ezekiel Santos, Magdalena Schwartz, Carey Slade, and Mark Young from the entire meeting.

Committeemember Mike Hutchinson arrived at 2:40 p.m.

#### 1. Call to Order.

Chairperson Heredia called the meeting to order.

#### 2. Introductions.

Committeemember introductions.

3. Discuss, nominate and take action on electing a vice-chair.

It was moved by Chairman Heredia, seconded by Committeemember Harrison, that Monica Margillan be elected as vice-chair.

Upon tabulation of votes, it showed:

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

NAYS – None

ABSENT – Brown-Hutchinson-McCawley-McCollum Plese-Rios-Santos-Schwartz-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

4. Items from Citizens Present.

There were no items from citizens present.

5. Hear a presentation regarding open meeting law.

Assistant City Prosecutor Geoffrey Balon displayed a Power Point presentation. **(See Attachment 1)** He commented that meetings of public bodies be conducted in an area open to the public per the Arizona Open Meeting Law (OML).

Deputy City Attorney Alfred Smith emphasized to the committee the importance of not using “reply all” on emails regarding taskforce business as such an action is considered a meeting under the OML. He noted that all questions or conversations should be directed to Management Assistant Jeff.

Chairman Heredia thanked staff for the presentation.

6. Hear a presentation, discuss and take action on the 2020 Census and taskforce purpose, mission, and milestones.

Management Assistant Jeffrey Robbins displayed a Power Point presentation. **(See Attachment 2)** He commented that having an accurate count on population affects the amount of federal funding received.

Mr. Robbins pointed out that responses to the 2020 Census will be primarily through the internet, then phone, followed by the traditional form. (See Page 4 of Attachment 2) He emphasized the importance on educating the public on the new process.

Mr. Robbins highlighted the 2010 Census map and stated that Council Districts 3 and 4 are the areas that need improved participation. (See Page 7 of Attachment 14)

Deputy City Attorney Alfred Smith explained that a number of municipalities throughout the United States are challenging a question on the census forms that addresses citizenship and are currently in litigation over the issue. He added that Mesa is not one of those municipalities.

He advised that citizens should answer the questions they are comfortable with. (See Page 9 of Attachment 2)

In response to a question posed by Chairman Heredia, Mr. Smith commented that a possible decision on the litigation may come as late as June 2019. He stated staff will keep the committee updated.

In response to a question from Chairman Heredia, Mr. Robbins responded that printing of the Census Questionnaire will probably occur in May or June 2019.

In response to questions posed by Committeemember Margillan, Mr. Smith replied that an incomplete census form will still be counted and is unaware of the placement of the citizenship question on the 2020 Census questionnaire.

Vianey Celestino, U.S. Census Bureau Partnership Specialist clarified that the only question that would invalidate the census form is if the one that addresses the number of people in the household was not completed.

Discussion ensued relative to educating the public, improving participation, and how to reach "hard to count" individuals. (See Page 10 of Attachment 2)

In response to a question posed by Committeemember Crowther Miller, Ms. Celestino reported that if a questionnaire has a discrepancy such as two individuals with the same name in two different counties, the Census Bureau compares the questionnaires in order to prevent the double counting of individuals.

It was moved by Committeemember Duve, seconded by Committeemember Hutchinson, that the Taskforce Meeting Schedule and Objectives be adopted. (See Page 14 of Attachment 2)

Upon tabulation of votes, it showed:

AYES – Heredia-Anderson-Beveridge-Broeckling-Crowther Miller-Duve-Harrison-Hutchinson-Kaplan-Margillan-Martinez-McNeil-Nau-Oakes- Patiño-Yockus

NAYS – None

ABSENT – Brown-McCawley-McCollum Plese-Rios-Santos-Schwartz-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

Chairman Heredia thanked staff for the presentation.

7. Hear a presentation and discuss the Taskforce budget.

Management Assistant Jeffrey Robbins remarked that Maricopa Association of Governments (MAG) has a Countywide 2020 Census campaign where Mesa contributes between \$50-\$100,000 and the City has committed an additional \$30,000 specific to the 2020 Census Taskforce Advisory Committee for FY 2018-19.

Mr. Robbins stated that the committee will need to determine types of activities as well as costs to promote the 2020 Census. He added that a tax-deductible donation can be given by an organization to the 2020 Census Taskforce Advisory Committee to increase funding.

In response to a question posed by Committeemember Hutchinson, Mr. Robbins responded that a vast majority of municipalities have formed similar committees.

In response to a question from Committeemember Margillan, Mr. Robbins clarified that the \$30,000 includes marketing costs.

Chairman Heredia requested the committee recruit volunteers to assist with informing Mesa residents about the 2020 Census.

Chairman Heredia thanked staff for the presentation.

8. Hear a presentation, discuss, and take action on distributing job postings for Census jobs.

Vianey Celestino, U.S. Census Bureau Partnership Specialist displayed a Power Point presentation. **(See Attachment 3)** She commented that she covers Maricopa County and the Phoenix area.

Ms. Celestino reported that the Census Bureau is currently hiring and will have six offices throughout Arizona. She pointed out that canvassing will be in central Phoenix and will open January 2019. She added that in 2020 the Census Bureau will hire enumerators specifically for non-responsive residents.

In response to a question posed by Chairman Heredia, Ms. Celestino responded that a Census office will not be located in Mesa, but will have locations in central Phoenix, Glendale, and possibly Gilbert.

Management Assistant Jeffrey Robbins emphasized the importance of having local enumerators. He pointed out that Mesa has many irregular housing units where it is unknown if a family lives on the backside of specific units. He added the importance of verifying the Local Update of Census Addresses (LUCA) list for Mesa.

Discussion ensued relative to hiring of enumerators and the use of LUCA.

Chairman Heredia clarified that distribution of the 2020 Census employment opportunities must be approved by the 2020 Census Taskforce Advisory Committee. (See Page 9 of Attachment 3)

It was moved by Committeemember Patiño, seconded by Committeemember Harrison, that the Committee approve and distribute the 2020 Census employment posting announcements among their organizations.

Upon tabulation of votes, it showed:

AYES – Heredia-Anderson-Beveridge-Broeckling-Crowther Miller-Duve-Harrison-Hutchinson-  
Kaplan-Margillan-Martinez-McNeil-Nau-Oakes- Patiño-Yockus

NAYS – None

ABSENT – Brown-McCawley-McCollum Plese-Rios-Santos-Schwartz-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

Chairman Heredia requested that Ms. Celestino have the Census Bureau consider a possible office in Mesa.

Chairman Heredia thanked Ms. Celestino for the presentation.

9. Scheduling of Meetings and General Information.

Management Assistant Jeffrey Robbins displayed a Power Point presentation. **(See Attachment 4)** He commented that Monday or Thursday meetings worked best for the committee.

Next meeting date:

- January 28, 2019

10. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 3:30 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 19<sup>th</sup> day of November, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

  
DEE ANN MICKELSEN, CITY CLERK

js  
(Attachments – 4)

City of Mesa  
2020 Census Task Force  
Open Meeting Law  
TRAINING

Open  
Meeting  
Law

Parliamentary  
Procedures

Part 1.

Open Meeting Law



# ARIZONA Open Meeting Law

## ARIZONA Revised Statutes

### Title 38, Chapter 4, Article 3.1

#### A.R.S. § 38-431.09

It is the public policy of this state that meetings of public bodies be conducted openly and that notices and agendas be provided for such meetings which contain such information as is reasonably necessary to inform the public of the matters to be discussed or decided.

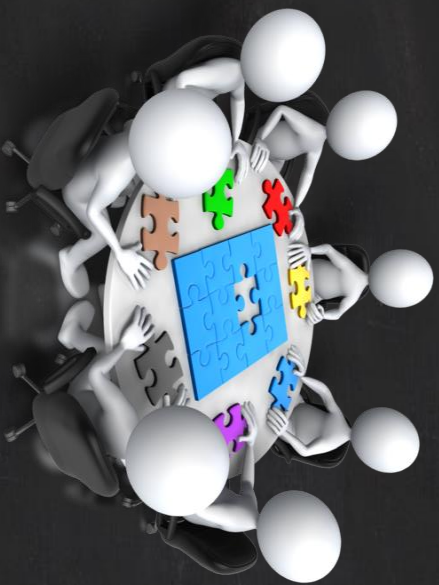


What is a Public Body for the  
Purposes of the Open Meeting Law?

### A.R.S. § 38-431

"Public body" means the legislature, all boards and commissions of this state or political subdivisions, all multimember governing bodies of...this state or political subdivisions...Public body includes all quasi-judicial bodies and all standing, special or advisory committees or subcommittees of, or appointed by, the public body.

# 2020 Census Task Force



- Serve the interests of the City
- Be fair & impartial
- You can be lobbied
- You can talk with staff, officials, and the community about an idea
- You can attend & speak at community meetings

Be careful not to represent your views as the views of the Task Force



# Open Meeting Law

Public's business must be done in public.

## Private

Only in limited circumstances:  
Executive Session

## Public

Properly noticed meeting with a posted agenda

Examples:  
Confidential Records, Legal Advice, Contract Negotiations

- No Legal Action (collective Decision, Commitment or Promise)

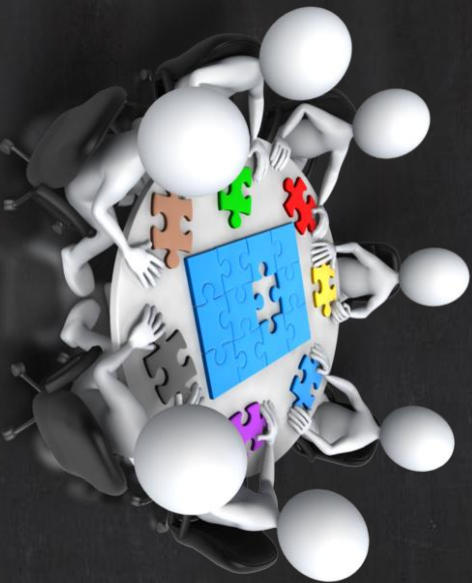
Lawful Meeting if a quorum is present (1.3)

Sounds good,  
right? But what  
actually is a  
meeting?

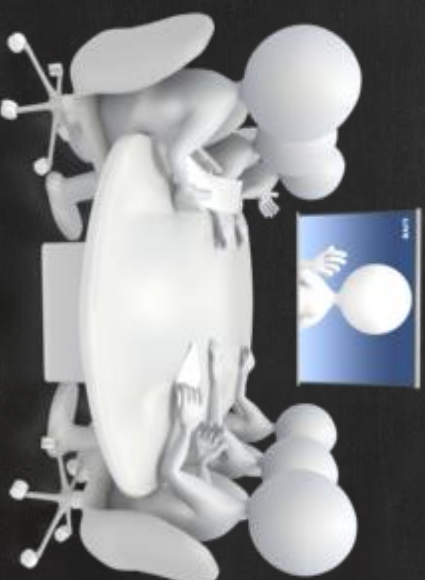


A meeting occurs ANY  
TIME a quorum of the  
public body discusses,  
proposes, or takes legal  
action on a subject  
that is reasonably  
likely to come before  
the committee.

## Traditional Meetings



## Electronic Meetings





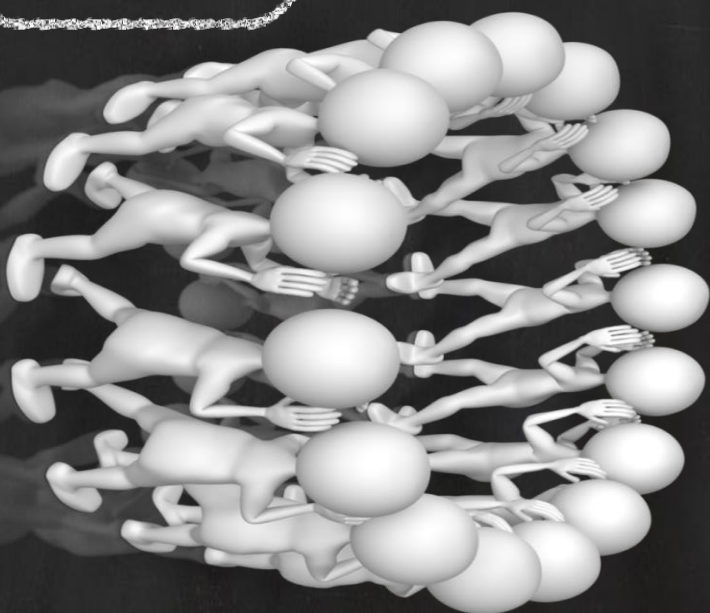
## Pitfalls in OML

### 1. Social Events

- ✓ If quorum present post the event
- ✓ Identify date, time, location and purpose
- ✓ State no legal action will be taken.



## 2. Serial Meetings Pitfalls in OML



What is a  
serial meeting?

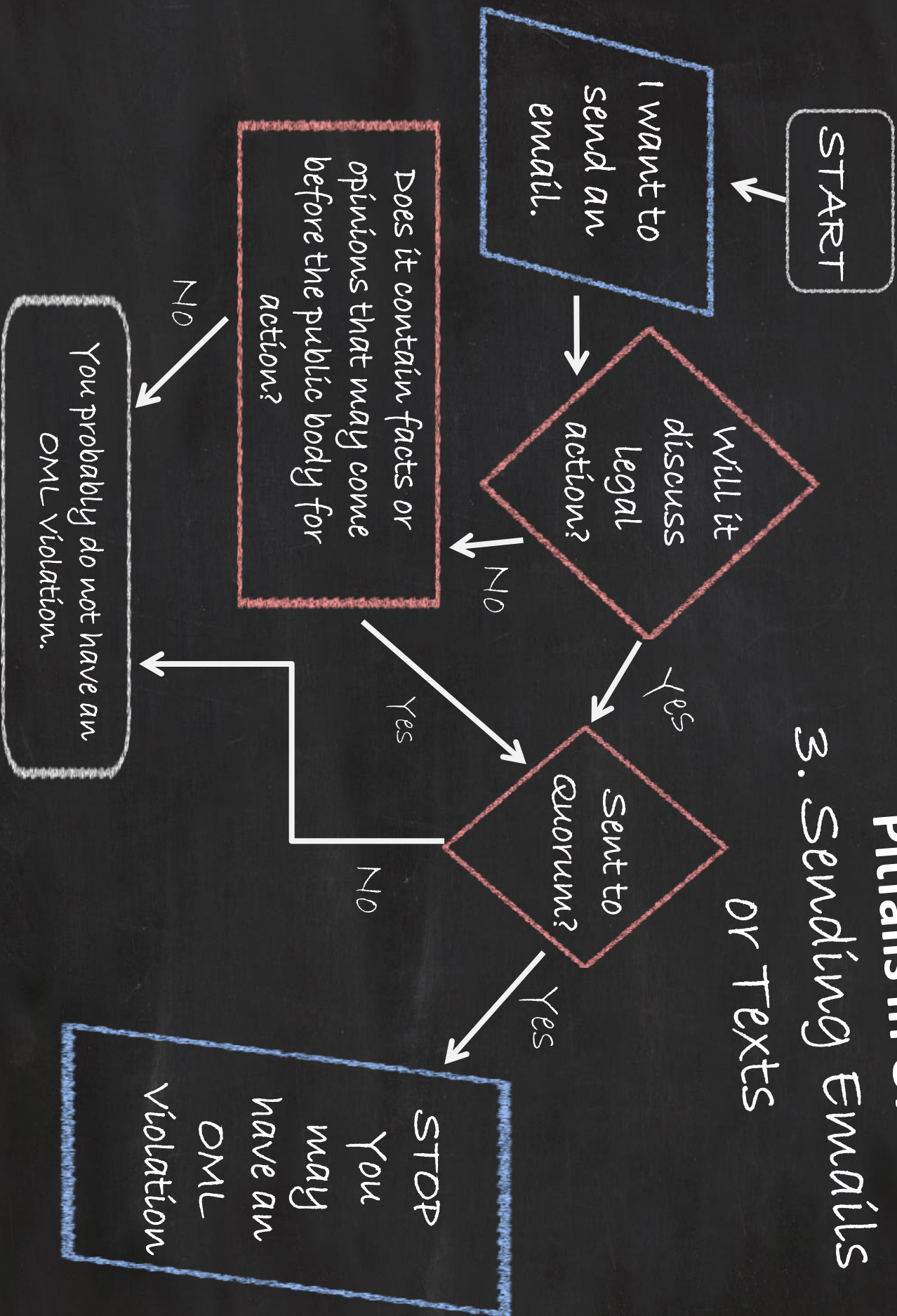
Less than a  
quorum  
present?

Later, the same  
discussion is had  
with other members  
of the public body?


Enough to  
constitute a  
quorum?



### Pitfalls in OML 3. Sending Emails or Texts





- OML trouble.
- 

# Pitfalls in OML

## 4. Social Media

(illustrations of emerging issues)

You post comments  
about the public meeting  
on your private  
Facebook page—where  
you just happen to be  
“friends” with other  
members of your public  
body.

OML  
problems?

- Not necessarily...
- Be careful “Liking” comments
  - Do not direct comments to other committee members



# Meeting Agenda

Rule:  
If no posted  
agenda, no  
meeting

Date,  
Time  
and  
Place

Public  
Right to  
Speak

Matters to be  
discussed or  
decided (or  
where a detailed  
agenda can be  
obtained).

Can we discuss matters  
not on the agenda?

Nope, must be  
reasonably  
related to  
agenda item



# Violations

ACTIONS taken by the Committee are NULL and VOID.



The Attorney General or County Attorney INVESTIGATES.

## PENALTIES...

✓ \$500 civil penalty each violation

✓ REMOVAL of a committee member if the court makes a finding of intent

✓ Assess the officer with ALL COSTS awarded to the plaintiff

✓ MAY NOT spend public monies for legal counsel





Part II.

PARLIAMENTARY  
PROCEDURES

# Parliamentary Procedure

\* Mesa has not adopted Robert's Rules of Order.

\* The 2020 Census Task Force does not currently have bylaws, so follow MCC Title 1, Chapter 5

\* Mesa City Code gives Chairperson(s) authority to run the meeting "so as to accomplish the public's business fairly, yet efficiently." MCC 1-5-8



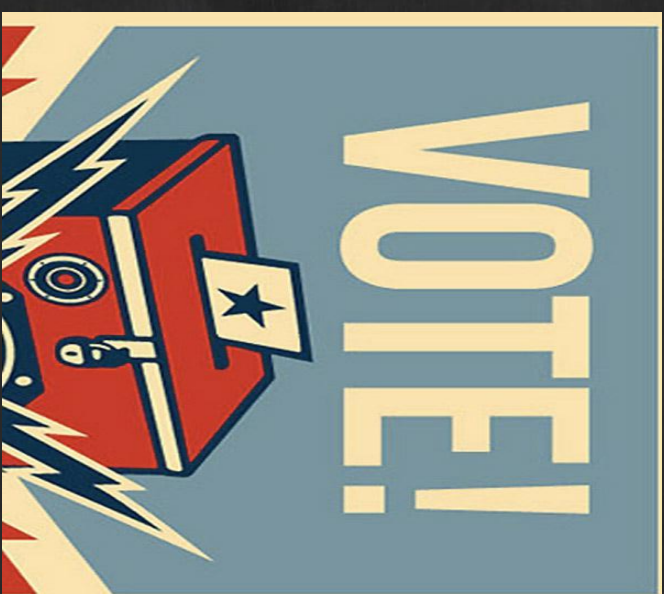
# ROLE OF THE CHAIR(S)

- Run the meeting
- Ensure decorum
- Keep meeting on track
- Determine the order in which persons speak
- Establish time limits for speakers
- Take other action to properly conduct the meeting
- Chairperson(s) decision regarding an issue of parliamentary procedure is final unless 2/3 of the Committee vote to overturn the decision



# VOTING ON AN ITEM

- If Committee does not have bylaws, must have a majority of the entire Committee for a motion to pass.
- Example: If only have 13 members attend a meeting (quorum), the vote of all 13 members is needed to pass a motion.



# Process to Vote

Mesa has historically followed  
this process:

Read agenda item

Presentation by

applicant/staff/public comments

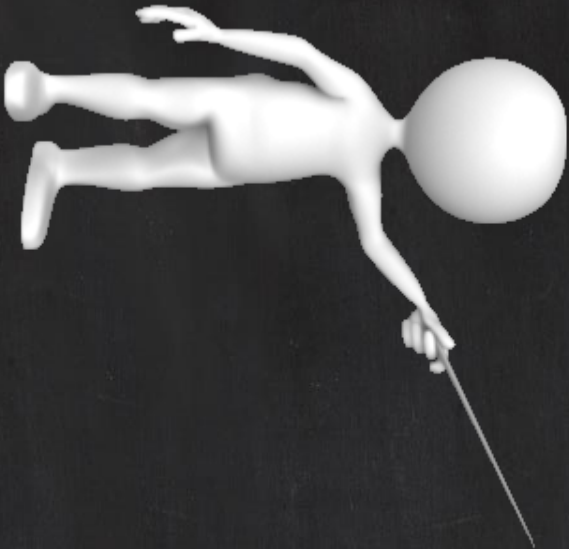
Discussion by Board

Motion

Second

Further discussion

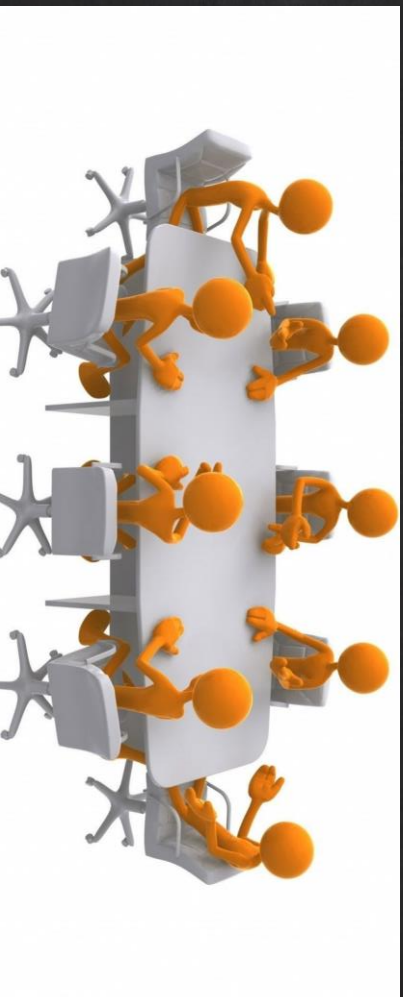
Vote





# MAKING A MOTION

- Every motion should include:
  - Who is making the motion;
  - Description of the request;
  - The action (approve, approval with conditions, deny, continue, table);
  - Conditions attached to decision; and
  - Rationale for action/finding of facts.



Questions



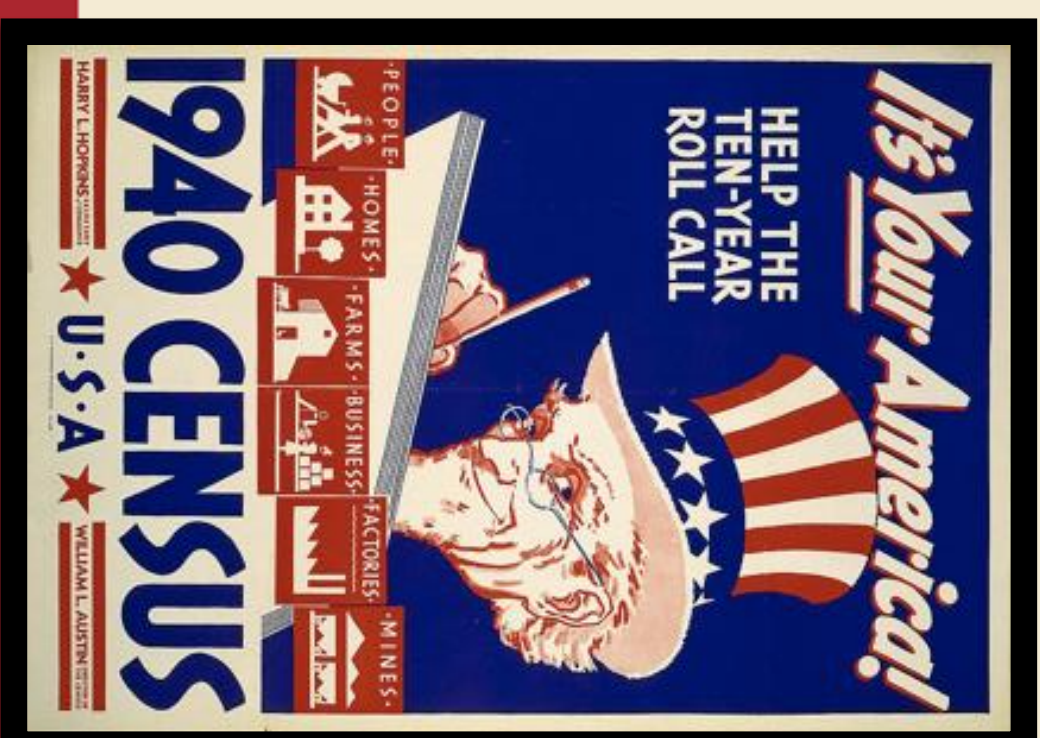
# 2020 Census Overview & Taskforce Mission





# 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, 650 Billion Nationwide
  - 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...

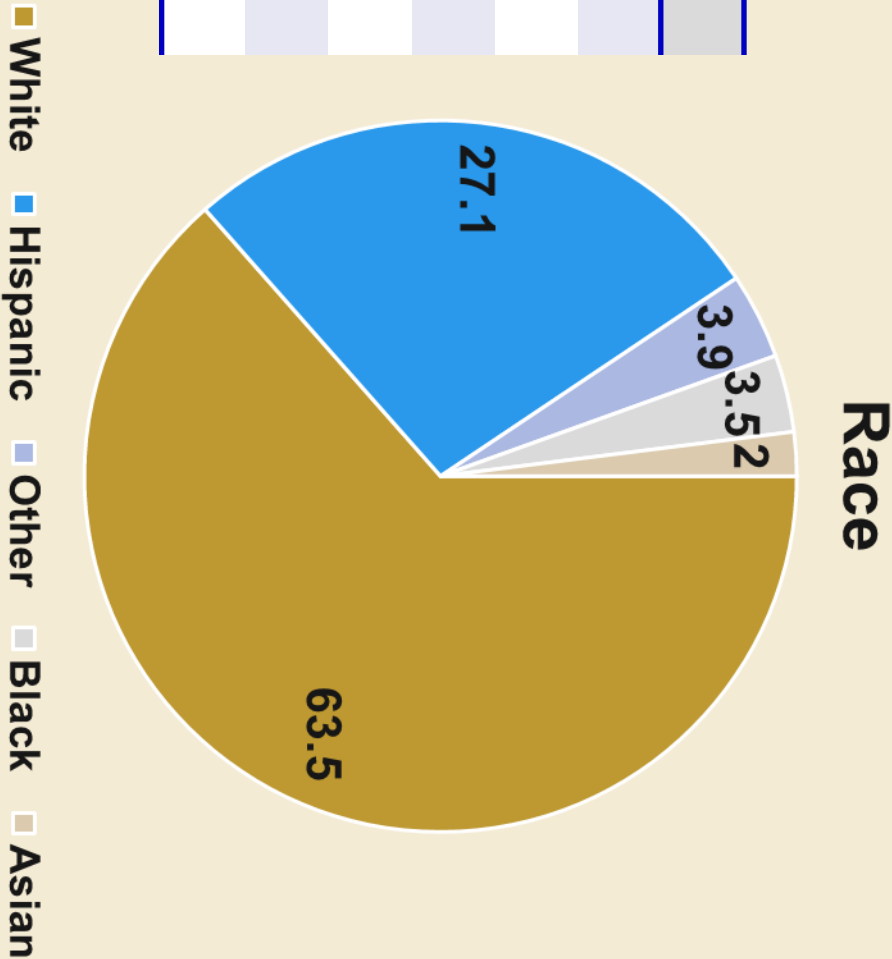




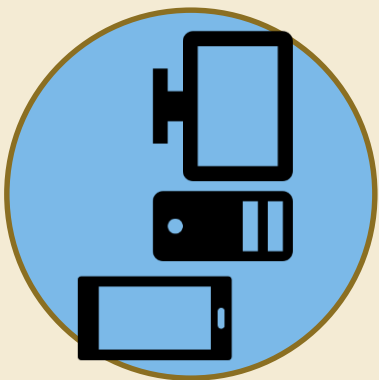


# Mesa Quick Facts

Fact	Figure
Population Estimate (2017)	496,401
Veterans	32,000+
Percentage in poverty	16.2%
Median income	\$50,615
Total households	172,705
Persons per household	2.70



# The 2020 Census is Different



## INTERNET

THE PRIMARY  
RESPONSE

METHOD

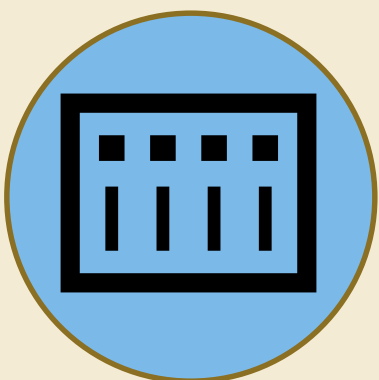
40-60% of responses



## PHONE

A NEW  
OPTION

4-10% of responses



## TRADITIONAL FORM

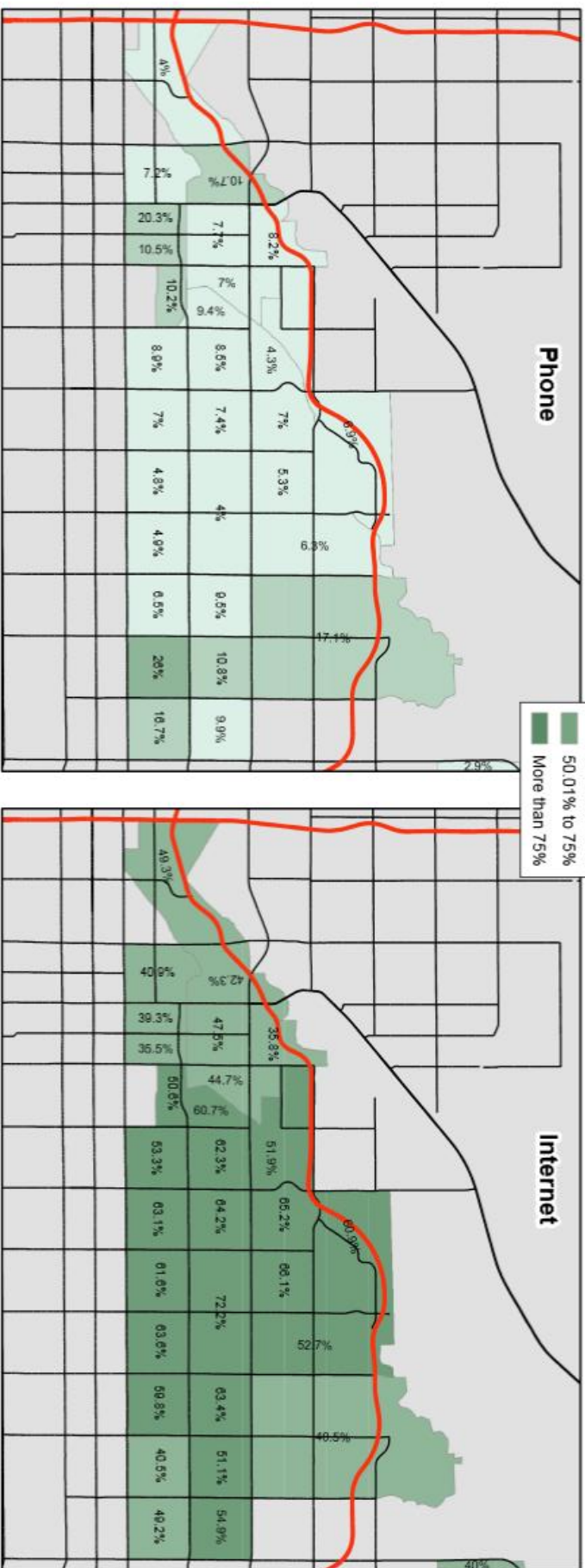
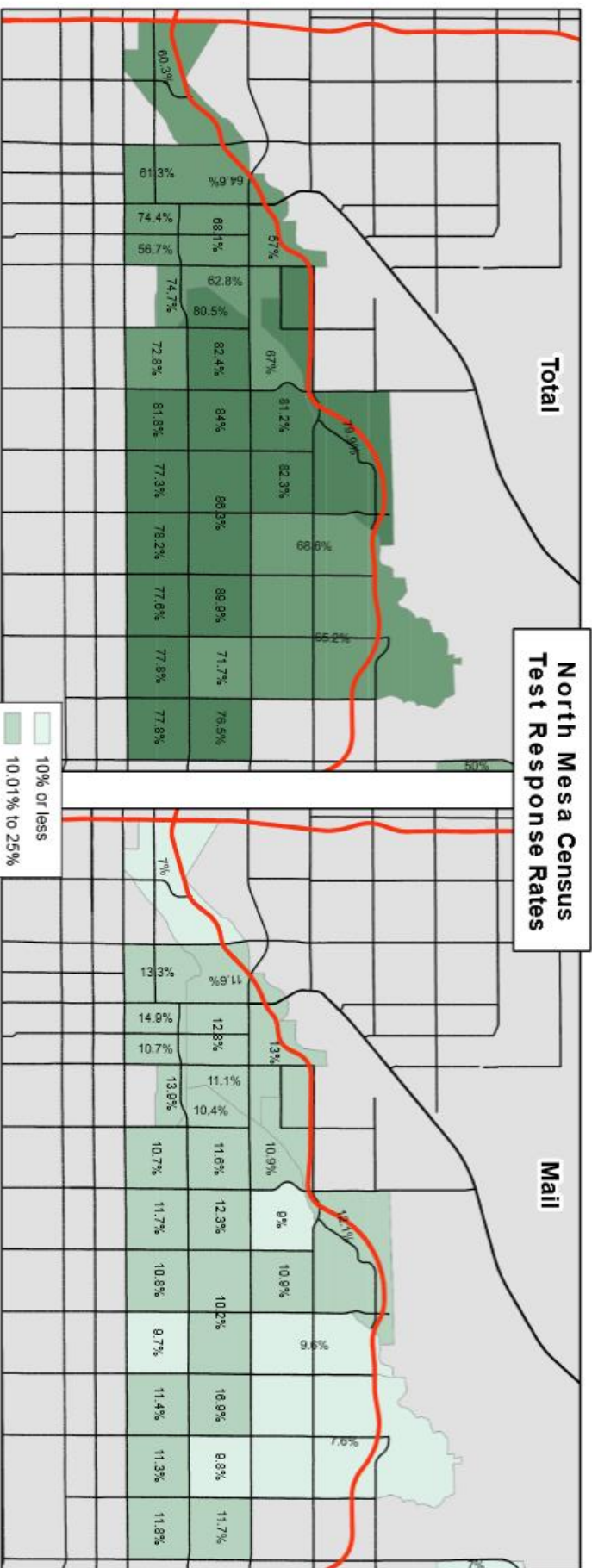
TO EVERYONE THAT  
DOESN'T RESPOND  
BY INTERNET OR  
PHONE

9-14% of responses





# 2015 Limited Test Results



# Voluntary Response Rates

## Other 2010 Response Rates

## Mesa

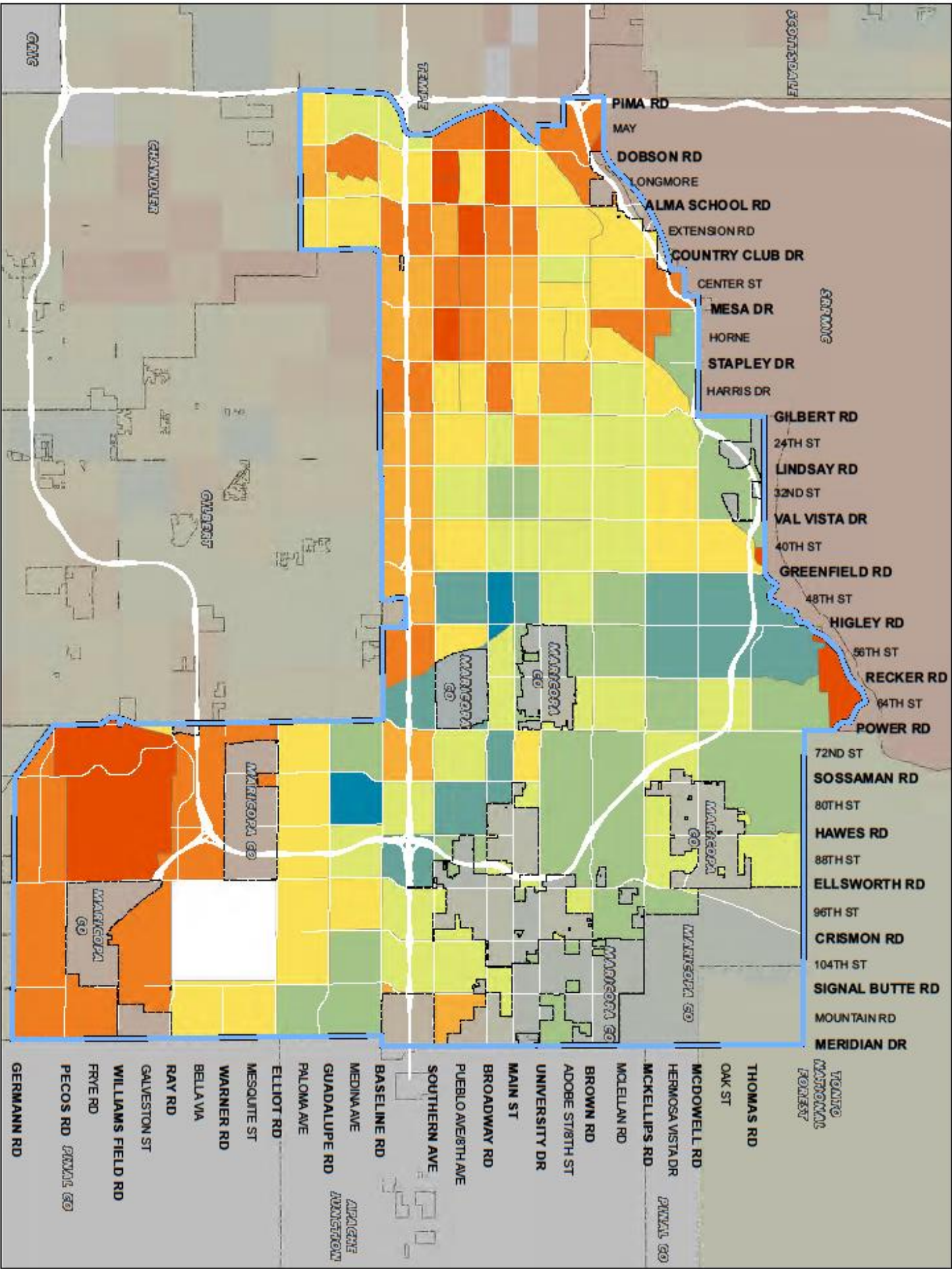
Phoenix	70%	
Tucson	71%	
Scottsdale	73%	2000 68%
Glendale	71%	2010 71%
Chandler	75%	
Gilbert	75%	
Tempe	70%	2015 73%
Livonia, MI	88% (highest in the nation)	

Arizona 69%

US 74%

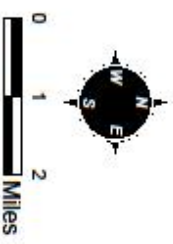
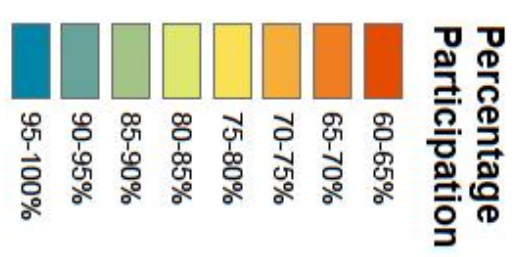






## 2010 Census

### Participation Rates



Created by: City of Mesa  
Development Services GIS  
Created Date: 3/29/2018  
Source: City of Mesa, Census Bureau (2010 Census)  
The City of Mesa makes no claims concerning the accuracy of the data provided nor assumes any liability resulting from the use of the information herein.  
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# Citizenship Question

Is this person a citizen of the United States?

☐

Yes, born in the United States

☐

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

☐

Yes, born abroad of U.S. citizen parent or parents

☐

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

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☐

No, not a U.S. citizen



# Our Mission



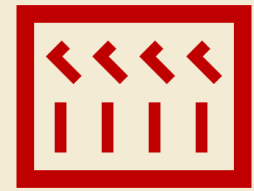


# Hard to Count Individuals (Our Mission)

1. People of color
2. Children under 5
3. Renters
4. Crowded Households
5. Single-parent households
6. Immigrants
7. Low-income populations
8. Low-English proficiency
9. Multi-family units
10. Transient



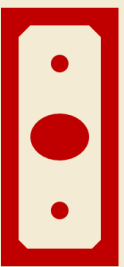
# Our Mission



**1. Identify where participation has been low and why (identify barriers to participation)**



**2. Develop strategies to educate and motivate individuals to respond**



**3. Allocate resources to the activities in the strategy**

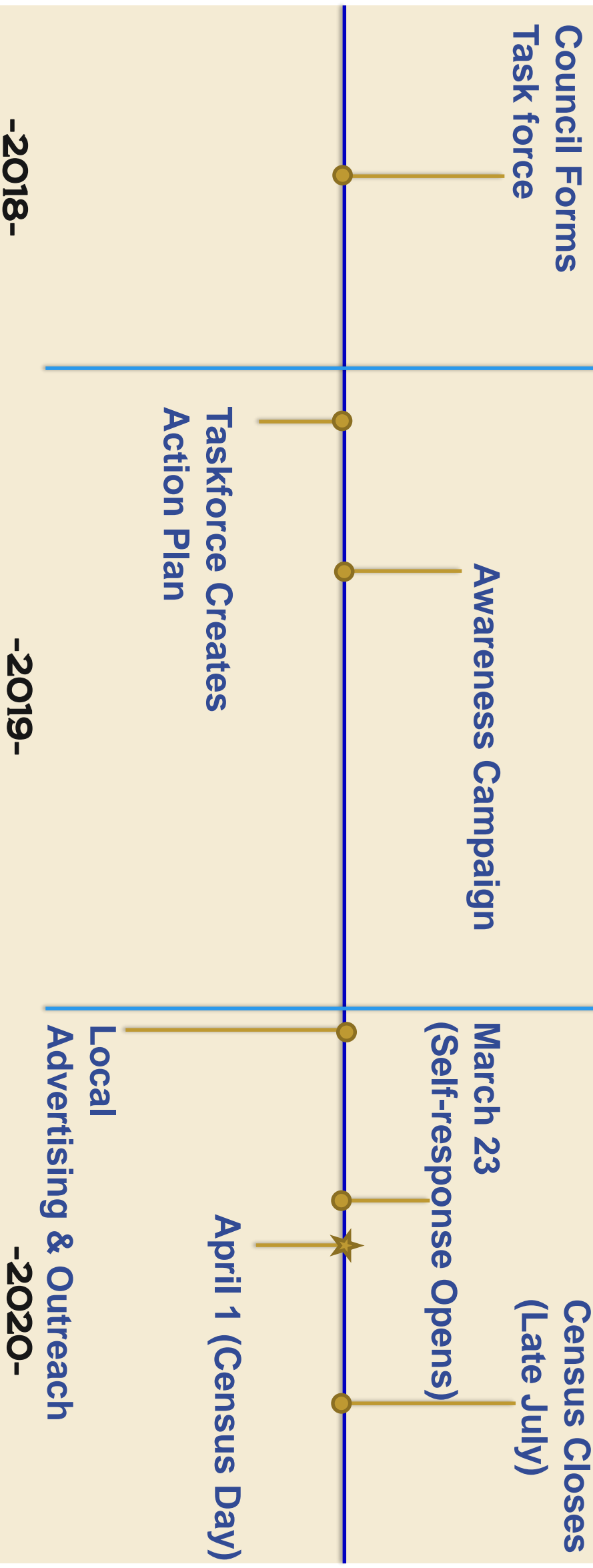


**4. Implement the strategy**





# Census 2020 Timeline







Taskforce Meeting  
Schedule & Objectives

- 1. Elect Vice Chair
- 2. Open meeting law
- 3. Background Census information
- 4. Discuss budget
- 6. Census job postings

Meeting 1 - November 2018

- 1. Hear back on Taskforce activities
- 2. Plan specific activities and discuss implementation
- 3. Review budget for 2019-2020 and make general allocations

Meeting 4 - Fall 2019

- 1. Discuss live results across the City
- 2. Discuss and take action on needs
- 3. Targeted outreach and other actions to low-response tracts as determined by Taskforce

Meeting 7 - May 2020

2018				2019				2020					
SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER	JAN	FEB	MAR	APR	MAY	JUN
Meeting #				1	2	3	4	5	6	6.A		7	8

- 1. Brainstorm barriers to participation and resources
- 2. Brainstorm possible activities
- 3. Tentative selection of activities if time permits
- 3. Donations to the outreach efforts
- 4. Budget request for City

Meeting 2 - January 2019

- 1. Plan specific activities and discuss implementation
- 2. Adjustments to meeting frequency discussion
- 3. Enumerator hiring advertisement and update

Meeting 5 - Winter 2019

- 1. Discuss final results across the City
- 2. Discuss final actions to assist enumerators
- 3. Discuss final actions of Taskforce and final report of activities

Meeting 8 - June/July 2020

- 1. Select and plan specific activities
- 2. Discuss implementation, assignments, volunteers
- 3. Discuss awareness opportunities at City and other events
- 4. Messaging

Meeting 3 - Summer 2019

- 1. Discuss targeted marketing strategy and implementation
- 2. Discuss assignments for Census Day
- 3. Enumerator hiring update

Meeting 6 - February 2020



## US Census Bureau

### *Employment Opportunities*

Nov 19, 2018

Mesa, AZ

Vianey Celestino – Partnership Specialist



# Agenda

- Why work for the Census Bureau
- Basic Job Requirements
- Variety of Jobs Available
- How and when to Apply
- Questions

# Why Work for Decennial Census

## Flexibility of jobs

- Full-time mixed tour jobs
- Part-time intermittent jobs
- Office, field, managerial, supervisory, entry level positions

## Assist communities to get a complete count of residents

- Directly affects yearly funding for schools, roads, hospitals, highways
- Work in your community among your friends and neighbors

## Excellent source of extra income

- Pay rates are based on local community cost of living and compatible jobs
- Some positions enable work as much (or as little) as you are available
- Some positions pay weekly – some every 2 weeks

# Hiring Requirements

- Must be at least 18 years old
- Must be a US Citizen w/ a valid Social Security number
- Must be registered for Selective Service (eligible males)
- Must have a valid email address
- Must complete a Skills Assessment (online)
- Must complete and pass a background check
- Must have access to a car (field positions)
- Must be available to work days/evening and/or weekends (depending on position)
- May not hold political positions or engage in partisan political activities while on duty (Hatch Act)



# Types of Positions – All Temporary

## Area Census Office Positions (most full-time, 1yr to 1.5yrs)

Office Manager	Lead Field Operations Manager
Admin Manager	Operations Manager
IT Manager	Supervisory Clerks
Recruiting Manager	Clerks (IT, Recruiting, Admin)

## Work from Home (intermittent, part time, 6 weeks to several months)

Census Field Supervisor
Enumerator/Lister
Recruiting Assistant

# Timing of 2020 Census Jobs

## Early Operations Positions

### (Current through Fall 2019)

#### Recruiting Assistants

- 16 positions throughout AZ to start approximately January 2019

#### Area Census Office Positions (1 office located in Phoenix)

- 6-12 Management positions per office (ACO Manager, IT, Recruiting, Admin, Field)
- 40-50 Support staff positions (Clerks, IT, Office Supervisors)

#### Listers / Enumerators / Field Supervisors

- 500 +/- throughout state

# Timing of 2020 Census Jobs

## Peak Operations Positions (Summer 2019-Fall 2020)

### Recruiting Assistants

- 50 +/- positions throughout AZ to start approximately August 2019

### Area Census Office Positions (5 additional offices located in AZ)

### Listers / Enumerators / Field Supervisors



# How to Apply and When

## Area Census Office Management Positions

- Available positions will be posted and can be viewed at [www.census.gov/fieldjobs](http://www.census.gov/fieldjobs)
- Must apply through USAJobs.gov
- Will be available to apply early-mid September 2018
- Pay rates vary by position and location

## Recruiting Asst, Clerks and Field Positions

- Application and Assessment is online
- Go to [www.2020census.gov/jobs](http://www.2020census.gov/jobs) to access the online application and assessments
- Available to apply beginning September 7, 2018
- Pay rates vary by position and location

# Questions?

# Committee Meeting Schedule and Milestones





# Taskforce Budget



# Schedule Next Meeting

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 2019						
		1 New Years	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 MLK	22	23	24	25	26
27	28	29	30	31		





# See You Again at the Next Meeting!

