



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

August 22, 2019
3:30 P.M.

- I. Welcome & Announcements (10 minutes)
- II. Arlington Census Website Overview (5 minutes)
- III. August Events Recap (10 minutes)
- IV. Outreach Strategy Format Overview (20 minutes)
- V. Promotional Materials Discussion (20 minutes)
- VI. September Activities Sign-up (15 minutes)
- VII. Adjourn

Minutes
2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

July 25, 2019
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, July 25, 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
Larry Curry
Leechu Huang
Sheng Shong Huang
Jorge Lorenzana
Ruth Mercado
Darryl Owens
Deborah Spell
Vera McKissic
Regina Williams

Committee Members Absent:

Stella Chang
Stephanie Gillespie
Syed Hassan
James Hollis
Bill Lynch
Daphne Martin
Grace McDermott
Kate McGee
April Mitchell
Judy Northup
Rita Parson, Chair
Aaron Perales
Jim Vaszauskas
Deborah Watts
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
Alora Reyes for Julie Hall-Andrews – Housing Authority
Sheila Griffith – Police
Kelly Marvel for Misty Gutierrez – Code Compliance
Dan Withers – Parks
Kyle Weeks – Office of Communications

Other Guests Present:

Victoria Farrar-Myers – Arlington City Council
Cynthia Cruz – US Census Bureau

Ms. Sarah Stubblefield called the meeting to order at 3:37 p.m. to conduct the following items of business:

Announcements:

- Ms. Stubblefield introduced the topic for the meeting, which was development of the outreach activity plan.
- An update on US Census Bureau staff was provided; Jennifer Pope has moved to a different region, and Cynthia Cruz will be Arlington's main Bureau contact.

Presentations and Discussion

Ms. Stubblefield provided a recap of information from the National League of Cities Census Convening, held in July at the Harvard Shorenstein Center. Twenty-eight Census leads from cities and counties across the country attended, and Ms. Stubblefield represented Arlington. Attendees at the Convening learned more about Census outreach and how best to tailor local efforts to reach historically undercounted populations.

Mr. Tony Herhold displayed the City of Arlington's Census website for the Committee and reviewed the information that is currently available on the site. Committee members provided suggestions and recommendations for additional information to be provided on the site as outreach activities continue. The City's Census website can be reached at www.arlingtontx.gov/2020census.

Ms. Stubblefield then provided an update on the status of the outreach activity plan and led the Committee members in a small group exercise related to outreach activities. Each small group discussed a category of activity, made additions to the list of activities already generated, and prioritized the highest impact activities for Arlington's historically undercounted populations.

The meeting ended with a call to action, recruiting Committee members to assist with sharing information about the Census at upcoming community events and translation of Census outreach materials.

The next Complete Count Committee meeting will be held August 22nd at 3:30pm and will focus on the Committee's Outreach Plan.

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

SHAPE ARLINGTON'S FUTURE

Everyone Counts.



2020 Census Complete Count Committee

UPDATES & THE OUTREACH STRATEGY

August 22, 2019

U.S. Census 2020

AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. ARLINGTON CENSUS WEBSITE OVERVIEW
3. AUGUST EVENTS RECAP
4. OUTREACH STRATEGY FORMAT OVERVIEW
5. PROMOTIONAL MATERIALS DISCUSSION
6. SEPTEMBER ACTIVITIES SIGN-UP
7. WRAP-UP/ADJOURN

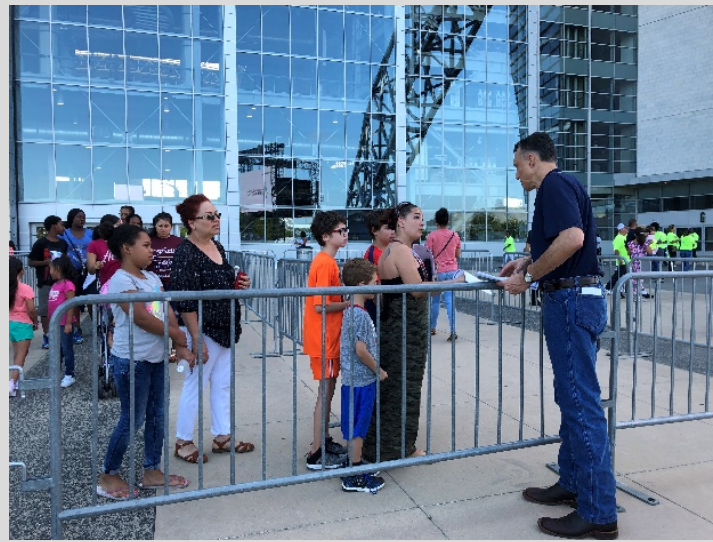
WWW.ARLINGTONTX.GOV/2020CENSUS

ARLINGTON CENSUS WEBSITE OVERVIEW



AUGUST EVENTS RECAP

Arlington ISD Back-to-School



City of Arlington Homeownership Fair



ACTIVITY	DATE	TYPE
East Arlington Renewal Meeting	4/4/19	Meeting Presentation
Univision Resource Fair (East Arlington Library)	5/8/19	Community Event
Heart of Arlington Neighborhood Association	5/9/19	Meeting Presentation
Unidos Resource Fair (Vandergriff Park)	5/9/19	Community Event
Grants Management Subrecipient Training	6/8/19	Meeting Presentation
Young Men of Arlington Meeting	7/18/19	Meeting Presentation
Metro Sports Fieldhouse Health Fair	7/20/19	Community Event
Asian Business Expo	8/6/19	Community Event
AISD Back-to-School Supplies Kick-off Event	8/10/19	Community Event
Arlington Homeownership Fair	8/10/19	Community Event
HREBA Radio Show	8/10/19	Interview - Radio
Arlington NAACP Chapter Meeting	8/13/19	Meeting Presentation

CCC Activities To Date



OUTREACH STRATEGY UPDATE

Outreach Strategy Timeline



30 Aug.

Internal Review
of Draft



3–20 Sep.

CCC Review of
Draft



20 Sep.

Comments due



26 Sep.

CCC Approval



15 Oct.

Present to City
Council

Outreach Strategy Format

2020 CENSUS COMPLETE COUNT

- About the 2020 Census
- About the Complete Count Committee
- About The Outreach Strategy

EDUCATION AND AWARENESS OUTREACH

- Education and Awareness Outreach Phase
- Preparation
- Community Outreach Activities
- Digital and Social Media Outreach Activities
- Education and Awareness Outreach Calendar

MOTIVATION OUTREACH

- Motivation Outreach Phase
- Preparation
- Community Outreach Activities
- Digital and Social Media Outreach Activities
- Motivation Outreach Calendar





PROMOTIONAL
MATERIALS
DISCUSSION

Promotional Materials: “Swag”

3-4 types of items

<\$2.50 per item

~ \$2,000 total

- Pens/Pencils
- Bags/Totes
- Cups/Koozies
- Magnets
- Stress Balls
- Sunglasses
- Others?



SEPTEMBER ACTIVITIES SIGN-UP

NEXT
MEETING
thursday,
september 26
@ 3:30 pm

Outreach Plan Review & Feedback

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, SEPTEMBER 20