mesa·az
OFFICE OF THE CITY CLERK

2020 CENSUS TASKFORCE ADVISORY COMMITTEE

January 28, 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 January 28, 2019 at 2:02 p.m.

COMMITTEE PRESENT	COMMITTEE ABSENT	STAFF PRESENT
Councilmember Heredia, Chairman	Juan Brown	Jared Archambault
Monica Margillan, Vice Chair	Mike Hutchinson	Kevin Christopher
Paul Anderson	Joe McCawley	Dee Ann Mickelsen
Alan Beveridge*	Tara McCollum Plese	Jeffrey Robbins
Kevin Broeckling	Frankie Jo Rios	Alfred Smith
Kimberly Crowther Miller	Magdalena Schwartz	
Norm Duve	Mark Yockus	
Sally Harrison		
Winnie Kaplan		
Yasmin Martinez		
David McNeil		
Kristine Nau		
Duane Oakes		
Jose Patiño*		
Ezekiel Santos		
Carey Slade		
Mark Young		

(*Committeemembers Beveridge and Patiño participated in the meeting through the use of telephonic equipment.)

Committeemember Jose Patiño joined the meeting at 3:00 p.m.

Chairman Heredia excused Committeemembers Juan Brown, Mike Hutchinson, Joe McCawley, Tara McCollum Plese, Frankie Jo Rios, Magdalena Schwartz, and Mark Yockus 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 November 19, 2018 meeting.

It was moved by Committeemember Slade, seconded by Committeemember Oakes, that the minutes from the November 19, 2018 meeting be approved.

Upon tabulation of votes, it showed:

NAYS – Heredia-Margillan-Anderson-Beveridge-Broeckling-Crowther Miller-Duve-Harrison-Kaplan-Martinez-McNeil-Nau-Oakes- Patiño -Santos-Slade-Young
NAYS – None
ABSENT – Brown-Hutchinson-McCawley-McCollum Plese-Rios-Schwartz-Yockus

Chairman Heredia declared the motion carried unanimously by those present.

4. Presentation and discussion on adopted milestones, objectives for 2019, objectives for meeting and introduction of facilitator, Alisa Oyler.

Management Assistant Jeffrey Robbins displayed a Power Point presentation. **(See Attachment 1)** He commented that Nationally the 2020 Census Bureau has been working on advertising and a Census Regional group is working with Maricopa Association of Governments (MAG) on advertising, such as billboards, newspapers, and television.

Mr. Robbins explained that the Committee is to work on the “hard to count” population that does not traditionally respond to the mainstream media. He noted that it is up the Committee to decide how to reach this population by making it convenient and provide resources in order for this population to be counted. He added that children are included in the hard to count population and that children of different nationalities are significantly undercounted. He emphasized the importance of receiving accurate population counts due to the fact that the Census determines federal funding for the City to provide resources to the community over the next 10 years. (See Pages 2 and 3 of Attachment 1)

Mr. Robbins reviewed Rhode Island’s test results where the Census Bureau ran a limited test as if it was Census day and that the voluntary response rate was 52.3%. He added that the City of Mesa can anticipate a similar response rate. (See Page 4 of Attachment 1)

In response to a question posed by Chairman Heredia, Mr. Robbins responded that the primary goal of the test was to determine if the core functions of the census was working. He explained that kiosks were used in libraries and post offices but was unable to locate that data.

Mr. Robbins highlighted next steps and stated the committee will need to request more funding for an adequate outreach. (See Page 6 of Attachment 1)

Chairman Heredia thanked Mr. Robbins for the presentation.

5. Facilitated discussion of strengths, weaknesses opportunities and threats of outreach effort.

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

Ms. Oyler mentioned the availability of Census information, barriers for participation, and populations that are vulnerable to be uncounted. She added that although this information is available, the focus for the Committee is to analyze the non-specific items to the populations that the Committee will be representing through active relationships. **(See Attachment 2)**

Ms. Oyler explained the purpose for the committee is to gather input in an efficient manner through assessments and diagnostics to better understand who in the population is in need of the outreach. She pointed out that the committee will need to leverage, be aware of the changes that occurred in the last 10 years, and focus on the hard to count population.

Ms. Oyler displayed the four areas the committee will use to interact and influence the hard to count populations as follows:

- Strength
- Weakness
- Opportunity
- Threats

Ms. Oyler requested that the committee form four groups (one for each area) and determine a list of specific ideas utilizing the worksheet provided. She gave an example on Opportunity which would be to list the potential of technology and make specific recommendations such as email or listservs. **(See Attachment 3)**

Ms. Oyler explained that each group will take their specific ideas and list them on the board.

Discussion ensued relative to the four areas.

The following are the lists for each area:

Strength

- Events and touchpoints to leverage
- Ability to leverage existing trust
- Connections with non-profits who serve the underprivileged
- Ability to identify multi/cultural/social representation

Weakness

- Electronic platforms – Does it leave gaps?
- Indifference
- Trust in the government
- Understanding the why
- Education (the facts)

- Real news versus fake news
- Homeless – where is home

Ms. Oyler asked the committee what the common themes between strengths and weakness are.

The committee came to a consensus:

- Relationships
- Education
- Purpose and use of language difference (trust/mistrust)

Opportunity

- Real time data available through applications
- Kiosks
- Community dialogue
- Everyone has a phone
- Taskforce funding
- Provide information on frequently asked questions
- Outreach at local events

Threats

- Spam (adware/malware)
- Robo calls spreading misinformation
- Language barrier
- Fake enumerators going door to door
- Not knowing the benefits
- Hacking – responses not secure
- Fear of technology

Ms. Oyler asked the committee what the common themes between opportunity and threats are.

The committee came to a consensus:

- Technology
- Clear and transparent system
- Know the key target groups
- Fear

Discussion ensued relative to the challenges the committee faces in outreach to the hard to reach population.

Further discussion ensued relative to narrowing the focus in order to proceed to the next steps.

Ms. Oyler listed the agreed upon next steps by the Committee as follows:

- Build a common marketing strategy
  - Need data about changes in funding resulting from prior census to build case
  - Use general equivalencies
  - Build a shared story about the "benefits" for City/Council/Communities
  - Funding for education: Professional marketing/materials/forums

- Be grounded in the specific needs of the community
  - Focus on the why

- Build the tools and techniques of awareness for outreach
  - Combatting mis-information: geo-tracking on social media (native languages)
  - Funding to be used in innovative ways
  - Multi-medium: online/paper/phone

- Diversify the City's network
  - Fill some of the gaps in the Task Force, different demographics
  - Combatting mis-information: geo-tracking on social media (native languages)
  - Addressing fears of undocumented people through faith communities

6. Facilitated discussion and action on options for further efforts by the Taskforce.

Facilitator Alisa Oyler remarked that between now and the next meeting Committeemembers should focus, either independently or through organizations, on understanding the hard to reach community and build upon the ideas listed under item 5 with more detail.

Ms. Oyler asked the committee to think about tools for the next meeting such as a collaborative survey and multi-agency events through large and small focus groups.

Ms. Oyler stated that smaller focus groups are needed and suggested having two to three different types of focus groups.

Discussion ensued relative to types of focus groups and locations to educate the residents on the 2020 Census.

Committeemember Young suggested that Paz de Cristo hold a two-hour outreach to the homeless regarding the 2020 Census.

Committeemember Patiño committed to a focus group for the West Mesa area.

Committeemember Slade commented that she can host a focus group with the homeless veterans.

Committeemember Crowther Miller offered to have a focus group in Eastmark.

Committeemember Harrison affirmed she will host a focus group.

Committeemember McNeil stated that he would hold a large focus group within the school district.

It was moved by Committeemember Slade, seconded by Committeemember Oakes, that the Committee acknowledged the above noted individuals agreed to host focus groups.

Upon tabulation of votes, it showed:

NAYS – Heredia-Margillan-Anderson-Beveridge-Broeckling-Crowther Miller-Duve-Harrison-Kaplan-Martinez-McNeil-Nau-Oakes- Patiño -Santos-Slade-Young
NAYS – None
ABSENT – Brown-Hutchinson-McCawley-McCollum Plese-Rios-Schwartz-Yockus

Chairman Heredia declared the motion carried unanimously by those present.

Chairman Heredia thanked Ms. Oyler for facilitating.

7. Take action and provide direction on budget request recommendation for Mesa City Council.

Management Assistant Jeffrey Robbins stated that Maricopa Association of Governments (MAG) has a Countywide 2020 Census campaign where Mesa may contribute $103,000 which includes television, radio, and billboard ads. He noted that the City has committed an additional $30,000 specific to the 2020 Census Taskforce Advisory Committee until July 31, 2019. He asked the Committee for a FY 2019/20 budget request and suggested $50,000.

Chairman Heredia remarked that $50,000 may be enough but pointed out that with the City's population of 500,000, numerous resources are needed for an outreach.

In response to a question posed by Committeemember Slade, Mr. Robbins remarked that a flyer in the utility billing may come with a cost or may be done as in-kind. He added that he will provide those costs to the Committee.

In response to a question from Vice Chair Margillan, Mr. Robbins responded that requesting additional funding is a possibility since there are unknown expenses at this time. He noted that the Committee will need to determine whether to set the funding request higher or possibly return to Council for additional funding at a later date.

Discussion ensued relative to educating residents on the 2020 Census, costs of flyers and mailers, and other 2020 Census costs.

Chairman Heredia suggested a budget amount between $50,000 - $75,000.

It was moved by Committeemember Young, seconded by Committeemember Slade, to submit to Council a request of $62,500 for additional outreach resources for the 2020 Census.

Upon tabulation of votes, it showed:

NAYS – Heredia-Margillan-Anderson-Beveridge-Broeckling-Crowther Miller-Duve-Harrison-Kaplan-Martinez-McNeil-Nau-Oakes- Patiño -Santos-Slade-Young
NAYS – None
ABSENT – Brown-Hutchinson-McCawley-McCollum Plese-Rios-Schwartz-Yockus

Chairman Heredia declared the motion carried unanimously by those present.

Chairman Heredia thanked staff for the presentation.

8. Hear a presentation on regional census effort and Mesa census office.

Vianey Celestino, U.S. Census Bureau Partnership Specialist introduced Tammy Parise, U.S. Census Partnership Specialist who displayed a PowerPoint presentation. **(See Attachment 4)** She commented that Ms. Parise will be the contact person in her absence.

Ms. Celestino announced that an Arizona Regional Census office will be located in the City of Mesa at 215 South Power Road. She added that the Census Regional office located in Phoenix opens on February 11, 2019 and will oversee all the Census offices throughout the state. (See Page 2 of Attachment 4)

Ms. Celestino pointed out that the Census Bureau is offering over 1,000 job opportunities to assist with the processing of the Census forms.

In response to a question posed by Chairman Heredia, Ms. Celestino replied that each Census office will have 100 support personnel.

Ms. Celestino reviewed the processing centers and mentioned that of the two processing centers in the County, one is located at 4417 West Buckeye Road. She clarified that the salary for the part-time positions range between $30,000 - $40,000 and will work from December 2019 through August 2020. She added that Maricopa Partnership Specialist positions are available as well with an option to work from home. (See Pages 3 and 4 of Attachment 4)

In response to a question from Committeemember Nau, Ms. Celestino responded that all marketing materials from the Census Bureau will be sent to the Committee by Mr. Robbins.

In response to a question posed by Committeemember Oakes, Ms. Celestino reported that Partnership Specialists will earn $65,000 - $97,000 from December 2019 through August 2020.

In response to a question from Committeemember Crowther Miller, Ms. Celestino stated that Partnership Specialists work with the communities, provide training, support, and informational materials.

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 5)** He commented that Monday meetings have worked best for the committee.

Next meeting date:

- April 29, 2019

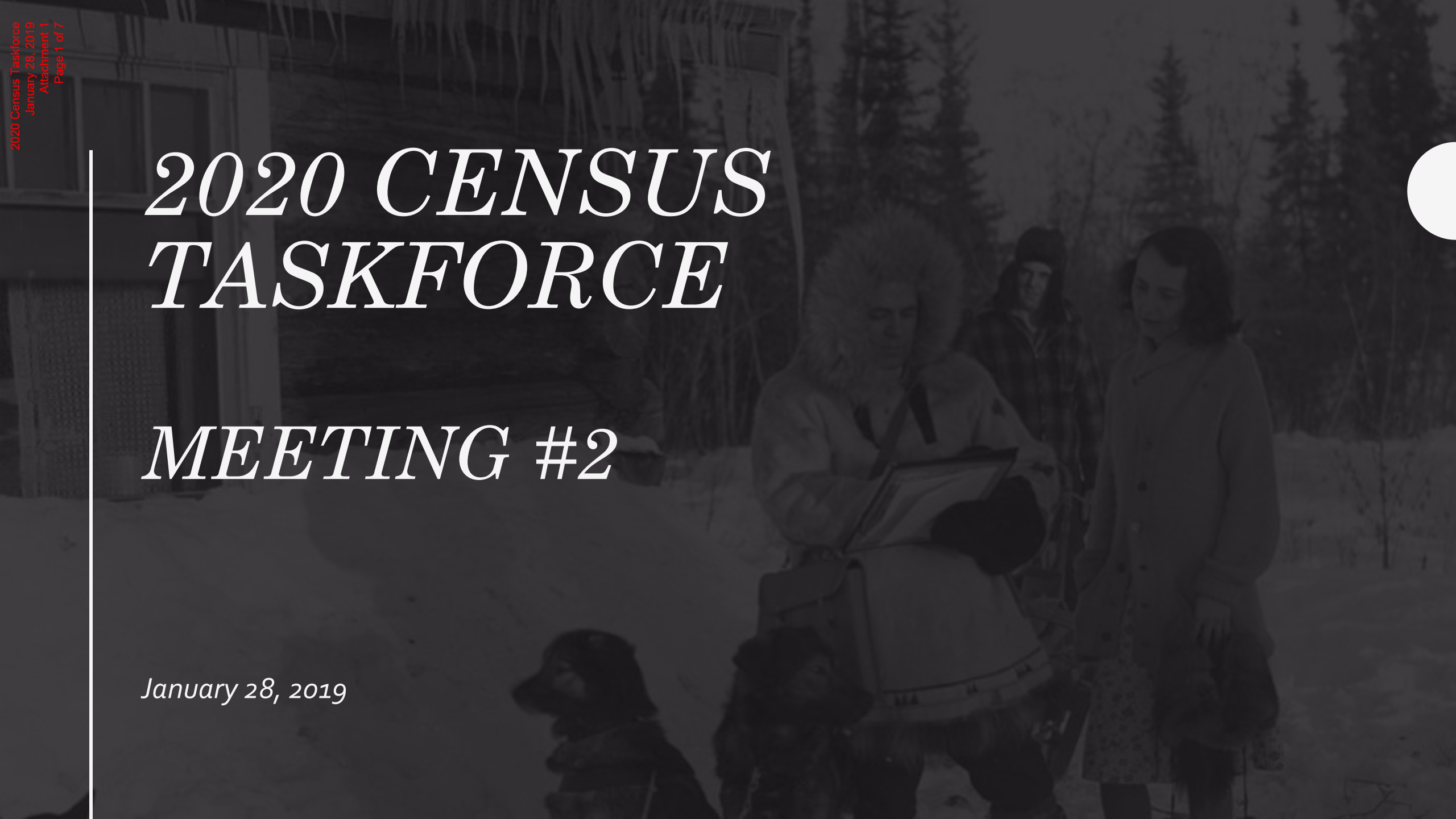
10. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 4:03 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 28th day of January, 2019. I further certify that the meeting was duly called and held and that a quorum was present.

_____
DEE ANN MICKELSEN, CITY CLERK

js
(Attachments – 5)



2020 CENSUS TASKFORCE

MEETING #2

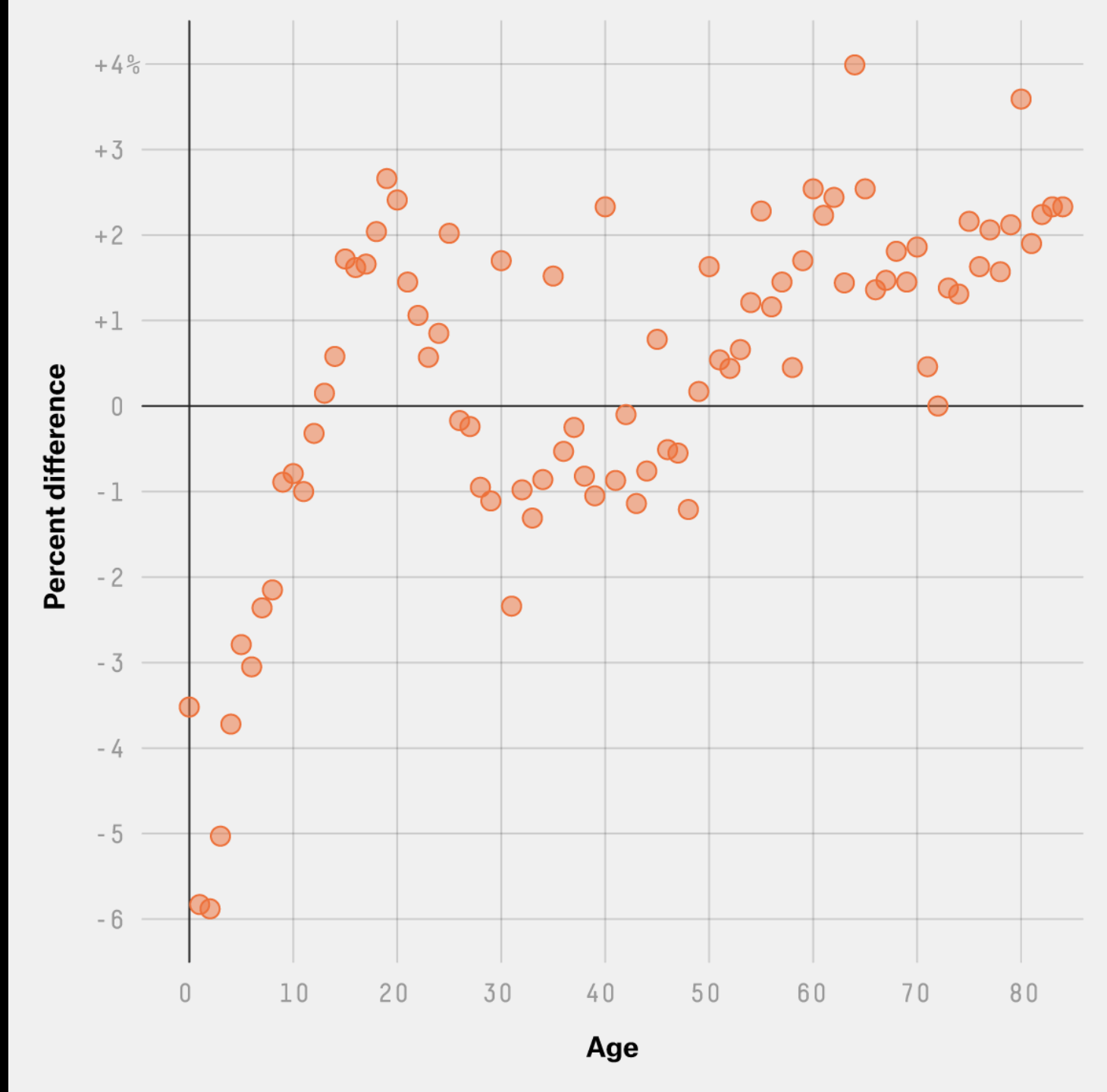
January 28, 2019



Hard To Count Populations

- People of color
- Children under 5
- Renters
- Crowded households
- Single-parent households
- Immigrants
- Low-income populations
- People with limited English proficiency
- People living in multi-family housing
- Itinerant or homeless populations

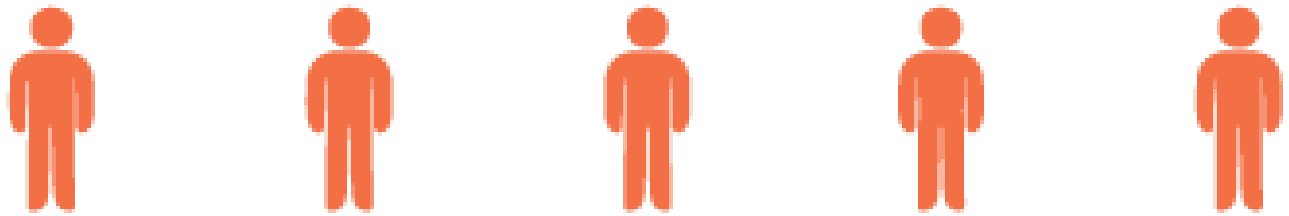
CHILDREN ARE UNDERCOUNTED



Source: fivethirtyeight, Census Bureau

Response Rate

52.3%



Of those who responded on their own,
6 in every 10 did so **online**.*



61%
Internet

7%
Phone

31%
Mail

RHODE ISLAND TEST RESULTS

Source: Census Bureau

Today's Objectives



ANALYSIS



NEXT STEPS



BUDGET

Future Milestones

Today

ANALYSIS

NEXT STEPS

BUDGET

Future Meetings

DESIGNING SPECIFIC EFFORTS

RESOURCING AND PLANNING EFFORTS

EXECUTION



Welcome Alisa!

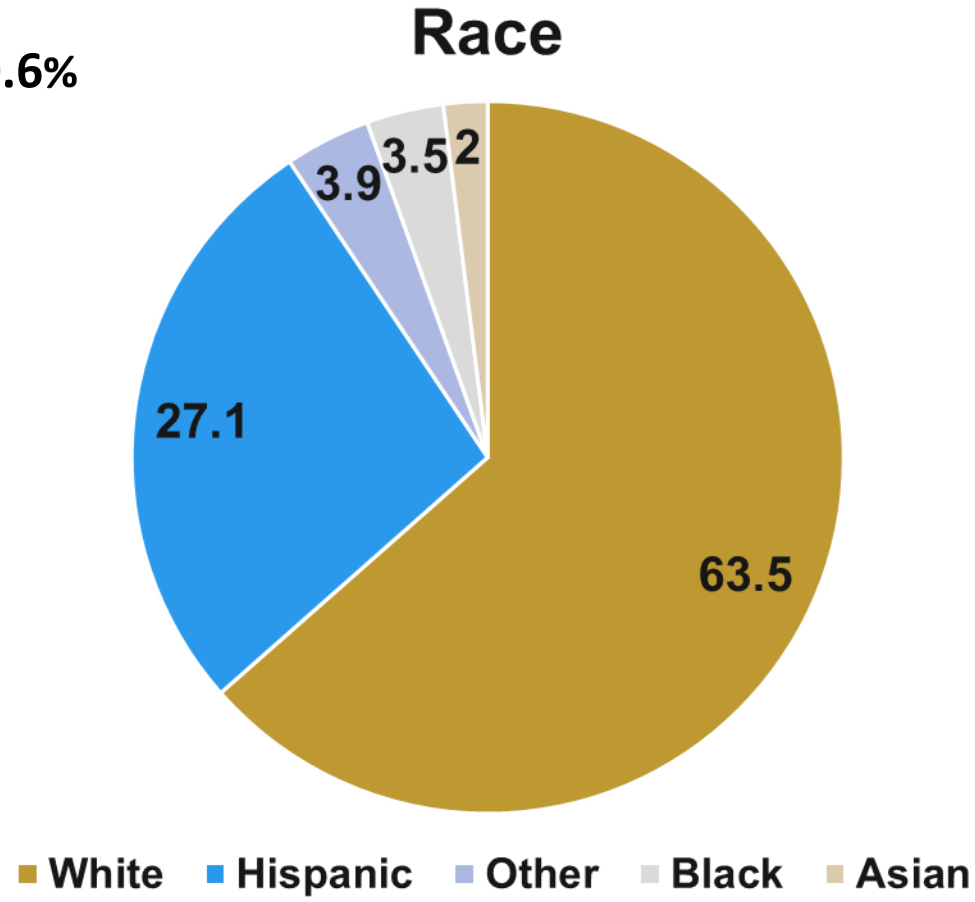
Mesa Demographic Facts

Households with a computer **88.3%**
Households with a broadband internet subscription **80.6%**

With a disability under the age of 65 **7.5%**

Minority owned firms, (2012) **3,383**

Persons under 5 years, percent **6.8%**



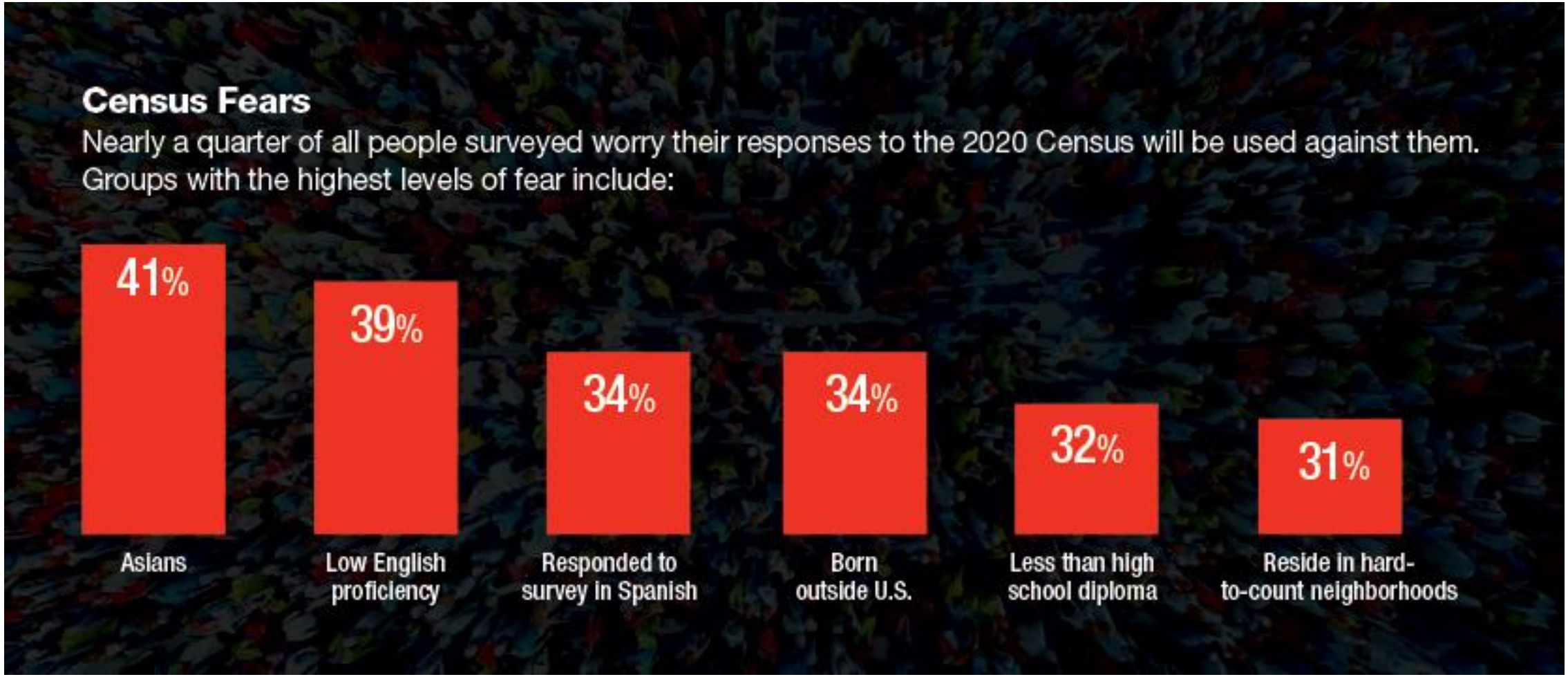
Source: US. Census Bureau

% of U.S. Adults Who Do Not Use Broadband at Home, but Own Smartphones, by Age

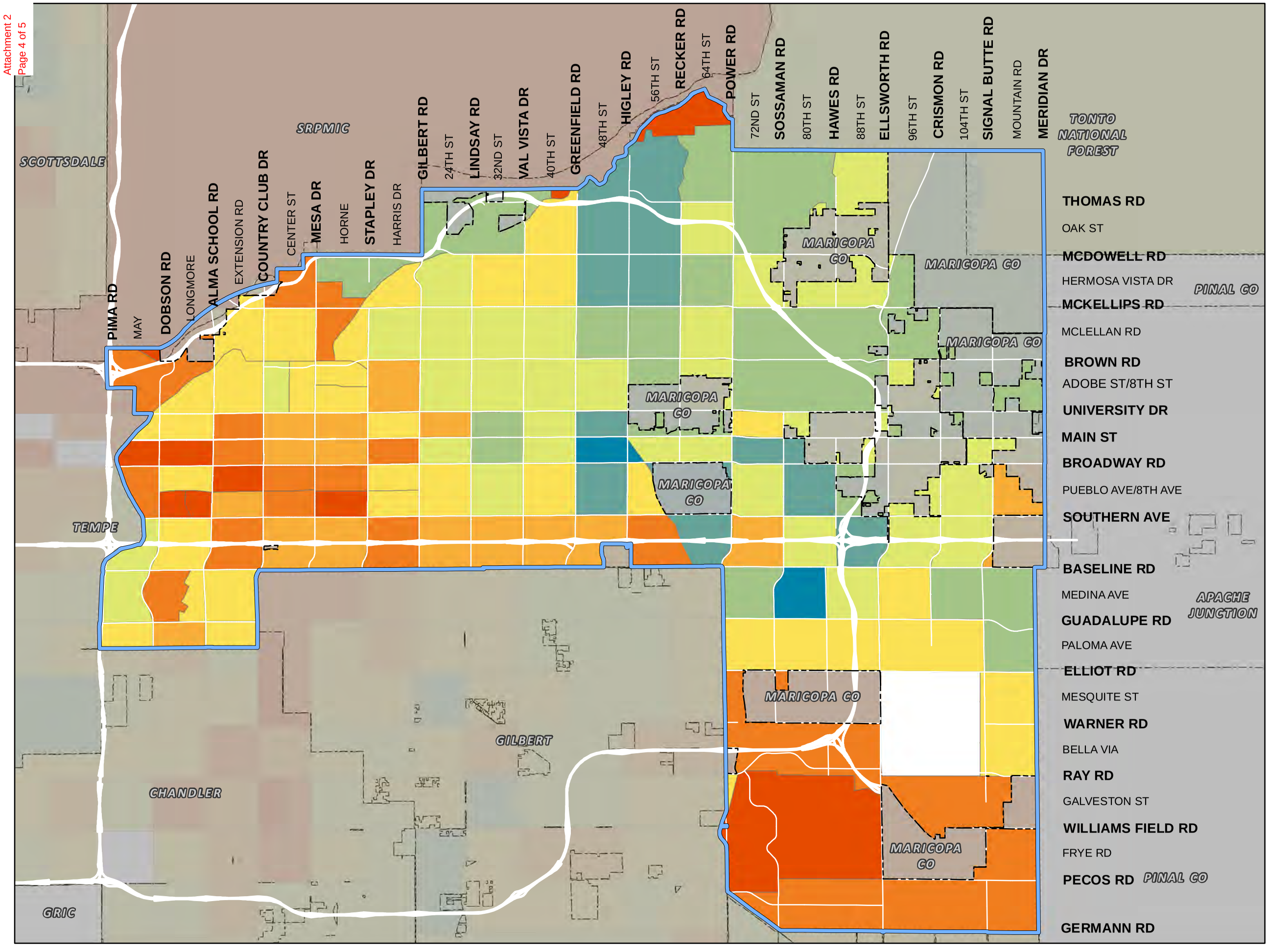
	18-29	30-49	50-64	65+
2013	12%	9%	7%	3%
2014	--	--	--	--
2015	19%	16%	11%	7%
2016	17%	13%	11%	7%
2017	--	--	--	--
2018	28%	24%	16%	10%

95% of Americans 18-65+ own a Cell Phone

Source: Pew Research Center



Source: 2020 Census Barriers, Attitudes and Motivators Study, Graphic Courtesy Governing Magazine



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2010 Census

Participation Rates

Percentage Participation

- 60-65%
- 65-70%
- 70-75%
- 75-80%
- 80-85%
- 85-90%
- 90-95%
- 95-100%

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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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Key Findings from Census Response Rates and Motivators

- Fewer than seven in ten householders said they intend to fill out the census form
- Many people were unfamiliar with the census, and there were misconceptions about its purpose and process. Only 33 percent of respondents reported that they were "extremely familiar" or "very familiar" with the census
- 10 percent of people incorrectly believed the census is used to locate people living in the country without documentation, and another 37 percent said they "do not know" if it is used this way
- People think it will take a long time. Many may remember long-form censuses

Five Principal Barriers Identified

Concerns about data privacy and confidentiality. Roughly a quarter of respondents were concerned about the confidentiality of answers to the 2020 Census

Fear of repercussions. Roughly a quarter of respondents were concerned their answers to the 2020 Census would be used against them

Distrust in all levels of government. Distrust in government was high for everyone

Lack of efficacy. Many did not feel it matters whether they are personally counted in the 2020 Census. Young people were the least likely to believe it matters if they are counted

Belief that completing the census could not benefit them personally

What Would Potentially Motivate People to Complete the Census?

- Funding for public services was a top motivator across groups, yet less than half of respondents knew that the census is used to determine community funding
- Hospitals and healthcare, fire departments, police departments, and roads and highways were identified as the most important public services across all groups
- Community-oriented motivators were most popular with those who were younger, non-white, not English proficient, and less educated
- Only 45 percent of respondents knew that the census is used to determine how much government funding communities receive

City of Mesa 2020 Census Outreach Task Force: Existing Efforts S.W.O.T. Analysis

***Purpose**: In order to innovate our approaches to ensure that all City of Mesa residents are counted in the upcoming 2020 census, it's important to ground our thinking in an honest accounting of our current reality. This includes understanding the people, institutions, systems, events and efforts that are working for us and against us in reaching the traditionally uncounted. It also includes a deeper, empathetic understanding from the perspective of the uncounted, about the reasons why they would or would not be counted going forward. This upcoming meeting will be focused on the high-level view of institutions and systems, using the S.W.O.T. tool below.*

INSTRUCTIONS

- Reflect on what efforts you know were made in 2010, and what we are well positioned to do no as you think through the questions below.
- If possible, think about a specific population that has traditionally gone uncounted and that you are familiar with, and use the questions below to help tell their story.
- **Generate at least 2 to 3 answers to each arena of questions** that you will share with a group at our meeting together.

STRENGTHS

1. *What are we currently doing that reaches populations that need to be counted, that could be used for census engagement?*
2. *What unique advantages does my organization and network possess for non-traditional engagement (not TV, Radio, Billboards etc.)?*

- …
- ….

OPPORTUNITIES

3. *What opportunities for collaboration does this Task Force make possible?*
4. *What points of contact, events, regular gatherings, etc, are an opportunity for us to layer in Census outreach?*
5. *What technology or otherwise innovations in recent history can be leveraged?*

- …..
- ….

WEAKNESSES

6. *Which traditionally uncounted populations are we most struggling to reach and engage?*
7. *What hesitations do people feel to being counted that prevent them from being counted by current efforts?*
8. *What's different in our context from the 2010 census that will stand in the way of our success*

- ….
- …..

THREATS

5. *What threatens to derail our efforts with the specific uncounted populations we hope to engage?*
6. *Which of our efforts could backfire and how?*

- …
- ….

United States Census 2020



2020 Census Update

January 28, 2019

Mesa, Arizona

Vianey Celestino
Partnership Specialist

Arizona Regional Census Offices



Early Census Regional (Opening Feb 11, 2018)

3106 Maricopa Central – 3111 N. Central Ave, Suite 600. Phoenix, AZ 85012

Other Offices(Opening June/July 2019)

3105 Flagstaff –2400 N. Walgreens Blvd. Flagstaff, AZ 86004

3107 Maricopa South – 215 S. Power Rd. Mesa, AZ 85206

3108 Maricopa West – 4323 W, Cactus Rd. Glendale, AZ 85304

3109 Tucson – 3981 E. Grant Rd. Tucson, AZ 85712

3110 Window Rock – Navajo Nation Fairgrounds AZ-264. St Michaels, AZ 86511

United States Census 2020

Arizona Processing Center



- **One of the two Processing Centers in the country**
- **Address:** 4417 W. Buckeye Rd.
- **Will receive 175,0000 Census forms per day**
- **Expecting to process 150,000 million Census forms**
- **1000 job opportunities**
- **2 Shifts**
- **Salary starting at GS4**
- **Full Benefits**
- **Apply in USAjobs.gov**

United States Census 2020

Maricopa Partnership Specialists



- Currently 5 Partnership Specialists
- Hiring Partnership Specialists
- Apply in USAjobs.gov
- Full time jobs
- Benefits
- GS9 – GS12
- Serve your Community

United States Census 2020

Arizona Processing Center



Questions?

Vianey Celestino
Vianey.celestino@2020census.gov
602.292.6427

Next Meeting Dates

Monday…

- April 29th
- May 6th
- May 20th

- Is a 3 hour meeting ok for this meeting?

United States Census 2020