

2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room 3rd Floor City Hall

February 28, 2019 3:30 P.M.

- I. Welcome & Introductions
- II. 2010 CCC Experience Grace McDermott and Vera McKissic
- III. Data Analysis Hispanic & Latino Community Demographic Profile
- IV. Outreach Plan Guided Brainstorm
- V. Wrap-up
- VI. Adjourn



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING INFORMATION & WORK PLAN

Committee Chair: Rita Parson

Committee Members:

Vera McKissic JoAnna Cardoza Larry Curry Daphne Martin Stella Chang April Mitchell Stephanie Gillespie Ruth Mercado Judy Northup Syed Hassan Leechu Huang **Darryl Owens Aaron Perales** Sheng Shong Huang Cynthia Jensen Dee Robinson Leslie Johnston Birdow Deborah Spell Jorge Lorenzana **Shannon Spriggs** Bill Lynch **Dennis Wood** Jim Vaszauskas **Grace McDermott**

Kate McGee

Meeting Dates & Times:

Meeting Date	Topic	
Thursday, January 24, 2019	Goal Setting/Committee Role	
Thursday, February 28	Planning Meeting #1: Hispanic Community	
Thursday, March 28	Planning Meeting #2: Asian Community	
Thursday, April 25	Planning Meeting #3: African American Community	
Thursday, May 30	Planning Meeting #4: Renter/Transient Populations (Renters)	
Thursday, June 27	Planning Meeting #5: Low-income/Living in Poverty	
Thursday, July 25	Planning Meeting #6: Other Target Communities	
Thursday, August 22	Review Complete Outreach Plan	
Thursday, September 26	Finalize Outreach Plan	
Thursday, October 24	Implementation Meeting #1	
Thursday, November 21	Implementation Meeting #2	
Thursday, December 19	Implementation Meeting #3	
Thursday, January 23, 2020	Implementation Meeting #4	
Thursday, February 27	Implementation Meeting #5	
Thursday, March 26	Implementation Meeting #6	
Thursday, April 23	Evaluation/Wrap-up Meeting	

^{*}All meetings are held from 3:30-5:00 PM in the Council Briefing Room, 3rd Floor City Hall

Staff Contact Information

Staff Liaison:

Sarah Stubblefield, AICP 817-459-6566 Sarah.Stubblefield@arlingtontx.gov

Staff Support:

Alexa Aragonez (Political Tracking & General Support) 817-459-6347

Alexa.Aragonez@arlingtontx.gov

Tony Herhold (Data Analysis) 817-459-6673 Tony.Herhold@arlingtontx.gov

Ryan Hunt (Communications) 817-459-6414 Ryan.Hunt@arlingtontx.gov

Departmental Staff Representatives:

Mindy Cochran – Housing Authority
Edina Haislip – Federal Grant Management
Ayesha Hawkins – Public Libraries
Sheila Griffith – Police
Misty Gutierrez – Code Compliance
Carolyn Mentesana – Arlington Tomorrow Foundation
Dan Withers – Parks

Census Bureau Contact:

Jennifer Pope 972-978-0679 Jennifer.Pope@2020census.gov

Minutes

2020 CENSUS COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room 101 West Abram Street

January 24, 2019 3:30 P.M.

The Census Complete Count Committee of the City of Arlington, Texas convened for a meeting on Thursday, January 24, 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

Vera McKissic JoAnna Cardoza Larry Curry Daphne Martin Stella Chang April Mitchell Stephanie Gillespie Ruth Mercado Leechu Huang Judy Northup Sheng Shong Huang Darryl Owens Aaron Perales Cvnthia Jensen Leslie Johnston Birdow Dee Robinson Deborah Spell Jorge Lorenzana Bill Lvnch Dennis Wood Kate McGee Jim Vaszauskas

Staff Present:

Sarah Stubblefield, Staff Project Manager
Alexa Aragonez, Political Tracking & General Support
Tony Herhold, Data Analysis
Julie Hall for Mindy Cochran – Housing Authority
Edina Haislip – Federal Grant Management
Ayesha Hawkins – Public Libraries
Sheila Griffith – Police
Misty Gutierrez – Code Compliance
Carolyn Mentesana – Arlington Tomorrow Foundation
Dan Withers – Parks

Census Staff Present:

Jennifer Pope

Ms. Rita Parson called the meeting to order at 3:35 p.m. and stated that the purpose of the meeting was to conduct the following items of business:

Presentations and Discussion:

After the introductions of staff and committee members, Ms. Sarah Stubblefield explained the purpose of the committee and the importance of a complete count for the 2020 Census.

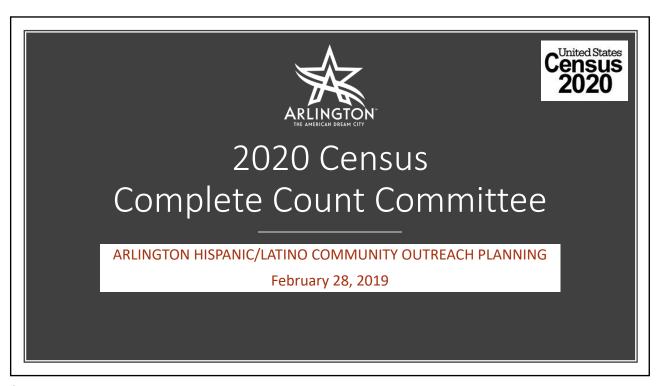
Ms. Jennifer Pope gave a training for the Complete Count Committee. This presentation went over the background and timing of a Complete Count Committee, the Committee's role and the development of a committee's work plan. Ms. Pope also reviewed the ROAM tool on the Census website and shared some toolkits also available online. Questions raised during Ms. Pope's presentation were as follows:

- As the Middle Eastern population has grown in Arlington, especially with the student population, what representation should we have on the Committee to address the Middle Eastern Population?
 - There will be an intentional focus on including this population and will engage City Council to consider adding Middle Eastern representation to the Committee membership.
- Will the Committee's actions include Pantego and Dalworthington Gardens?
 - o Though these communities are not represented in the Committee's membership, there will be a natural overlap with these communities.
- How do we include UTA in the count?
 - There is a planned, targeted session on transient communities, which includes students from UTA. The Census Bureau is also meeting separately with UTA administration for on-campus response.
- How can people receive language assistance on the Census?
 - Assistance is available over the phone in 33 languages and printed materials in 13 languages.
- How can we connect with the youth in the area?
 - Education and youth communities are represented in the Committee's membership. Additionally, the committee can enlist student input through organizations like student government.

Ms. Stubblefield continued with an explanation of the roles of Committee Members as well as how staff can be useful in developing the work plan. A typical working meeting will begin with a demographic profile review of the hard-to-count community of focus, then will transition into outreach brainstorming, followed by a summary of the activities and wraps up with a discussion of next meeting.

The Complete Count Committee is expected to send any new ideas to target the hard to count communities to staff, think about ideas/events/resources for the next hard to count community discussion and start talking about the Census in their communities. Staff is expected to prepare minutes of each meeting, input ideas and feedback into the Outreach Plan template, and provide additional information to the Committee as necessary.

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



1. WELCOME AND INTRODUCTIONS 2. 2010 CENSUS COMMITTEE EXPERIENCE 3. DATA ANALYSIS - DEMOGRAPHIC PROFILE 4. ACTIVITY PLANNING SHEET REVIEW 5. GUIDED BRAINSTORM 6. SUMMARY 7. WRAP-UP/ADJOURN



Grace Numbers

Wera McKissic

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2020 CENSUS COMPLETE COUNT

HISPANIC & LATINO COMMUNITY demographic profile analysis

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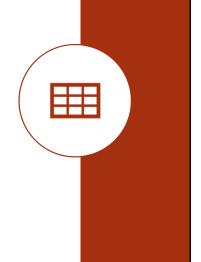
2020 CENSUS COMPLETE COUNT

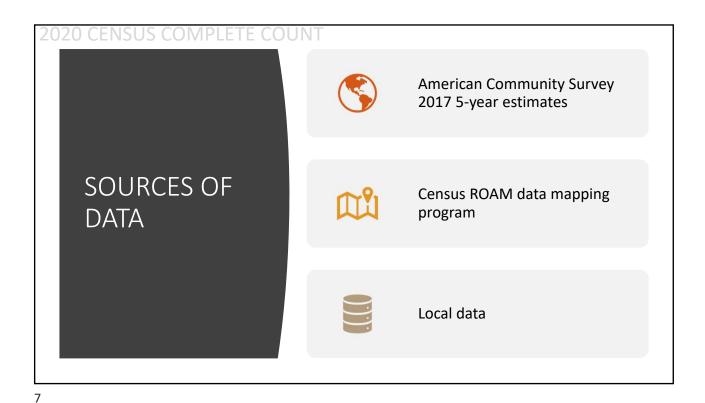
HARD TO COUNT COMMUNITIES

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 first hard to count community we will be focusing on is the Hispanic or Latino population.





WHY THESE METRICS?

The following data is intended to provide a more granular snapshot of the Hispanic and Latino population in Arlington.

Metrics used to measure Hispanic/Latino community are consistent with those used by the Census Bureau to calculate the Low Response Score (LRS) estimates

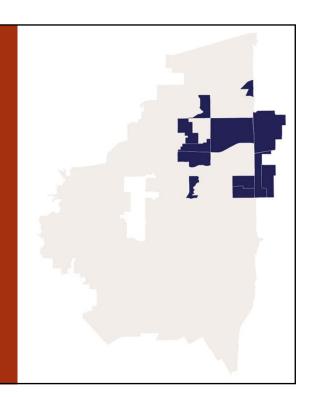
This data is meant to help understand the poverty, housing, and language barriers within the Hispanic community and aid in increasing Census response rates.

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

<u>nttps://gis-</u> portal.data.census.gov/arcgis/apps/webappviewer/ir dex.html?id=64f6a4d47e864b9699af6ce6338d49bd

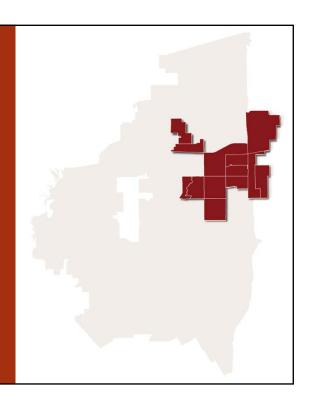


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GENERAL INFORMATION

Hispanic and Latino residents represent a large portion of those living in Arlington.

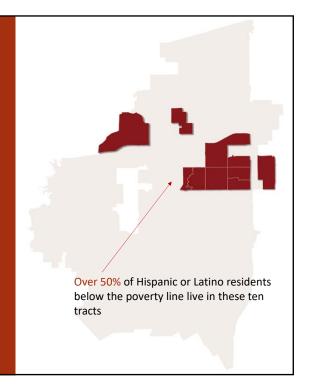
- 112,283 residents (28.9% of population)
- Highest proportion of residents live in East Arlington (62.8% of residents are Hispanic or Latino)
- 23,510 families (25.3% of total)
- Median Age 26.3



POVERTY

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

- Poverty Rate 22.9% (compared to 16.1% for total pop.)
- 20.2% of Households received food stamps (6,009 total households)
- 53.2% of Hispanic families below the poverty level are single-parent households
- 43.8% of Arlington families below the poverty level are Hispanic or Latino

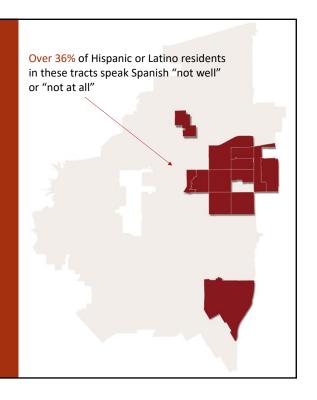


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LANGUAGE

In addition to the Spanish/English language barrier, a number of compounding issues could exacerbate undercounting.

- 76,687 Hispanic residents speak Spanish at home
- 46.5% speak English "less than very well" (86.7% of which are adults)
- 28.2% speak English "not well" or "not at all"
- 31,284 non-citizens speak Spanish at home
- 23.0% of people who speak Spanish at home are below the poverty level

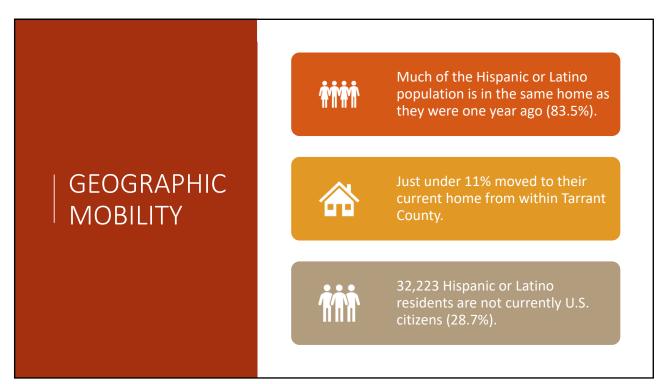


HOUSING

- 29,729 Hispanic or Latino Households
- 15,428 (51.9%) Renter-Occupied housing units (compared to 44.4% for total pop.)
- Median Household Income \$45,401 (compared to \$55,562 for total pop.)
- 10,524 (37.4%) of Hispanic or Latino households are in multi-family complexes

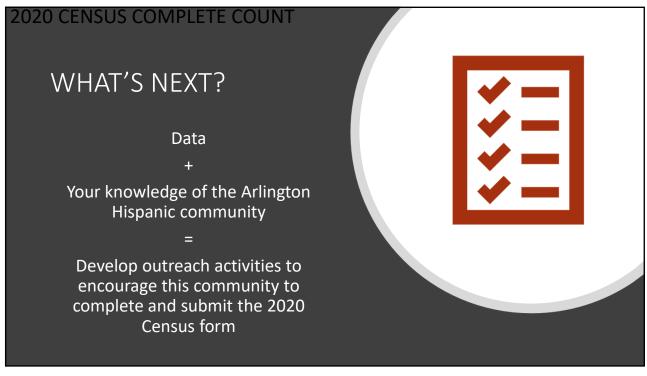
Over 95% of Hispanic or Latino households in these tracts are renter-occupied

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GUIDED BRAINSTORM activity planning sheets

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2020 CENSUS COMPLETE COUNT

ACTIVITY PLANNING SHEETS

Purpose:

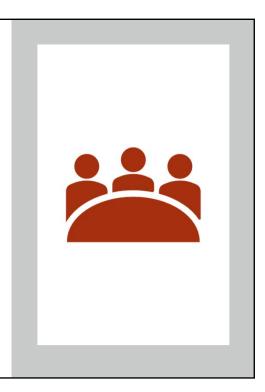
- Strategic & realistic planning of outreach activities
- Maximize impact of outreach efforts
- Develop a comprehensive outreach plan that targets ALL hard-to-count communities

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2020 CENSUS COMPLETE COUNT

ACTIVITY PLANNING SHEETS

- 1. Target Hard-to-Count Community
- 2. Target Generation
- 3. Activity Type
- 4. Specific Date/Timeframe
- 5. Resources Required (estimate)
 - Human
 - Time
 - Fiscal
 - Tangible Purchases
- 6. Other Partners (Departments, Businesses, Non-profit Orgs)



2020 CENSUS COMPLETE COUNT

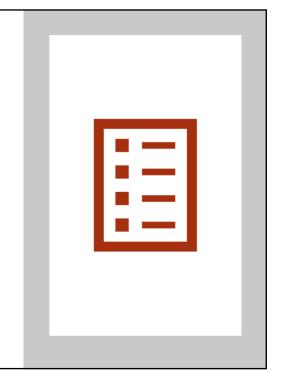
ACTIVITY PLANNING SHEETS

How they will be used:

- Fill out as many as activities you think will have high impact outreach
- Submit to Alexa at the back table 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



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CENSUS COMPLETE COUNT ACTIVITY PLANNING SHEET EXAMPLES **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: It dig in the Courtyard Committee Member(s) Submitting Application: SOXON **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 on-going or can happen at any time □ Winter ★Spring □ Summer □ Fall During a specific Month(s), Week(s) or Day(s): USUCULY IN APN
ACTIVITY RESOURCES Approximately how many people are needed to participate in this Activity? ½1-5 people

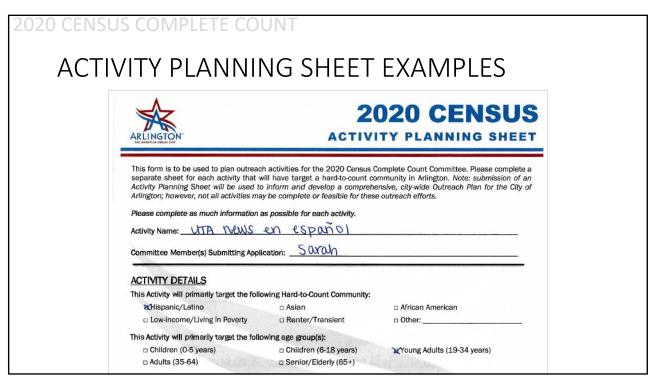
2020 CENSUS CON	/PLETE COUNT
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	Will other City departments, Businesses, or Non-profit partners be involved? Please list them. Artington Public Library
	Please include any other information about this Activity.
	Please submit this completed form to City of Arlington staff for Inclusion in development of the 2020 Census Complete Count Outreach Plan.

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	This Activity will primarily target the folio & Children (0-5 years) >> Adults (35-64)		XYoung Adults (19-34 years)	

2020 CENSUS COMPLETE COUNT **ACTIVITY PLANNING SHEET EXAMPLES** 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 Uniter Spring During a specific Month(s), Week(s) or Day(s): held quarterly - check unides website for specify dates from 7:00-9:00 pm ACTIVITY RESOURCES Approximately how many people are needed to participate in this Activity? □ 6-10 people □ more than 10 people ≥ 1-5 people Approximately how much time is needed to participate in this Activity? 10-25 hours □ 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

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2020 CENSUS COM	IPLETE COUNT
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ACTIVITY	PLANNING SHEET EXAMPLES
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	Please include any other information about this Activity.
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	attend these meetings
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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.
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2020 CENSUS CON	IPLETE COUNT	
ACTIVITY	PLANNING SHEET EXAMPLES	
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	Will other City departments, Businesses, or Non-profit partners be involved? Please list them. UTA Depart ment of Communications UTA News en espanol	
	Please Include any other information about this Activity. will require bull named Spanish speaker to complete.	
	* this activity relies an coordination what advisor Julian Rodriguey	
	Please submit this completed form to City of Arlington staff for inclusion in development of the 2020 Census Complete Count Outreach Plan.	



SUMMARY OF ACTIVITIES discussion of activities

2020 CENSUS COMPLETE COUNT

NEXT MEETING thursday, march 21 @ 3:30 pm

HTC Community Focus – Asian Community

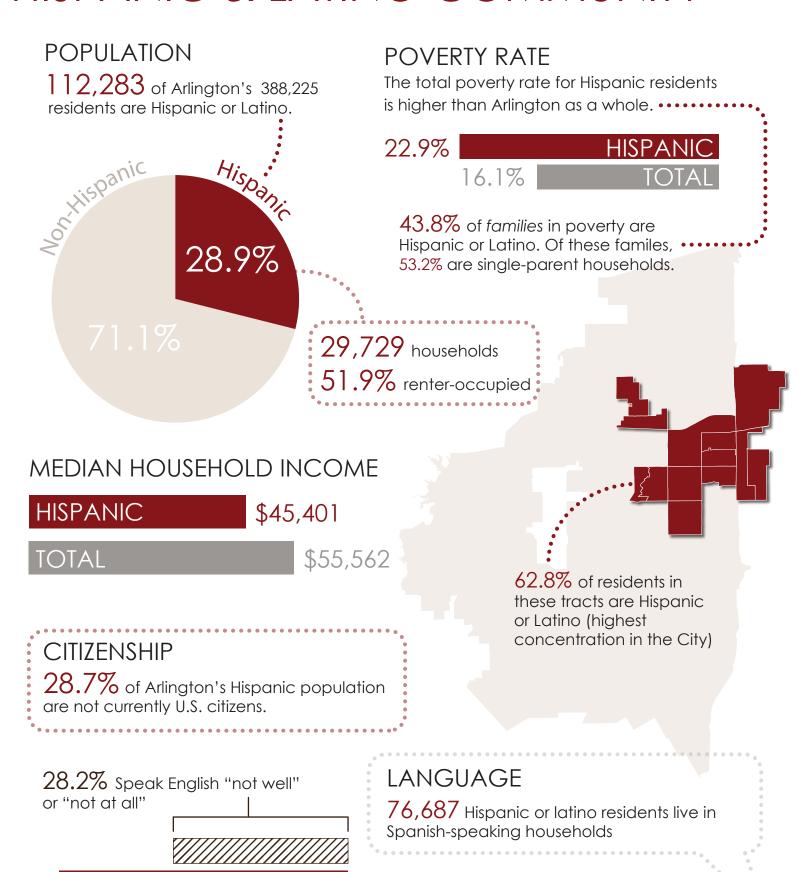
Begin thinking about:

- Where does our Asian Community live?
- Where does our Asian Community shop, work, meet, hang out?
- What events does our Asian 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 FRIDAY, MARCH 15

2020 CENSUS COMPLETE COUNT:

HISPANIC & LATINO COMMUNITY



53.5% Speak English "very well"

46.5% Speak English "less than very well"



2020 CENSUS

ACTIVITY PLANNING SHEET

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Please complete as much information as possible for each activity.

Activity Name:			
Committee Membe	r(s) Submitting Applicat	ion:	
ACTIVITY DETAI	<u>LS</u>		
This Activity will prin	marily target the followi	ng Hard-to-Count Communit	y:
□ Hispanic/Lati	ino	□ Asian	□ African American
□ Low-income/I	Living in Poverty	□ Renter/Transient	□ Other:
This Activity will prin	marily target the followi	ng age group(s):	
□ Children (0-5	years)	□ Children (6-18 years)	□ Young Adults (19-34 years)
□ Adults (35-64	1)	□ Senior/Elderly (65+)	
This Activity is the fe	ollowing type:		
□ Event (annua		□ Event (recurring)	□ Virtual (online)
□ Holiday	□ Printed activity	□ Canvassing	□ Any time/Flexible
This Activity genera	ally occurs:		
	-	at any time 🗆 Winter	□ Spring □ Summer □ Fall
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ACTIVITY RESO	<u>URCES</u>		
Approximately how	many people are neede	ed to participate in this Activ	rity?
□ 1-5 people □ 6-10 people □ more than 10 people			
Approximately how	much time is needed to	participate in this Activity?	
\Box 1-10 hours	□ 10-25 hours	□ 25+ hours	
Approximately how	much funding is neede	d to complete this activity?	
□ Free □	□ \$1 - \$50 □ \$	51 - \$150 □ \$151	- \$500 □ more than \$500

ACTIVITY PLANNING SHEET ==

Are additiona	I purchases required? Please list them.
Will other City	departments, Businesses, or Non-profit partners be involved? Please list them.
Please includ	e 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.