



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

September 26, 2019  
3:30 P.M.

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- I. Welcome & Announcements (10 minutes)
- II. Arlington Census Website Overview (5 minutes)
- III. September Events Recap (10 minutes)
- IV. Outreach Strategy Overview (20 minutes)
- V. Media/Marketing Update (15 minutes)
- VI. October Activities Sign-up (10 minutes)
- VII. Adjourn

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

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

**August 22, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, August 22, 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  
Stella Chang  
Larry Curry  
Stephanie Gillespie  
Syed Hassan  
Leechu Huang  
Sheng Shong Huang  
Jorge Lorenzana  
Daphne Martin  
Vera McKissic  
Ruth Mercado  
Judy Northup  
Darryl Owens  
Aaron Perales  
Deborah Spell  
Deborah Watts

**Committee Members Absent:**

Leslie Johnston Birdow  
James Hollis  
Bill Lynch  
Grace McDermott  
Kate McGee  
Jim Vaszauskas  
Regina Williams

**Staff Present:**

Sarah Stubblefield, Staff Project Manager  
Ann Foss, General Support  
Tony Herhold, Data Analysis  
Ryan Hunt, Communications  
Lyndsay Mitchell – Office of Strategic Initiatives  
Alicia Winkelblech – Office of Strategic Initiatives  
Darwin Wade for Dyan Anderson – Federal Grants Management  
Love Kelly – Housing Authority  
Kelly Marvel for Misty Gutierrez – Code Compliance  
Dan Withers – Parks  
Kyle Weeks – Office of Communications

Chair Rita Parson called the meeting to order at 3:35 p.m. to conduct the following items of business:

Announcements:

- An update on the City of Arlington's Census website was provided by Mr. Tony Herhold. The website can be reached at [www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census). New items on the website include a FAQ section, link to a sample Census form, and links to key Census news stories.

## **Presentations and Discussion**

Ms. Sarah Stubblefield provided a recap of Census outreach events and activities performed in August. Committee members attended the Arlington Homeownership Fair, and Committee Member Bill Lynch provided a video summary of his participation at this event. Committee members also attended the Arlington ISD Back to School event, and Committee Member Daphne Martin provided a description of her efforts at this event. Ms. Stubblefield reported on a HREBA radio interview and presentation at an Arlington NAACP chapter meeting about the 2020 Census.

Ms. Stubblefield provided an update on the Committee's Census Outreach Strategy, which provides information about the 2020 Census and Complete Count Committee and plans for education and awareness outreach efforts in the fall of 2019 and for motivation outreach efforts in the spring of 2020. The Strategy will be reviewed by the Committee in September and presented to City Council in October.

The Committee conducted a robust discussion of marketing and promotional materials, which will be branded with Arlington-specific information and used at outreach activities.

The meeting ended with a call to action, recruiting Committee members to assist with sharing information about the Census at upcoming community events in September. Many events are planned, and Committee members volunteered to attend and assist.

The next Complete Count Committee meeting will be held September 26<sup>th</sup> at 3:30pm and will focus on reviewing the Committee's Outreach Strategy.

There being no further business to come before the Committee, the meeting was adjourned at 4:37 P.M.

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



## 2020 Census Complete Count Committee

**UPDATES & THE OUTREACH STRATEGY**

**September 26, 2019**

**U.S. Census 2020**

# AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. ARLINGTON CENSUS WEBSITE OVERVIEW
3. SEPTEMBER EVENTS RECAP
4. OUTREACH STRATEGY OVERVIEW
5. MEDIA/MARKETING UPDATE
6. OCTOBER ACTIVITIES SIGN-UP
7. WRAP-UP/ADJOURN

[WWW.ARLINGTONTX.GOV/2020CENSUS](http://WWW.ARLINGTONTX.GOV/2020CENSUS)

# ARLINGTON CENSUS WEBSITE OVERVIEW

A thin vertical line is positioned to the left of the text, extending from the top of the word 'RECAP' to the top of the word 'EVENTS'.

# SEPTEMBER EVENTS RECAP

# SEPTEMBER ACTIVITIES

## Completed Activities

Date	Activity Name
9/2019	Video for Social Media
9/4/2019	Arlington Directors' Meeting Presentation
9/14/2019	Childcare Summit
9/18/2019	Presentation to Regional Judges Meeting
9/19/2019	North Texas Giving Day
9/20/2019	Arlington Housing Authority Staff Presentation
9/22/2019	St. Matthews Catholic Church Fall Festival
9/23/2019	Bilingual Storytime
9/28/2019	Fall Festival (Eggroll Festival)
9/28/2019	Delta Sigma Theta Sorority Presentation
9/28/2019	Four Seasons Chorale Fall Concert Program Ad

## Delayed Activities

New Date	Activity Name
October 2019	UTA/TCC Hispanic Heritage Month Collaboration
October 2019	Levitt Pavilion Concert Series
November 2019	Chamber of Commerce Latino Business Group
November 2019	LULAC Meeting Presentation





# OUTREACH STRATEGY UPDATE

# Education & Outreach Phase

- September 2019 – February 2020
- Digital and Social Media Outreach Activities
  - 2 Videos
  - 6 Targeted Social Media Focuses

Community Area	# of Activities
Non-Profit & Social Services	18
Faith Based Community	13
Educational & Institutional	26
Business & Entertainment	18
<b>Total Activities</b>	<b>75</b>

# Motivation Outreach Phase

- March 2020 – May 2020
- Digital and Social Media Outreach Activities
  - 2 Videos (new)
  - 6 Targeted Social Media Focuses (recycled)

Community Area	# of Activities
Non-Profit & Social Services	2
Faith Based Community	1
Educational & Institutional	8
Business & Entertainment	4
<b>Total Activities</b>	<b>15</b>

**SHAPE ARLINGTON'S FUTURE**  
Everyone Counts.



**U.S. Census 2020**

# 2020 CENSUS

**An Outreach Strategy for a  
Census Complete Count**

City of Arlington, Texas

2020 Census Complete Count Committee

October 2019

## Review/Discussion of Outreach Strategy

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- Comments?
- Additions?
- Deletions?

YOU'RE INVITED!

The Outreach Strategy will be presented to the City Council during their afternoon worksession on **Tuesday, October 15**

Time: TBD (likely after 1:00 PM)

We'd like to have a good showing of support from the CCC, so please plan to attend if you can! This meeting will also be broadcast on the City's Cable Channel.



# MEDIA/MARKETING UPDATE

1,000  
Hand Sanitizers



500  
Tote Bags



2,000  
Stylus Pens



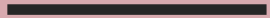
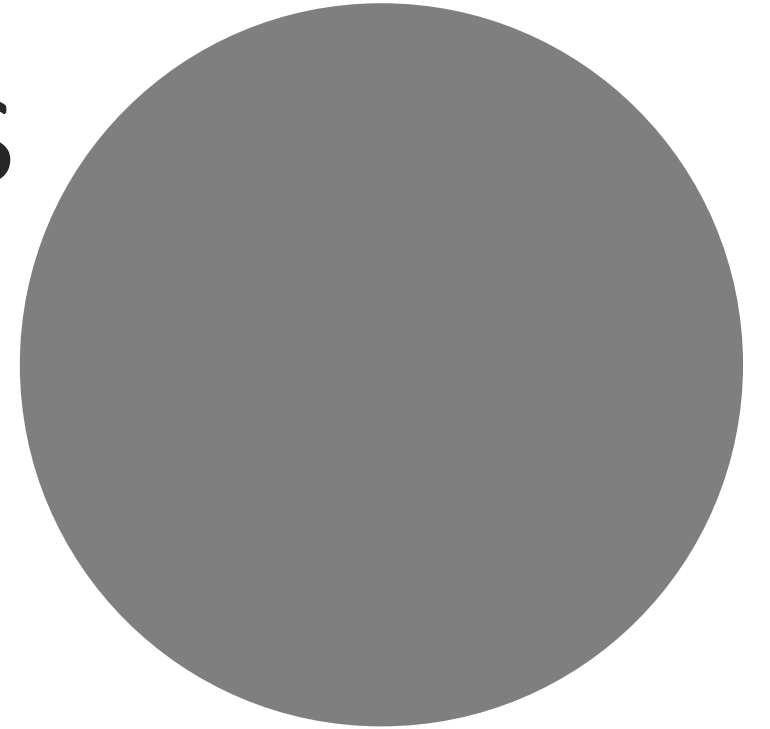
500  
Laptop Camera  
Covers/Screen Cleaners



# Promotional Materials

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# CCC Member T-Shirts





## 2020 Census At A Glance

SHAPE ARLINGTON'S FUTURE. EVERYONE COUNTS.

United States  
**Census**  
2020

The 2020 Census provides a picture of our nation that is used to determine representation at the federal, state, and local levels. Answering the Census provides community data that funds hundreds of programs to benefit schools, seniors, hospitals, transportation, and more. An accurate count in 2020 is important to our community and it's important to YOU!

\$800 billion each year is allocated to the states based on the data you provide in the Census.

Texas receives more than \$59.4 billion each year - that's \$2,132 for every Texan!

If we don't count just 1% of Texas residents, nearly \$300 million each year is diverted to other states. This means missing out on funding for:



FAMILY SERVICES



EDUCATION PROGRAMS



HEALTH CARE



TRANSPORTATION INFRASTRUCTURE



HOUSING INITIATIVES

The Census is **REQUIRED**. Once every decade, the federal government conducts a Census of the entire population of the United States as mandated by the US Constitution - we haven't missed one since 1790!

The Census is **EASY**. While you may be used to the paper form, for the first time in 2020 you will also be able to respond online from any device, or over the phone in 13 languages.

The Census is **CONFIDENTIAL**. The Census Bureau is not permitted to share your personal information with any other agency or organization. Each Census worker takes a lifelong oath to keep your information private, at risk of a \$250,000 fine and up to five years in jail! It is released after 72 years, primarily for genealogical information.

The Census is **SAFE**. The Census will not ask for your Social Security number, bank, or credit card accounts numbers. There is also a robust cybersecurity program to protect your data.

10 questions, 10 minutes, More for Arlington.

For more information, visit [www.arlingtontx.gov/2020Census](http://www.arlingtontx.gov/2020Census) or [www.2020census.gov](http://www.2020census.gov)



Coming Spring 2020!

United States  
**Census**  
2020

# This Organization Supports the 2020 Census

A complete count in the 2020 Census will give the Arlington community the resources needed for this organization to advance its mission. Your response is necessary for funding to support:



FAMILY SERVICES



EDUCATION PROGRAMS



HEALTH CARE



TRANSPORTATION INFRASTRUCTURE

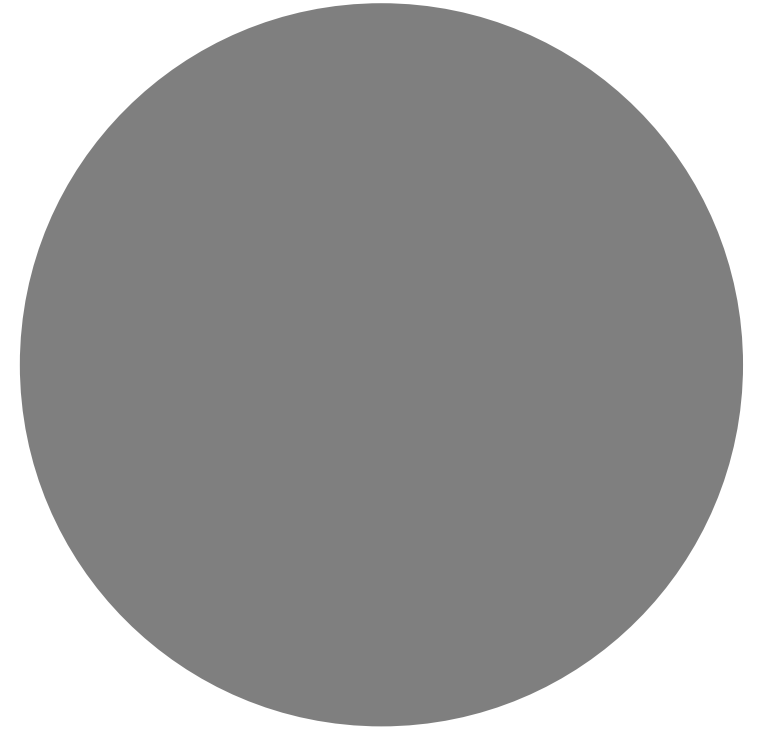
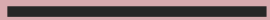


HOUSING INITIATIVES

SHAPE ARLINGTON'S FUTURE. EVERYONE COUNTS.



# 2020 Census Video Presentation





# OCTOBER ACTIVITIES SIGN-UP

# OCTOBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers Needed	Times/Shifts
9/28/2019	Fall Festival (Eggroll Festival)	Community Event	2 - 4 Volunteers	10 am - 3pm (2-hour shifts)
10/1/2019	National Night Out - Police	Community Event	None – City Staff	
10/2/2019	Arlington Resource Sharing Group	Meeting Presentation	None - Existing Members and City Staff <b>(MOVE TO NOV 6)</b>	
10/5/2019	Town Hall Meeting w/CM Farrar-Myers	Community Event	3-4 Volunteers	9 am – 12 pm
10/10/2019	Census Bureau Regional Kick-off Event	Community Event	TBD	9 am – 12 pm (Thursday)
10/18/2019	Be Counted On! Fall Festival	Community Event	TBD	
10/22/2019	Mission Arlington Outreach Coordination	Other	None – City Staff	
10/25/2019	High School Football Games	Community Event		
10/26/2019	First Presbyterian Church Trunk or Treat	Community Event	2-3 Volunteers?	6 pm – 8 pm
11/2/2019	Día de los Muertos Celebration	Community Event	7-10 Volunteers	9 am – 5 pm (2-hour shifts)

NEXT  
MEETING  
thursday,  
october 24  
@ 3:30 pm

**Implementing Outreach Plan**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, OCTOBER 18