



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

April 2, 2019  
3:30 P.M.

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- I. Welcome & Introductions (10 minutes)
- II. Census Bureau Update – Communication and Marketing Materials (5 minutes)
- III. Data Analysis Presentation – Asian Community Demographic Profile (25 minutes)
- IV. Committee Discussion (15 minutes)
- V. Outreach Plan – Guided 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**

**February 28, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas convened for a meeting on Thursday, February 28, 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

Jo Anna Cardoza  
Larry Curry  
Stephanie Gillespie  
James Hollis  
Leechu Huang  
Sheng Shong Huang  
Cynthia Jensen  
Jorge Lorenzana  
Kate McGee  
Vera McKissic  
Daphne Martin  
Judy Northup  
Darryl Owens  
Deborah Spell  
Shannon Spriggs

**Committee Members Absent:**

Leslie Johnston Birdow  
Stella Chang  
Syed Hassan  
Bill Lynch  
Grace McDermott  
Ruth Mercado  
April Mitchell  
Aaron Perales  
Jim Vaszauskas  
Dennis Wood

**Staff Present:**

Sarah Stubblefield, Staff Project Manager  
Alexa Aragonez, Political Tracking & General Support  
Tony Herhold, Data Analysis  
Ryan Hunt, Social Media  
Alicia Winkelblech – Office of Strategic Initiatives  
Lyndsay Mitchell – Office of Strategic Initiatives  
Julie Hall-Andrews – Housing Authority  
Edina Haislip – Federal Grant Management  
Ayesha Hawkins – Public Libraries  
Sheila Griffith – Police  
Misty Gutierrez – Code Compliance (Kelly Marvel)  
Carolyn Montesana – Arlington Tomorrow Foundation  
Dan Withers – Parks

**Other Guests Present:**

Victoria Farrar-Myers – City of Arlington Councilmember

Sarah Stubblefield called the meeting to order at 3:45 p.m. and stated that the purpose of the meeting was to conduct the following items of business:

### **Presentations and Discussion:**

#### Announcements:

- Sarah Stubblefield introduced the new committee member, Syed Hassan.
- There is an additional 6<sup>th</sup> planning meeting that will target additional communities that are identified during planning.
- The Census website is now open at [www.arlingtontx.gov/2020Census](http://www.arlingtontx.gov/2020Census), which can be used as a resource to access materials on the Census and outreach tools.
- Since the next planning meeting falls on Ranger's opening day and opening day creates traffic around City Hall, staff will consult with committee members to find an alternative meeting date.

Vera McKissic spoke on the previous work on the 2010 Census Complete Count Committee, noting that it was an honor to serve though it may seem to be an overwhelming task at times. Ms. McKissic urged the committee members to leverage their personal circles of influence for the best outreach results possible.

Ms. Stubblefield shared talking points and infographics from the Census about how residents are being notified about the Census. Ms. Stubblefield shared how to sign up for Census notifications.

Tony Herhold presented the Hispanic & Latino 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 proceed to build awareness and buy-in within this target community for the purposes of that community to participate in the 2020 Census. Upon presentation of this profile the following questions were asked:

- Farrar-Myers: Can the data be triangulated with employment centers and churches? Is there a way to increase the granularity of the data?
  - Mr. Herhold will investigate this data availability.
- Haislip: Is there a way to see a real-time map of households that have not responded to the Census?
  - Ms. Stubblefield: The Census keeps track of this information, but it is unclear if the Census can or will share that information with the City.

Activity Planning Sheets: These sheets will help to strategize realistic outreach activities, maximize the impact of outreach efforts, and help to develop a comprehensive outreach plan that targets all hard-to-count communities. When filling out these activity sheets, the committee can consider the following:

- What is the target community (profile and generation)?
- What/when is the activity?
- What are the resources required?
- Are there any partners required for the success of this activity?

Other items brought up by the committee are as follows:

- When developing activities, understand the expectation of that activity. This expectation can range from just creating awareness or having people complete the Census.
- Remember to engage communities
- Many events will take place at the end of 2019 and the beginning of 2020

The Complete Count Committee then spent time filling out activity planning sheets for hard-to-count communities and shared them with staff. Staff will evaluate activities and make recommendations to the Committee regarding which activities seem plausible for the purposes of outreach with the available resources.

There being no further business to come before the Committee, the meeting was adjourned at 5:00 P.M.



United States  
**Census**  
**2020**

# 2020 Census Complete Count Committee

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**ARLINGTON ASIAN COMMUNITY OUTREACH PLANNING**

**April 2, 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

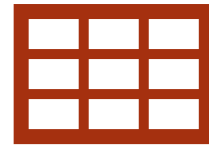
ASIAN COMMUNITY  
demographic profile  
analysis

# 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 second hard to count community we will be focusing on is the **Asian** population.





# SOURCES OF DATA



American Community Survey  
2017 5-year estimates



Census ROAM data mapping  
program



Local data

## WHY THESE METRICS?

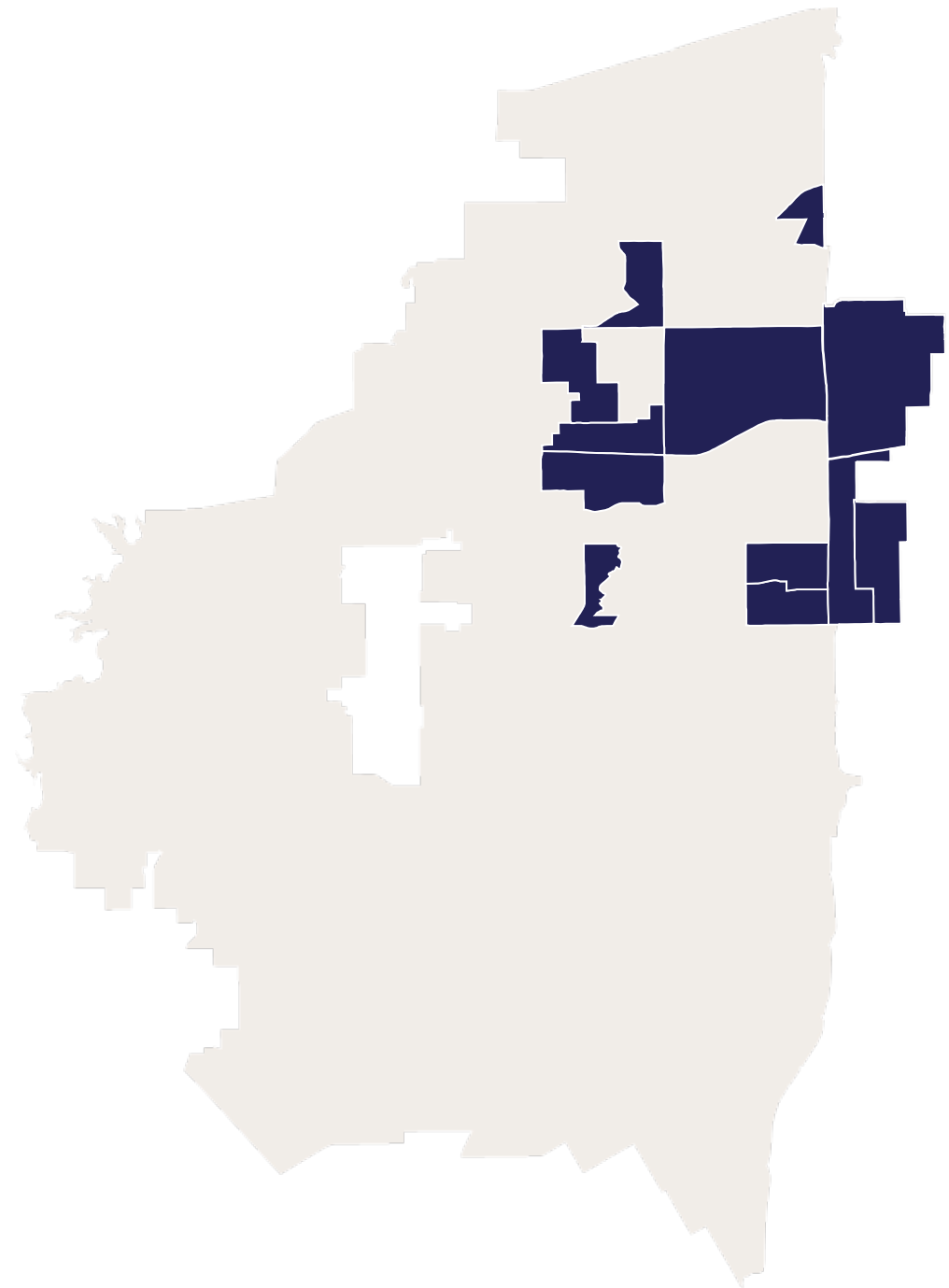
- The following data is intended to provide a more granular snapshot of the Asian population in Arlington.
- Metrics used to measure the Asian community are consistent with those used by the Census Bureau to calculate the Low Response Score (LRS) estimates.
- This data is meant to help understand the poverty, housing, and language barriers *within* the Asian 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

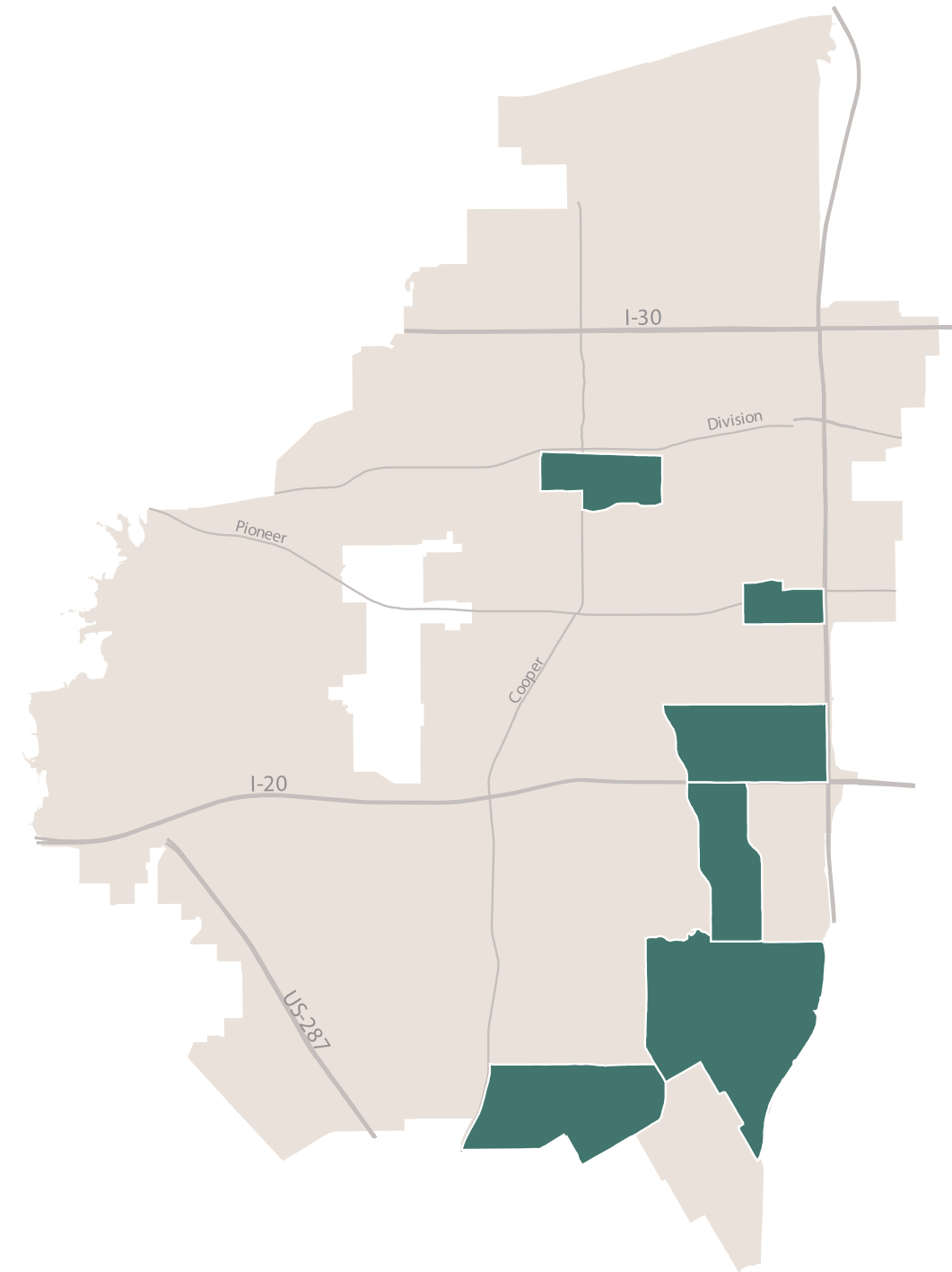
<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=64f6a4d47e864b9699af6ce6338d49bd>



# GENERAL INFORMATION

Asian residents represent about 6.9% of the total population of Arlington

- 26,689 residents
- Poverty Rate 15.8% (lower than Arlington as a whole, 16.1%)
- 5,557 families (6.0% of total)
- Median Age 35.1 years (compared to 33.1 years for Arlington as a whole)



|                           |        |       |
|---------------------------|--------|-------|
| Vietnamese                | 14,930 | 55.9% |
| Asian Indian              | 3,501  | 13.1% |
| Chinese, except Taiwanese | 2,132  | 8.0%  |
| Filipino                  | 1,370  | 5.1%  |
| Pakistani                 | 1,064  | 4.0%  |
| Korean                    | 907    | 3.4%  |
| Two or more Asian         | 491    | 1.8%  |
| Bangladeshi               | 358    | 1.3%  |
| Nepalese                  | 347    | 1.3%  |
| Other Asian               | 326    | 1.2%  |
| Thai                      | 296    | 1.1%  |
| Japanese                  | 288    | 1.1%  |
| Taiwanese                 | 220    | 0.8%  |
| Hmong                     | 208    | 0.8%  |
| Sri Lankan                | 83     | 0.3%  |
| Laotian                   | 76     | 0.3%  |
| Cambodian                 | 66     | 0.2%  |
| Malaysian                 | 21     | 0.1%  |
| Indonesian                | 5      | 0.02% |

## RACIAL SUB-GROUPS

- Within the Asian community, numerous sub-groups have been identified by the Census
- Geographic span from East Asia to South Asia (about 80% and 20%, respectively)
- The largest Asian community is the Vietnamese community

# GEOGRAPHIC DISTRIBUTION

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The Asian population as a whole is clustered in the Central and Southeast portions of Arlington

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The Vietnamese and Filipino population is clustered in Southeast Arlington

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The Indian and Chinese populations are clustered primarily in Central Arlington

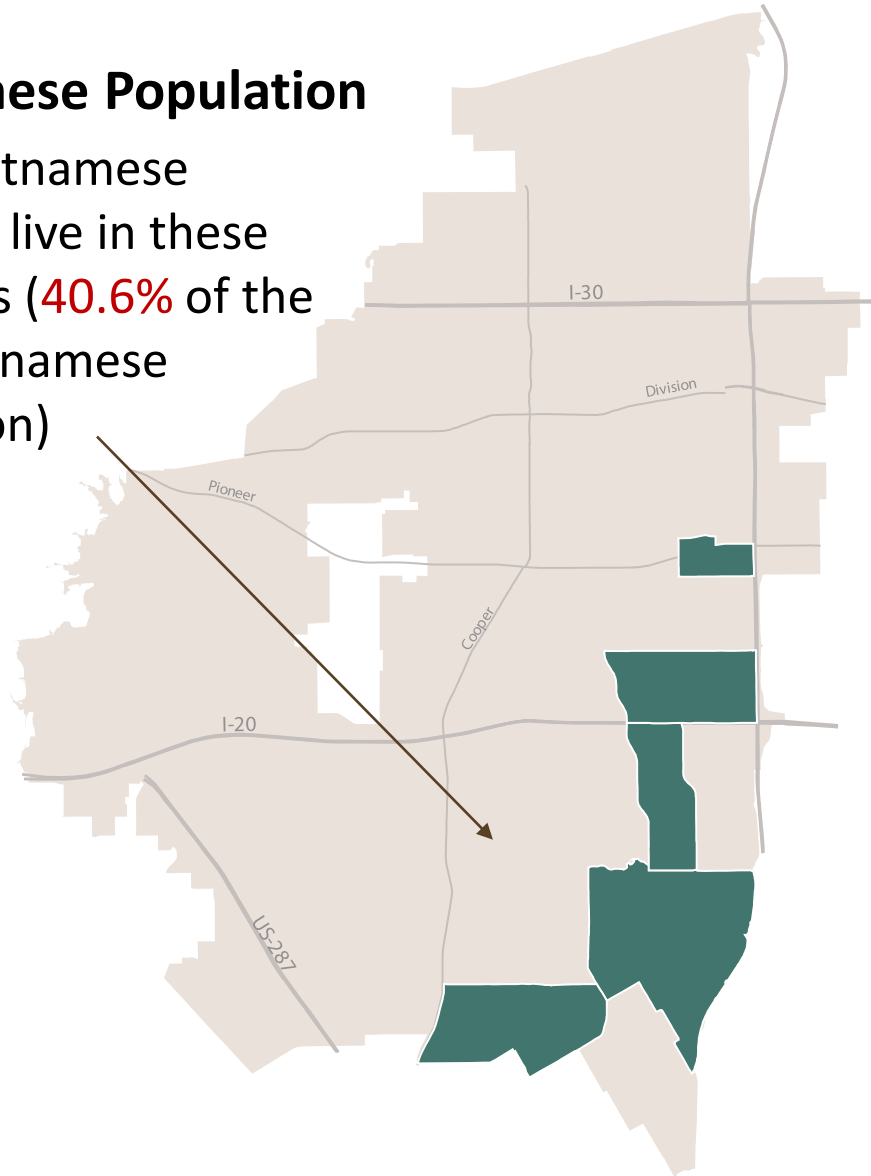
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The Korean population is clustered in small pockets in Central, Southwest and Northwest Arlington

# GEOGRAPHIC DISTRIBUTION

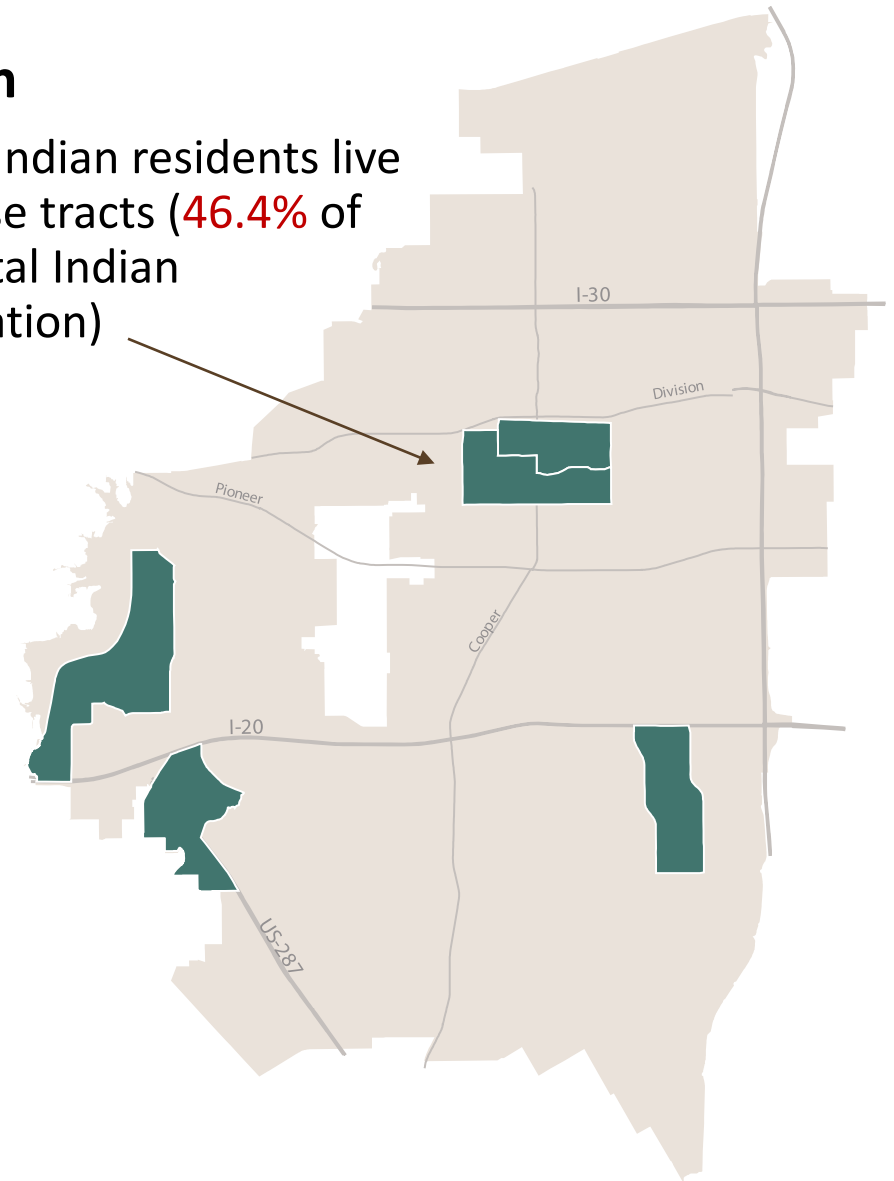
## Vietnamese Population

6,060 Vietnamese residents live in these five tracts (40.6% of the total Vietnamese population)



## Indian

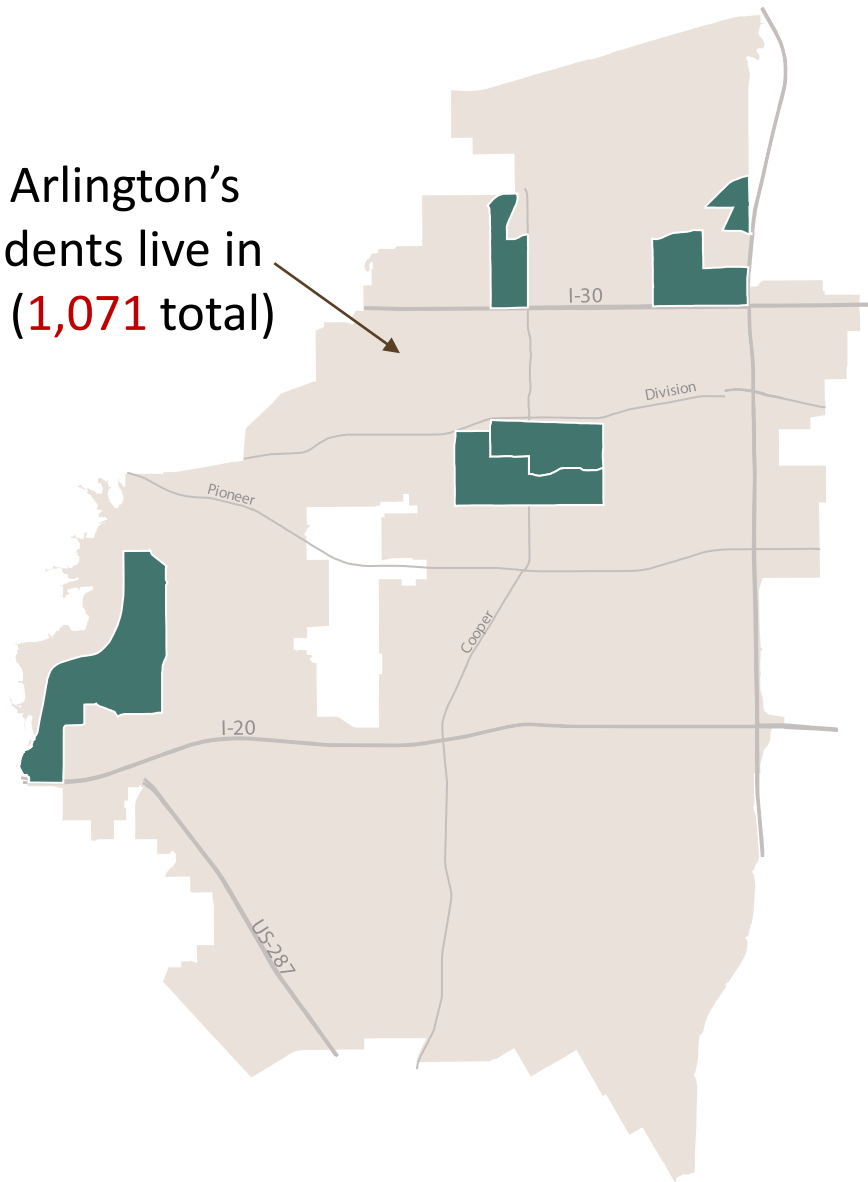
1,628 Indian residents live in these tracts (46.4% of the total Indian population)



# GEOGRAPHIC DISTRIBUTION

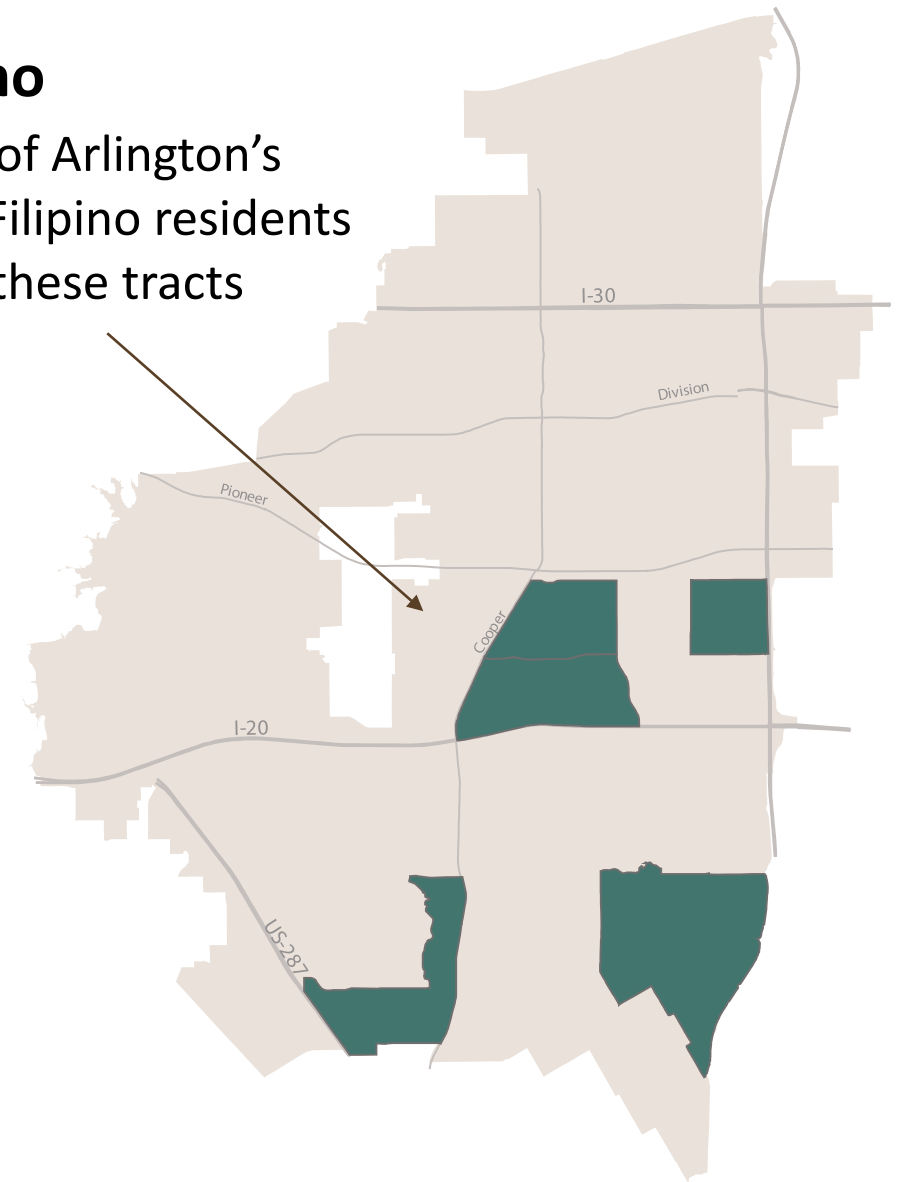
## Chinese

Over half of Arlington's Chinese residents live in these tracts (1,071 total)



## Filipino

50.5% of Arlington's 1,370 Filipino residents live in these tracts

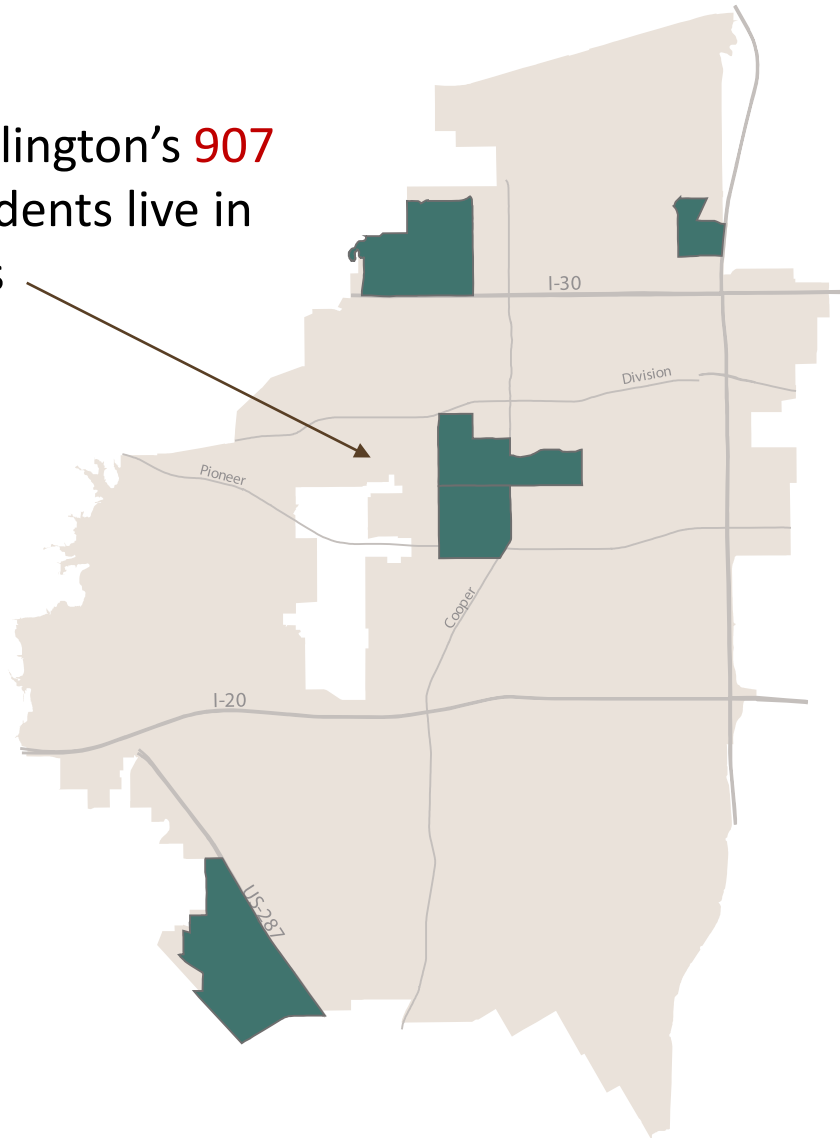




# GEOGRAPHIC DISTRIBUTION

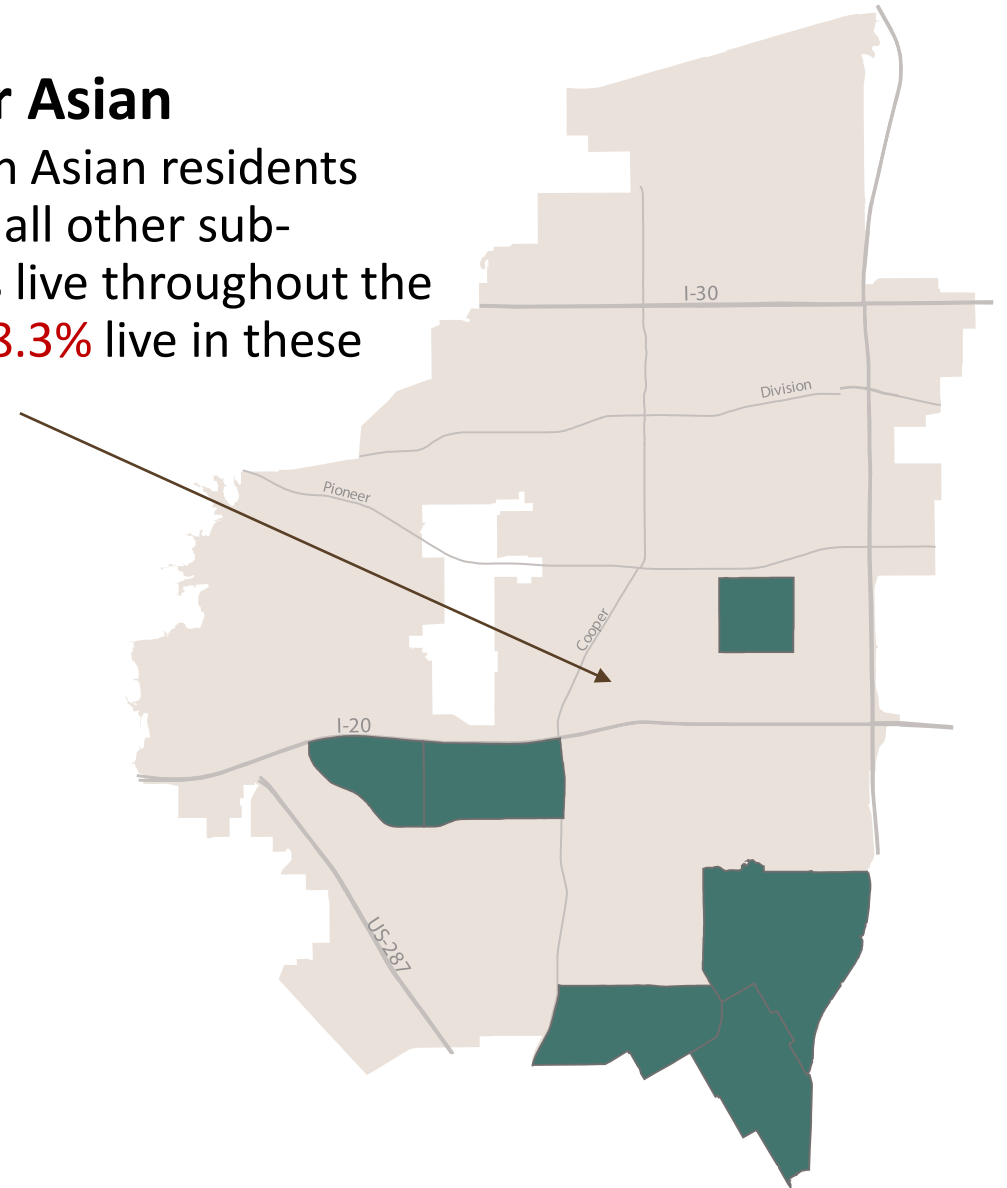
## Korean

47.3% of Arlington's 907 Korean residents live in these tracts



## Other Asian

Though Asian residents within all other sub-groups live throughout the City, 38.3% live in these tracts

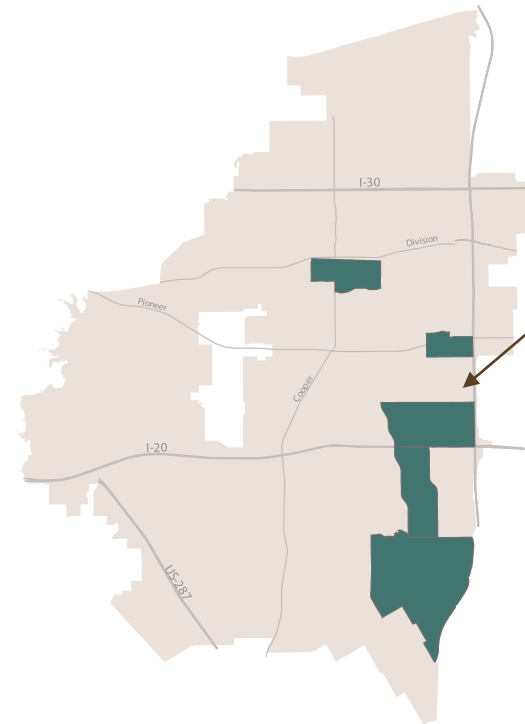


## LANGUAGE

There are numerous languages spoken at home by the Asian population.

- 12,604 speak **Vietnamese**
- 1,985 speak a **Chinese** language (Mandarin/Cantonese)
- 1,928 speak another Asian/Pacific Island language
- 818 speak Tagalog (Filipino)
- 625 people speak Korean
- Over half (**57.7%**) of the population speaking an Asian language at home speak English less than very well.

**12.1%** of the people in these tracts speak an Asian language at home.



**31%** of the Asian-speaking population lives here.

Over **58%** speak English less than very well.

# WORKFORCE

Total workforce of **13,526** people

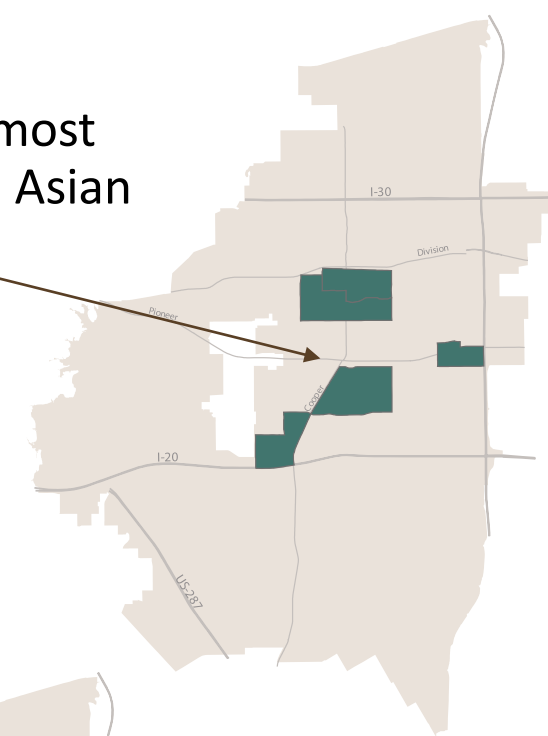
- Management, Business, Science, and Arts – **33.9%**
- Service – **24.0%**
- Sales and Office – **22.6%**
- Natural Resources, Construction, and Maintenance – **6.6%**
- Production, Transportation, and Material Moving – **12.8%**



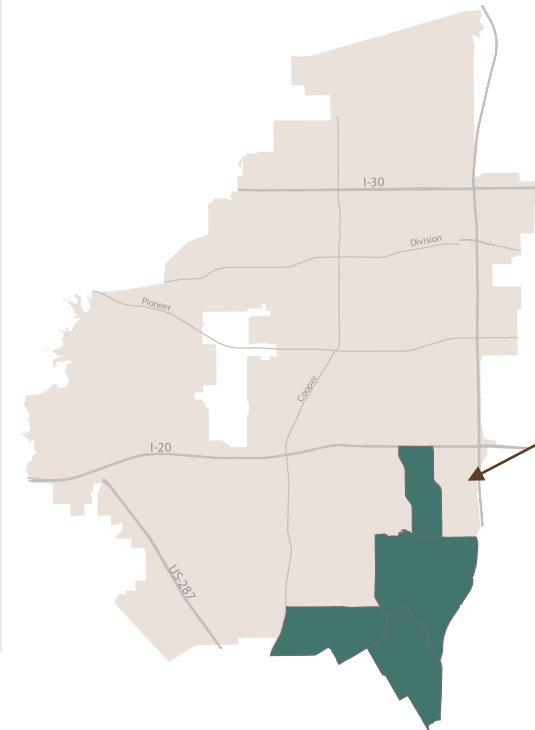
## HOUSING

- **7,342** Asian Households
- **2,675 (37.7%)** Renter-Occupied housing units (compared to 44.4% for total pop.)
- **4,577 (62.3%)** Owner-Occupied housing units (compared to 55.6% for total pop.)
- Median Household Income **\$51,786** (compared to \$55,562 for total pop.)
- **1,934 (26.3%)** of Asian households are in multi-family complexes

Tracts with the most **renter-occupied** Asian housing units



Tracts with the most **owner-occupied** Asian housing units



# GEOGRAPHIC MOBILITY

Much of the Asian population is in the same home as they were one year ago (85.3%)

7.9% moved to their current home from within Tarrant County

6,167 Asian residents are not currently U.S. citizens (23.1% of Asian population). Most of these residents are adults (93.5%)

70.0% of the Asian community is foreign-born (18,670 people)

COMMITTEE  
DISCUSSION

15 minutes

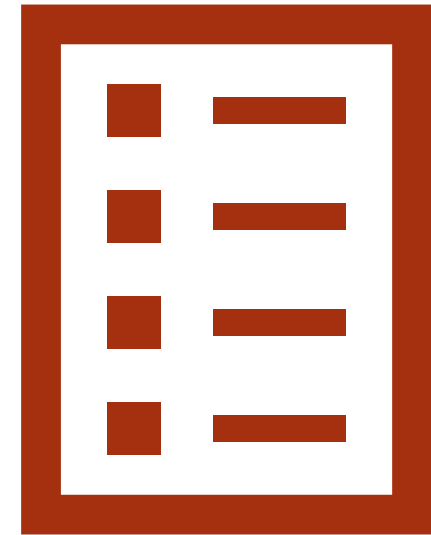
# ACTIVITY PLANNING SHEETS

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,  
april 25  
@ 3:30 pm

## HTC Community Focus – African American Community

Begin thinking about:

- Where does our African American Community **live**?
- Where does our African American Community **shop, work, meet, hang out**?
- What **events** do our African American Community 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 THURSDAY, APRIL 18



# 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:**

- |   |   |   |
|---|---|---|
| <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.

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

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Please include any other information about this Activity.

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