



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Council Briefing Room
3rd Floor City Hall

January 23, 2020
3:30 P.M.

- I. Welcome & Announcements
- II. Arlington Census Website Overview
- III. Census Bureau Updates
- IV. Media/Marketing Update
- V. Census Day Event Discussion
- VI. February Activities Sign-up
- VII. Adjourn

Minutes
2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

December 19, 2019
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, December 19, 2019, in the Council Briefing Room of City Hall, 101 West Abram Street, Arlington, Texas, with the following members present:

Committee Members Present:

Lynn Brink
Jo Anna Cardoza
Leechu Huang
Sheng Shong Huang
Kate McGee
Eva Romero for Ruth Mercado
Judy Northup
Deborah Spell
Regina Williams

Committee Members Absent:

Stella Chang
Larry Curry
Stephanie Gillespie
Syed Hassan
James Hollis
Jorge Lorenzana
Bill Lynch
Daphne Martin
Grace McDermott
Vera McKissic
Darryl Owens
Rita Parson, Chair
Aaron Perales
Jim Vaszauskas
Deborah Watts

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
Love Kelly – Housing Authority
Kelly Marvel – Code Compliance
Larry Miglets – Parks

Other Guests Present:

Victoria Farrar-Myers, Arlington City Council

Ms. Sarah Stubblefield called the meeting to order at 3:40 p.m. to conduct the following items of business:

Announcements:

- An update on the City of Arlington's Census website was provided by Ms. Stubblefield. Flyers are available for download under "Marketing Resources," in English, Spanish, and Vietnamese, and they can be shared electronically or printed for distribution. The website is at www.arlingtontx.gov/2020census.

Presentations and Discussion

The meeting began with a recap of Census outreach events and activities completed in 2019. To date, there were a total of 49 outreach activities, primarily distribution of materials at a wide range of community events and Census presentations at a variety of organization meetings. In sum, 24 members of the Committee volunteered over 130 hours, and staff estimates approximately 17,000 people have been reached through these events and activities. Outreach activities performed in December were also highlighted. Committee member Kate McGee described outreach at a Mobile Food Pantry event, where she distributed flyers, stickers, and hand sanitizers with information about the Census. Attendees were also interested in job opportunities through the US Census Bureau. Committee member Deborah Watts gave a presentation on the Census to the Workforce Solutions of Tarrant County staff meeting, and City staff gave a presentation to the Arlington Ministerial Alliance.

Ms. Stubblefield provided an update on marketing materials and media outreach items. The Dallas Morning News ran a first page article on the US Census on December 18, 2019, illustrating how the media will hopefully begin increased coverage of this topic. City staff are working on a public service announcement video, featuring the Arlington Mayor and City Council, which will be ready to share soon. Committee members should continue to post flyers about the Census at organizations and business around Arlington and use the hashtag #ArlingtonCounts2020 when posting on social media platforms.

The Committee participated in a scenario-style discussion exercise to explore different online resources to help answer questions about the Census and direct community members to the information they need. There is a wide variety of information available online, both at the City's Census webpage and at the US Census Bureau website.

The meeting concluded with a call to action, recruiting Committee members to assist with sharing information about the Census in January. Activities include distributing flyers at grocery stores, health clinics, and at upcoming community events, including Arlington's Martin Luther King Jr. celebration, the Dallas Vietnamese Radio's Lunar New Year at Ben Thanh Plaza, and the Chinese New Year Festival at International Leadership of Texas.

The next Complete Count Committee meeting will be held January 23rd at 3:30pm and will focus on continuing outreach activities and efforts in preparation for the first US Census bureau mailings, expected in March 2020. There being no further business to come before the Committee, the meeting was adjourned at 4:19 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. CENSUS BUREAU UPDATES
4. MEDIA/MARKETING UPDATE
5. CENSUS DAY EVENT DISCUSSION
6. FEBRUARY ACTIVITIES SIGN-UP
7. WRAP-UP/ADJOURN

WWW.ARLINGTONTX.GOV/2020CENSUS

ARLINGTON CENSUS WEBSITE OVERVIEW



CENSUS BUREAU
UPDATES



LAUNCH OF ADVERTISING CAMPAIGN

TRAINING/RECRUITING EFFORTS



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MEDIA/MARKETING UPDATE



SOCIAL MEDIA

- New Video out in February
- Facebook Frame in design
- Ask Arlington segment on the Census
- PSA Social Media Performance:
 - English
 - Spanish
 - Vietnamese

*as of Friday, January 17, 2020

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CENSUS DAY EVENT DISCUSSION



WEDNESDAY – APRIL 1, 2020

- One large event or several events across town?
- Where?
- What time – afternoon or evening?
- Who can partner with us?
- Who wants to help plan (Committee members and otherwise)?



FEBRUARY 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

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
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- TRANSPORTATION INFRASTRUCTURE
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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

Please complete form for ALL LOCATIONS flyers were posted or dropped off/delivered for:

- Organization/Business Support flyers
- Informational flyers handed out (approximate amount)
- Promotional items

If you don't tell us, we don't know!

FEBRUARY ACTIVITIES

Date	Activity Name	Outreach Type	Volunteers
2/3/2020	Advertisement at Laundromats	Canvassing	2-3 volunteers
2/5/2020	Tarrant County Mobile Food Giveaway Sites (Iglesia Café)	Community Event	1-2 volunteers
2/13/2020	Texas Golden Age Adult Day Care	Canvassing	1-2 volunteers
2/17/2020	2020 VITA Program	Program Coordination	TBD
2/19/2020	Aging Well Expo	Community Event	3-4 volunteers
2/20/2020	St. Mark's Soup Kitchen	Community Event	1-2 volunteers
2/22/2020	Salvation Army Community Dinner	Community Event	1-2 volunteers
2/24/2020	Reaching families in extended stay locations	Program Coordination	
2/25/2020	Catholic Charities Mail Room - 917 W. Sanford	Canvassing	1-2 volunteers



FEBRUARY ACTIVITIES

City Staff Activities:

- Vietnamese Radio Coordination
- Homeless Count (Group Quarters) coordination with Census Bureau
- WeCAN Neighborhood Meeting Presentation
- Printed flyers and/or Posters at all City buildings
- Parks & Recreation Daddy Daughter Dance
- NCTCOG presentation

NEXT
MEETING
thursday,
february 27
@ 3:30 pm

Implementing Outreach Plan

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, FEBRUARY 21