

Census 2010 Complete Count Committee

Minutes of May 27, 2009, Complete Count Committee **DRAFT**

Committee Members Present

Joyce Finklestein, GVCCC, Chair
June Webb-Vignery, Metropolitan
Education Commission, Vice Chair
Megan Courtney, City of Tucson, for Mary Okoye
Pam Simon, Congresswoman Giffords Office, for
Nate Zimmerman
Josh Wright, Town of Marana
Robert Medler, Tucson Metro Chamber of
Commerce
Al Kunish, Council Member
Town of Oro Valley
Luis Lew, Pan Asian Community Alliance for
Dorothy Lew
Leticia Baltazar, Pascua Yaqui Tribe
Jan Maldonado, Pima Council on Aging
Bruce Basemann, Pima County
Dylon Porry, Town of Sahuarita, for Larry Dobrosky
Walker Smith, South Tucson
Joy Wilcox, Primavera Foundation
Juan Villa, Telemundo

Charlene Aguilla, Tohono O'odham Nation
Teresa Olson, Tucson Association of Realtors
Clarence Boykins, Tucson Black Chamber
David Scott, TUSD

Staff

Andy Gunning
Dave Taylor
Sheila Storm
Robert Done
Julie Morrison

Public/Agencies

Laura Cummings, U.S. Census Bureau
Magdalena Barajas, U.S. Census Bureau
Aggie Hunt, U.S. Census Bureau
Jesse Nino, U.S. Census Bureau

1. Call to Order and Introductions

The meeting was called to order by Robert Done at 9:10 a.m. and introductions were made.

2. In-Kind Form

In-kind form was routed among attendees.

3. Overview of 2010 Census

Dave Taylor, Pima Association of Governments, provided the Committee with an overview of the importance of the 2010 Census, which is conducted once a decade. The Census data is very useful information for all levels of governments and is mandated by the U.S. Constitution. The data lets us know in comparison with past Census data how we are doing. For each person counted, our community will receive \$300. The count also helps determine the number of

seats our region will have in the U.S. House of Representatives and is used locally to redistrict the legislative boundaries of our Districts in Arizona, Supervisor districts in some counties and City wards in Tucson. Annually, \$300 billion in federal and state funds are distributed to tribes, local governments and states, based on Census data.

4. Discussion Purpose of CCC

The purpose of a Complete Count Committee is to reach those individuals who are not easily reached and who would not have otherwise filled out the Census questionnaire. The Committee will increase awareness about the Census and motivate residents in our community to respond.

The three main tasks for the overall Committee:

- Increase response rate for residents mailing back their questionnaire through a focused and structured program
- Utilize knowledge, expertise and influence of each member of the Committee to execute a Census awareness campaign tailored to the community
- Bring together a cross-section of community members whose focus is 2010 awareness.

5. Election of Chair and Vice Chair

June Webb-Vignery nominated Joyce Finkelstein as Chair of the 2010 Census Complete Count Committee, Walker Smith moved to approve the nomination, seconded by Bruce Basemann, and approved unanimously.

Joyce Finklestien nominated June Webb-Vignery as Vice Chair of the 2010 Census Complete Count Committee, Clarence Boykins moved to approve the nomination, seconded by Robert Medler and approved unanimously.

6. U.S. Census Bureau

Laura Cummings, U.S. Census Bureau, provided the Committee important background information on the Census and how the Complete Count Committee can participate and educate those hard to reach citizens groups to ensure they fill out the Census questionnaire. The 2010 Census questionnaire is a single page with ten questions. The data collected is confidential and will not be reported to any other entity.

7. Outreach Plan Discussion

Ms. Finklestein addressed the Committee about creating an outreach plan. As a Committee we will decide if we want to create subcommittees within jurisdictions to help with events and outreach, or information booths at community events where Census information can be handed out. Community leaders, chief elected officials and tribal leaders can reiterate that this information is completely confidential. Identify the hard to reach populations and the best way to target those areas. In the 2000 Census, 37 percent of our region did not complete the questionnaire.

Leticia Baltazar, Pascua Yaqui Tribe, addressed the Committee about the tribe's efforts in forming a Complete Count Committee to reach all the hard to count areas on the nation. They are responsible for providing outreach to all of the members not only the ones that reside on the reservation. Pascua Yaqui has created a timeline in conjunction with the Census timeline and a Tribal Liaison Partnership to make sure they are on track. They have formed seven subcommittees with different groups including media and PSA.

Bruce Basemann asked about funding for outreach for the Committee. Sheila Storm, PAG, responded that there are grant opportunities we will seek through the U.S. Census Bureau and Tohono O'odham Nation in addition to a budget set aside for Census outreach by PAG.

8. Determine need for Subcommittee

The four subcommittees that need to be focused on most are: Education, Media, Community-based Organizations, and Businesses.

Robert Medler volunteered to chair the Business Subcommittee.

9. Future Meeting Schedule

The Committee will meet again in October. The date will be determined.

In January 2010, the Committee will establish a monthly meeting schedule.

10. Other Business

None

11. Adjournment

Meeting adjourned at 10:56 a.m.

