



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

July 25, 2019  
3:30 P.M.

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- I. Welcome & Announcements (10 minutes)
- II. NLC Census Convening Recap (15 minutes)
- III. Arlington Census Website Overview (10 minutes)
- IV. Outreach Plan Prioritization Exercise (40 minutes)
- V. August Events Sign-up (10 minutes)
- VI. Adjourn

**Minutes**  
**2020 CENSUS**  
**COMPLETE COUNT COMMITTEE MEETING**

**Council Briefing Room**  
**101 West Abram Street**

**June 27, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, June 27, 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  
Jo Anna Cardoza  
Stephanie Gillespie  
Syed Hassan  
Jorge Lorenzana  
Bill Lynch  
Daphne Martin  
Kate McGee  
Vera McKissic  
Judy Northup  
Darryl Owens  
Aaron Perales  
Deborah Spell  
Shannon Spriggs  
Deborah Watts

**Committee Members Absent:**

Stella Chang  
Larry Curry  
James Hollis  
Leechu Huang  
Sheng Shong Huang  
Cynthia Jensen  
Grace McDermott  
Ruth Mercado  
April Mitchell  
Jim Vaszauskas  
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  
Anthony Cisneros – Office of Strategic Initiatives  
Sheila Griffith – Police  
Julie Hall-Andrews – Housing Authority  
Ayesha Hawkins – Libraries  
Kelly Marvel for Misty Gutierrez – Code Compliance  
Dan Withers – Parks  
Kyle Weeks – Office of Communications

## **Other Guests Present:**

Cynthia Cruz – US Census Bureau  
Gabriel Escobedo  
Jennifer Pope – US Census Bureau

Chair Rita Parsons called the meeting to order at 3:40 p.m. to conduct the following items of business:

### **Announcements:**

- Sarah Stubblefield introduced the topic for the meeting, which was institutional partner outreach efforts.
- An overview of the current status of whether a question about citizenship will be included on the census was provided to the Committee.
- Gabriel Escobedo provided information about an upcoming festival for the Day of the Dead and how Census information could be provided at the event.

## **Presentations and Discussion**

Aaron Perales, Committee member and representative from the Arlington Independent School District (AISD), provided a presentation on AISD outreach efforts related to the Census, including distributing information at family engagement events, on social media, and on AISD campuses. Teachers will also be trained on the Census to provide information directly to students.

Cynthia Cruz, Census Bureau Partnership Specialist, provided a presentation on US Census Bureau information and outreach efforts. Ms. Cruz discussed basic information about the 2020 Census and described how the Census Bureau will be conducting outreach and education over the coming months.

Ryan Hunt, representative from the City's Office of Communications, provided a presentation on the media and marketing efforts planned by the City. The Office of Communications is developing a range of Arlington-focused materials related to the Census, including print, digital, and promotional items, which will be developed in multiple languages.

The next Complete Count Committee meeting will be held July 25<sup>th</sup> at 3:30pm and will focus on development of the Committee's Outreach Plan.

There being no further business to come before the Committee, the meeting was adjourned at 5:05 P.M.



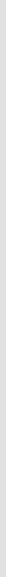
# 2020 Census Complete Count Committee

UPDATES & OUTREACH PLANNING

July 25, 2019

# AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. NLC CENSUS CONVENING RECAP
3. ARLINGTON CENSUS WEBSITE OVERVIEW
4. OUTREACH PLAN PRIORITIZATION EXERCISE
5. AUGUST EVENTS SIGN-UP
6. WRAP-UP/ADJOURN



NLC CENSUS  
CONVENING RECAP

# About the Convening



1.5 day meeting with 28 city & county Census leads from across the country



Hosted by National League of Cities & Harvard Shorenstein Center



By Invitation Only



Focused on:

- Importance of the Census
- Research on Motivators & Barriers
- Media Relationships & Communication
- Census Complete Count Committees

## The Good – Areas of Encouragement

Arlington is in good shape!

Our CCC is active and is building an Outreach Plan that is consistent with other City experiences and nationwide research

City Departments are engaged in CCC activities

Partnership Specialists are helpful and active in Arlington

Organizations across the country are committed to an accurate Census count

Everyone is willing to share best practices (and what doesn't work)



# The Bad – Ongoing Obstacles to a Complete Count

Arlington doesn't have as significant financial resources as some other cities (but also has more than many cities)

The damage and mistrust from the discussion of the citizenship question is still a defining factor for historically undercounted communities (even though it WILL NOT be on the Census questionnaire in 2020)

We don't know the impact of an online Census, and the concerns related to cybersecurity (although the Census technical team is confident in the system)

# The Useful – Valuable Information for the CCC

Census Bureau isn't launching intense advertising campaign until January 2020, although recruitment & partnerships are a major focus within the community

Misinformation and disinformation, especially on social media, may be the biggest threat to an accurate count

The need to build “Trusted Messenger Networks” to help educate and spread the message about the importance of the Census

There will be real-time reporting of responses by Census-tracts, so the Census Bureau and the CCC can refocus outreach efforts on low-response areas

# Historically Undercounted Populations

	Asian American	Black/African American	Latinx /Hispanic	Arab American
<b>Knowledge of Census</b>	Unlikely to know about the Census	Know about the Census, but limited information	May know about the Census, but be afraid to respond	May know about the Census, but be afraid to respond
<b>Preferences for Response</b>	Strongly prefer paper form	Likely to respond online	75% prefer paper form	52% likely to respond online; 46% by mail
<b>Motivators</b>	Will help your family, key to equality	Ability to gain power, dismantle barriers	Impact on children's programs/futures	Tangible/personal benefits; Future-building
<b>Trusted Messengers</b>	Family, Friends, School Officials	Social Media, Black Celebrities & Elected Officials	Family, Health Providers, NOT celebrities/elected officials	Family, Friends, Faith Leaders NOT social media
<b>Potential Barriers</b>	Don't know what the Census is or the requirement to respond	Don't understand the community impact of not-responding	Fear of government, Don't understand community impact of not-responding	Fear of government, Don't understand community impact of not-responding

“At the end of everything, the Census is a tool to provide community services and the opportunity to serve people.”

- Karen Freeman-Wilson, Mayor  
Gary, Indiana

## Major Takeaways

- YOU are doing a great job!
- Cities across the country are invested, engaged, and resourceful
- The Census is **IMPORTANT** and we cannot do “too much”



# ARLINGTON CENSUS WEBSITE OVERVIEW

[www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census)

OUTREACH PLAN  
UPDATE  
and exercise

# Outreach Activities Exercise

3-4 Committee Members in each  
of the following groups:

1. Government
2. Faith-based
3. Non-profit
4. Entertainment
5. Business
6. Education

Let's get started!



Are we missing anything  
major in this category?

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Are we reaching all or most of  
the HUC communities within  
this category?

Are there any activities that are  
primarily led by another  
organization/group with established  
Census efforts in Arlington?

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What are the highest 1-2 impact activities in this category? Are there some that might not be as high impact?

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DISCUSSION

# CALL TO ACTION

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1. August 10 Event Volunteers
2. Translation Services Volunteers

NEXT  
MEETING  
thursday,  
august 22  
@ 3:30 pm

**Outreach Plan Review & Feedback**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, AUGUST 16