



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

October 24, 2019  
3:30 P.M.

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- I. Welcome & Announcements (10 minutes)
- II. Arlington Census Website Overview (5 minutes)
- III. October Events Recap (10 minutes)
- IV. Media/Marketing Update (10 minutes)
- V. Do You Know the Census? Activity (30 minutes)
- VI. November Activities Sign-up (10 minutes)
- VII. Adjourn

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

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

**September 26, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, September 26, 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  
Lynn Brink  
Jo Anna Cardoza  
Larry Curry  
Leechu Huang  
Sheng Shong Huang  
Jorge Lorenzana (rep. Melissa Vargas)  
Bill Lynch  
Vera McKissic  
Ruth Mercado  
Judy Northup  
Darryl Owens  
Aaron Perales  
Deborah Spell  
Deborah Watts  
Regina Williams

**Committee Members Absent:**

Stella Chang  
Stephanie Gillespie  
Syed Hassan  
James Hollis  
Daphne Martin  
Grace McDermott  
Kate McGee  
Jim Vaszauskas

**Staff Present:**

Sarah Stubblefield, Staff Project Manager  
Ann Foss, General Support  
Ryan Hunt, Communications  
Lyndsay Mitchell – Office of Strategic Initiatives  
Dyan Anderson – Federal Grants Management  
Sheila Griffith – Police  
Ayesha Hawkins – Libraries  
Love Kelly – Housing Authority  
Dan Withers – Parks

**Other Guests Present:**

Alfonso Franco – Proyecto Inmigrante  
Eva Romero

Chair Rita Parson called the meeting to order at 3:39 p.m. to conduct the following items of business:

Announcements:

- Ms. Sarah Stubblefield introduced a guest, Alfonso Franco with Proyecto Inmigrante, who described the efforts his organization is taking related to the Census.
- An update on the City of Arlington's Census website was provided by Ms. Stubblefield. New content is being added regularly to the website, and there are icons to translate the information into Spanish and Vietnamese. The website can be reached at [www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census).
- Arlington's Census efforts and the work of the Complete Count Committee were highlighted recently in a Star Telegram article.

### **Presentations and Discussion**

Ms. Sarah Stubblefield provided a recap of Census outreach events and activities performed in September. Committee members attended the North Texas Giving Day event in Arlington, and Committee Members Larry Curry, Deborah Spell, and Deborah Watts provided a description of their experience. Committee member Jo Anna Cardoza described her experience sharing information at the St. Matthew Catholic Church Fall Festival. Committee volunteer Eva Romero described her experience sharing information at Spanish Storytime at the East Arlington branch library. Ms. Stubblefield reported on several additional events and outreach in the month of September.

Ms. Stubblefield presented the Committee's Census Outreach Strategy draft, summarizing the document and the planned outreach activities. The Strategy details education and awareness outreach efforts scheduled for the fall of 2019 and motivation outreach efforts scheduled for the spring of 2020. The Strategy will be presented to City Council on October 15, 2019.

Ms. Stubblefield provided an update on marketing materials and media outreach items. Promotional materials have been ordered and flyers and posters in English, Spanish, and Vietnamese are being prepared. A video produced to demonstrate the importance of the Census to Arlington was viewed the Committee and is available for sharing online.

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

The next Complete Count Committee meeting will be held October 24<sup>th</sup> at 3:30pm and will focus on preparations for outreach activities.

There being no further business to come before the Committee, the meeting was adjourned at 4:56 P.M.

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



## 2020 Census Complete Count Committee

October 24, 2019

U.S. Census 2020

# AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. ARLINGTON CENSUS WEBSITE OVERVIEW
3. OCTOBER EVENTS RECAP
4. MEDIA/MARKETING UPDATE
5. DO YOU KNOW THE CENSUS?
6. NOVEMBER ACTIVITIES SIGN-UP
7. WRAP-UP/ADJOURN

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

# ARLINGTON CENSUS WEBSITE OVERVIEW



# OCTOBER EVENTS RECAP

# OCTOBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers
9/28/2019	Fall Festival (Eggroll Festival)	Community Event	Leechu, Deborah S.
9/28/2019	VIP Bouquet: A Celebration of African Heritage	Community Event	Rita, Darrell
10/1/2019	National Night Out - Police	Community Event	Deborah S.
10/5/2019	Town Hall Meeting w/CM Farrar-Myers	Community Event	Larry, Rita
10/5/2019	Fall Festival	Community Event	Ruth, Eva
10/10/2019	Census Bureau Regional Kick-off Event	Community Event	Deborah S.
10/12/2019	River Legacy Fall Festival	Community Event	Leechu, Shenq Shong, Larry, Ann
10/22/2019	Mission Arlington Outreach Coordination	Other	
10/22-24	Census Recruitment Event – Arlington Libraries	Community Event	Bill, Leechu, Shenq Shong, Judy





MEDIA/MARKETING  
UPDATE

# Marketing Items Updates

Pick up your t-shirt before you leave!

Items ordered & received – pens, webcam covers, hand sanitizers, and stickers

Tote bags will ship early November

A table banner and display items are on order!

## Promotional Items Policy:

- Flyers/ promo items will be given ahead of each event based on expected attendance
- Flyers: 75% expected attendance
- Promotional items: 25% expected attendance

# Media Outreach Updates

Finalizing Social Media Calendar for  
November meeting

Be sure to share the Census Video  
and other Census-related posts on  
all media accounts

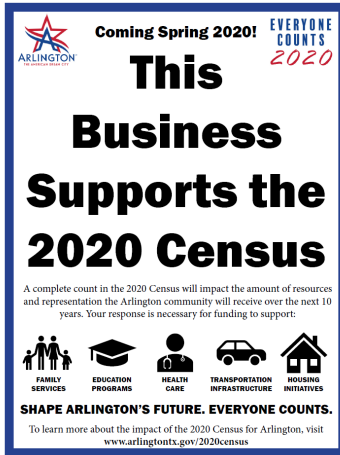
Begin using hashtag

***#ArlingtonCounts2020***

DO YOU KNOW THE  
CENSUS? EXERCISE



# NOVEMBER ACTIVITIES SIGN-UP



**Coming Spring 2020!** **EVERYONE COUNTS 2020**

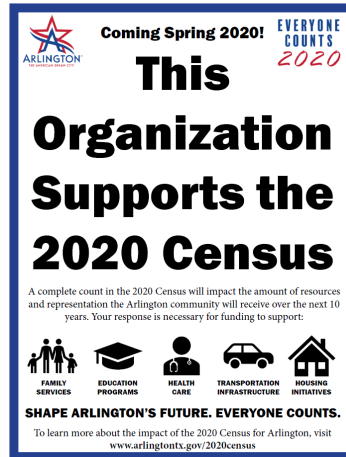
**This Business Supports the 2020 Census**

A complete count in the 2020 Census will impact the amount of resources and representation the Arlington community will receive over the next 10 years. Your response is necessary for funding to support:

**FAMILY SERVICES** **EDUCATION PROGRAMS** **HEALTH CARE** **TRANSPORTATION INFRASTRUCTURE** **HOUSING INITIATIVES**

**SHAPE ARLINGTON'S FUTURE. EVERYONE COUNTS.**

To learn more about the impact of the 2020 Census for Arlington, visit [www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census)



**Coming Spring 2020!** **EVERYONE COUNTS 2020**

**This Organization Supports the 2020 Census**

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# Monthly Initiative: Businesses and Community Organization Partners

Each CCC member should engage at least 5 local businesses and organizations each month to display partnership signs

# NOVEMBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers Needed	Time/Shifts
10/24/2019	AKA Elected Officials Reception	Community Event	1-2	6:00 – 8:00 pm
10/25/2019	High School Football Games	Community Event		
10/26/2019	Trunk or Treat Events	Community Event	1-2 per location	Varies by Event
10/26/2019	ACA Math-o-ween/Trunk-or- Treat	Community Event	2-4	9:30 am – 2:30 pm (2 hour shifts)
10/26/2019	YES! Summit at UTA (6-12 <sup>th</sup> grade)	Community Event	3-5	8:30 am – 2:30 pm (2 hour shifts)
10/31/2019	South Police Station Trunk-or-Treat	Community Event	2-3	5:30 – 8:00 pm
11/2/2019	Día de los Muertos Celebration	Community Event	7-10	9:00 am – 5:00 pm (1.5 hour shifts)
11/6/2019	Arlington Resource Sharing Group	Meeting Presentation	City Staff	
11/7/2019	Arlington Clergy and Police Partnership	Meeting Presentation	City Staff	
11/19/2019	Arlington Faith-Based Community Forum	Meeting Presentation	3-4	9:00 am – 12:00 pm
November	Housing Authority Meetings	Meeting Presentation	City Staff	
November	Landlord Outreach – TC Apartment Managers	Program Coordination	City Staff	

NEXT  
MEETING  
thursday,  
november 21  
@ 3:30 pm

**Implementing Outreach Plan**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, NOVEMBER 15