



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

November 21, 2019  
3:30 P.M.

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- I. Welcome & Announcements (10 minutes)
- II. Arlington Census Website Overview (5 minutes)
- III. November Events Recap (10 minutes)
- IV. Media/Marketing Update (15 minutes)
- V. Do You Know the Census? Activity (30 minutes)
- VI. December Activities Sign-up (10 minutes)
- VII. Adjourn

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

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

**October 24, 2019**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, October 24, 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  
Bill Lynch  
Daphne Martin  
Kate McGee  
Vera McKissic  
Ruth Mercado  
Aaron Perales  
Deborah Spell  
Deborah Watts

**Committee Members Absent:**

Stella Chang  
Stephanie Gillespie  
Syed Hassan  
James Hollis  
Jorge Lorenzana  
Grace McDermott  
Judy Northup  
Darryl Owens  
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  
Dyan Anderson – Federal Grants Management  
Sheila Griffith – Police  
Ayesha Hawkins – Libraries  
Kelly Marvel – Code Compliance  
Kyle Weeks – Office of Communications  
Dan Withers – Parks

**Other Guests Present:**

Victoria Farrar-Myers, Arlington City Council  
Eva Romero

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

Announcements:

- Chair Parson remarked on the large number of Committee Census outreach events in recent weeks and thanked all Committee members who have volunteered at events for their efforts.
- An update on the City of Arlington's Census website was provided by Ms. Sarah Stubblefield. There are new stories posted on the website on a regular basis, which Committee members should feel free to share with their networks. The website can be reached at [www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census).
- Ms. Stubblefield also shared information about promotional materials. Committee members were able to view the materials, and each member received a Census t-shirt and pen to help promote Census awareness.

## **Presentations and Discussion**

The meeting began with a recap of Census outreach events and activities performed in October. Chair Parson described Councilmember Dr. Victoria Farrar-Myers' town hall event, where a Census presentation was given and lots of questions from citizens were answered. Committee member Deborah Spell described the successful Census Bureau regional office kick-off event. Several Committee members attended the River Legacy Fall Festival, and Committee member Leechu Huang provided a recap of the event. Committee member Jo Ann Cardoza attended a recent Univision media event about the Census and provided a description to the Committee. Ms. Stubblefield reported on several additional events and outreach in the month of October.

Ms. Stubblefield provided an update on marketing materials and media outreach items. Promotional materials and flyers are available for Committee members to distribute at local events. Posters are available to distribute to local businesses and organizations for them to show their support of the Census. The video demonstrating the importance of the Census to Arlington is available for sharing online in English, Spanish, and Vietnamese. The hashtag #ArlingtonCounts2020 can be used when sharing materials on social media.

The Committee participated in a Jeopardy-style quiz game to practice answering common questions about the Census and review important pieces of information related to the Census. The Committee also requested that staff share talking points to assist with presenting information and answering questions at events.

The meeting ended with a call to action, recruiting Committee members to assist with sharing information about the Census at upcoming community events during the end of October and in November. Many events are planned, including a Dia de los Muertos event and a Faith-Based Leaders Forum on Census outreach. Many Committee members will be volunteering at Halloween events, and members received Census stickers to distribute at these events.

The next Complete Count Committee meeting will be held November 21<sup>st</sup> at 3:30pm and will focus on continuing outreach activities and efforts.

There being no further business to come before the Committee, the meeting was adjourned at 4:31 P.M.

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



## 2020 Census Complete Count Committee

**November 21, 2019**

**U.S. Census 2020**

# AGENDA

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

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

# ARLINGTON CENSUS WEBSITE OVERVIEW

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

# NOVEMBER EVENTS RECAP



# NOVEMBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers
10/24/2019	AKA Elected Officials Reception	Community Event	Deborah S.
10/26/2019	Trunk or Treat Events/Fall Festivals	Community Event	Judy, Eva, Jo Anna
10/26/2019	ACA Math-o-ween/Trunk-or- Treat	Community Event	Leechu, Shenq Shong
10/26/2019	YES! Summit at UTA (6-12 <sup>th</sup> grade)	Community Event	Deborah S.
11/2/2019	Día de los Muertos Celebration	Community Event	Larry, Eva, Lynn, Jo Anna
11/6/2019	Arlington Resource Sharing Group	Meeting Presentation	Deborah S.
11/7/2019	Arlington Clergy and Police Partnership	Meeting Presentation	Staff
11/14/2019	Arlington Citizen Police Academy Alumni Association	Meeting Presentation	Staff
11/19/2019	Arlington Faith-Based Community Forum	Meeting Presentation	Bill, Kate, Jo Anna, Lynn, Deborah



MEDIA/MARKETING  
UPDATE

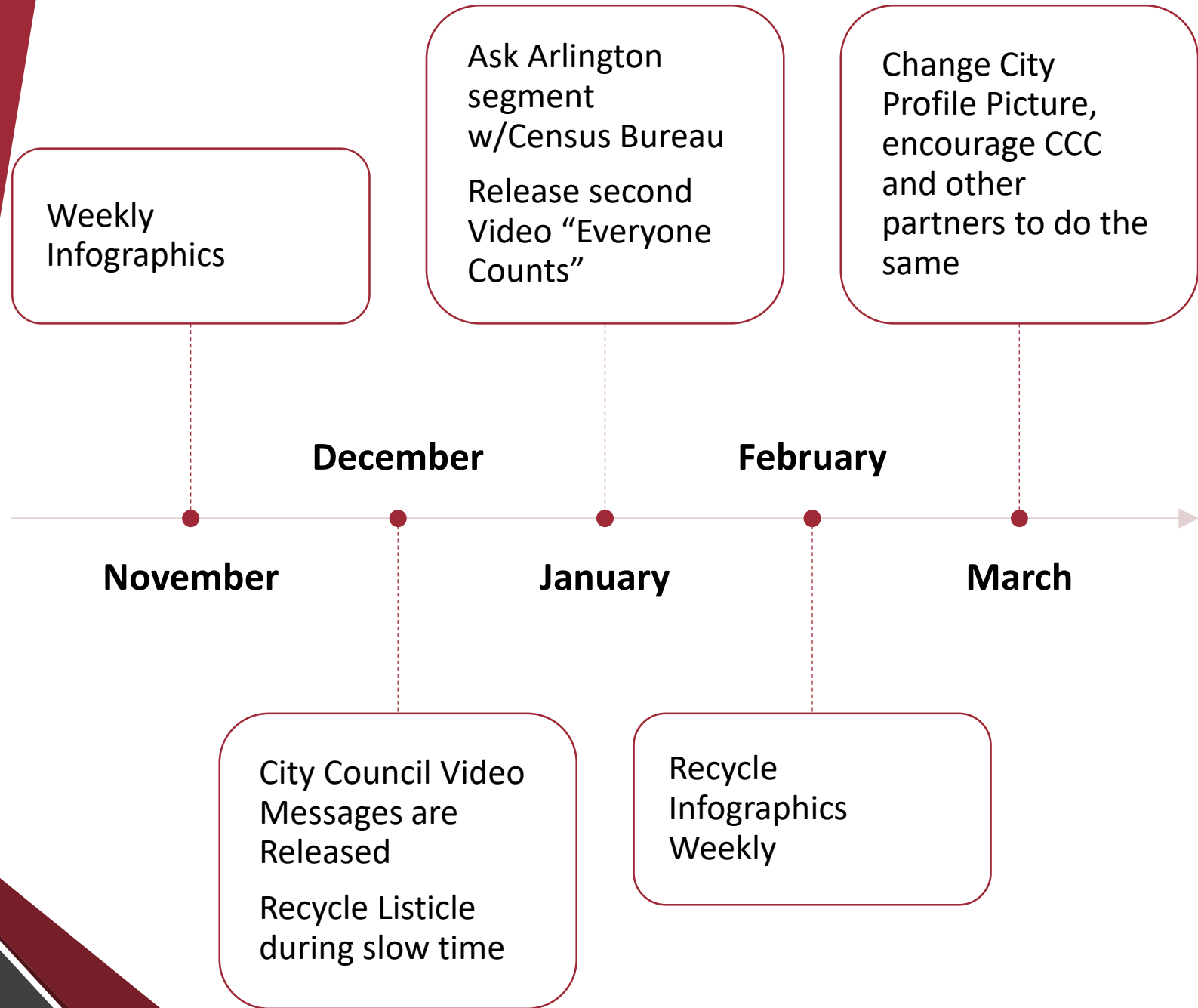
# Media Outreach Updates

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

Don't forget to use hashtag

***#ArlingtonCounts2020***

# Social Media Calendar



# October Social Media Posts

**City of Arlington, TX - City Hall**  
October 31 at 3:00 PM

If you're looking for last-minute costume ideas – just look next door. U.S. Census Bureau data provides all kinds of valuable insights, including the most common occupations in #ArlingtonTX (many of which just happen to be popular Halloween costumes!) So draw some inspiration from your neighbors, and be on the lookout for a 2020 Census response in your mailbox next March. #ArlingtonCounts2020

**DRESSED TO IMPRESS**  
Number of Arlington Workers in Jobs that are Potential Halloween Costumes

EDUCATION/LIBRARY:	12,489
CONSTRUCTION:	10,323
COMPUTER/ENGINEERING/SCIENCE:	9,553
HEALTHCARE:	6,717
INSTALLATION/MAINTENANCE/REPAIR:	6,514
FIREFIGHTING/PREVENTION:	2,247
LAW ENFORCEMENT:	1,911

Source: 2007 ACS 5-Year Estimate

You, Ryan Alexander Hunt and 8 others

## SHAPE ARLINGTON'S FUTURE Everyone Counts.

**A 1% undercount in the 2010 Census meant losing \$300 billion for Texans who rely on Medicaid related programs – your response to the 2020 Census counts!**

**#ArlingtonCounts2020**

**DATA IN ACTION** ▶ 2020 U.S. CENSUS

THE NEXT CENSUS WILL BEGIN IN MARCH 2020 AND IS CRITICAL FOR ACCURATE LEGISLATIVE REPRESENTATION AND ALLOCATION OF FEDERAL GRANT FUNDING TO ARLINGTON FOR THE NEXT TEN YEARS.  
ANSWERING THE CENSUS PROVIDES COMMUNITY DATA THAT FUNDS HUNDREDS OF PROGRAMS TO BENEFIT SCHOOLS, SENIORS, HOSPITALS, TRANSPORTATION, AND MORE.

**\$800 billion** is allocated to the states each year based on the data provided in the Census

**\$59.4 billion** allocated to Texas each year

**\$2,132** per Texas resident annually

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

**City of Arlington, TX - City Hall**  
November 7

\$800 billion each year is allocated to states based on the data you provide to the U.S. Census Bureau. Texas receives more than \$59.4 billion each year - that's \$2,132 when you break it down per Texas resident annually. #ArlingtonCounts2020

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

You, Ryan Alexander Hunt and 9 others

DO YOU KNOW THE  
CENSUS? EXERCISE



# DECEMBER 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**

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)

# 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



# DECEMBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers Needed	Time/Shifts
December	Housing Authority Meetings	Meeting Presentation	City Staff	
December	Landlord Outreach – TC Apartment Managers	Program Coordination	City Staff	
December	Pop-up Screens on Public Use Computers	Program Coordination	City Staff	
December	Texas Health and Human Services Building	Canvassing	1-2 Volunteers	Flexible, Before December 15
December	East Police District Apartment Managers' Meeting	Meeting Presentation	City Staff	
December	Greek Panhellenic Organizational Meeting	Meeting Presentation		
12/14/2019	Mobile Food Pantry	Community Event	1-2 Volunteers	9 am – 11 am

NEXT  
MEETING  
thursday,  
december 19  
@ 3:30 pm

**Implementing Outreach Plan**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, DECEMBER 13