



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

Council Briefing Room  
3<sup>rd</sup> Floor City Hall

June 27, 2019  
3:30 P.M.

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- I. Welcome & Announcements (10 minutes)
- II. Census Bureau Outreach Efforts & Information (20 minutes)
- III. Institutional Partners Outreach Efforts (10 minutes)
- IV. Outreach Plan Prioritization Exercise (30 minutes)
- V. Media & Marketing Update (15 minutes)
- VI. Adjourn

**Minutes**  
**2020 CENSUS**  
**COMPLETE COUNT COMMITTEE MEETING**

**Council Briefing Room**  
**101 West Abram Street**

**May 30, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, May 30, 2019, in the Council Briefing Room of City Hall, 101 West Abram Street, Arlington, Texas, with the following members present:

**Committee Members Present:**

Rita Parson, Chair  
Leslie Johnston Birdow  
Jo Anna Cardoza  
Stella Chang  
Larry Curry  
Stephanie Gillespie  
Syed Hassan  
James Hollis  
Cynthia Jensen  
Daphne Martin  
Kate McGee  
Vera McKissic  
Ruth Mercado  
Judy Northup  
Darryl Owens  
Aaron Perales  
Shannon Spriggs  
Deborah Watts  
Dennis Wood

**Committee Members Absent:**

Leechu Huang  
Sheng Shong Huang  
Jorge Lorenzana  
Bill Lynch  
Grace McDermott  
April Mitchell  
Deborah Spell  
Jim Vaszauskas

**Staff Present:**

Sarah Stubblefield, Staff Project Manager  
Ann Foss, General Support  
Tony Herhold, Data Analysis  
Ryan Hunt, Communications  
Lyndsay Mitchell – Office of Strategic Initiatives  
Alicia Winkelblech – Office of Strategic Initiatives  
Dyan Anderson – Federal Grants Management  
Sheila Griffith – Police  
Julie Hall-Andrews – Housing Authority  
Ayesha Hawkins – Libraries  
Kelly Marvel for Misty Gutierrez – Code Compliance  
Larry Miglets for Dan Withers – Parks  
Kyle Weeks – Office of Communications

## **Other Guests Present:**

Victoria Farrar-Myers – Arlington City Council  
Cynthia Cruz – US Census Bureau  
Jennifer Pope – US Census Bureau  
Lynn Tso – US Census Bureau

Sarah Stubblefield called the meeting to order at 3:39 p.m. to conduct the following items of business:

### **Announcements:**

- Ms. Stubblefield introduced the topic for the meeting and the US Census Bureau staff in attendance
- An overview of the Census Complete Count Committee work plan was provided, with a reminder of key dates, including that staff will provide an update to City Council at the June 25 meeting.
- Ms. Stubblefield also provided an update on US Census Bureau activities, the role of the partnership specialists, and the marketing and educational materials currently available from the Bureau.

## **Presentations and Discussion**

Two communities were highlighted in the meeting: the student, renter, and other transient communities and the low-income and living in poverty community. Tony Herhold presented the demographic profile analysis for both communities to the Complete Count Committee. The demographic profile analysis of target communities serves to provide the Arlington context to that target community. This context then informs the Committee on how to build awareness and buy-in within this target community to encourage participation in the 2020 Census.

Upon presentation of this profile, the following issues were discussed:

- How different agencies define the poverty level and how it is defined for individuals versus families.
- How individuals who are transient will be counted, and Jennifer Pope clarified that individuals with a permanent address will receive information about the Census in the mail, while individuals experiencing homelessness will be counted by a special team.

Ms. Stubblefield gave a presentation on the Outreach Activities identified by the Committee to date, with information about the distribution of activities by Hard to Count community, age group, type of activity, and time of occurrence. Staff is working to organize all the activities and will bring them in detail to the Committee for review, discussion, prioritization, and decision-making regarding which activities will be pursued.

Ms. Stubblefield also provided information about an online mapping tool developed by the City University of New York, which presents Census response rates by census tract. The tool provides information about internet access and cell phone ownership, which is relevant due to the ability to complete the Census forms online. The Committee discussed a variety of issues with counting certain communities and ideas for increasing response rates. The Committee will be working closely with US Census Bureau staff and other organizations within Arlington to target outreach and education about the Census.

The Complete Count Committee then spent time filling out activity planning sheets for the student, renter, and other transient communities and the low-income and living in poverty community and shared them with staff. The activity planning sheets will help to identify realistic outreach activities, maximize the impact of outreach efforts, and develop a comprehensive outreach plan that targets all hard-to-count communities. Ms. Stubblefield also asked Committee members to contact her with any requests for additional community information and organization information, in preparation for the next Committee meeting. The next Complete Count Committee meeting will be held June 27<sup>th</sup> at 3:30pm and will include more information about US Census Bureau and other organization outreach activities.

There being no further business to come before the Committee, the meeting was adjourned at 4:51 P.M.



# 2020 Census Complete Count Committee

**PARTNER UPDATES & OUTREACH PLANNING**

**June 27, 2019**

# AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. CENSUS BUREAU OUTREACH EFFORTS AND INFORMATION
3. INSTITUTIONAL PARTNER OUTREACH EFFORTS
4. OUTREACH PLAN PRIORITIZATION EXERCISE
5. MEDIA AND MARKETING UPDATE
6. WRAP-UP/ADJOURN

CENSUS BUREAU  
OUTREACH  
EFFORTS AND  
INFORMATION  
update

INSTITUTIONAL  
PARTNERS  
OUTREACH  
EFFORTS

update





OUTREACH PLAN  
UPDATE  
and exercise

# Outreach Plan Activities Update

117 total activities

Next Steps:

- Remove duplication
- Identify additional needs
- Identify highest impact activities
- Provide feedback for staff

# Outreach Activities Exercise

3-4 Committee Members in each  
of the following groups:

1. Government
2. Faith-based
3. Non-profit
4. Entertainment
5. Business
6. Education

Let's get started!

Are we missing anything  
major in this category?

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Are we reaching all or  
most of the HTC  
communities within this  
category?

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Are there any activities that  
are primarily led by another  
organization/group with  
established Census efforts in  
Arlington?

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What are the highest 1-2 impact activities in this category? Are there some that might not be as high impact?

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# DISCUSSION



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# MEDIA AND MARKETING UPDATE

# Marketing Strategy

City of Arlington Office of Communications is developing Arlington-focused Census materials for distribution, in addition to general materials and information released by the Census Bureau

- Appeal to Arlington residents in a local way
- Combination of materials in print and digital options
- Develop in English, Spanish, and Vietnamese

## Print

- Flyers
- Yard Signs
- Brochures

## Digital

- Graphics
- Video
- Website

## Other

- T-shirts
- Promotional Items
- Billboards

# Marketing Materials

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



U.S. Census 2020



# SHAPE ARLINGTON'S FUTURE

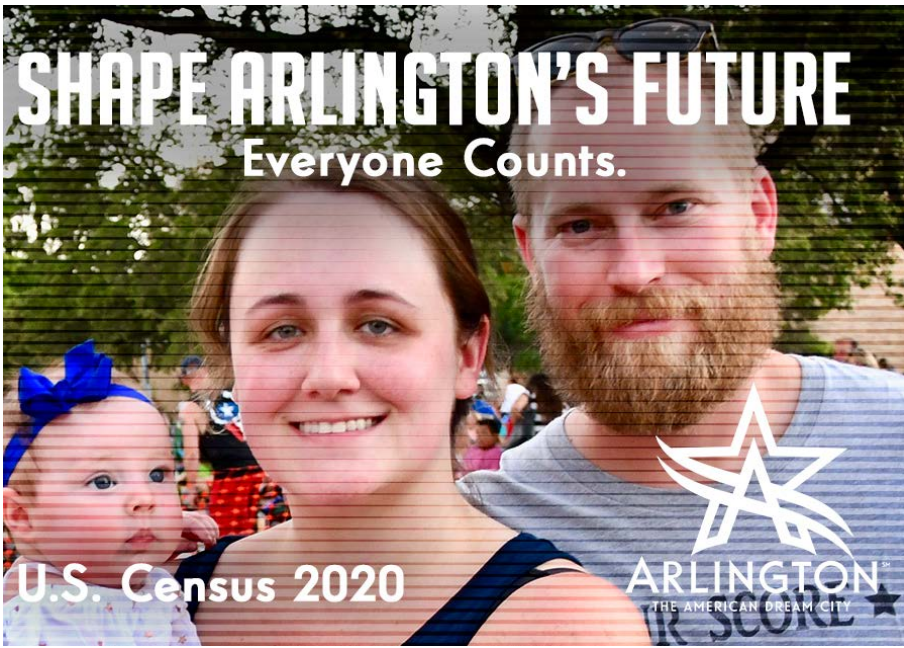
Everyone Counts.




U.S. Census 2020

# SHAPE ARLINGTON'S FUTURE

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# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



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NEXT  
MEETING  
thursday,  
july 25  
@ 3:30 pm

**Outreach Planning & Training**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, JULY 19