



2020 CENSUS COMPLETE COUNT COMMITTEE

MEETING AGENDA

Virtual Meeting

April 23, 2020

3:30 P.M.

This is a virtual public meeting. Anyone can attend this meeting with the online or dial-in information below. The Meeting ID and Password is required for either option.

Join Meeting:

<https://zoom.us/j/98966094696?pwd=Z3JoUU05MGJQUtdvL2djV24zYkIpdz09>

Dial-in Phone Number: +1 346-248-7799

Meeting ID: 989 6609 4696

Password: 624562

- I. Welcome & Announcements
- II. Census Bureau Updates
- III. Media/Marketing Update
- IV. Self-Response Results to Date
- V. National League of Cities Grant
- VI. Future Activities Planning
- VII. Adjourn

Minutes
2020 CENSUS
COMPLETE COUNT COMMITTEE MEETING

Council Briefing Room
101 West Abram Street

April 23, 2020
3:30 P.M.

The Complete Count Committee of the City of Arlington, Texas, convened for a virtual meeting on Thursday, April 23, 2020, with the following members present:

Committee Members Present:

Rita Parson, Chair
Lynn Brink
Larry Curry
Sheng Shong Huang
Jorge Lorenzana
Daphne Martin
Vera McKissic
Judy Northup
Darryl Owens
Aaron Perales
Regina Williams

Committee Members Absent:

Jo Anna Cardoza
Stella Chang
Stephanie Gillespie
Syed Hassan
James Hollis
Leechu Huang
Bill Lynch
Grace McDermott
Kate McGee
Ruth Mercado
Deborah Spell
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
Love Kelly – Housing Authority

Other Guests Present:

Cynthia Cruz, U.S. Census Bureau
Alisa Simmons, Arlington Branch of the NAACP

Ms. Sarah Stubblefield called the meeting to order at 3:35 p.m. to conduct the following items of business:

Announcements

- Ms. Stubblefield provided an update on Census response timelines and changes in response to the COVID-19 pandemic. One key change is that the Census response period has been extended to October 31, 2020.
- Ms. Cynthia Cruz provided an update on Census Bureau activities, including virtual community outreach and meetings with local elected officials regarding increasing response rates in their districts.

Presentations and Discussion

Ms. Stubblefield provided a media and marketing update to the Committee, detailing efforts taken by the City to continue raising awareness of the Census and motivating residents to respond. The Census videos produced and hosted online by the City have received high numbers of views and continue to be shared via social media. More Census content will be generated over the summer and released August through October during the last months of the response period.

A detailed account of Arlington's response rates to date was provided by Ms. Stubblefield. At the time of the meeting, Arlington's overall response rate was at 53.1% and had shown a steady increase during the response rate to date. Arlington's response rate was above that of the national average and the Texas average. City staff are conducting careful monitoring of response rates and will continue to share this information with Committee members weekly. The weekly update is in the form of an infographic with clear and detailed information, allowing outreach to be tailored to areas with lower response rates.

Ms. Stubblefield shared with the Committee news that the City of Arlington was awarded a National League of Cities grant designed to boost Census response rates. These funds will be used to host pop up events with kiosks where residents can complete their Census questionnaire online. The events will be held in high-traffic, low response rate areas in an effort to fulfill a complete count in Arlington.

The meeting concluded with a discussion of ongoing activities, including daily ads and interviews on Dallas Vietnamese Radio, digital targeted ads, social media posts, and flyer distribution through the Arlington library curbside pick-up program. Committee members were encouraged to continuing using their networks to promote Census response, share ideas for outreach, and volunteer to assist with kiosks in the future.

As this was the last official meeting of the Committee, members were thanked for their time and commitment to the Census Complete Count in Arlington. Staff will continue to provide updates to the Committee regarding response rates and future activities during the extended Census response period.

There being no further business to come before the Committee, the meeting was adjourned at 4:47 P.M.

SHAPE ARLINGTON'S FUTURE

Everyone Counts.

2020 CENSUS COMPLETE COUNT COMMITTEE MEETING

UPDATE ON CENSUS OPERATIONS AND OUTREACH IN ARLINGTON

April 23, 2020

HOUSEKEEPING

FOR TODAY'S VIRTUAL MEETING

- Everyone is on mute for the call
- We will pause periodically to address questions
- You can type questions to us at any time, and we will answer as many as come in
- Ann will unmute if you have questions during the presentation
 - On computer: hit “thumbs up” icon
 - On phone video: tap “Raise Hand”
 - On dial-in: press “9” to raise your hand and “6” to mute/unmute
- Thank you for joining us today and for your patience!

AGENDA

1. CENSUS BUREAU UPDATES

2. MEDIA AND MARKETING UPDATE

3. SELF-RESPONSE RATES TO DATE

4. NATIONAL LEAGUE OF CITIES GRANT

5. FUTURE ACTIVITIES PLANNING

CENSUS BUREAU UPDATES

OPERATIONAL TIMELINE

Operation	Original timeline	Updated timeline
Self-response period	March 12 – July 31	March 12 – October 31
Mobile questionnaire assistance	March 30 – July 31	TBD
Group quarters (including on-campus housing)	April 2 – June 5	April 2 – September 3
Non-response follow-up	May 13 – July 31	August 11 – October 31
Deliver apportionment counts to President	December 31, 2020	April 30, 2021
Deliver redistricting data to states	April 1, 2021	July 31, 2021

CENSUS BUREAU UPDATES

OTHER UPDATES FROM CYNTHIA CRUZ

- Virtual Community Outreach
 - 2020 Census Awareness Weekend - May 1-3, Weekend Resource Guide OTW
 - Get out the Count Video Challenge! / accelerate.census.gov
 - Social Media Challenge - #Iam2020census
- Key Messaging
 - RESPOND NOW!
- Census Updates
 - Weekly Infogram, Tarrant County Response Rates, Statistics in School
- Collaboration in Low Response Tracts
 - U.S. Congressman Marc Veasey
 - Tarrant County Commissioner Devan Allen

MEDIA & MARKETING UPDATE

SOCIAL MEDIA METRICS



Informational PSA

Total Views: 274,855

English: 90,346

Spanish: 121,000

Vietnamese: 63,509



Ask Arlington Episode

Total Views: 24,655



Multi-lingual PSA

Total Views: 113,850

MEDIA & MARKETING UPDATE

SOCIAL MEDIA APPROACH THROUGH OCTOBER

Boost Ads through
April 30

Monitor and
develop new
messages
May - July

Re-launch Ad
Boosts
August - October

SELF-RESPONSE RATES IN ARLINGTON

CENSUS BUREAU SELF-RESPONSE MAP

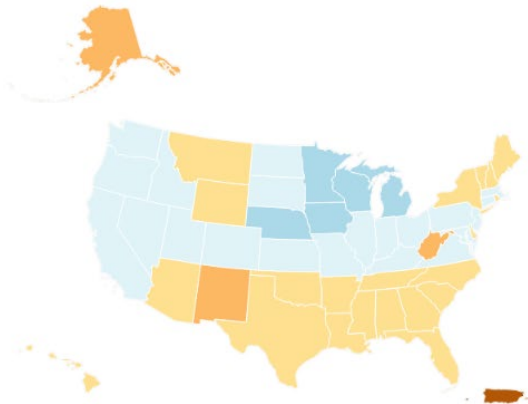
2020 Census Self-Response by State

Click icon to open or close the share menu

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

National Self-Response
51.6%

Alabama Self-Response
50.1%



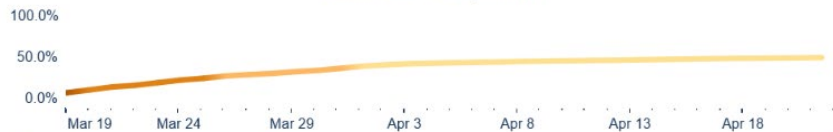
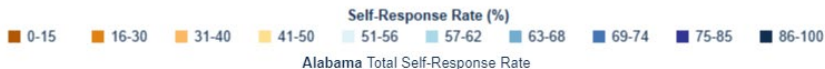
Select Date
4/21/2020

Select Mode
Total

Select State
(All)

Geographies

- State
- County
- City
- Congressional District
- Town and Township
- Tribal Area



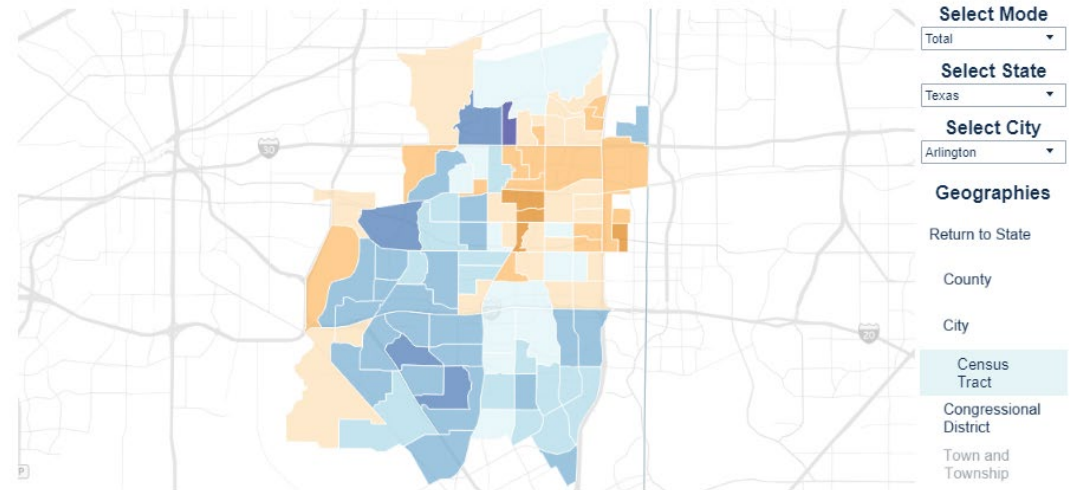
For questions, email responseratemap@census.gov
Responses received as of 4/21/2020.
[Click here for technical details](#)

Shape your future
START HERE > **Census 2020**

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Arlington, Texas
Self-Response
53.1%

Tract 1013.02
Self-Response
44.5%



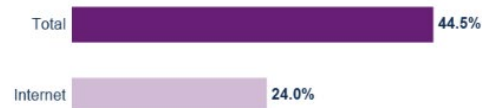
Select Mode
Total

Select State
Texas

Select City
Arlington

Geographies

- Return to State
- County
- City
- Census Tract
- Congressional District
- Town and Township
- Tribal Area



For questions, email responseratemap@census.gov
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[Click here for technical details](#)

Shape your future
START HERE > **Census 2020**

SELF-RESPONSE RATES IN ARLINGTON

CENSUS BUREAU SELF-RESPONSE MAP

Ranking by State			Household Responses by State	
34	Rhode Island	49.0%	Pennsylvania	3,200,000
35	Mississippi	48.7%	Puerto Rico	No Data
36	Georgia	48.6%	Rhode Island	240,000
37	North Carolina	47.6%	South Carolina	1,200,000
37	Arkansas	47.6%	South Dakota	220,000
39	Texas	47.0%	Tennessee	1,600,000
40	Louisiana	46.9%	Texas	5,700,000
41	Oklahoma	46.6%	Utah	680,000
42	South Carolina	46.5%	Vermont	150,000
43	New York	45.8%	Virginia	2,100,000

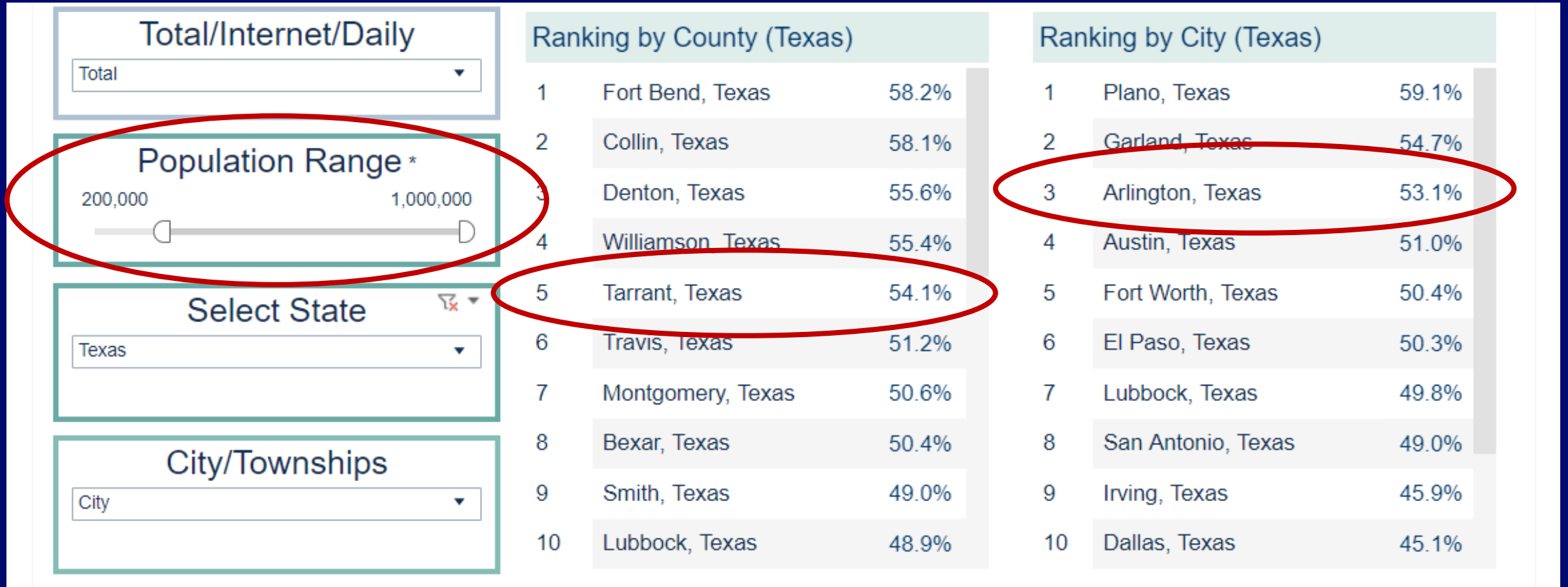
SELF-RESPONSE RATES IN ARLINGTON

CENSUS BUREAU SELF-RESPONSE MAP

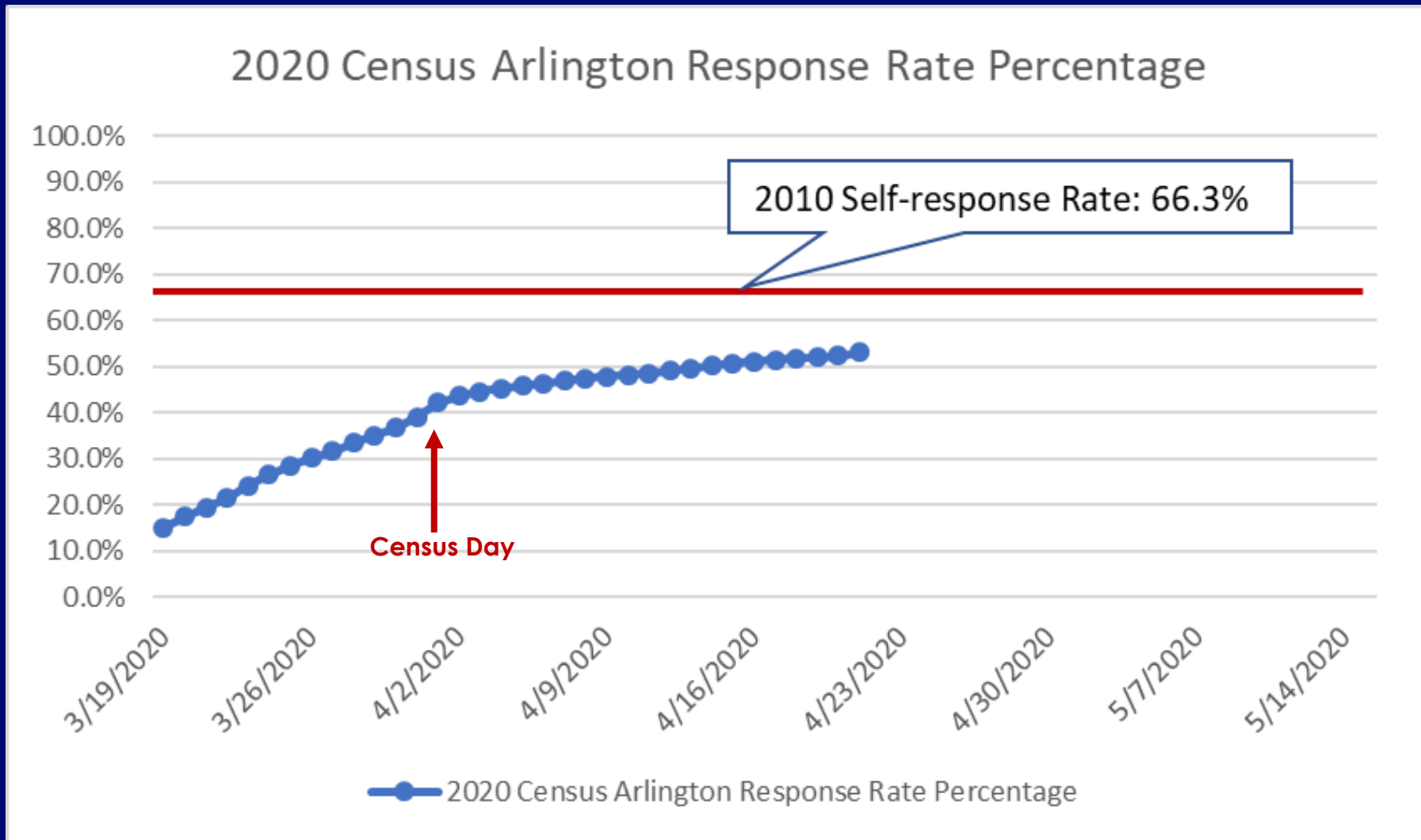
Ranking by County (Texas)			Ranking by City (Texas)		
1	Rockwall, Texas	58.7%	212	DISH, Texas	53.3%
2	Fort Bend, Texas	58.2%	213	Forest Hill, Texas	53.2%
3	Collin, Texas	58.1%	213	Burnet, Texas	53.2%
4	Ellis, Texas	55.6%	215	New Braunfels, Texas	53.1%
4	Denton, Texas	55.6%	215	Castle Hills, Texas	53.1%
6	Williamson, Texas	55.4%	215	Arlington, Texas	53.1%
6	Randall, Texas	55.4%	218	Lake Jackson, Texas	53.0%
8	Parker, Texas	54.2%	219	Lake Dallas, Texas	52.9%
9	Tarrant, Texas	54.1%	220	Kyle, Texas	52.8%
9	Johnson, Texas	54.1%	221	Union Valley, Texas	52.7%

SELF-RESPONSE RATES IN ARLINGTON

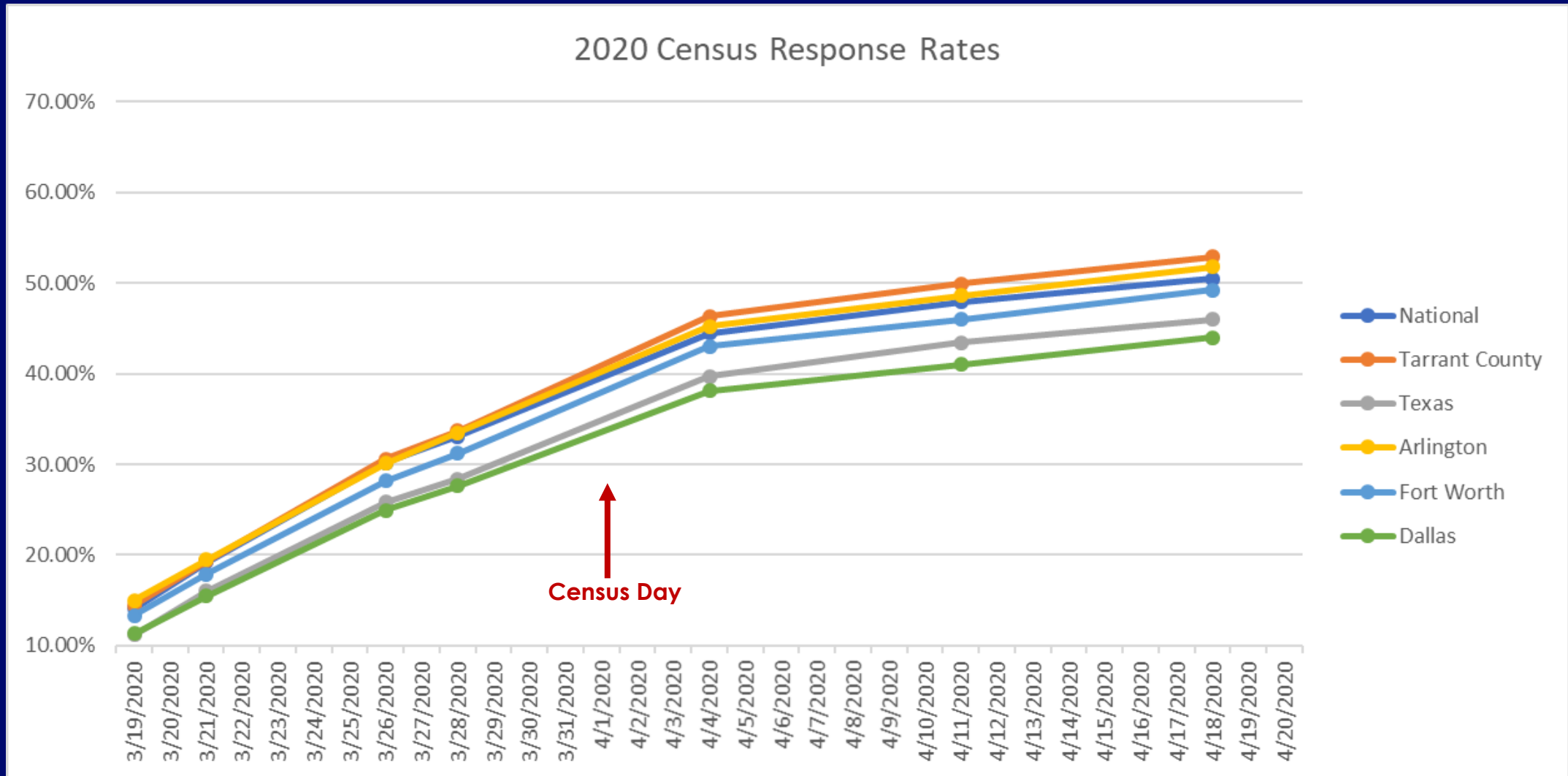
CENSUS BUREAU SELF-RESPONSE MAP



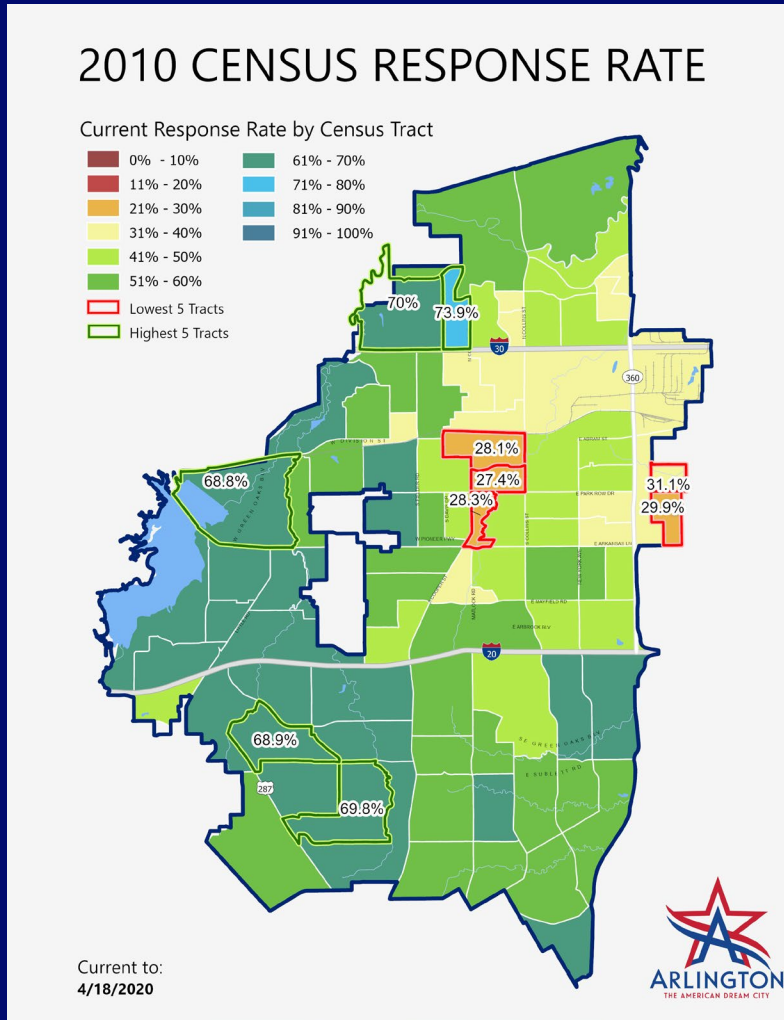
SELF-RESPONSE RATES IN ARLINGTON INTERNAL TRACKING



SELF-RESPONSE RATES IN ARLINGTON INTERNAL TRACKING



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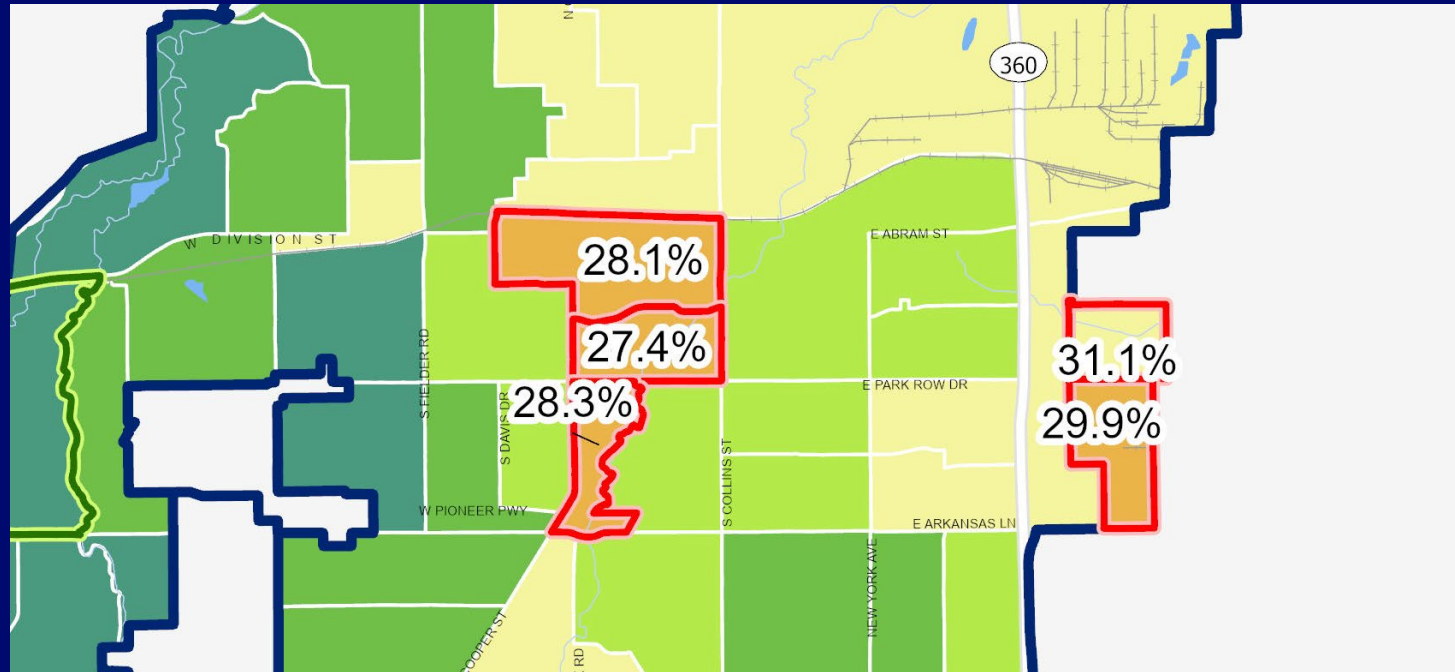


Response rate scale by
Census tracts

5 highest response tracts

5 lowest response tracts

SELF-RESPONSE RATES IN ARLINGTON INTERNAL TRACKING

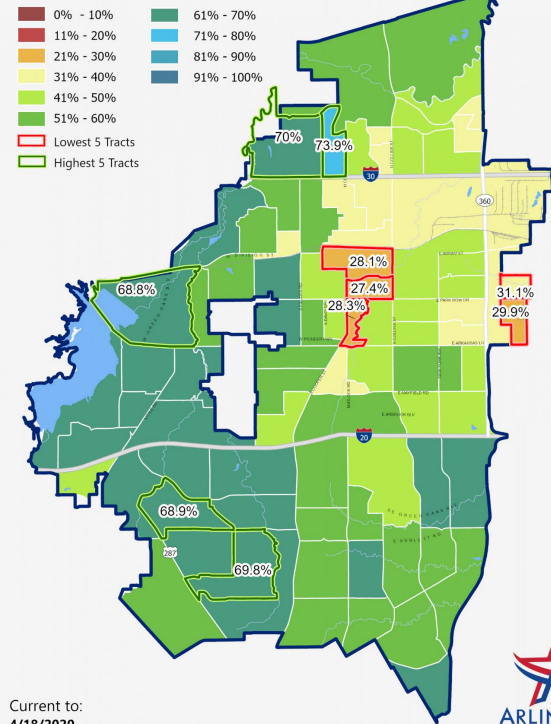


WEEKLY RESPONSE RATE TRACKING

2020 U.S. CENSUS



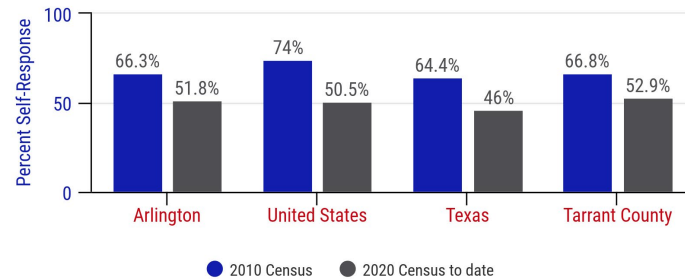
Current Response Rate by Census Tract



WEEKLY UPDATE

4/20/2020

2020 Census Self-Response Rates Compared to 2010 Census



Arlington continues to outpace national and state response rates since data was last reported on April 13. As expected, the daily response rate continues to slow, consistent with national response trends. Despite this decrease, the City of Arlington remains on track to have a higher self-response rate in 2020 than in the 2010 Census. **Residents are now able to respond to the Census through October 31, 2020.**

- How we chose the data
 - Meaningful
 - Simple
- How we develop the graphic
 - Census Response Rate Map
 - Venngage
 - GIS
- How we use the graphic weekly
 - Council & CMO
 - Complete Count Committee members
 - Share on social media
- Goals
 - Communicate performance
 - Keep leadership and community engaged
 - Encouraged continued response

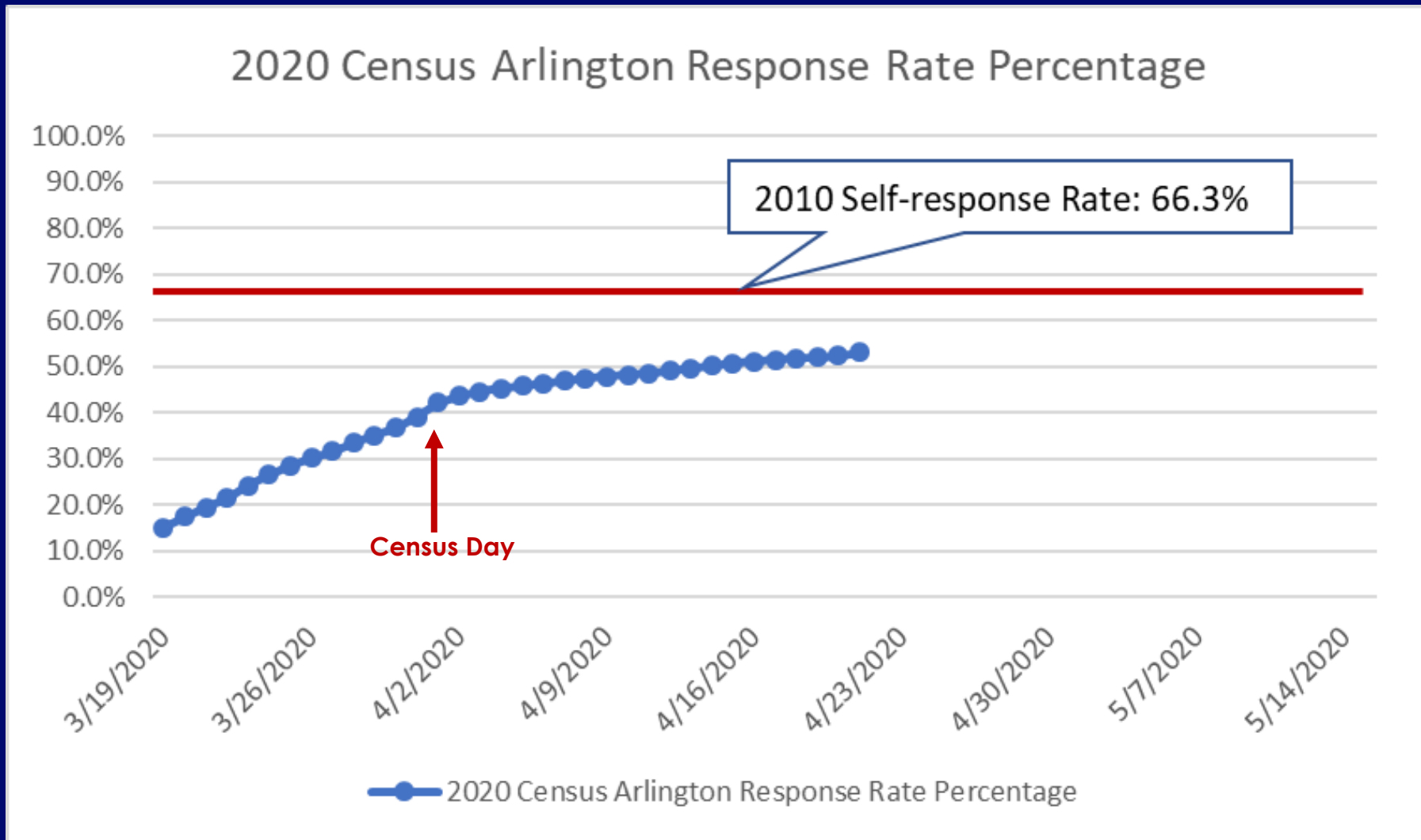
EVERYONE
COUNTS
2020

COMPLETE YOUR CENSUS TODAY AT
WWW.2020CENSUS.GOV

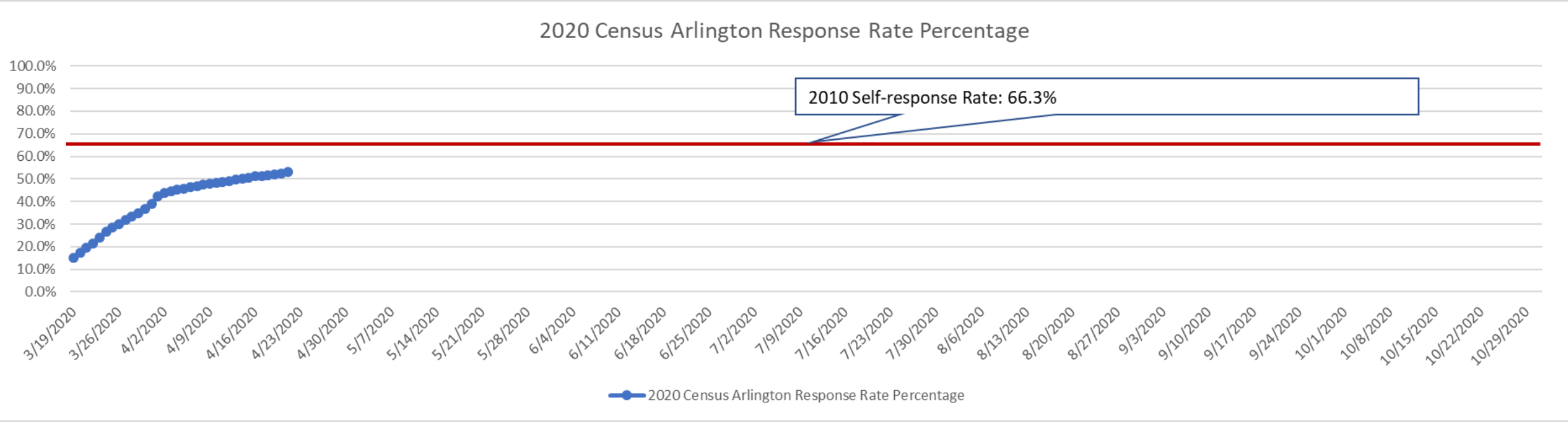
Complete self-response rate data is available at www.2020census.gov/response-rates

as of 4/18/2020

SELF-RESPONSE RATES IN ARLINGTON INTERNAL TRACKING



SELF-RESPONSE RATES IN ARLINGTON INTERNAL TRACKING



CURRENT OUTREACH ACTIVITIES

RADIO, DIGITAL ADS, SOCIAL MEDIA, FLYERS

Dallas Vietnamese
Radio

Daily Ads and Interviews

Digital Targeted Ads

Google AdSense

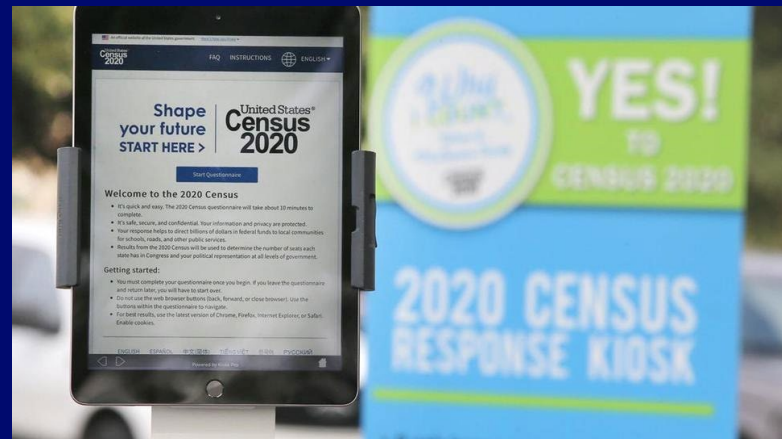
Weekly+ Social
Media Posts

#ArlingtonCounts2020

Flyer Distribution

Library Curbside Pick-ups

NATIONAL LEAGUE OF CITIES GRANT POP-UP RESPONSE KIOSKS IN LOW-RESPONSE AREAS



5-7 manned tablet kiosks

2-4-hour pop-up sites

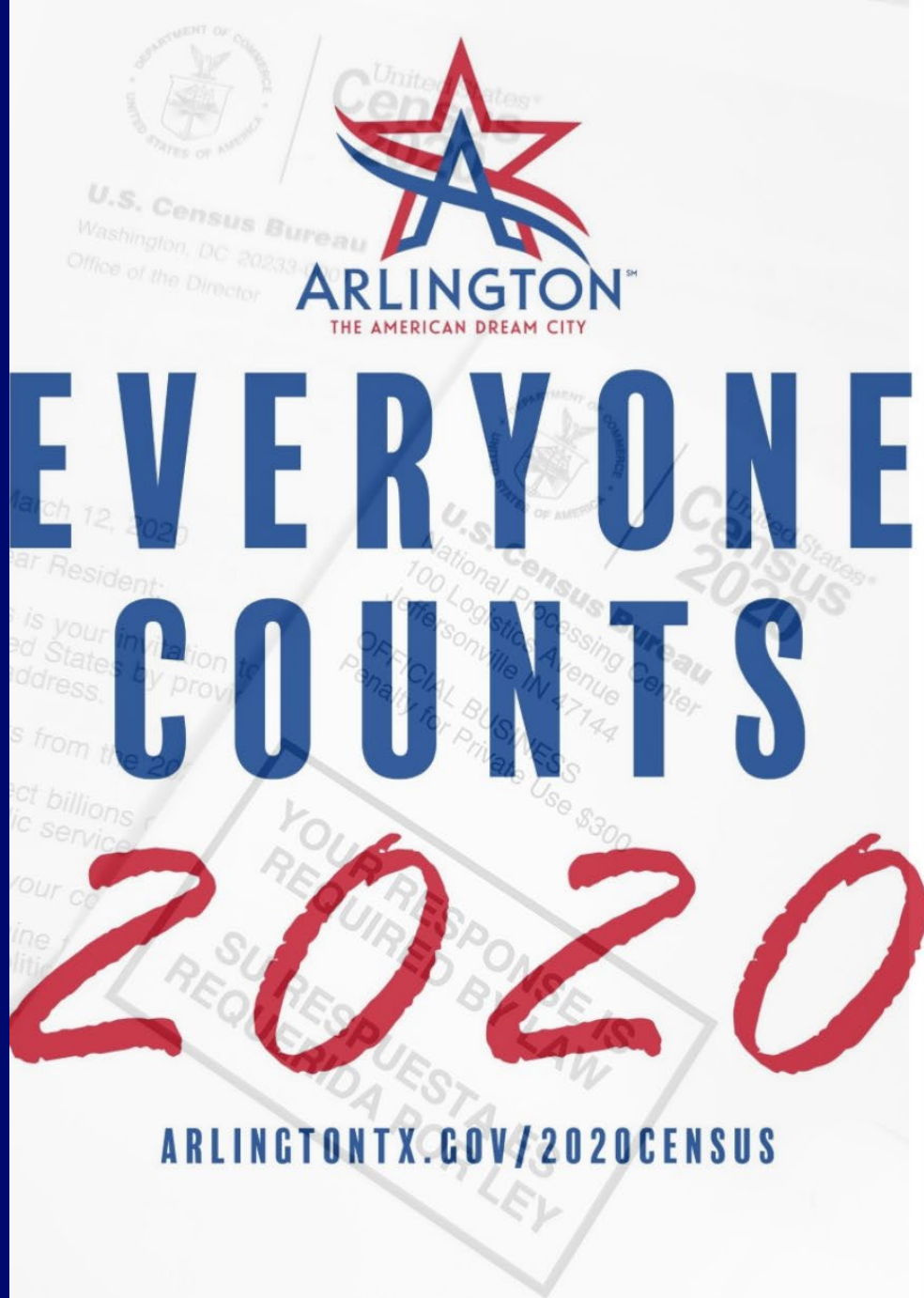
Targeted in high-traffic low-response areas

Dates, Times, and Locations TBD

Incentivize responses with giveaways

FUTURE OPPORTUNITIES FOR CCC VOLUNTEER AND OUTREACH OPPORTUNITIES

- Continue to encourage your networks to respond to the Census, especially in low-response areas
- Send us ideas for outreach – digital or in-person
- Volunteer for kiosk shifts when announced



**EVERYONE
COUNTS**

2020

ARLINGTONTX.GOV/2020CENSUS

**THANK YOU
FOR YOUR
COMMITMENT!**

**2020 Census
Complete Count
Committee**

January 2019 - April 2020