



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

January 24, 2019
3:30 P.M.

- I. Welcome & Introductions
- II. Presentation from Census Bureau: Complete Count Committee Training
- III. Role and Expectations of Committee Members
- IV. Items for Next Meeting
- V. Adjourn



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING INFORMATION & WORK PLAN

Committee Chair: Rita Parson

Committee Members:

Ginger Baker	Vera McKissic
JoAnna Cardoza	Daphne Martin
Larry Curry	April Mitchell
Stella Chang	Ruth Mercado
Stephanie Gillespie	Judy Northup
Leechu Huang	Darryl Owens
Shenq Shong Huang	Aaron Perales
Cynthia Jensen	Dee Robinson
Leslie Johnston Birdow	Deborah Spell
Jorge Lorenzana	Shannon Spriggs
Bill Lynch	Dennis Wood
Grace McDermott	Jim Vaszauskas
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	Review Complete Outreach Plan
Thursday, August 22	Finalize Outreach Plan
Thursday, September 26	Implementation Meeting #1
Thursday, October 24	Implementation Meeting #2
Thursday, November 21	Implementation Meeting #3
Thursday, December 19	Implementation Meeting #4
Thursday, January 23, 2020	Implementation Meeting #5
Thursday, February 27	Implementation Meeting #6
Thursday, March 26	Implementation Meeting #7
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:

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Staff Support:

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Ryan Hunt (Communications)

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Departmental Staff Representatives:

Mindy Cochran – Housing Authority

Edina Haislip – Federal Grant Management

Ayesha Hawkins – Public Libraries

Sheila Griffith – Police

Misty Gutierrez – Code Compliance

Carolyn Montesana – Arlington Tomorrow Foundation



Dan Withers – Parks

Census Bureau Contact:

Jennifer Pope

972-978-0679

Jennifer.Pope@2020census.gov



2020 Census Complete Count Committee

CCC TRAINING, MEETING INFORMATION, AND MEMBER EXPECTATIONS

January 24, 2019

2020 CENSUS COMPLETE COUNT

HOUSEKEEPING
getting
oriented

Restrooms are located down the hall to the left upon exiting the CBR

Water will be provided at all CCC meetings

Please check the Contact Sheet for accuracy of preferred name, email, and phone numbers you use most frequently

Most communication will occur via email

Printed materials will be provided for each meeting – it is not necessary for you to print the Meeting Packet ahead of time

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STAFF
LIAISONS

Sarah Stubblefield – Project Manager

Staff Support Team:

- Alexa Aragonez – Political Tracking & General Support
- Tony Herhold – Data Analysis
- Ryan Hunt – Communications

Jennifer Pope – Census Bureau Liaison

Rita Parson – Complete Count Committee (CCC) Chair

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DEPARTMENTAL
REPRESENTATIVES

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

DEPARTMENTAL REPRESENTATIVES SERVE AS COMMITTEE MEMBERS AND ARE PREPARED TO ASSIST COMMUNITY COMMITTEE MEMBERS IN ACHIEVING PROGRAMMATIC GOALS BY COMBINING AND MAXIMIZING EXISTING RESOURCES.

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2020 Census:

City of Arlington Complete Count Committee Training

Presented by: Jennifer Pope – North Texas

U.S. Census Bureau-Denver Region

January 24, 2019

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Background Information

- About This Training
 - These materials are used to help tribal, state and local governments and community members form and manage effective CCCs

- Training Materials
 - Complete Count Committee Training Manual D-1255

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Introduction

Overview of CCCs

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation

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Introduction

- Background and Structure of CCCs
 - Local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.
 - Committee members are experts in the following areas:

• Government	*Education
• Media	*Community Organizations
• Workforce development	*Faith-Based Community
• Business	*Other, based on needs

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Chapter 1 Decennial Census Overview

Why we do a census:

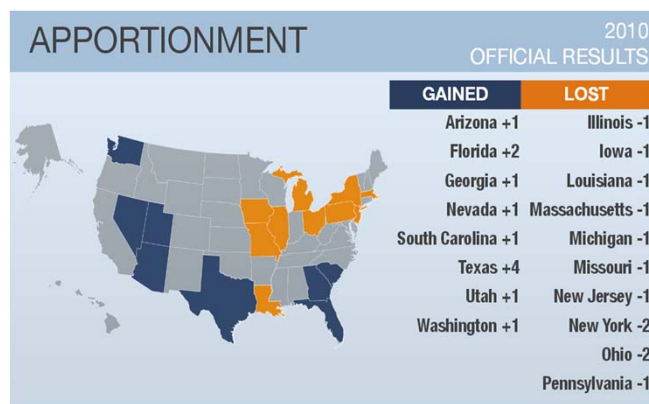
Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

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Chapter 1 Decennial Census Overview



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Chapter 1 Decennial Census Overview

Counting For Dollars

Texas receives over \$43 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,578.

Counting for Dollars link:

<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Texas
Total Program Obligations: \$43,334,650,874
Per Capita: \$1,578 (see note on proper use)

CLASS	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$21,731,712,107
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$5,265,414,124
93.774	Medicare Part B (Supplemental Medical Insurance) - Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$4,548,698,536
20.205	Highway Planning and Construction	DOT	Grants	States	\$3,633,437,152
10.555	National School Lunch Program	USDA	Grants	States	\$1,394,918,358
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$1,321,089,793
93.767	State Children's Health Insurance Program (SCHIP)	HHS	Grants	States	\$1,068,727,000
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$1,045,825,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$984,945,560
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$678,806,882
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$534,860,939
14.395	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$330,585,412
93.527	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$245,890,848
93.524	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$221,754,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$210,415,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$117,570,163
22.289	State and local general assistance	HHS	Direct	States	\$117,210,193
93.525	State child care and development programs	HHS	Direct	States	\$110,512,000
22.100	State child care and development programs	HHS	Direct	States	\$107,149,000
93.710	State child care and development programs	HHS	Direct	States	\$100,000,000

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Chapter 1 Decennial Census Overview

2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

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Chapter 1

Decennial Census Overview

- The Census is Confidential and Required by Law
 1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
 2. We will never share a respondents personal information with other government agencies
 3. Results from the census are reported in statistical format only
 4. Records are confidential for 72 years by law (Title 44, U.S. Code)
 5. All Census Bureau employees swear a lifetime oath to protect respondent information.
 6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

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Chapter 2

SCCCs/CCCs Overview

- The Importance of CCCs
 - CCC is a committee established by local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census
 - CCCs are “census ambassador” that play an integral part in the 2020 Census

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Chapter 2

CCC ACTIVITY (handout)

- **Question 1: What are the demographics of your community? (Demographics include, education, income, age, gender, etc)**
- **Question 2: How do these demographics present a challenge to a successful census?**

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Chapter 3

Forming CCCs

- **Local Government CCCs**
 - Local Government CCCs are formed by the highest elected official in a local government, regardless of size. This includes:
 - Local governments in cities, counties, towns and villages
 - Charged with developing and implementing a census awareness campaign that motivates EVERY household to respond to the 2020 Census in a timely manner

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Chapter 3 Forming CCCs

- Key Points About the CCC Structure
 - CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
 - Census Bureau staff serve as liaisons and information resources for SCCC/CCC
 - CCC operations are governed by the highest elected official or community leader

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Chapter 4: Timeline Key Communications Phases

- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – April 2019
 - Motivation Phase – March – May 2020
 - Reminder Phase – May – July 2020
 - Thank You Phase – Starts July 2020
 - Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

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Chapter 6: Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
 - CCC work plan should utilize the local knowledge of members and data of the makeup of the community
 - Data tools can provide assistance to the committee to identify predicted areas of low response at the community level

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ROAM Live-Demo

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Chapter 6: Planning Your Work and Working Your Plan: Using ROAM**• ROAM**

- LRS = predicted level of Census self nonresponse at the tract level
- Values from 0-100
- For example,
 - If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census

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Chapter 6: Planning Your Work and Working Your Plan: Using ROAM**• LRS Limitations/cautions**

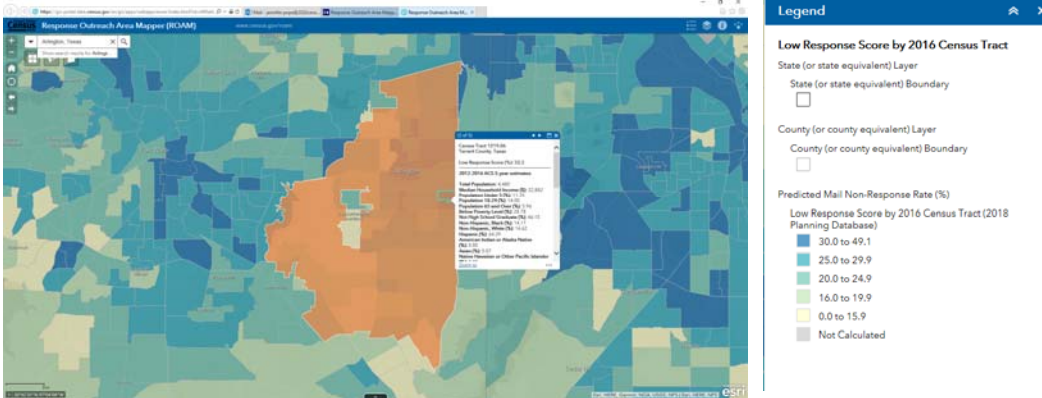
- Only considered mail self-response – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

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Chapter 6: Planning Your Work and Working Your Plan

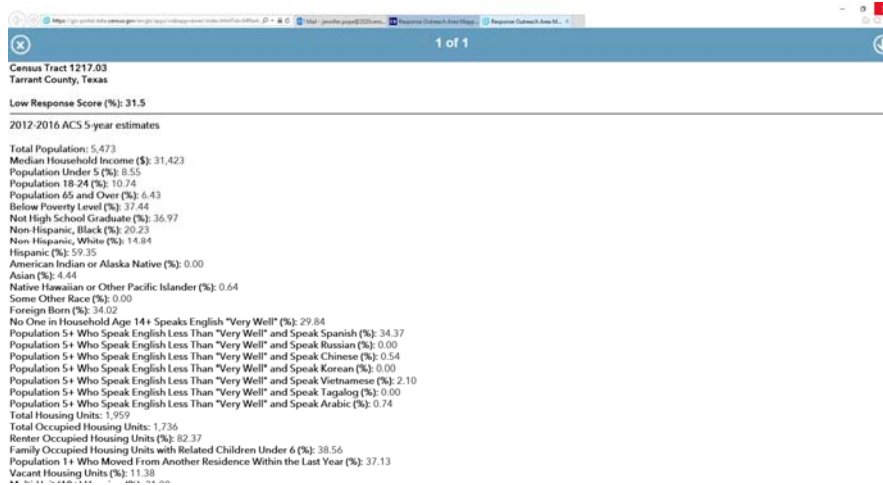
Response Outreach Area Mapper (ROAM)
census.gov/roam



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Chapter 6: Planning Your Work and Working Your Plan: Using ROAM



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ROAM Activity -handout

From logging into the ROAM complete the following:

- 1. Select a geography for your area (like your city)
- 2. Select what appears to be a hard to count Census tract/neighborhood in that area.
- 3. Write below 3 key identifying variables (data) you see:
- Low Response Score (LRS) _____
- Key Variable _____
- Key Variable _____
- Key Variable _____

After identifying these key variables, what strategies, organizations, people/trusted voices, funders, etc. might you might add to your CCC workplan?

- Strategies:
- Organizations:
- People/Trusted Voices:
- Funders (monetary or in-kind):
- Other:

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CCC Tools From census.gov



<https://www.census.gov/programs-surveys/sis.html>



<https://www.census.gov/partners/toolkit.pdf>

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CENSUS JOBS NOW LIVE!

<https://2020census.gov/jobs>



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Chapter 5: Planning Your Work and Working Your Plan

• Effective Committee Activities

- Public Service Announcement (PSAs)
- Advertising campaign
- Banner, posters, billboards & advertising on benches
- Print materials
- Faith-based activities
- Translation of materials
- Local media coverage

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Complete Count Committee Work Plan Example Template-handout

- **Chair(s) Name/Org Name/Org**
- **Members:**

- **Kick off Meeting Date:**
- **Meeting Frequency**
- **Education Phase....**
- **Awareness Phase....**
- **Motivation Phase**
- **Hard to Count Areas/Key Outreach Needs:**

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Chapter 6: 2020 Census Integrated Communications Campaign

- **On the Road to 2020**
 - Additional Resources
 - Promotional outreach materials will be available in multiple languages (to be determined)
 - Others are turnkey and can be dropped right into a newsletter or posted on a partner's Web site

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Determining Local Resource Needs

- **Local Budgets**
- **Free/existing communication/media**
 - **Social Media**
 - **Existing Events**
 - **Major
Businesses/Corporations/Foundations**

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Chapter 7: What to Expect From Your U.S. Census Bureau Staff Liaison

Role of the Partnership Specialists

- Primary contact between the U.S. Census Bureau and the CCC
- Serve as advisors and information resources to CCCs
- Help identify census awareness building activities that are more effective in their community

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Chapter 7: What to Expect From Your U.S. Census Bureau Staff Liaison

Steps Partnership Specialists will follow:

- When possible, attend SCCC/CCC meetings, provide guidance, recommend outreach and promotional activities and distribute promotional materials and items
- Encourage the development of innovative activities geared to specific groups within the community
- Maintain an open line of communication with SCCCs/CCCs

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Chapter 8: Summary and Closing

• Summary

- CCC Training Manual has been created to provide leaders and members information to form strong effective SCCCs/CCCs
- SCCC/CCC can develop strategies and activities that are focused and make the best use of available resources

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ARLINGTON CCC MEETINGS OVERVIEW what to expect

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PRIOR TO EACH MEETING: preparing to meet

Staff will send out meeting information for each meeting the Friday before the meeting. All additional information will be included in the email with the Meeting Packet.

Attendance is expected for each Complete Count Committee meeting. Please let staff know as soon as possible about any absences.

You are encouraged to reach out to me at any time with questions, concerns, ideas related to our Census outreach efforts.



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DURING THE MEETING: roles & expectations

Meetings are open to the public and follow all Open Meeting Act requirements

Minutes are kept for each meeting

Staff will provide information or will get additional information for the good of the Committee – don't be afraid to ask!

ALL members should participate in the meetings and collaborate to develop a comprehensive Outreach Plan for the Arlington Community

Meetings will conclude by 5:00 PM



- Hard-to-Count Community Demographic Profile Review (20-30 minutes)
- Outreach Brainstorming (45 minutes – 1 hour)
 - Target Locations
 - Target Events
 - Target Activities
 - Identify Resources
- Summary of Activities (15-20 minutes)
- Discussion of Next Meeting (5-10 minutes)

THIS PHASE WILL LAST FROM FEBRUARY TO SEPTEMBER, FOCUSING ON A DIFFERENT HTC COMMUNITY EACH MONTH.

MEETING FORMAT (PHASE 1) developing the outreach plan



- Tasks Accomplished (20-35 minutes)
- Upcoming Tasks (15-20 minutes)
- Coordinate Resources (30-45 minutes)
 - Who will do it?
 - When will it be done?
 - What additional information/resources are needed?

THIS PHASE WILL LAST FROM OCTOBER 2019 TO APRIL 2020, FOCUSING ON IMPLEMENTING THE OUTREACH PLAN DEVELOPED IN PHASE ONE.

MEETING FORMAT (PHASE 2)

implementing the outreach plan



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AFTER EACH MEETING:

follow-up information & homework

Staff will:

- Prepare minutes of each meeting
- Input ideas and feedback into the Outreach Plan template
- Provide additional information to the Committee as necessary

Committee members should:

- Send any new ideas to target HTC communities to Staff
- Think about ideas/events/resources for the next HTC community discussion
- Start talking about the Census in your communities and organizations NOW



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NEXT
MEETING
thursday,
february 28
@ 3:30 pm

HTC Community Focus – Hispanic/Latino Community

Begin thinking about:

- Where does our Hispanic Community **live**?
- Where does our Hispanic Community **shop, work, meet, hang out**?
- What **events** does our Hispanic 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, FEBRUARY 22