2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

April 25, 2019
3:30 P.M.

I. Welcome & Introductions (10 minutes)
II. Census Bureau Update (5 minutes)
III. Data Analysis Presentation – African American Community Demographic Profile (25 minutes)
IV. Committee Discussion (15 minutes)
V. Outreach Plan – Brainstorm & Activity Sheets (15 minutes)
VI. Wrap-up – Summary of Brainstorm (10 minutes)
VII. Adjourn

Minutes

2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

April 2, 2019
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Tuesday, April 2, 2019, in the Council Briefing Room of City Hall, 101 West Abram Street, Arlington, Texas, with the following members present:

Committee Members Present:

Leslie Johnston Birdow
Jo Anna Cardoza
Stella Chang
Larry Curry
Syed Hassan
James Hollis
Leechu Huang
Shenq Shong Huang
Cynthia Jensen
Allan Lorenzana (for Jorge Lorenzana)
Daphne Martin
Kate McGee
Vera McKissic
Judy Northup
Darryl Owens
Aaron Perales
Deborah Spell
Shannon Spriggs
Jim Vaszauskas

Committee Members Absent:
Stephanie Gillespie
Bill Lynch
Grace McDermott
Ruth Mercado
April Mitchell
Rita Parson, Chair
Dennis Wood

Staff Present:

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

Other Guests Present:

Yen Nguyen – Tarrant County Asian American Chamber of Commerce

Sarah Stubblefield called the meeting to order at 3:35 p.m. to conduct the following items of business:

Announcements:

- Ms. Stubblefield introduced a new staff member supporting the Committee, Ann Foss from the Office of Strategic Initiatives.
- Ms. Stubblefield shared new resources from the U.S. Census Bureau, including a video released on social media on April 1, 2019—one year out from Census Day 2020—and a fact sheet publication, which she also emailed to the Committee members.

Presentations and Discussion

Tony Herhold presented the Asian 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:

- Is it possible to get data on poverty rates within the subgroups of the Asian population? Is it possible to get data on age groups within the target community?
    - Mr. Herhold will investigate the availability of this data.
- Why is the Committee targeting the Asian community?
    - Ms. Stubblefield responded that there was a low response rate among the Asian population in Arlington in 2010, according to Census data.

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

- The Asian community is spread out across Arlington, so it may be useful to hold activities at gathering places, such as markets and places of worship, as well as at important events within the community.
- Social service organizations and local influencers will be useful to target the Census message in the Asian community.
- Since there are many subgroups within the Asian community, translating materials into multiple languages will be helpful.
- The Arlington and Mansfield Independent School Districts are developing Census action plans, and the Committee members and City staff will coordinate and leverage these efforts.

The Complete Count Committee then spent time filling out activity planning sheets for the Asian 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. 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 4:45 P.M.

2020 Census
Complete Count Committee

ARLINGTON AFRICAN AMERICAN COMMUNITY OUTREACH PLANNING

April 25, 2019

AGENDA

1. WELCOME AND INTRODUCTIONS
2. CENSUS BUREAU UPDATE
3. DATA ANALYSIS - DEMOGRAPHIC PROFILE
4. COMMITTEE DISCUSSION
5. GUIDED BRAINSTORM
6. SUMMARY
7. WRAP-UP/ADJOURN

AFRICAN AMERICAN 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 third hard to count community we will be focusing on is the African American population.

SOURCES OF DATA

American Community Survey 2017 5-year estimates

Census ROAM data mapping program

Local data

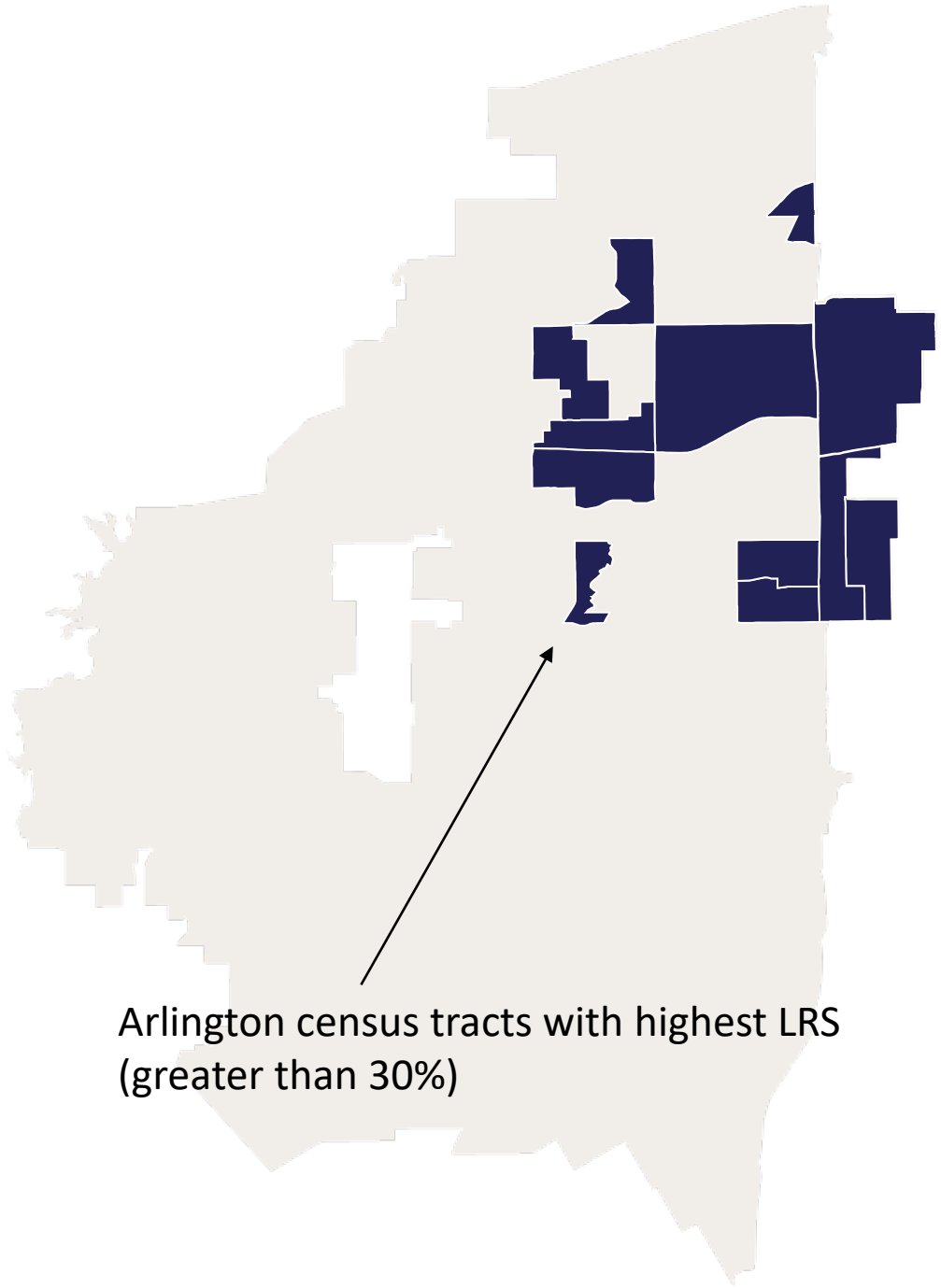
WHY THESE METRICS?

- The following data is intended to provide a more granular snapshot of the African American population in Arlington.
- Metrics used to measure the African American 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 African American 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

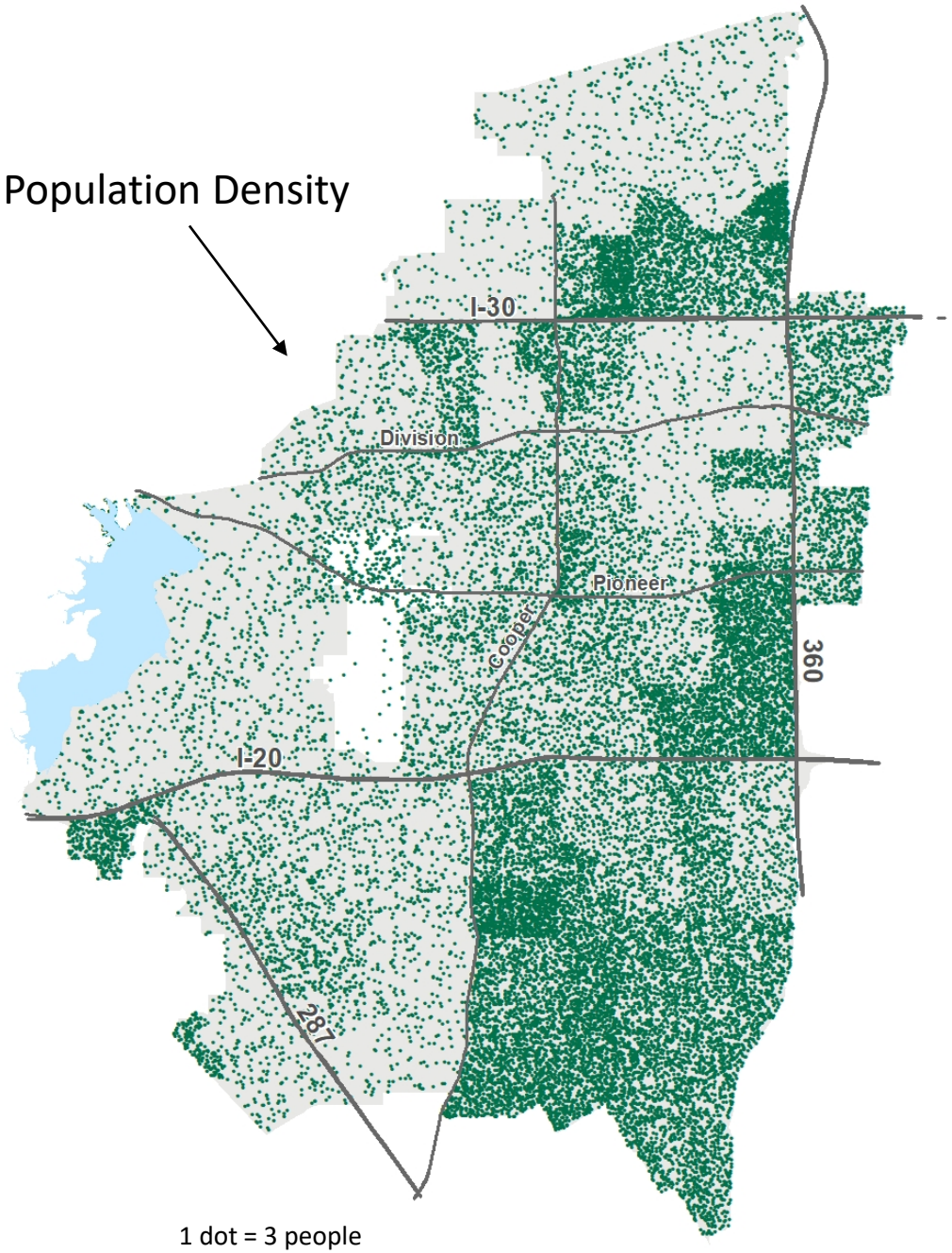


Arlington census tracts with highest LRS (greater than 30%)

GENERAL INFORMATION

African American residents represent a large portion of those living in Arlington.

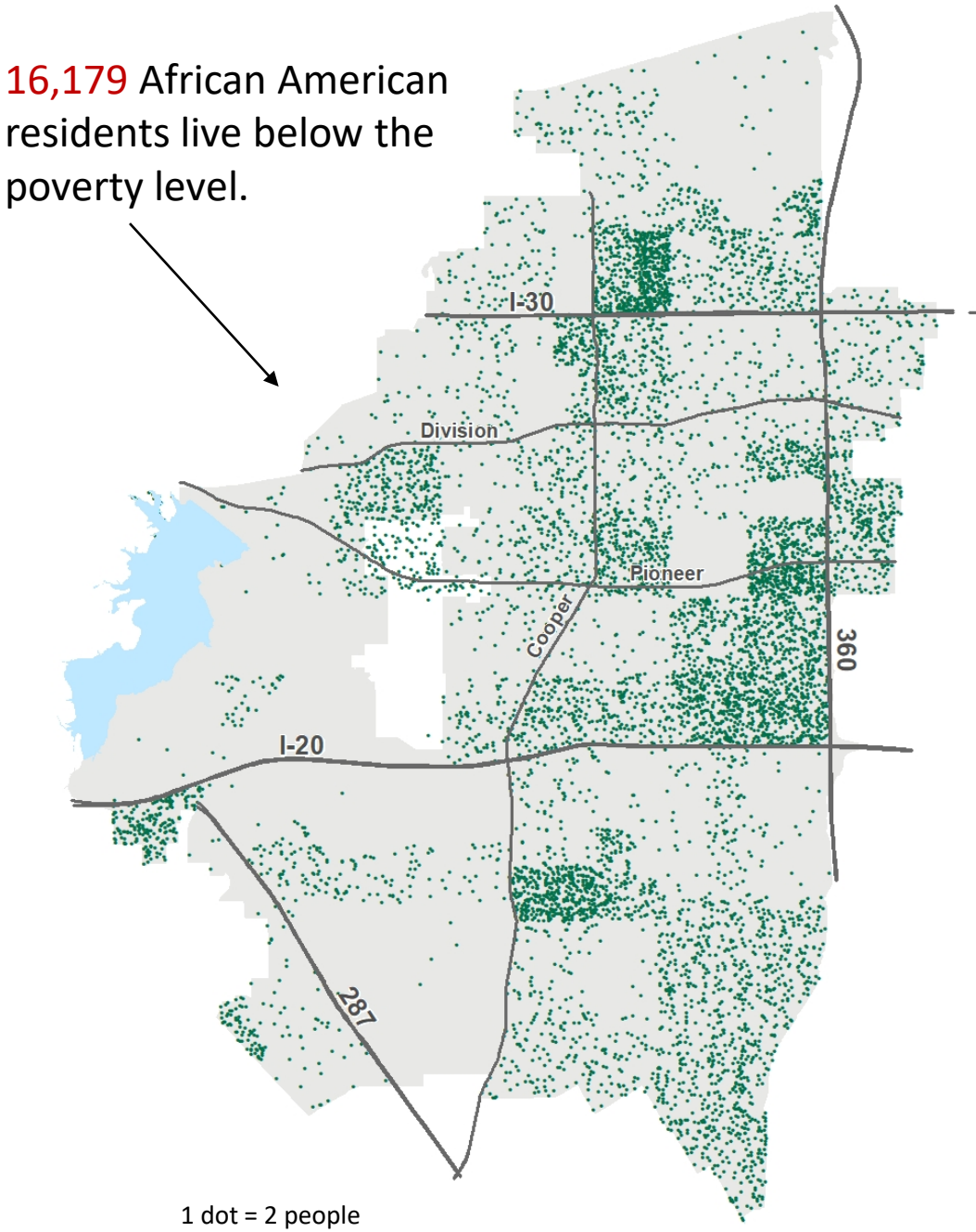
- 85,023 residents (21.9% of population)
- 18,975 families (20.5% of total)
- Median Age 28.6
- Median Household Income $51,786 ($55,562 for City as a whole)
- 1,978 African American residents are of Hispanic or Latino origin



POVERTY

The African American community experiences poverty at a higher rate than Arlington as a whole.

- Poverty Rate 19.3% (compared to 16.1% for total pop.)
- 18.2% of Households received food stamps (5,392 total households)
- 67.8% of African American families with children living below the poverty level are single-mother households
- 26.7% of Arlington families below the poverty level are African American

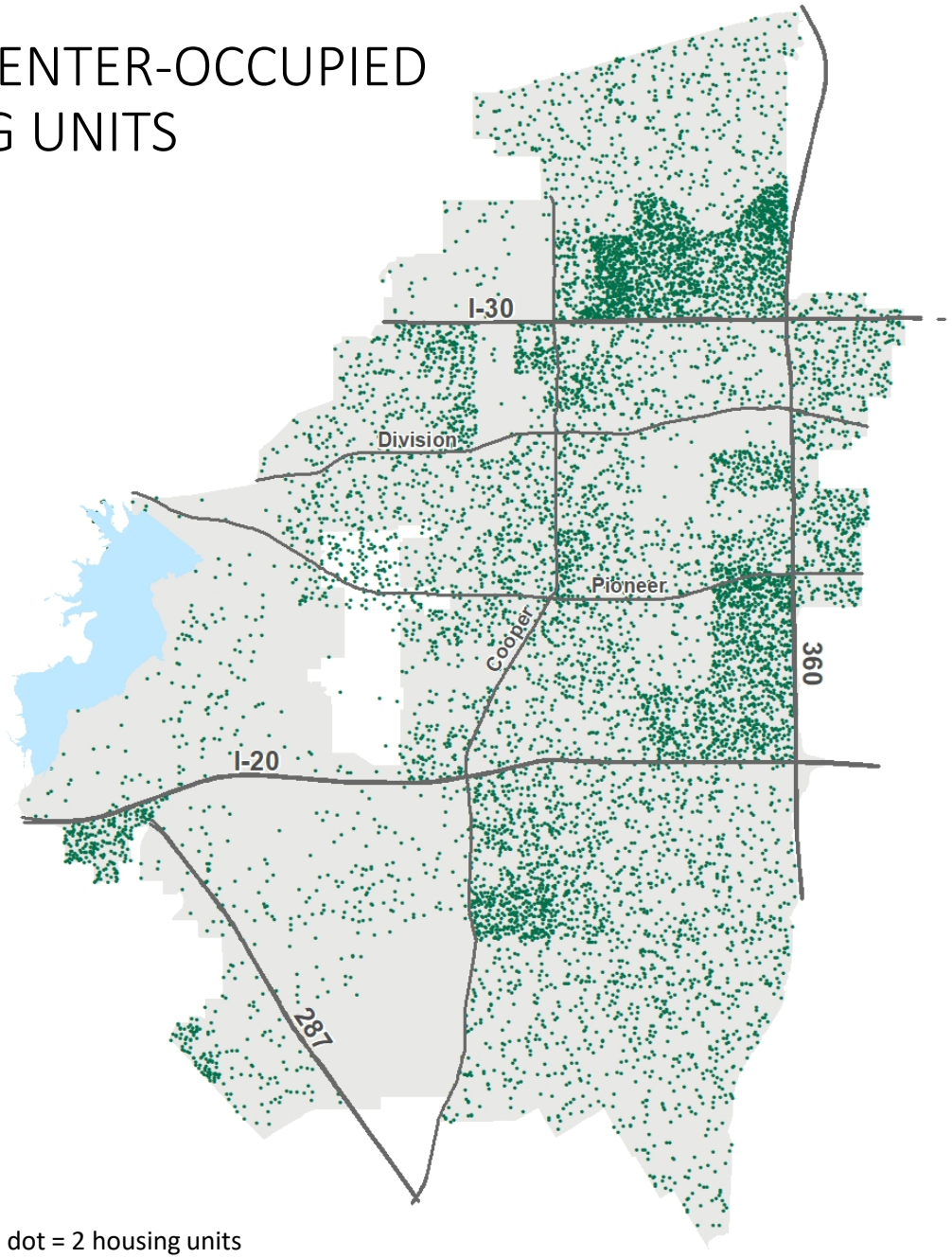


HOUSING

- 29,601 African American Households
- 18,975 households consist of families (i.e. householder lives with one or more relatives)
    - 53.1% of families consist of non-married householders (79.5% of these households have a female householder)
- 67.7% renter-occupied housing units (vs. 44.4% for City as a whole)
    - Renters clustered in North Arlington, Owners clustered in Southeast
    - 46.3% of households are in multi-family complexes (3+ units)

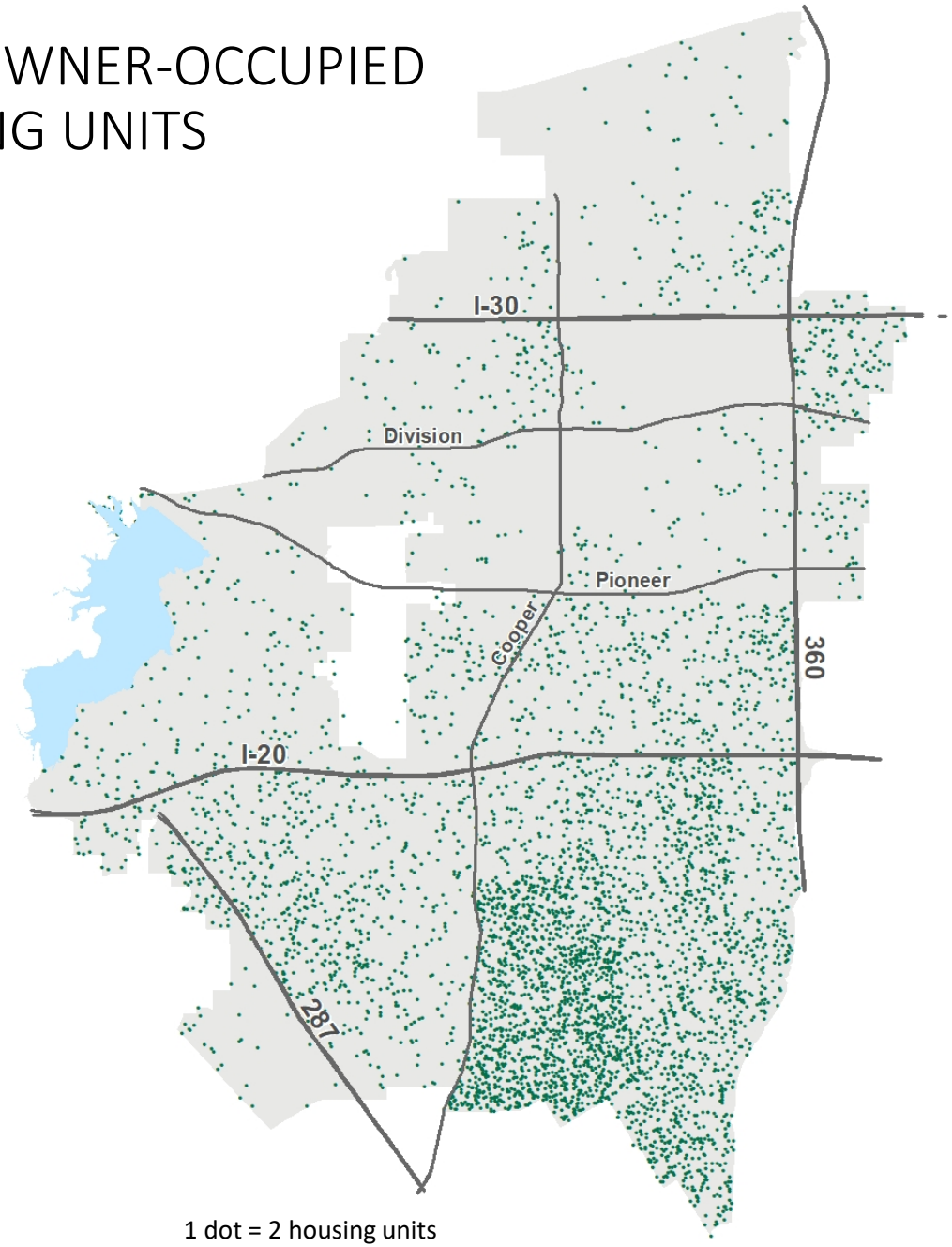
2020

20,047 RENTER-OCCUPIED HOUSING UNITS



1 dot = 2 housing units

9,554 OWNER-OCCUPIED HOUSING UNITS



1 dot = 2 housing units

GEOGRAPHIC MOBILITY

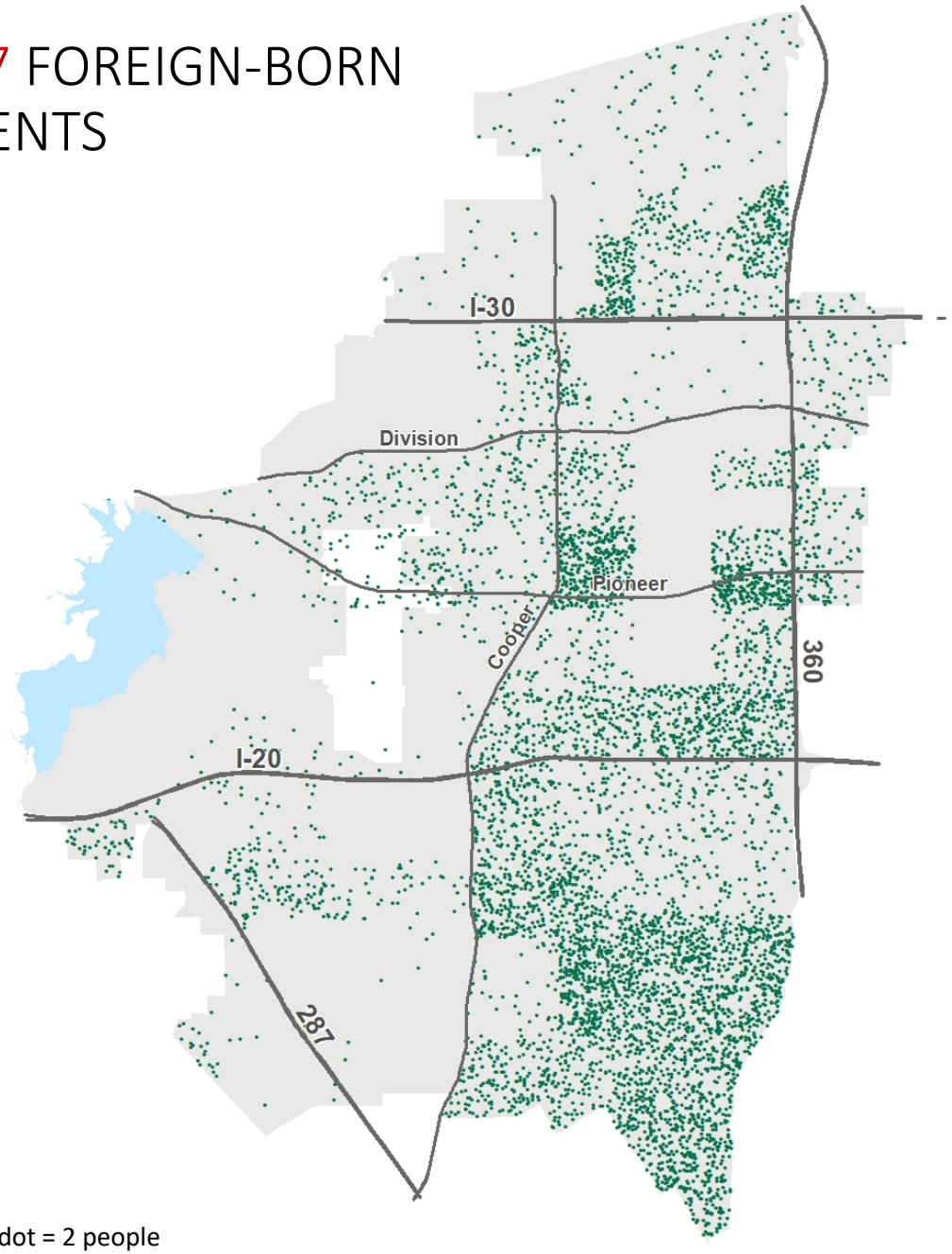
- Much of the African American population is in the same home as they were one year ago (74.5%).
- 14.7% moved to their current home from within Tarrant County.
- 49.8% of African American residents were born in Texas, while 32.8% were born in another state.

NATIVITY AND LANGUAGE

- A large proportion of the African American community is foreign-born.
- 13,387 African American residents were born outside of the U.S.
- 54.2% are not currently U.S. citizens
- 13,103 residents were born in Africa
  - Nigeria (4,062 residents)
  - Kenya (1,738 residents)
  - Ghana (1,328 residents)
- Of those foreign-born residents that speak another language at home, 32.0% speak English less than very well

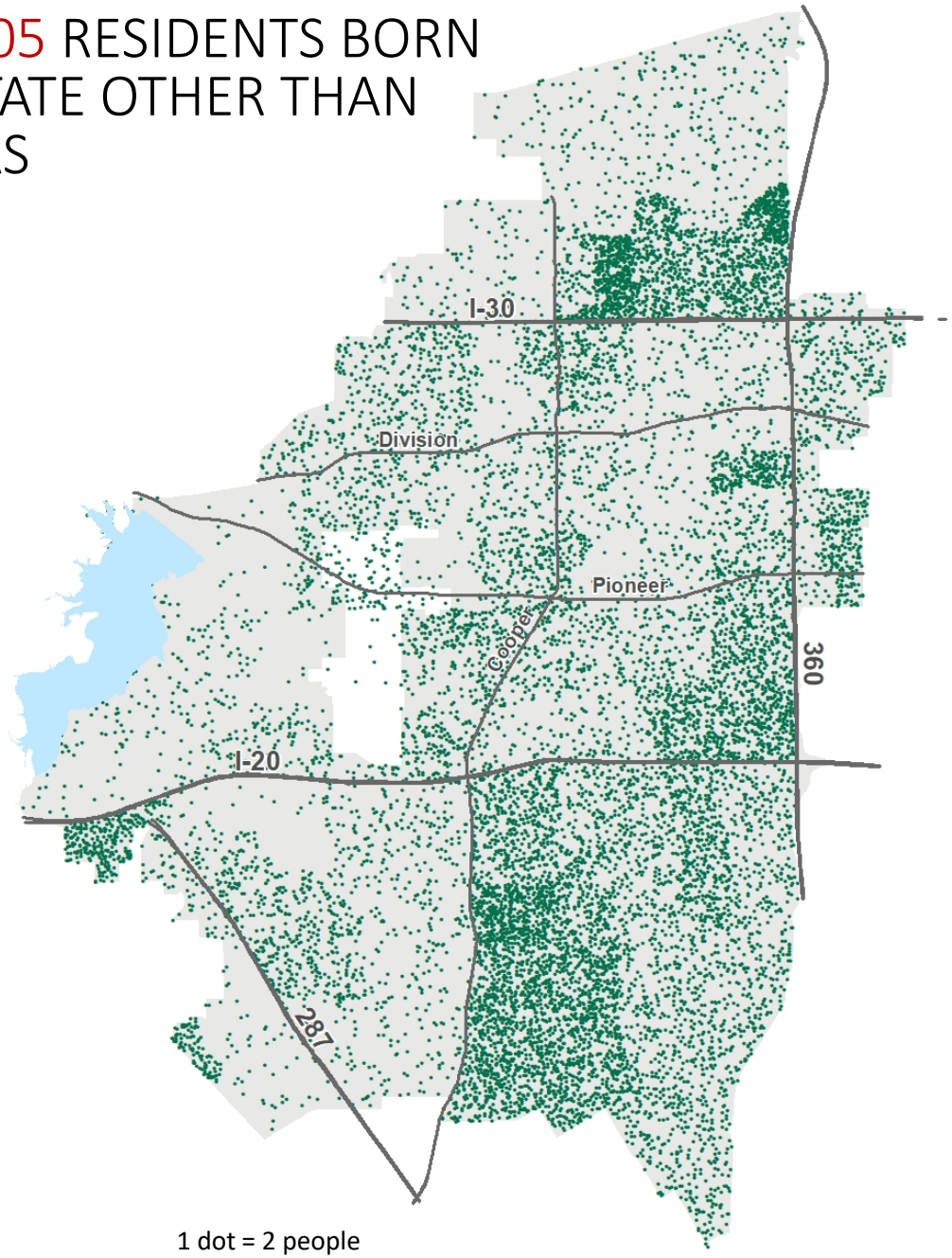
2020

13,387 FOREIGN-BORN RESIDENTS



1 dot = 2 people

27,905 RESIDENTS BORN IN STATE OTHER THAN TEXAS



1 dot = 2 people

COMMITTEE DISCUSSION

15 minutes

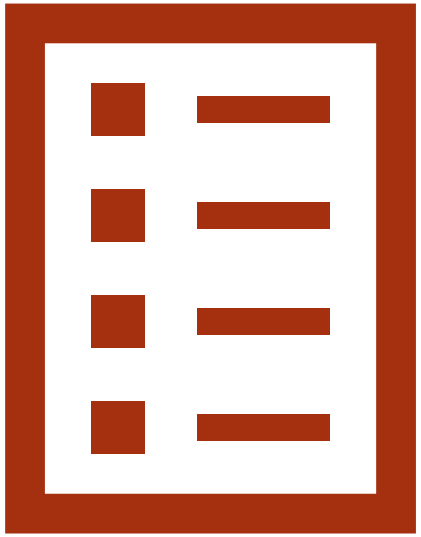
ACTIVITY PLANNING SHEETS

How they will be used:

- Fill out as many activities as you think will have high impact outreach
- Submit to staff at any time
- We will summarize and organize chronologically
- Each meeting we will compile HTC Activity Sheets and develop Outreach Plan

Activity Planning Sheets do NOT:

- Guarantee that a specific activity will be accomplished
- Need to be extremely detailed, but should be specific and clear to understand



ACTIVITY PLANNING SHEET EXERCISE

15 MINUTES!

SUMMARY OF ACTIVITIES

discussion of activities

NEXT MEETING
thursday,
may 30
@ 3:30 pm

HTC Community Focus – Student, Renter, and Other Transient Populations

Begin thinking about:

- Where do our Student, Renter, and Other Transient Communities live?
- Where do our Student, Renter, and Other Transient Communities shop, work, meet, hang out?
- What events do our Student, Renter, and Other Transient Communities attend?
- What are their barriers to responding to the Census?
- What approaches could help Arlington overcome these barriers on a local level?

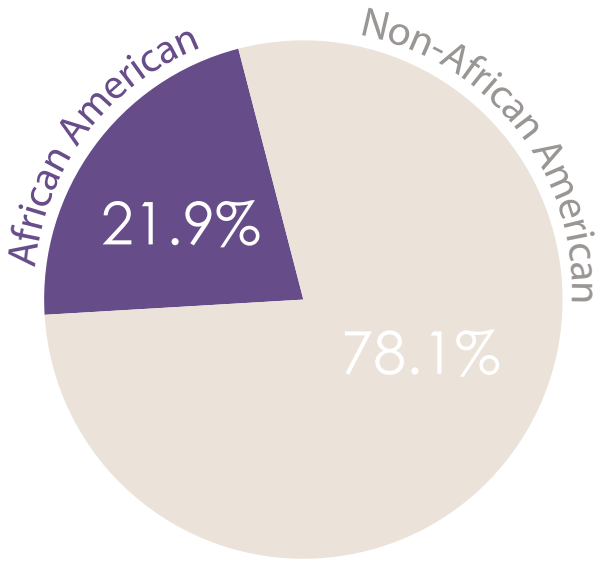
YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, MAY 24

2020 CENSUS COMPLETE COUNT:
AFRICAN AMERICAN COMMUNITY

POPULATION

85,023 of Arlington's 388,225 residents are African American.

13,387 foreign-born



MEDIAN HOUSEHOLD INCOME

AFRICAN AMERICAN $51,786

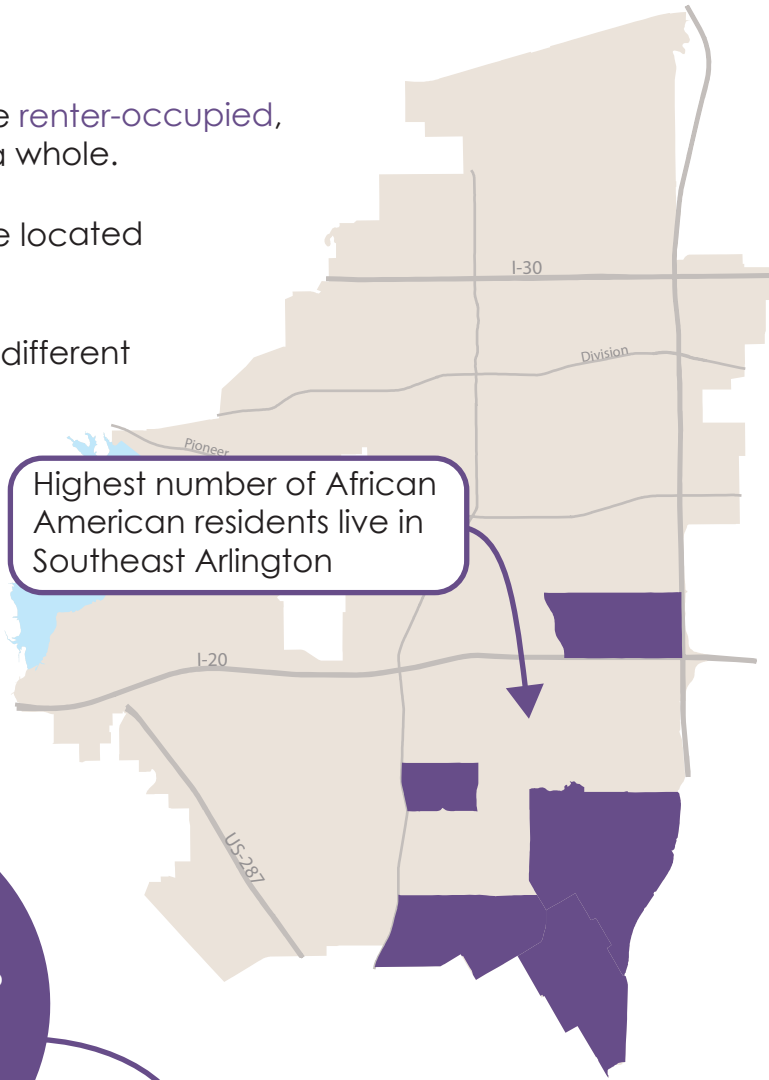
TOTAL $55,562

HOUSING

67.7% of African American housing units are renter-occupied, compared to 44.4% for the City of Arlington as a whole.

46.3% of African American housing units are located within multi-family complexes (3+ units).

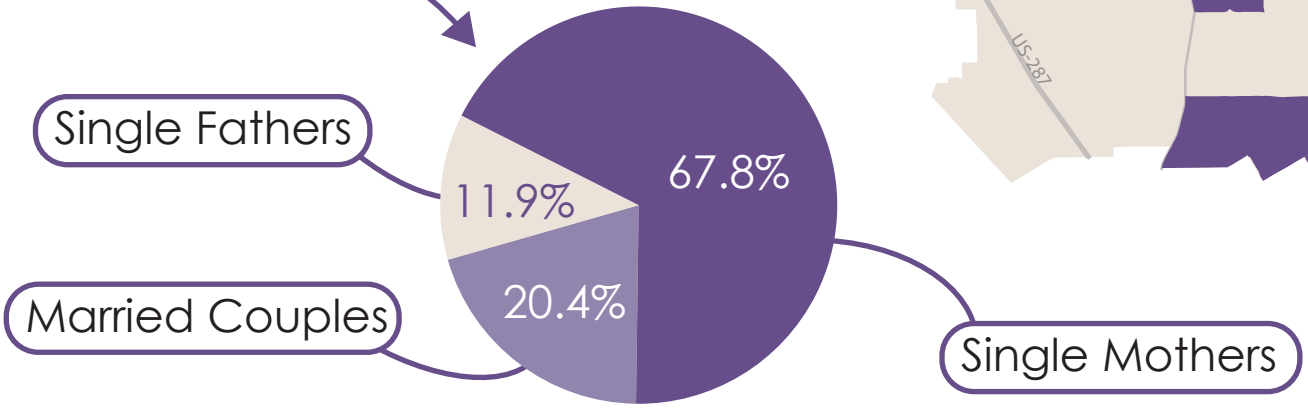
25.5% of African American people live in a different house than they did the previous year.



POVERTY

19.3% of African American residents live below the poverty level (16,179 total people).

2,761 families with children live below the poverty level.



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 have 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:

□ Hispanic/Latino □ Asian □ African American

□ Low-income/Living in Poverty □ Renter/Transient □ Other: _____

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

□ Children (0-5 years) □ Children (6-18 years) □ Young Adults (19-34 years)

□ Adults (35-64) □ Senior/Elderly (65+)

This Activity is the following type:

□ Event (annual/one-time) □ Event (recurring) □ Virtual (online)

□ Holiday □ Printed activity □ Canvassing □ Any time/Flexible

This Activity generally occurs:

□ This Activity is on-going or can happen at any time □ Winter □ Spring □ Summer □ Fall

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

_____

_____

ACTIVITY RESOURCES

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

□ 1-5 people □ 6-10 people □ more than 10 people

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

□ 1-10 hours □ 10-25 hours □ 25+ hours

Approximately how much funding is needed to complete this activity?

□ Free □ $1 - $50 □ $51 - $150 □ $151 - $500 □ 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.