



2020 CENSUS TASKFORCE ADVISORY COMMITTEE

December 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 December 9, 2019 at 2:01 p.m.

COMMITTEE PRESENT

Councilmember Heredia, Chairman
Monica Margillan, Vice Chair
Paul Anderson
Alan Beveridge
Kevin Broeckling
Kimberly Crowther Miller
Winnie Kaplan
David McNeil
Duane Oakes
Jose Patiño
Ezekiel Santos
Mark Yockus
Mark Young

COMMITTEE ABSENT

Nancy Cressy
Kathy Dickinson
Norm Duve
Yasmin Martinez
Joe McCawley
Kristine Nau
Bob Nelson

STAFF PRESENT

Jessica Gerspach
John Giles
Lucy Hambright
Nate Kelly
Dee Ann Mickelsen
Melissa Randazzo
Jeffrey Robbins
Alfred Smith
Haylie Smith

Chairman Heredia excused Committeemembers Nancy Cressy, Kathy Dickinson, Norm Duve, Yasmin Martinez, Joe McCawley, Kristine Nau, and Bob Nelson 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 the September 9, 2019 meeting.

It was moved by Vice Chair Margillan, seconded by Committeemember Patiño, that the minutes from the September 9, 2019 meeting be approved.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Broeckling-Crowther Miller-Kaplan-McNeil-Oakes-Patiño-Santos-Yockus-Young

NAYS – None

ABSENT – Cressy-Dickinson-Duve- Martinez-McCawley-Nau-Nelson

Chairman Heredia declared the motion carried unanimously by those present.

4. Discuss and hear a message from Mayor John Giles on the 2020 Census.

Mayor Giles commented that he served on the 2010 Census Taskforce and stated that no idea is too crazy when trying to inform the public about the 2020 Census. He mentioned any money spent towards the Census project will come back in full. He reminded the Taskforce of the importance of the Census and that it is a very engaged process for all age groups.

Mayor Giles thanked the 2020 Census Taskforce on behalf of the City of Mesa.

Chairman Heredia mentioned Mayor and Council were briefed on the Census and what type of work and strategies are occurring to ensure City of Mesa residents are participating in the Census.

5. Hear a presentation and discuss action items from the last Taskforce meeting from Jeff Robbins and Haylie Smith.

Economic Development Project Manager Jeffrey Robbins introduced Management Analyst Haylie Smith who displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Robbins presented an overview of 2020 Census events, and the work Census ambassadors have completed to encourage residents to take the Census pledge.

Mr. Robbins stated the ambassadors have worked at 17 events, logged 577 hours, educated thousands of people and have collected 1045 pledges to date. (See Page 8 of Attachment 1)

Mr. Robbins mentioned marketing material is being produced in conjunction with Pima Association of Governments for the City of Mesa's Census campaign. He stated materials can be printed or found online at <http://mesaaz.gov/residents/census-2020> and that the flyers come in many different languages. (See Pages 9 and 10 of Attachment 1)

Mr. Robbins pointed out Committeemember Beveridge requested and deployed over 50 flyers to Mesa Community College (MCC) partners and multi-family housing developments. He also highlighted Committeemember Kaplan's efforts in contacting over 200 Homeowners Associations (HOA) and visiting five HOA's per week to provide materials and information to residents. (See Pages 11 and 12 of Attachment 1)

Mr. Robbins stated per Taskforce direction, a generic social media test was done in English and Spanish. He reported the response was above average for Spanish speaking residents and average for English-speaking residents. He added the cost was just over fifty cents per click. (See Page 14 of Attachment 1)

Chief Digital Officer Nate Kelly highlighted a business social media account he created on Snapchat for 14 to 24-year-olds. He stated Snapchat had the highest response rate throughout all social media platforms for the 2020 Census. He explained rates are higher compared to other social media platforms such as Facebook, which is swamped with political ads making staff aware there is plenty of opportunity on other platforms.

Ms. Smith stated the Library created Census marketing materials such as, computer monitor clips, floor stickers, and stamping the iCount 2020 logo on the bottom of book receipts along with handing out pledge materials. (See Page 15 of Attachment 1)

Ms. Smith explained the library will provide Census marketing materials at nine physical touchpoints and three online touchpoints. She stated there will also be new marketing messages distributed each month. (See Pages 16 and 17 of Attachment 1)

Ms. Smith mentioned a partnership with State48, which is a local clothing company. She added the Taskforce is hoping to use giveaways for those who sign up for the Census pledge. She stated when citizens sign up, their name will be entered into a drawing for a t-shirt. (See Page 19 and 20 of Attachment 1)

Mr. Robbins explained the idea of having a Census Action Table (CAT) that can be displayed in a lobby or in front of a business to provide Census information. (See Page 22 of Attachment 1)

Mr. Robbins highlighted information on Bus Stop ads and added Transit has provided 10 bus stops for Census advertisements. (See Page 24 of Attachment 1)

Mr. Robbins asked the Taskforce to come up with ideas to promote the Census and how to collect pledges. He provided examples of marketing materials:

- Door hangers in hard to count areas
- Window clings for partnering businesses
- Banners in key areas
- Informational flyers at checkout counters of partnering businesses/non-profits
- Raffle prizes for contests at an organization or housing complex

6. Hear and discuss census task force progress since the last Taskforce meeting in small groups and report out to Taskforce.

Alisa Oyler, facilitator stated she would like Taskforce members to form work groups to discuss what has happened since the last meeting, accomplishments, challenges, and how the working groups want to spend the \$1000 approved allocation for the budget authority. She suggested focusing efforts on schools, parent teacher associations (PTA), hospitals and churches.

Ms. Oyler asked for a representative of each working group to give a brief summary of accomplishments, challenges, and goals.

Vice Chair Margillan presented for the working group for the Southern and Western border to Stapley Drive, which advertised to middle schools and HOA's. She stated finding a list of small Latino businesses was a challenge since the East Valley Chamber of Commerce could not provide a list, so she will be asking Mr. Robbins for assistance. She stated the group set the

following items as goals; focusing more on promoting the Census with Charter schools, gathering a list of small Latino businesses, setting up a booth at the International Market at Dobson Road and Main Street, Census banners along Country Club Drive and Baseline Road near apartments, reaching out to churches and making a social media video for the Asian and Latino community.

Committeemember Anderson explained the biggest accomplishment for the Dobson and Broadway Roads working group was the MCC ambassadors who continue to help promote the Census within the Mesa community. He noted the challenges were getting in touch with property management companies, making social media videos and gathering information for resource videos for churches. He recommended placing Census stickers on electric scooters around Mesa, distributing Census information at events, providing promotional material at the Arizona State University (ASU) Polytech campus library, and investing in a text campaign by zip code.

In response to a question from Committeemember Oakes, Mr. Robbins stated Committeemember Martinez has focused on promoting the Census at the ASU Polytech campus and according to data, the area is 100% renters.

Chairman Heredia presented accomplishments for the working group of US 60 to Gilbert Road and the San Tan 202 Freeway, which included advertising to the ASU Polytech campus and dorms, and setting up a CAT at the State of the City event. He stated the challenges faced were contacting apartment complex managers and HOA's. He recommended reaching out to the Housing department for a list of apartment complex phone numbers, contacting HOA's, placing an ad in the Dobson Ranch magazine, adding hot spot locations where Mesa residents can pledge and/or fill out the Census, and be more strategic in placement of marketing materials.

In response to a question from Committeemember Crowther-Miller, Chairman Heredia stated he is waiting to hear if Mayor Giles will be speaking about the Census at the State of the City event.

Committeemember Crowther-Miller mentioned Eastmark will be doing a press release on the 2020 Census for the community.

Committeemember Crowther-Miller presented for the McKellips and Mesa Drive working group, stating the biggest accomplishments was Census outreach to Westwood High School to students and their families, gathering a list of addresses for apartments and mobile home parks, and having MPS advocate for Census participation. She recommended leveraging MPS for Whittier Elementary and Westwood High School to continue to reach out to students and families, purchasing door hangers, setting up a CAT at churches and scheduling time to talk with the district's Councilmember to strategize and share Census information.

Committeemember McNeil mentioned at the beginning of January, 60,000 students and family members will be attending a basketball tournament at Westwood High School and he recommended setting up a table to advertise and educate on the Census.

Committeemember Oakes suggested having the six High School Student Councils in Mesa compete to promote the Census, and when the Census is over the Taskforce can use fund money to reward each student council with a pizza party.

In response to a question from Vice Chair Margillan, Committeemember McNeil stated he has a master schedule of all events, and the school festivals happen in the fall. He continued by stating there are still parent nights, sporting events and PTA meetings where the Census could be promoted.

Committeemember Oakes suggested buying 10 or more tablecloths to use for the CAT at events.

Ms. Oyler explained the efforts in the last two months have gone to outreach for HOA's, management associations and geography-based groups that do not have a direct incentive for participation. She stated the Taskforce should be targeting schools, hospitals and other businesses whose funding may be impacted by the Census results.

Committeemember McNeil stated the district leadership and Communications Department are aware MPS will be promoting the Census after the November election. He mentioned there were 80 Mesa schools and he oversees 30. He notified each school about the Census and that MPS will be participating. He commented the Communications Department is working with Mr. Robbins to ensure MPS can help promote the Census through communication platforms.

Committeemember McNeil proposed a video competition between schools. He continued by saying there will be incentives for those who participate. He suggested having ambassadors come to the schools during the week of parent teacher conferences to advertise and educate parents on the Census, as well as setting up times for an ambassador to speak at PTA meetings from now until the completion of the Census. **(See Attachment 2)**

Ms. Oyler suggested focusing on engagement with churches.

Mr. Robbins mentioned there is a group called Faith in Action that would like to partner with the Taskforce and set up a table to promote the Census, and added the group mainly works within the Latino community. He reported Mayor Giles will be speaking at the Interfaith Breakfast in the near future and that many faith-based leaders attend.

Committeemember Anderson commented there needs to be very specific faith-based marketing for churches to display such as, print outs for bulletin boards and pamphlets, and digital marketing for screen displays.

In response to a question from Committeemember Crowther-Miller, Mr. Robbins explained there is a list of e-mails for those who attend the Interfaith Breakfast that the Taskforce can use for outreach.

Committeemember Crowther-Miller recommended asking churches to promote the Census pledge drive to help get residents to participate.

Committeemember Anderson suggested creating a video for Mayor Giles to use on the importance of taking the Census pledge.

Committeemember Young suggested creating a package of Census marketing materials to provide to faith-based leaders.

Mr. Robbins recommended scheduling an interfaith virtual summit for church leaders to attend and talk about the State of Faith and the Census. He stated post-cards will be created and sent out to Pastors in Mesa asking for attendance at the summit and Census participation.

Chairman Heredia agreed that distributing a Pastor Package and toolkit with Census materials would be a way for the Taskforce to receive the support needed for the Census.

Mr. Robbins recommended setting up a CAT on sight at churches providing information for parishioners after the Pastor speaks about the importance of the Census.

Ms. Oyler asked the Taskforce working groups to gather recommendations and insight from the first breakout session to create action steps to put on the calendar for the remainder of December and quarter three. She requested the groups provide three to six actions each with specifics such as, what the commitment will be and who will be carrying out the action.

7. Hear and discuss emergent census issues that require special focus for marketing and outreach.

This item was not discussed by the Taskforce.

8. Discuss and update small group recommendations for each designated area and assign responsibilities to individual taskforce members.

Ms. Oyler asked the groups to present the tactical commitments for the remainder of the calendar year and quarter three.

Committeemember Crowther-Miller presented for the McKellips Road and Mesa Drive group stating the following tactical actions for the group:

- Schedule a meeting with Vice Mayor Freeman to obtain a list of activities/events where he could help promote the Census within his District.
- Allocating \$1000 to purchase door hangers for ambassadors to deliver and pass out to all apartment and housing complexes.
- Coordinate a community action table at spring training games.
- Schedule community action tables for school events and oversee the rollout of the proposed MPS video contest.
- Set up a community action table at Walmart and Goodwill in March as the Census is launching.

Committeemember Broeckling listed tactical actions for the group from the Southern and Western border to Stapley:

- Create videos for the Latino and Asian community.
- Set up a community action table at the International Market for the Asian New Year.
- Focus on outreach to the charter schools around Mesa.
- Continuing outreach to HOA's and businesses.
- Reaching out to churches to reinforce the communications that are already happening.

- Allocating \$1000 to creating banners to place along the roads at the Main Crossroads area.

Committeemember Oakes from the Dobson Road and Broadway Road group suggested partnering with organizations to launch a campaign for National Good Deeds Day's on March 28 and March 29 along with promoting the 2020 Census. He recommended the Taskforce should host an event with colleges on National Census Day, April 1, 2020.

Committeemember Beveridge listed the following tactical actions for the group:

- Allocating \$1000 to print postcards and small stickers with a scannable code to place on scooters around Mesa.
- Continue working on an internal pledge for A New Leaf.
- Distribute marketing flyers to churches.
- Communicate and market the Census by mail and in person visits to property managers.
- Continue the goal of visiting 50 businesses to place posters in windows.
- Set up a community action table at VolunteerFest Spring 2020 in January.

Chairman Heredia presented citywide tactical actions for the 60, Gilbert and Loop 202 between Southern Avenue and Baseline Road:

- Contact Dignity Health and Banner Health to market the Census with giving each newborn baby a beanie stating the iCount 2020 Census logo.
- Placing posters on solid waste trucks.
- Contact Valley Metro board to wrap light rail trains.
- Post Census information on the Buzz Downtown circuit leader.
- Set up a community action table and give ASU Poly Tech and MCC marketing materials.
- Set up a community action table at Celebrate Mesa.

Ms. Oyler suggested nominating one person from each working group to be a main contact to provide updates on any action changes and to keep the commitment tracker up to date.

9. Discuss and take action on recommendations for improving on-going coordination throughout the spring census outreach campaign.

This item was not discussed by the Taskforce

10. Discuss and provide direction on outreach tactics for each census district.

Mr. Robbins explained there is a \$15,000 budget surplus from FY19/20 and that he will be submitting a contingency request to rollover the money to FY20/21, bringing the budget total to \$45,000.

Mr. Robbins outlined the direction on the Census action budget allocation:

- CAT Tables
- State48 Shirts
- Bus stop ad materials

- Money for each group area
- Banners
- Tablecloths
- School video contest funding
- Chinese New Year booth

Committeemember Oakes stated he would like to see funding so the video contest for each school can have multiple winners. He added that if the guidelines are met, the video can be used to advertise the Census.

Mr. Robbins suggested allocating a set amount of money to MPS to decide how the money should be spent on marketing the Census.

In response to a question from Committeemember Broeckling, Committeemember McNeil explained the money allocated to the schools would be used for supporting the creation and prize money for the video contest winners.

Committeemember Broeckling suggested allocating \$7500 to the MPS video challenge and offer prize money to those who created the video, but also ensure there is a distribution plan for the other institutions involved.

It was moved by Committeemember Broeckling, seconded by Committeemember Patiño, that the budget allocations on outreach tactic activities for each census district be approved.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Broeckling-Crowther Miller-Kaplan-McNeil-Oakes-Patiño-Santos-Yockus-Young

NAYS – None

ABSENT – Cressy-Dickinson-Duve-Martinez-McCawley-Nau-Nelson

Chairman Heredia declared the motion carried unanimously by those present.

11. Scheduling of meetings and general information.

Next meeting date:

- Monday, February 10, 2020 from 2:00 to 4:00pm

12. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 4:04 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 December 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 – 2)