



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

May 30, 2019
3:30 P.M.

- I. Welcome & Announcements (10 minutes)
- II. Census Bureau Update (10 minutes)
- III. Data Analysis Presentation – Student, Renter, Other Transient Populations, Low-income & Living in Poverty Demographic Profile (25 minutes)
- IV. Outreach Plan Update (10 minutes)
- V. City University of New York Hard-to-Count Map Demonstration (10 Minutes)
- VI. Committee Discussion (15 minutes)
- VII. Wrap-up (10 minutes)
- VIII. Adjourn

Minutes
2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

April 25, 2019
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, April 25, 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
Stella Chang
Larry Curry
Syed Hassan
James Hollis
Sheng Shong Huang
Jorge Lorenzana
Bill Lynch
Daphne Martin
Ruth Mercado
April Mitchell
Judy Northup
Darryl Owens
Aaron Perales
Deborah Spell
Shannon Spriggs
Dennis Wood

Committee Members Absent:

Jo Anna Cardoza
Stephanie Gillespie
Leechu Huang
Cynthia Jensen
Grace McDermott
Kate McGee
Vera McKissic
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
Nickolas Gaffney for Julie Hall-Andrews – Housing Authority
Dan Withers – Parks
Kyle Weeks – Office of Communications

Other Guests Present:

Alisa Simmons – Arlington NAACP

Chair Rita Parsons called the meeting to order at 3:35 p.m. to conduct the following items of business:

Announcements:

- Committee members introduced themselves
- Sarah Stubblefield introduced two members of the U.S. Census team who were in attendance: Dave Portillo, Partnership Coordinator for the Dallas Regional Census Center, and Cynthia Cruz, Partnership Specialist for the Dallas Regional Census Center.
- Ms. Stubblefield also introduced a visitor, Alisa Simmons, President of the Arlington Branch of the NAACP.

Presentations and Discussion

Tony Herhold presented the African American Community demographic profile analysis 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 questions were asked:

- What is the source of this data?
 - Mr. Herhold responded that the data presented is from the 2017 American Community Survey, which is the most up-to-date data. Ms. Stubblefield responded that this data provides the best estimate of current conditions in Arlington since the 2010 US Census.

The Committee then held a wide-ranging discussion on targeting the African American community for Census participation, including the following topics:

- Within the African American community, those who rent and those who own tend to live in different geographical regions of the City, so outreach should be targeted to the population in each area.
- Activities geared toward children may be useful to reach families with single parents.
- Since a portion of this community is foreign-born, activities should be designed to target this sub-group.
- Religious institutions may be good locations to hold activities to reach this community.
- The African American community may appreciate a message about how completing the Census will have a personal impact and how an accurate Census count can ensure benefits to our City.

- The Committee expressed the need to connect with community leaders outside of the Committee to spread the message about the importance of the Census, raise awareness of the Census, and build trust regarding completion of the Census.

The Complete Count Committee then spent time filling out activity planning sheets for the African American 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 reminded the Committee that they should submit activity sheets for all ideas they generate, as any duplicates will be addressed during the review process. Staff will review all suggested activities and make recommendations to the Committee regarding which activities seem most feasible for outreach with the available resources.

There being no further business to come before the Committee, the meeting was adjourned at 4:30 P.M.



United States
**Census
2020**

2020 Census Complete Count Committee

**STUDENT, RENTER, OTHER TRANSIENTS, LOW-INCOME
AND LIVING IN POVERTY OUTREACH PLANNING**

May 30, 2019

AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. CENSUS BUREAU UPDATE
3. DATA ANALYSIS - DEMOGRAPHIC PROFILE
4. OUTREACH PLAN UPDATE
5. CITY UNIVERSITY OF NEW YORK HARD-TO-COUNT MAP DEMONSTRATION
6. COMMITTEE DISCUSSION
7. WRAP-UP/ADJOURN

WORK PLAN UPDATE

- Today – finish review of HTC communities
 - June 11 – CCC Update to City Council
- June 27 – updates on other Arlington Census outreach efforts
- July 25 – final analysis of hard to count communities
- August 22 – review/refine outreach plan
- September 26 – finalize & approve outreach plan, partner training from Census Bureau
 - October 15 – Outreach Plan to City Council
- October 24 – implement Outreach Plan



CENSUS BUREAU UPDATE

COUNT

Partnership Specialists have specific focus areas within the region including:

Government

Community

Hospitals/Healthcare

Schools/Universities

Businesses



Partnership Specialists are beginning to be out in Arlington, establishing various partnerships and educating partners about the Census



Partnership Specialists are still coming online in the Dallas region

CENSUS BUREAU UPDATE



Shape
your future
START HERE > | United States[®]
Census
2020



Shape
your future
START HERE > | United States[®]
Census
2020

Marketing and Educational
Materials

<https://2020census.gov/en/partners/promotional-materials.html>

TRANSIENT/MOBILE
& LOW-INCOME
COMMUNITY

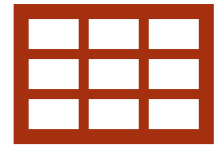
demographic profile
analysis

HARD TO COUNT COMMUNITIES

The goal of the Census is to acquire an accurate count of all residents in order to ensure fair representation and accurate fund dissemination.

Certain communities within Arlington have been identified as “**hard to count**” for reasons such as language barriers, suspicion of government, access hindrances, etc.

The final hard to count community we will be focusing on is the **Student, Renter, Other Transient, Low-income, and Living in Poverty** populations.



SOURCES OF DATA



American Community Survey
2017 5-year estimates, BLS,
TCHC



Census ROAM data mapping
program



Local data

WHY THESE METRICS?

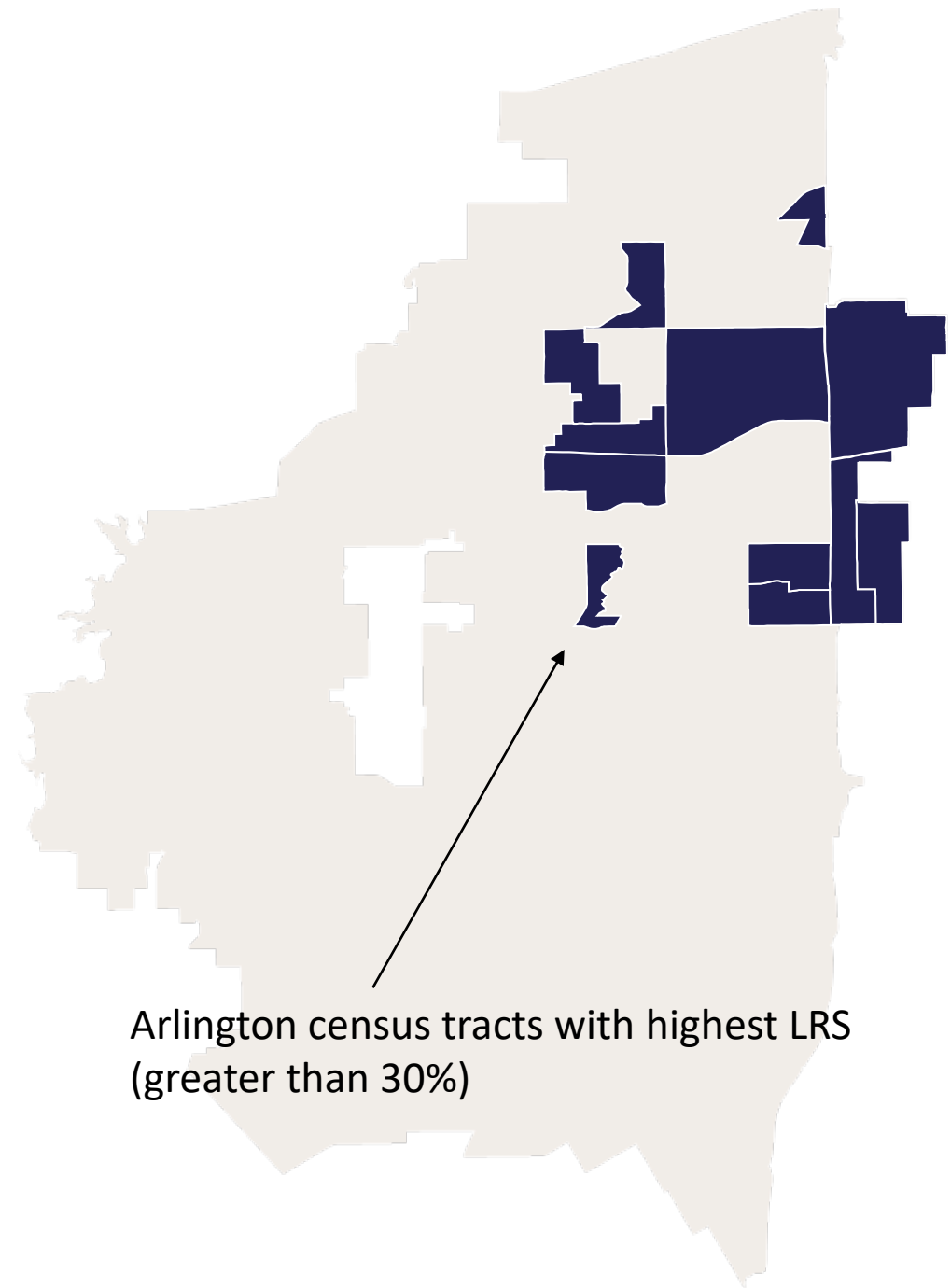
- The following data is intended to provide a more granular snapshot of the transient/mobile and low income population in Arlington.
- Metrics used to measure the transient/mobile and low income community are consistent with those used by the Census Bureau to calculate the Low Response Score (LRS) estimates.
- This data is meant to help understand the poverty, housing, and language barriers *within* the transient/mobile and low income community and aid in increasing Census response rates.
- To be used in conjunction with local community expertise.



LOW RESPONSE SCORE (LRS)

- Metric used by the Census to locate, predict, and manage hard-to-count communities
- Many factors taken into account when calculating LRS (minority population, poverty rate, language, etc.)
- Census ROAM Mapper provides an online interface for viewing LRS on tract level

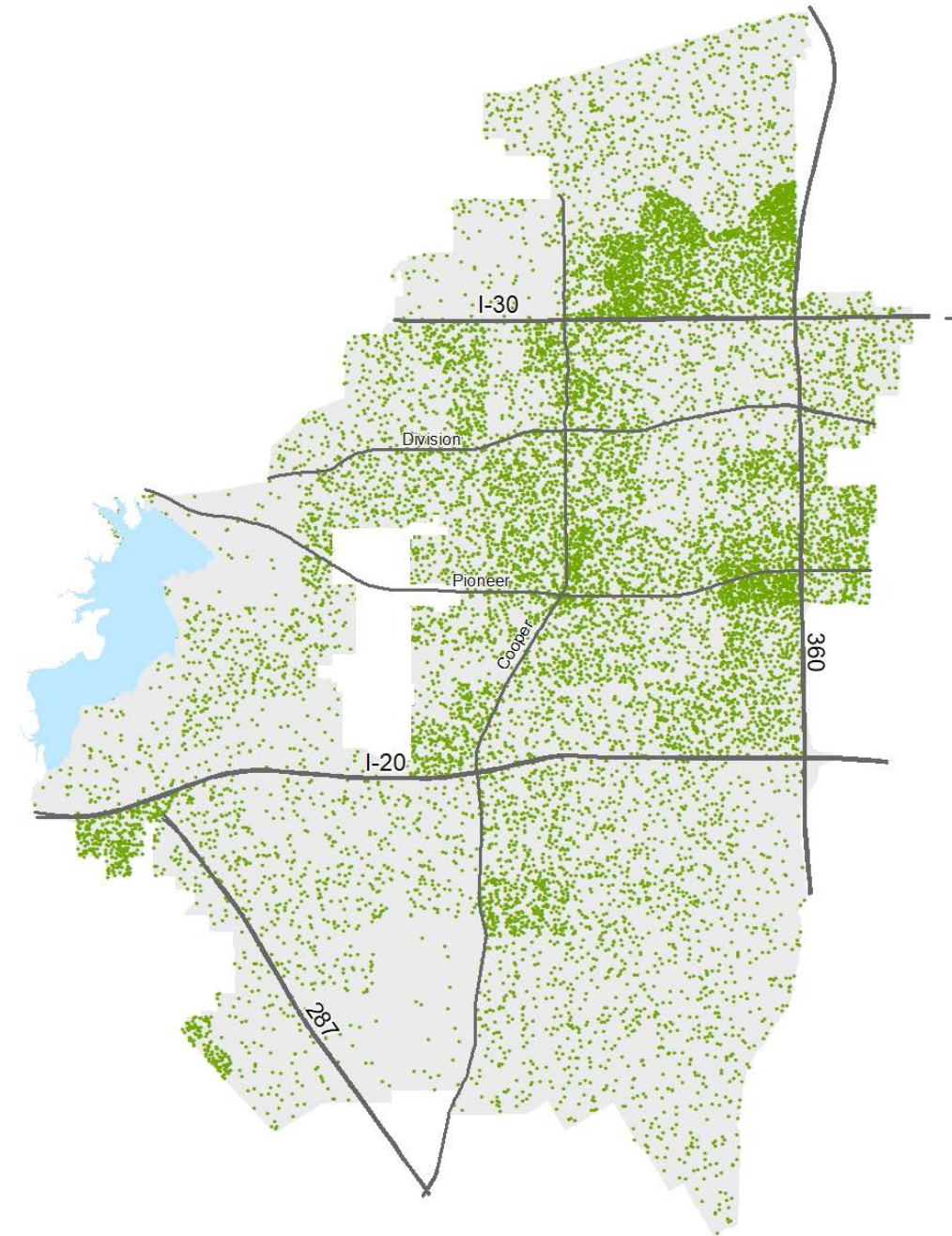
<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=64f6a4d47e864b9699af6ce6338d49bd>



TRANSIENT/MOBILE - QUICK FACTS

Arlington is home to numerous types of mobile populations.

- **59,912** renter-occupied housing units (**44.4%**).
- **17.4%** of population lived in a different location one year prior.
- Roughly **5,000** UTA students live off-campus in non-UTA affiliated housing.
- According to the Tarrant County Homeless Coalition, about **245** homeless people live in Arlington.



RENTER DEMOGRAPHICS

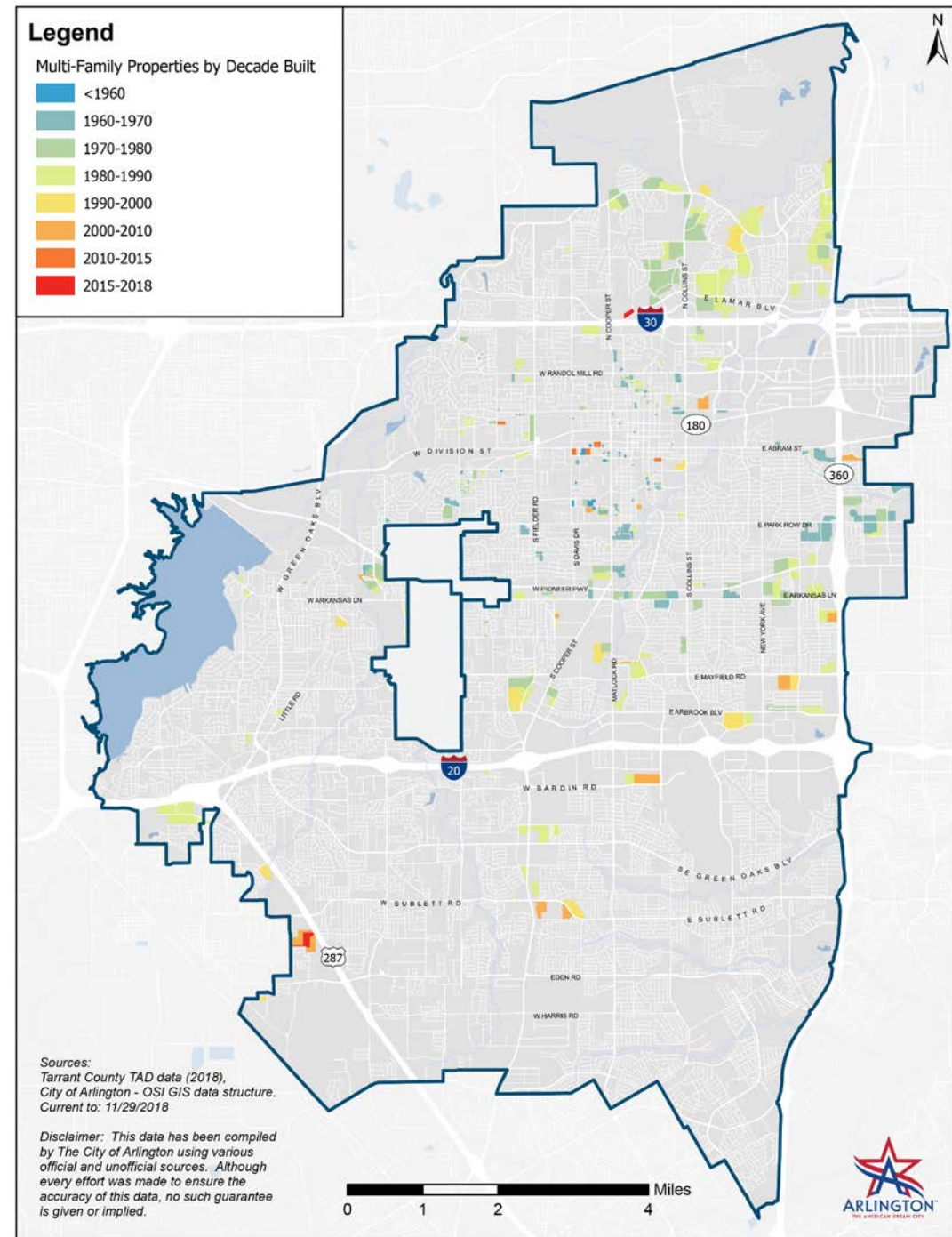
- **38,916** renter-occupied housing units have a householder younger than 45 (**65.0%**). **33,447** householders are younger than 35.
- **36,200** householders have at least some college or associate's degree (**60.4%**).
- **13,741** moved in to their unit in 2015 or later (**22.9%**).
 - **83.3%** moved in to their unit in 2010 or later.
- **20,281** renter-occupied housing units have a non-Hispanic white householder (**33.9%**).
 - **20,047** have an African American Householder (**33.5%**).
 - **15,428** have a Hispanic or Latino householder of any race (**25.8%**).

FAMILIES

- **8,183** families in rental households live below the poverty level (**24.2%**).
- **22,708** renter-occupied housing units contain related children under 18 (**37.9%**).
- **20,322** of renter-occupied units are single person households (**33.9%**).
- **29,758** (**49.7%**) renter-occupied housing units are rent-burdened (30% or more of their monthly income goes to housing costs).

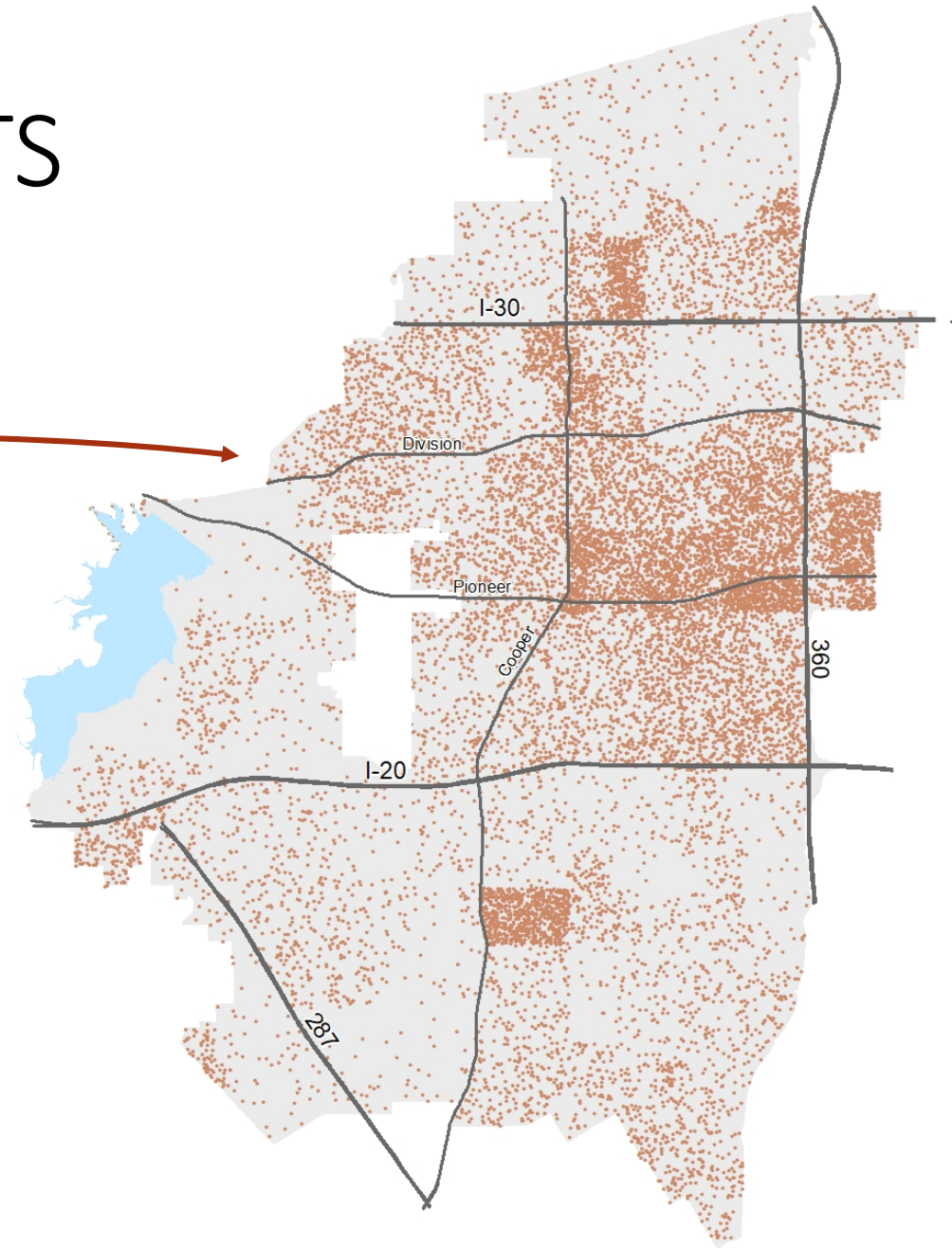
RENTER-OCCUPIED HOUSING

- **87.1%** renter-occupied housing units were built before 2000 (**52,177** units)
 - **36.8%** of renter-occupied units were built before 1980
- **38,769** housing units (**64.7%**) are in multi-family complexes (3+ units)
- **4,792** housing units have no vehicle available



LOW INCOME – QUICK FACTS

- **16.1%** of the total population live below the poverty level (**61,655** residents)
 - Decreased from 17.5% in 2015
- **21.1%** live below 125% of the poverty level (**80,802** residents)
- **3.7%** unemployment in 2018 (vs. 3.9% nationally)
- **16,650** households receive food stamps/SNAP (median household income **\$25,454**)



LOW INCOME – DEMOGRAPHICS

Residents that live below the poverty level:

African American – 16,175 (19.3%)

Asian – 4,162 (15.8%)

Hispanic or Latino (all races) – 25,457 (22.9%)

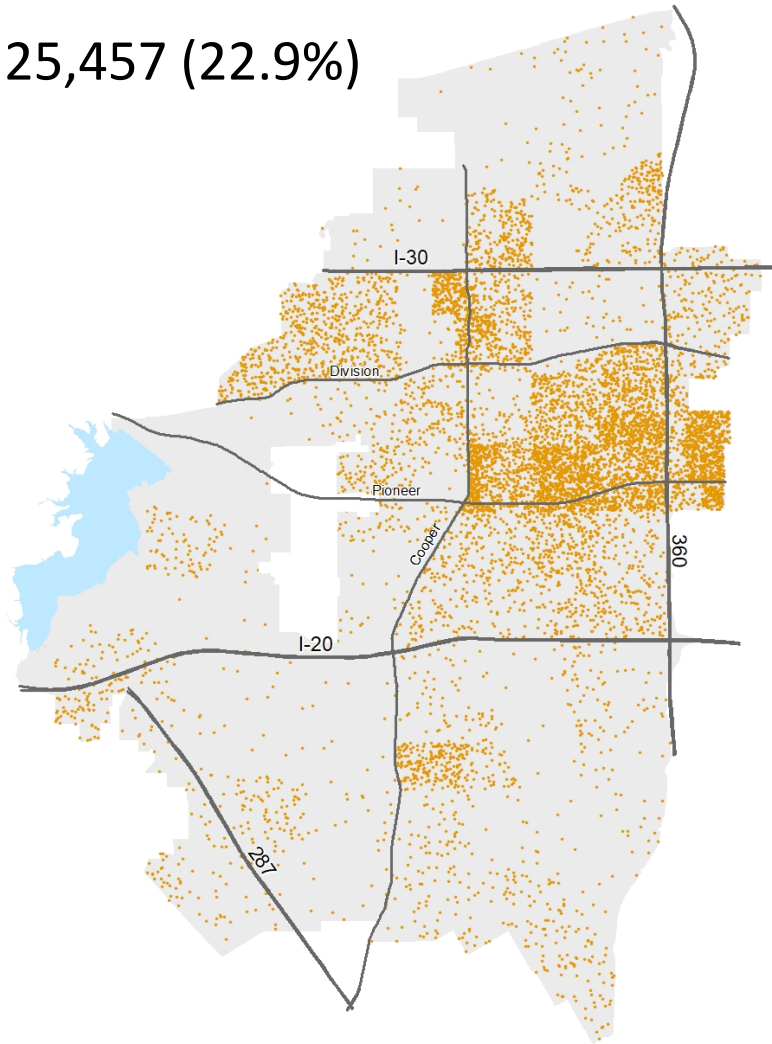
White (non-Hispanic) – 14,100 (9.2%)

- 19.5% of the disabled population lives below the poverty level (7,455 residents)
- 22.9% of the foreign-born population lives below the poverty level (vs. 14.2% of the native-born population)

POPULATION BELOW POVERTY LEVEL

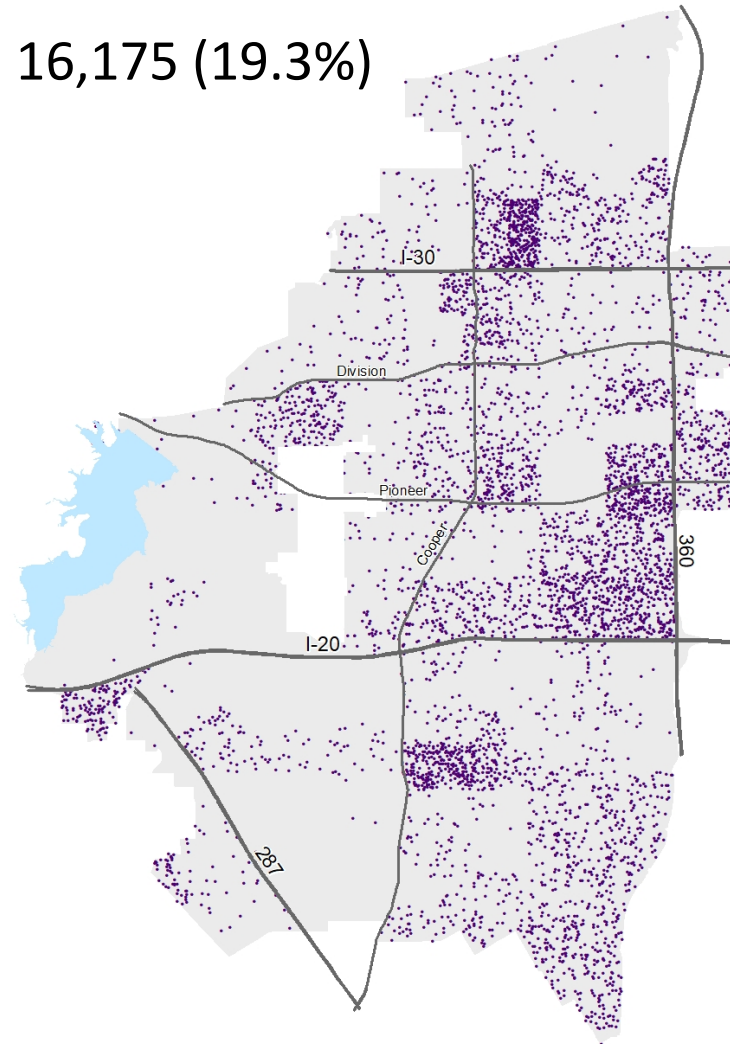
Hispanic / Latino

25,457 (22.9%)



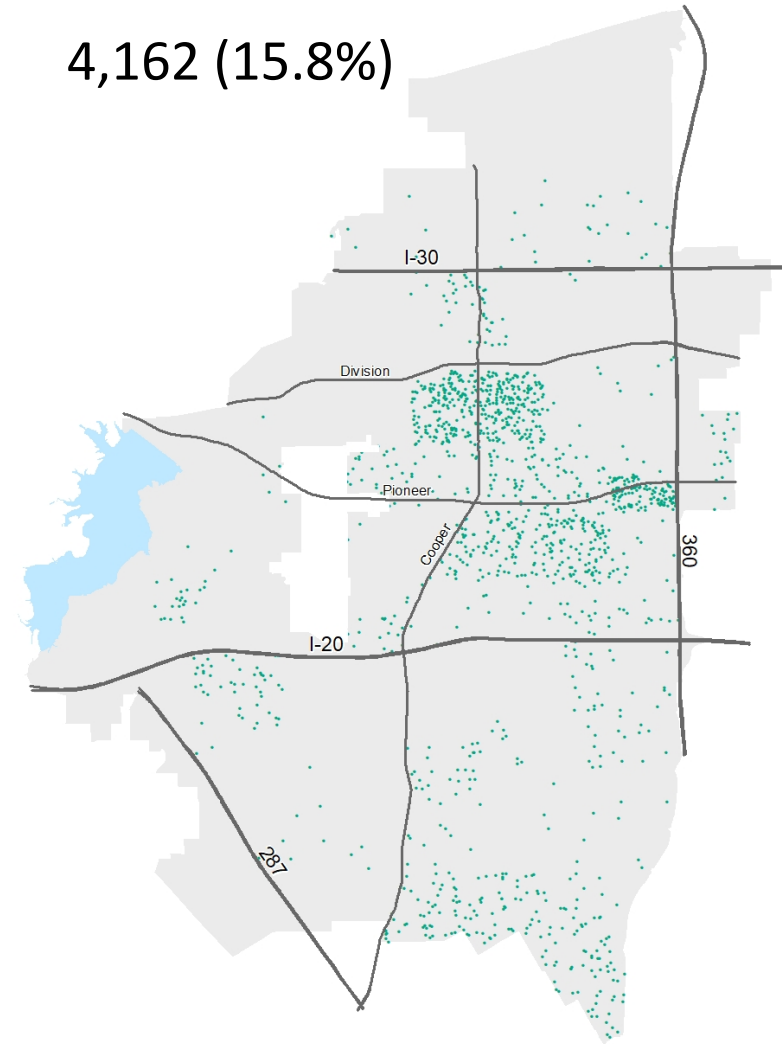
African American

16,175 (19.3%)



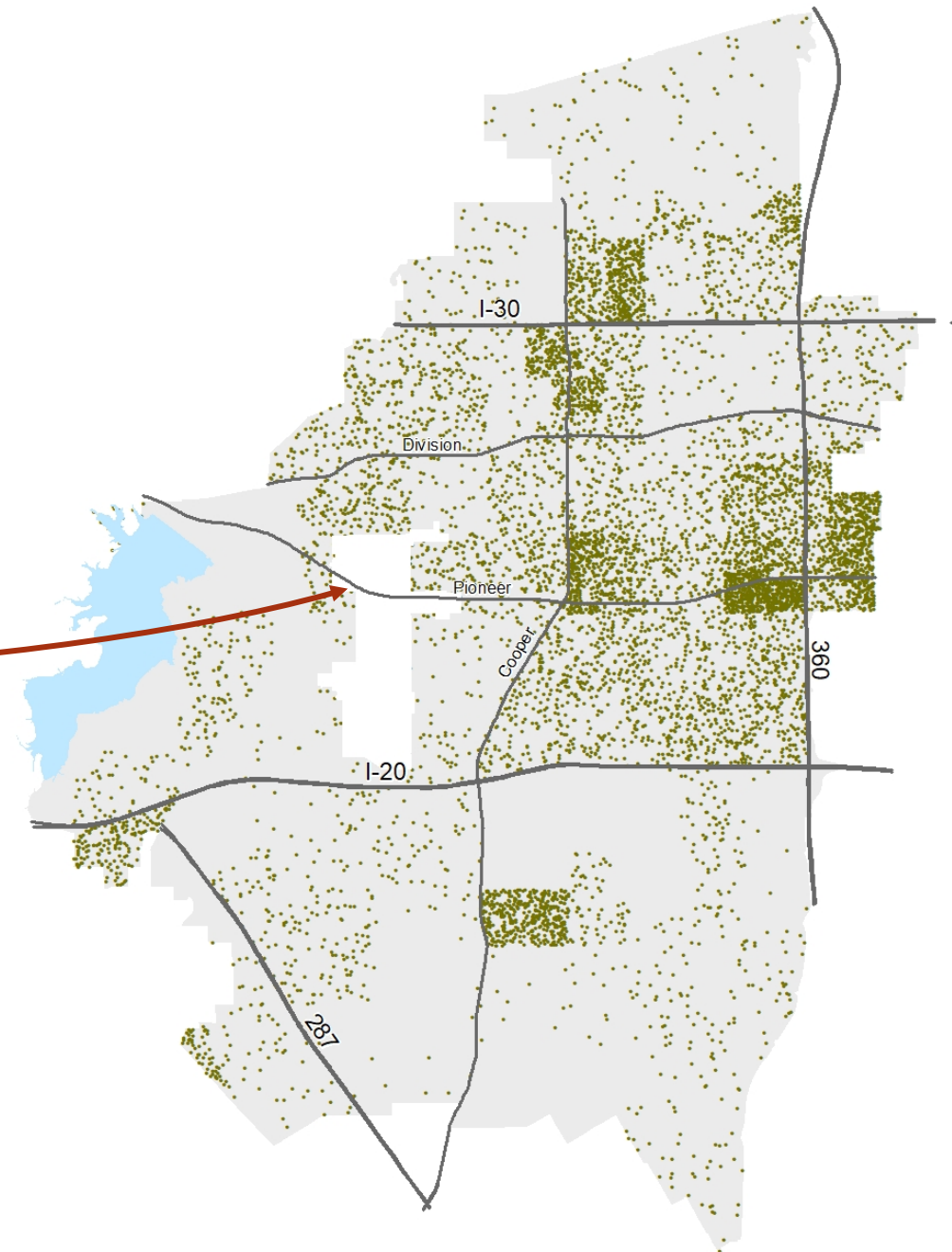
Asian

4,162 (15.8%)



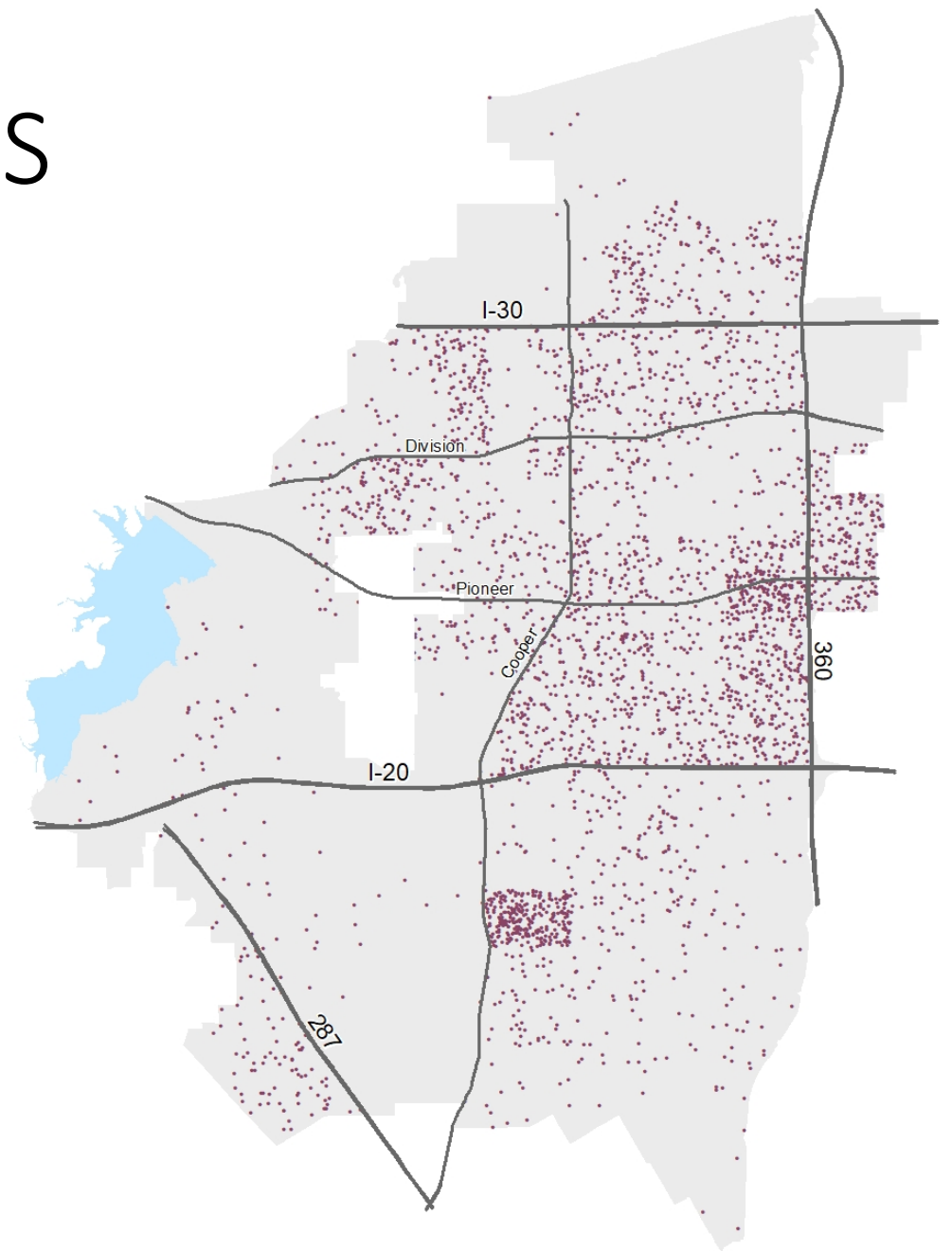
LOW INCOME FAMILIES

- **18.1%** of families with children live below the poverty level (9,092 families).
 - **31.3%** of families with 3+ kids live below the poverty line (11,635 families).
- **71.6%** of families below the poverty level rent their housing (**8,183** families).
- **28.9%** of people in families with a single female householder live below the poverty level (**21,545**).



HOUSING CHOICE VOUCHERS

- Housing choice vouchers are distributed to low-income families, the elderly, and the disabled in order to afford decent, safe, and sanitary housing.
- **3,119** housing choice vouchers were distributed throughout the City as of December 2018.

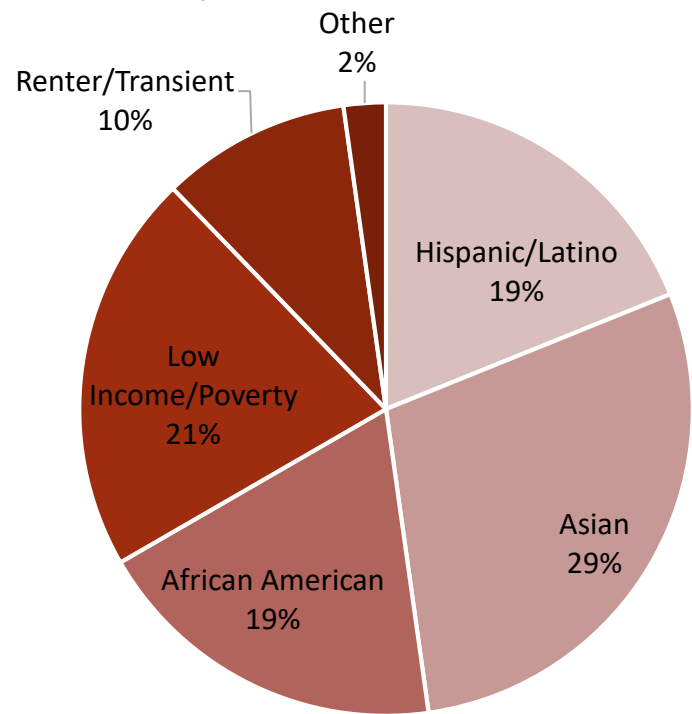


OUTREACH PLAN
UPDATE

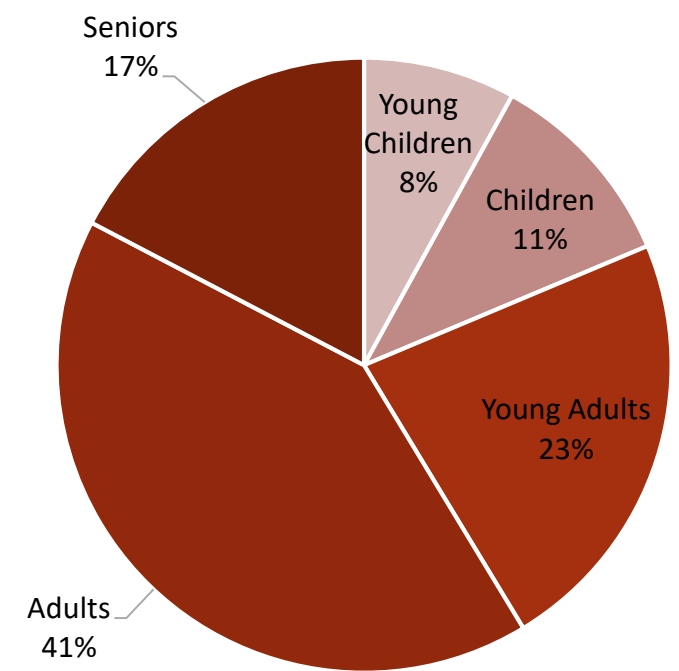
OUTREACH ACTIVITIES

- **95** Outreach activity sheets submitted to date

Activities by Hard to Count Community



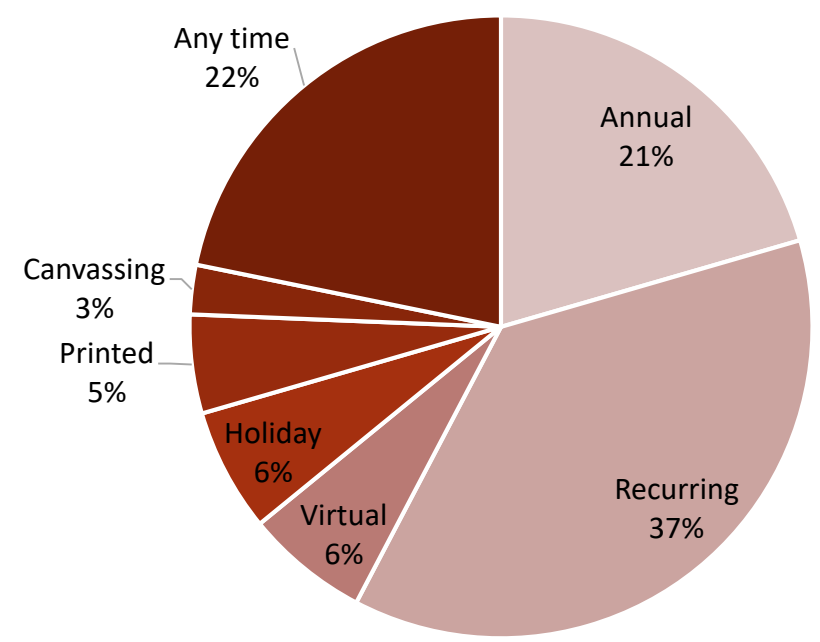
Activities by Age Group



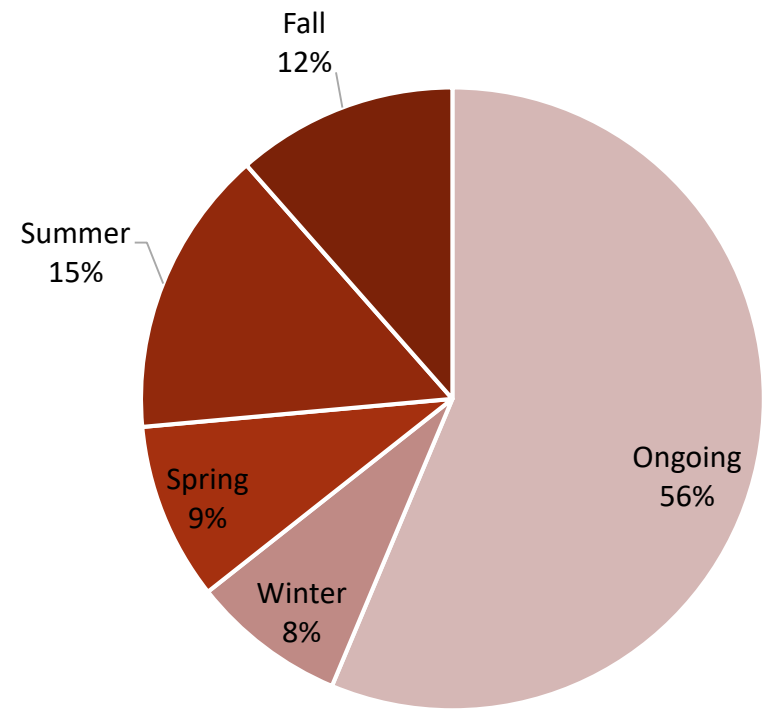
OUTREACH ACTIVITIES

- **95** Outreach activity sheets submitted to date

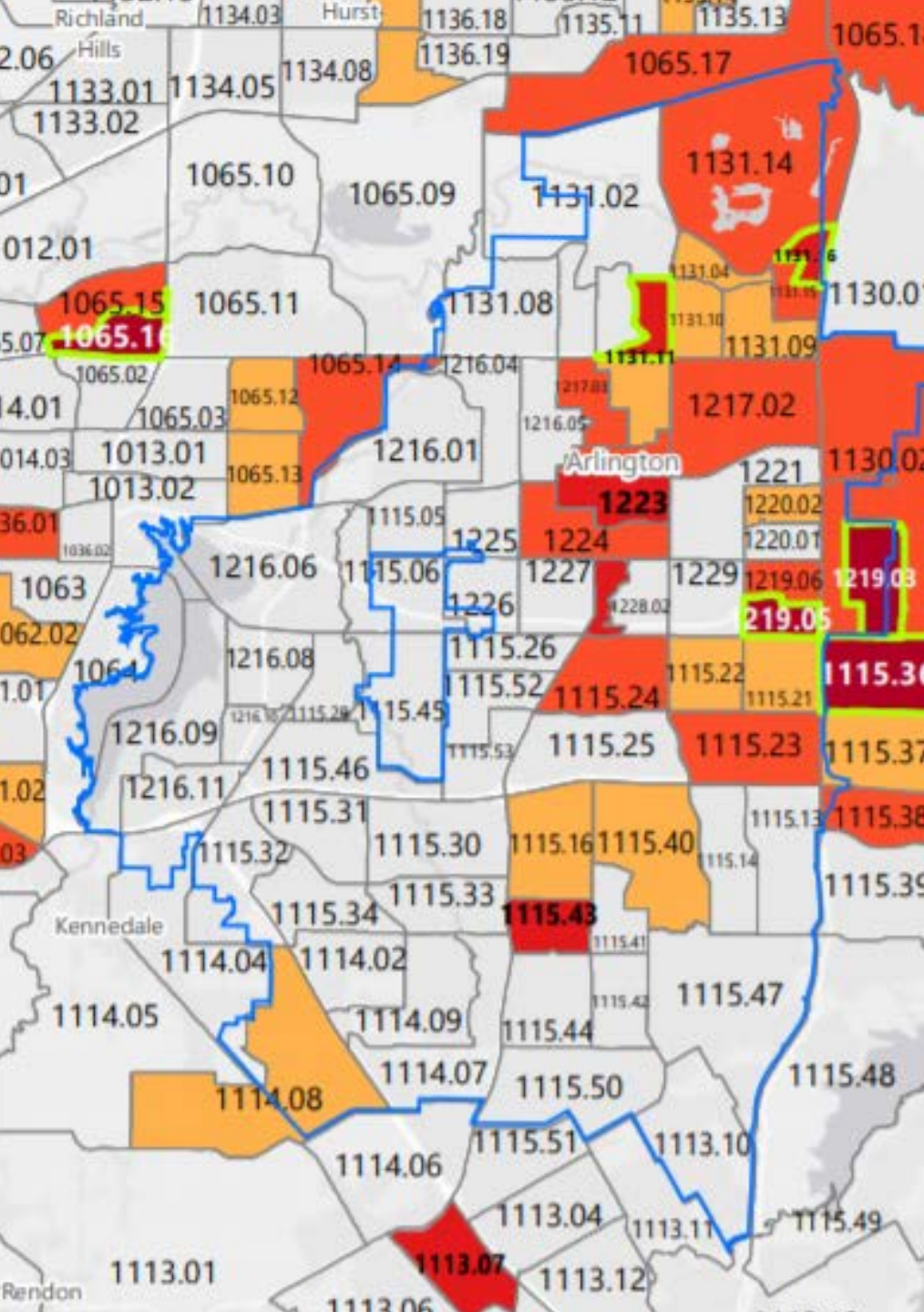
Activities by Type



Activities by Time Frame



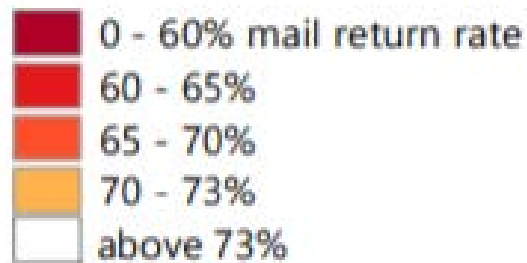
HARD-TO-COUNT MAP
DEMONSTRATION



UNT

CITY UNIVERSITY of NEW YORK MAP DEMONSTRATION

- <https://www.censushardtcountmaps2020.us/>
- Extrapolates Census Bureau ROAM data and adds in data related to internet access and other factors that might be barriers to response for the 2020 Census.



COMMITTEE
DISCUSSION

15 minutes

NEXT
MEETING
thursday,
june 27
@ 3:30 pm

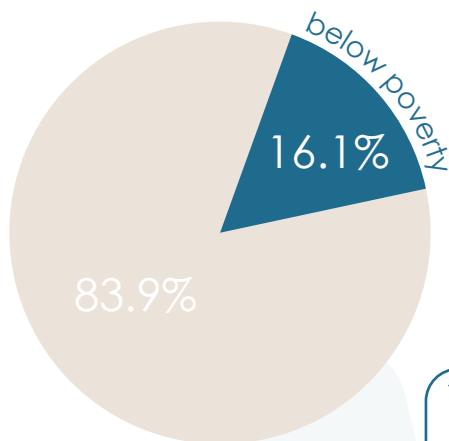
HTC Summary & Other Arlington Outreach Efforts

Begin thinking about:

- Other **organizations** to reach out to
- Other Arlington **initiatives** to tap into
- How to **coordinate** with other outreach efforts

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, JUNE 21

2020 CENSUS COMPLETE COUNT: Transient/Mobile & Low Income Communities

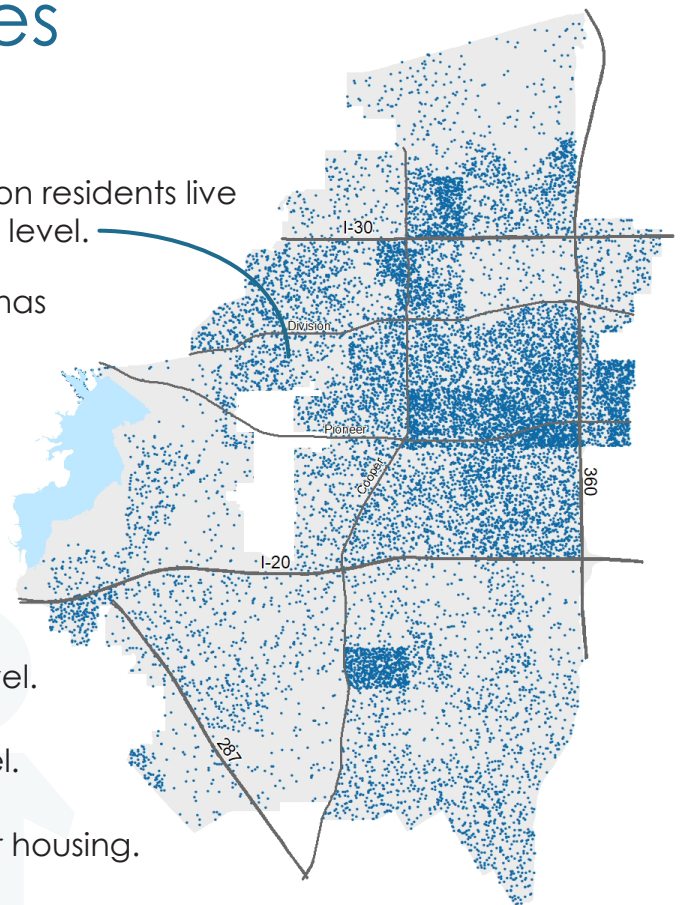


POVERTY

61,655 Arlington residents live below the poverty level.

The total poverty rate has decreased from **17.5%** in 2015.

16,650 households received foodstamps.

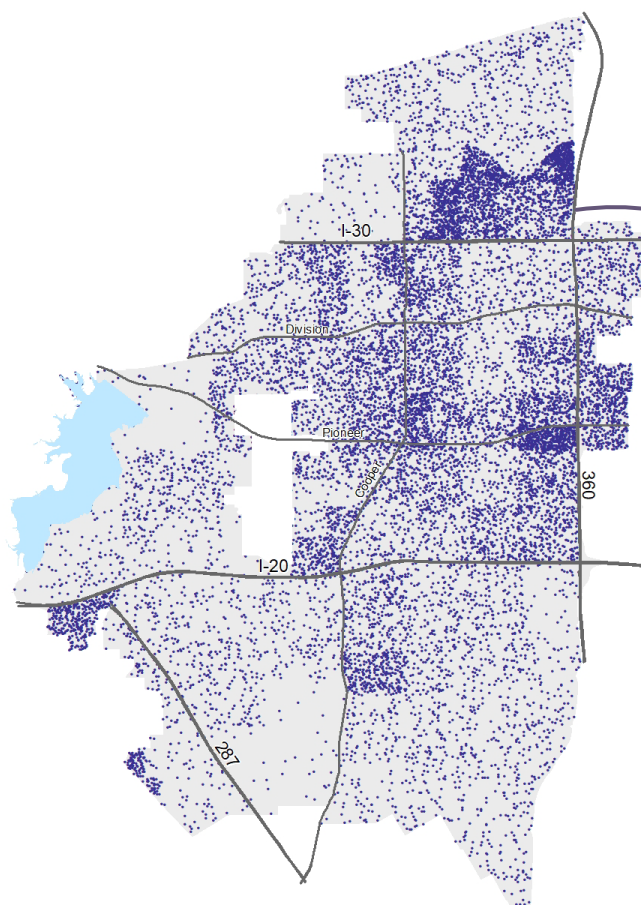


FAMILIES

11,131 Arlington families live below the poverty level.

9,092 families with children live below poverty level.

71.6% of families below the poverty level rent their housing.



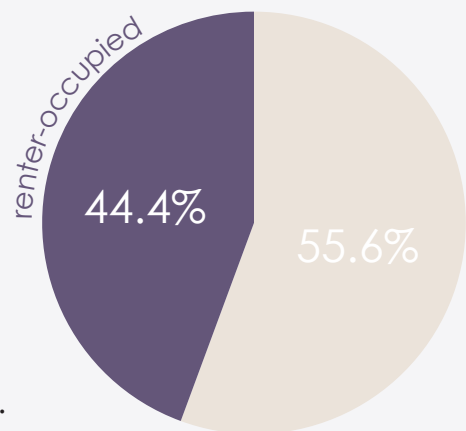
RENTERS

59,912 of Arlington's 135,004 housing units are renter-occupied.

64.7% of rental units are in complexes with 3 or more units.

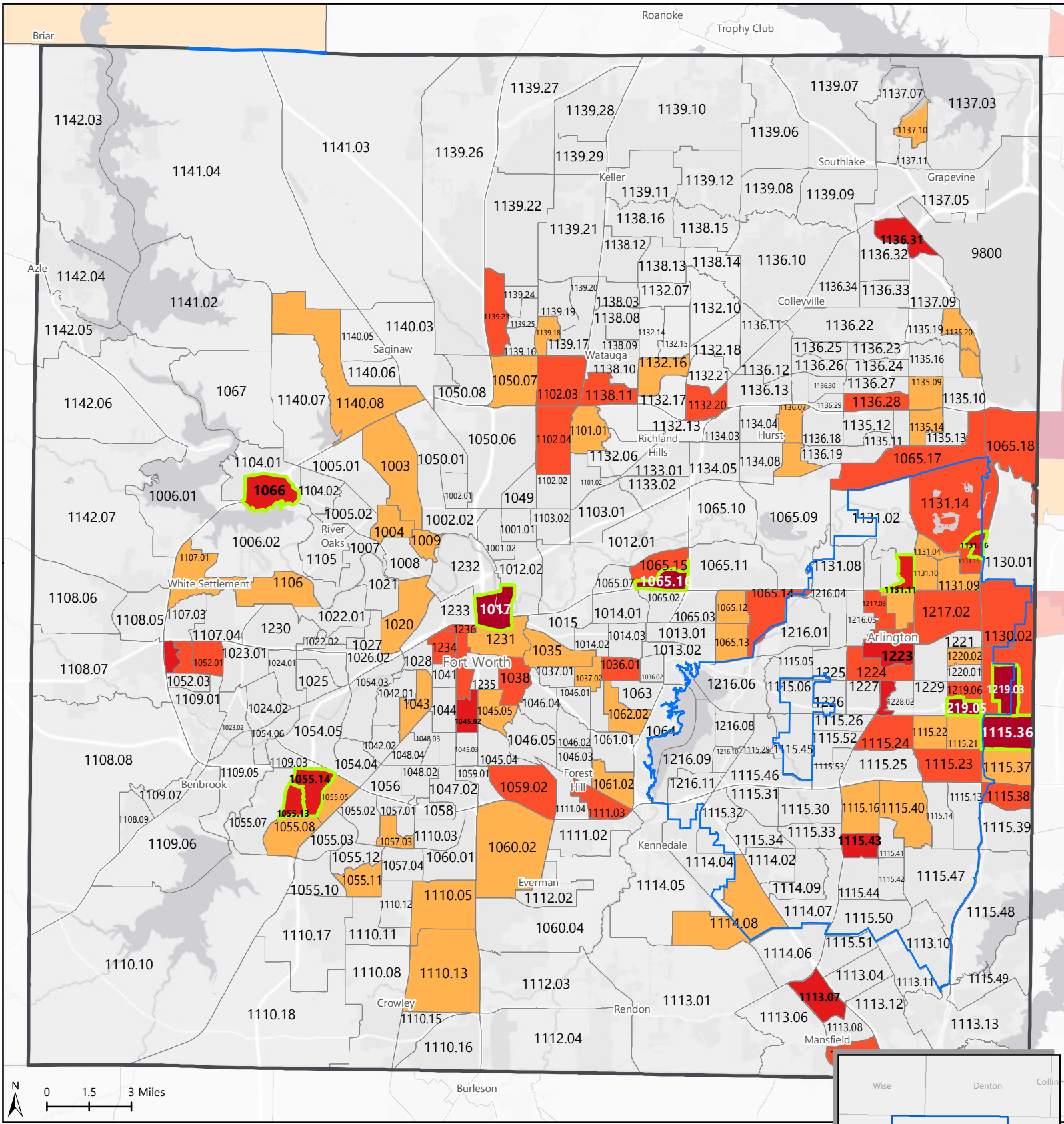
22.9% of renters moved in 2015 or later.

33,447 renter-occupied housing units are held by someone younger than 35 years old.



245 homeless residents in 2019

HARD-TO-COUNT CENSUS TRACTS IN TARRANT COUNTY, TEXAS



Hardest to Count (HTC)

Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73%
- Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates are not applicable
- Tracts with lowest mail return rate in Tarrant County

For more details and additional information, please visit: <https://www.CensusHardtoCountMaps2020.us>





2020 CENSUS

ACTIVITY PLANNING SHEET

This form is to be used to plan outreach activities for the 2020 Census Complete Count Committee. Please complete a separate sheet for each activity that will target a hard-to-count community in Arlington. *Note: submission of an Activity Planning Sheet will be used to inform and develop a comprehensive, city-wide Outreach Plan for the City of Arlington; however, not all activities may be complete or feasible for these outreach efforts.*

Please complete as much information as possible for each activity.

Activity Name: _____

Committee Member(s) Submitting Application: _____

ACTIVITY DETAILS

This Activity will primarily target the following Hard-to-Count Community:

- | | | |
|---|---|---|
| <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Asian | <input type="checkbox"/> African American |
| <input type="checkbox"/> Low-income/Living in Poverty | <input type="checkbox"/> Renter/Transient | <input type="checkbox"/> Other: _____ |

This Activity will primarily target the following age group(s):

- | | | |
|---|--|---|
| <input type="checkbox"/> Children (0-5 years) | <input type="checkbox"/> Children (6-18 years) | <input type="checkbox"/> Young Adults (19-34 years) |
| <input type="checkbox"/> Adults (35-64) | <input type="checkbox"/> Senior/Elderly (65+) | |

This Activity is the following type:

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Event (annual/one-time) | <input type="checkbox"/> Event (recurring) | <input type="checkbox"/> Virtual (online) | |
| <input type="checkbox"/> Holiday | <input type="checkbox"/> Printed activity | <input type="checkbox"/> Canvassing | <input type="checkbox"/> Any time/Flexible |

This Activity generally occurs:

- | | | | | |
|--|---------------------------------|---------------------------------|---------------------------------|-------------------------------|
| <input type="checkbox"/> This Activity is on-going or can happen at any time | <input type="checkbox"/> Winter | <input type="checkbox"/> Spring | <input type="checkbox"/> Summer | <input type="checkbox"/> Fall |
|--|---------------------------------|---------------------------------|---------------------------------|-------------------------------|

During a specific Month(s), Week(s) or Day(s):

ACTIVITY RESOURCES

Approximately how many people are needed to participate in this Activity?

- | | | |
|-------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> 1-5 people | <input type="checkbox"/> 6-10 people | <input type="checkbox"/> more than 10 people |
|-------------------------------------|--------------------------------------|--|

Approximately how much time is needed to participate in this Activity?

- | | | |
|-------------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> 1-10 hours | <input type="checkbox"/> 10-25 hours | <input type="checkbox"/> 25+ hours |
|-------------------------------------|--------------------------------------|------------------------------------|

Approximately how much funding is needed to complete this activity?

- | | | | | |
|-------------------------------|-------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Free | <input type="checkbox"/> \$1 - \$50 | <input type="checkbox"/> \$51 - \$150 | <input type="checkbox"/> \$151 - \$500 | <input type="checkbox"/> more than \$500 |
|-------------------------------|-------------------------------------|---------------------------------------|--|--|

Continues on back

Are additional purchases required? Please list them.

Will other City departments, Businesses, or Non-profit partners be involved? Please list them.

Please include any other information about this Activity.

Please submit this completed form to City of Arlington staff for inclusion in development of the 2020 Census Complete Count Outreach Plan.