



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

December 19, 2019
3:30 P.M.

- I. Welcome & Announcements
- II. Arlington Census Website Overview
- III. 2019 Events Recap
- IV. Media/Marketing Update
- V. Do You Know the Census? Activity
- VI. January Activities Sign-up
- VII. Adjourn

Minutes
2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

November 21, 2019
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, November 21, 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
Larry Curry
Leechu Huang
Sheng Shong Huang
Jorge Lorenzana
Bill Lynch
Daphne Martin
Kate McGee
Vera McKissic
Ruth Mercado
Judy Northup
Aaron Perales
Deborah Spell
Deborah Watts

Committee Members Absent:

Lynn Brink
Stella Chang
Stephanie Gillespie
Syed Hassan
James Hollis
Grace McDermott
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
Estefany Mendoza Salazar – Libraries
Dan Withers – Parks

Other Guests Present:

Eva Romero
Eric Tucker, Arlington-Mansfield Area YMCA

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

Announcements:

- Eric Tucker of the Arlington-Mansfield Area YMCA visited the meeting and announced that helping with 2020 Census efforts is a priority of the YMCA, including sharing information and literature with the community.
- An update on the City of Arlington's Census website was provided by Ms. Stubblefield. There are new materials posted under "Marketing Resources," including videos in English, Spanish, and Vietnamese and graphics that are easy to share on social media. The website is at www.arlingtontx.gov/2020census.

Presentations and Discussion

The meeting began with a recap of Census outreach events and activities performed in the end of October and so far in November. Committee member Deborah Spell described outreach at the AKA Elected Officials event and at the YES! Summit at UTA's campus. A number of Committee members and volunteers distributed information about the Census at Fall and Halloween-related events, including the First Presbyterian Church trunk or treat, attended by Eva Romero, the St. Matthew Catholic Church ministry fair, attended by Jo Anna Cardoza, and the Arlington Classics Academy Math-o-ween, attended by Leechu and Shenq Shong Huang. The Día de los Muertos event was a good opportunity to interact with a wide range of the community, and the City's 2020 Census video was shown in English and Spanish before the event's movie screening. Committee members Lynn Brink, Jo Anna Cardoza, Larry Curry, and Eva Romero all assisted with this event, along with City staff. Presentations on the 2020 Census were provided at the Arlington Resource Sharing Group meeting by Committee member Deborah Spell and at the Arlington Clergy and Police Partnership meeting and the Arlington Citizen Police Academy Alumni Association meeting by City staff. A Faith-Based Leaders Forum on the 2020 Census was hosted by the City, and efforts to reach out through this community are on-going.

Ms. Stubblefield provided an update on marketing materials and media outreach items. A social media outreach calendar has been established, and Ms. Stubblefield encouraged all Committee members to post, share, and like Census information on their social media platforms. The hashtag #ArlingtonCounts2020 can be used when sharing materials on social media. Committee members should also continue to post flyers about the Census at organizations and business around Arlington.

The Committee participated in a scenario-style discussion exercise to consider the appropriate way to accurately count all people in various situations. The scenarios reinforced several key messages, including that people should be counted where they sleep the majority of the time, and if this location is unclear, people should be counted where they are on April 1, 2020.

The meeting concluded with a call to action, recruiting Committee members to assist with sharing information about the Census at upcoming community events in December. Events include distributing information at a Mobile Food Pantry, presentations at organization meetings, and posting flyers around Arlington. Committee members were encouraged to wear their Census t-shirts and distribute stickers, flyers, and promotional items as appropriate at holiday events they will attend.

The next Complete Count Committee meeting will be held December 19th 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 4:50 P.M.

SHAPE ARLINGTON'S FUTURE

Everyone Counts.



2020 Census Complete Count Committee

December 19, 2019

U.S. Census 2020

AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. ARLINGTON CENSUS WEBSITE OVERVIEW
3. 2019 EVENTS RECAP
4. MEDIA/MARKETING UPDATE
5. DO YOU KNOW THE CENSUS?
6. JANUARY ACTIVITIES SIGN-UP
7. WRAP-UP/ADJOURN

WWW.ARLINGTONTX.GOV/2020CENSUS

ARLINGTON CENSUS WEBSITE OVERVIEW



2019 EVENTS RECAP

2019 Outreach Activities

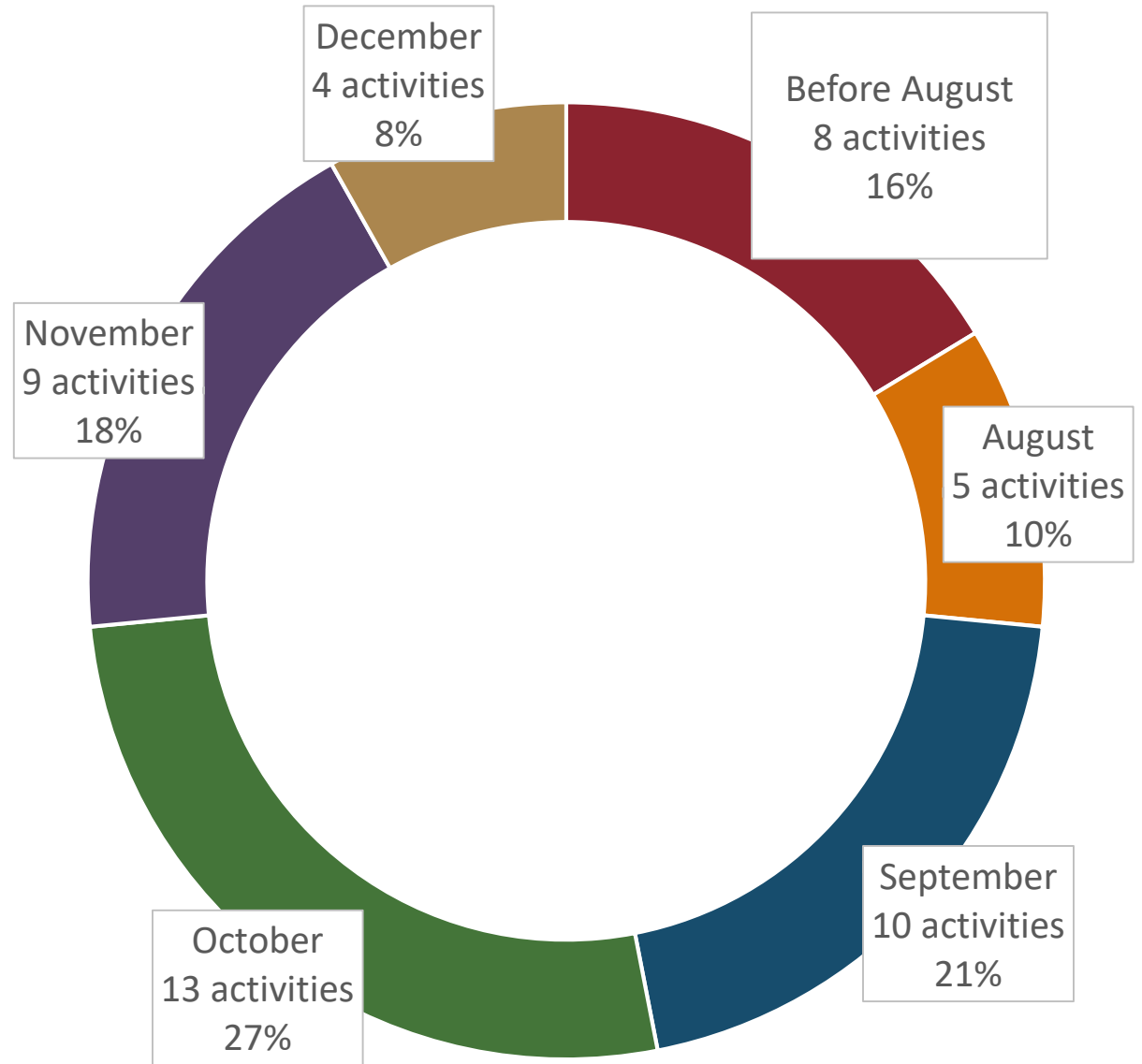
49 TOTAL
Activities

24 Planned in
Outreach
Activity Strategy

25 New
Activities

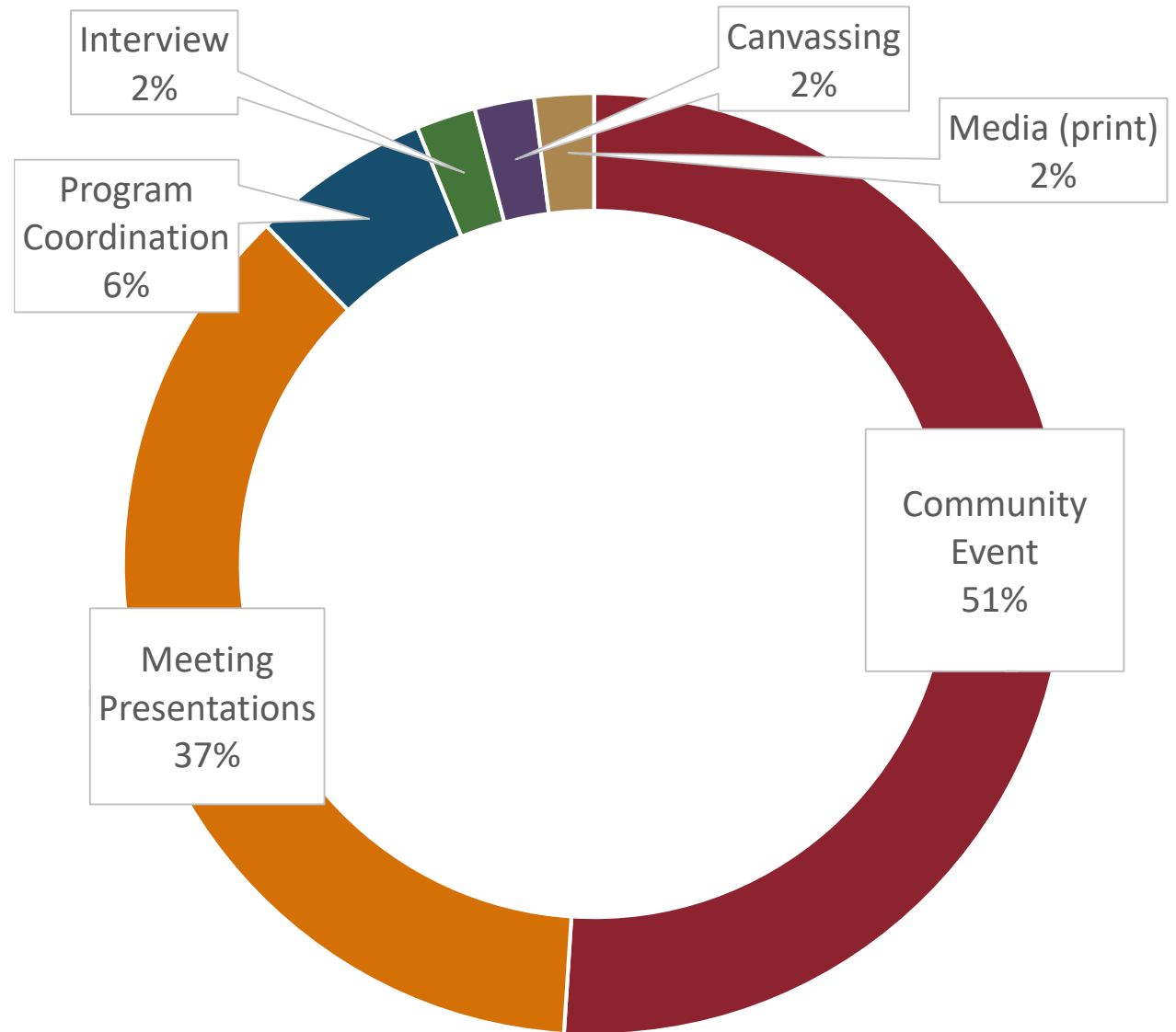
2019 Outreach Activities

Activities by Month



2019 Outreach Activities

Activities by Type



2019 Outreach Activities



136.33 hours



Average 2.75 hours per activity



24 volunteers



~17,000 reached at events & meetings



1,600 views on YouTube (English)

DECEMBER ACTIVITIES

Date	Activity	Outreach Type	Volunteers
December	Texas Health and Human Services Building	Canvassing	City Staff
December	East Police District Apartment Managers' Meeting	Meeting Presentation	
December	Greek Panhellenic Organizational Meeting	Meeting Presentation	
11/25/19	Alpha Ambassador Club Thanksgiving Meal Event @ Rosemont Villas	Community Event	Daphne
11/26/19	Eunice Community Center Senior Dance Class	Community Event	Daphne
12/4/19	Arlington Urban Ministries – Flyer Drop-off	Canvassing	City Staff
12/6/19	Workforce Solutions of Tarrant County Staff Meeting	Meeting Presentation	Deborah W.
12/11/19	Arlington Ministerial Alliance	Meeting Presentation	City Staff
12/14/2019	Mobile Food Pantry	Community Event	Kate




MEDIA/MARKETING UPDATE

DO YOU KNOW THE
CENSUS? EXERCISE








JANUARY 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

 **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

JANUARY ACTIVITIES

Date	Activity	Outreach Type	Volunteers Needed	Time/Shifts
1/3/2020	Outreach Partnership with UTA Students	Program Coordination	City Staff	
1/6/2020	Outreach with Colorful World Foundation	Program Coordination	City Staff	
1/13/2020	Outreach materials to Grocery Stores	Canvassing	Any	Flexible
1/13/2020	Outreach materials in health clinics	Canvassing	Any	Flexible
1/20/2020	Arlington Martin Luther King Jr Celebration	Community Event	TBD	
1/25/2020	Dallas Vietnamese Radio's Lunar New Year at Ben Thanh Plaza	Community Event	TBD	
1/25/2020	Chinese New Year Festival at International Leadership of Texas	Community Event	TBD	
1/27/2020	Coloring Book/Activity	Community Event		



JANUARY ACTIVITIES

City Staff Activities:

- Youth Sports Sign-ups Outreach
- Vietnamese Radio Coordination
- WeCAN Meeting Presentation
- Printed flyers at all City buildings
- Coordination w/Homeless Count Night organizations
- New Social Media video

NEXT
MEETING
thursday,
january 23
@ 3:30 pm

Implementing Outreach Plan



YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, JANUARY 17