



# 2020 CENSUS COMPLETE COUNT COMMITTEE

## MEETING AGENDA

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

February 27, 2020  
3:30 P.M.

---

- I. Welcome & Announcements
- II. Census Bureau Updates
- III. Media/Marketing Update
- IV. Census Day Event Update
- V. March Activities Update
- VI. Adjourn

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

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

**January 23, 2020**  
**3:30 P.M.**

The Complete Count Committee of the City of Arlington, Texas, convened for a meeting on Thursday, January 23, 2020, 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  
Syed Hassan  
Leechu Huang  
Sheng Shong Huang  
Daphne Martin  
Kate McGee  
Vera McKissic  
Judy Northup  
Darryl Owens  
Aaron Perales  
Deborah Spell

**Committee Members Absent:**

Stella Chang  
Stephanie Gillespie  
James Hollis  
Jorge Lorenzana  
Bill Lynch  
Grace McDermott  
Ruth Mercado  
Jim Vaszauskas  
Deborah Watts  
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  
Dyan Anderson – Federal Grants Management  
Sheila Griffith – Police  
Ayesha Hawkins – Libraries  
Love Kelly – Housing Authority  
Larry Miglets – Parks  
Dan Withers – Parks

**Other Guests Present:**

Cynthia Cruz, US Census Bureau  
Victoria Farrar-Myers, Arlington City Council

Chair Rita Parson called the meeting to order at 3:36 p.m. to conduct the following items of business:

#### Announcements:

- Chair Parson welcomed the Committee and thanked them for their work to date. She also reminded Committee members to report all their activities related to the Census to Ms. Sarah Stubblefield, so the City can maintain an accurate account. Chair Parson reassured the Committee that there are still many opportunities to spread the word about the Census in the next several months.
- An update on the City of Arlington's Census website was provided by Ms. Stubblefield. City staff created a map where residents can input their address and get specific information about how and when their household will receive information about the Census. The website is at [www.arlingtontx.gov/2020census](http://www.arlingtontx.gov/2020census).
- Ms. Cynthia Cruz of the US Census Bureau provided an update, including the start of a new advertising campaign and job recruitment efforts by the Bureau.

#### Presentations and Discussion

The meeting began with the Committee members watching a video summarizing the Census questionnaire and providing information about how to respond to each question. The video is a useful tool for understanding how quick and easy the Census questionnaire is to complete, as well as seeing the helpful information available if respondents have questions along the way.

Ms. Stubblefield provided a media and marketing update to the Committee members. The City is working on a new video, which will be available in February, as well as a custom Facebook frame to help raise awareness about the importance of a complete count in Arlington. The City recently released an "Ask Arlington" video focused on the Census, and staff are working on posters and new flyers for distribution. Chair Parson and Ms. Stubblefield did interviews with UTA's Shorthorn student newspaper for a story on the Census. 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 then held a brainstorming discussion about plans for an April 1, 2020 Census Day event. The type of event, possible locations, and role of social media in the event were all discussed. The meeting concluded with a call to action, recruiting Committee members to assist with sharing information about the Census in February. Activities include distributing flyers around Arlington and at upcoming community events, such as the Iglesia Café food pantry, the City's Aging Well Expo, St. Mark's Church soup kitchen, and the Salvation Army community dinner.

The next Complete Count Committee meeting will be held February 27<sup>th</sup> 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 4:59 P.M.

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.



## 2020 Census Complete Count Committee

**February 27, 2020**

**U.S. Census 2020**

# AGENDA

1. WELCOME AND ANNOUNCEMENTS
2. CENSUS BUREAU UPDATES
3. MEDIA/MARKETING UPDATE
4. CENSUS DAY EVENT UPDATE
5. MARCH ACTIVITIES UPDATE
6. WRAP-UP/ADJOURN



CENSUS BUREAU  
UPDATES

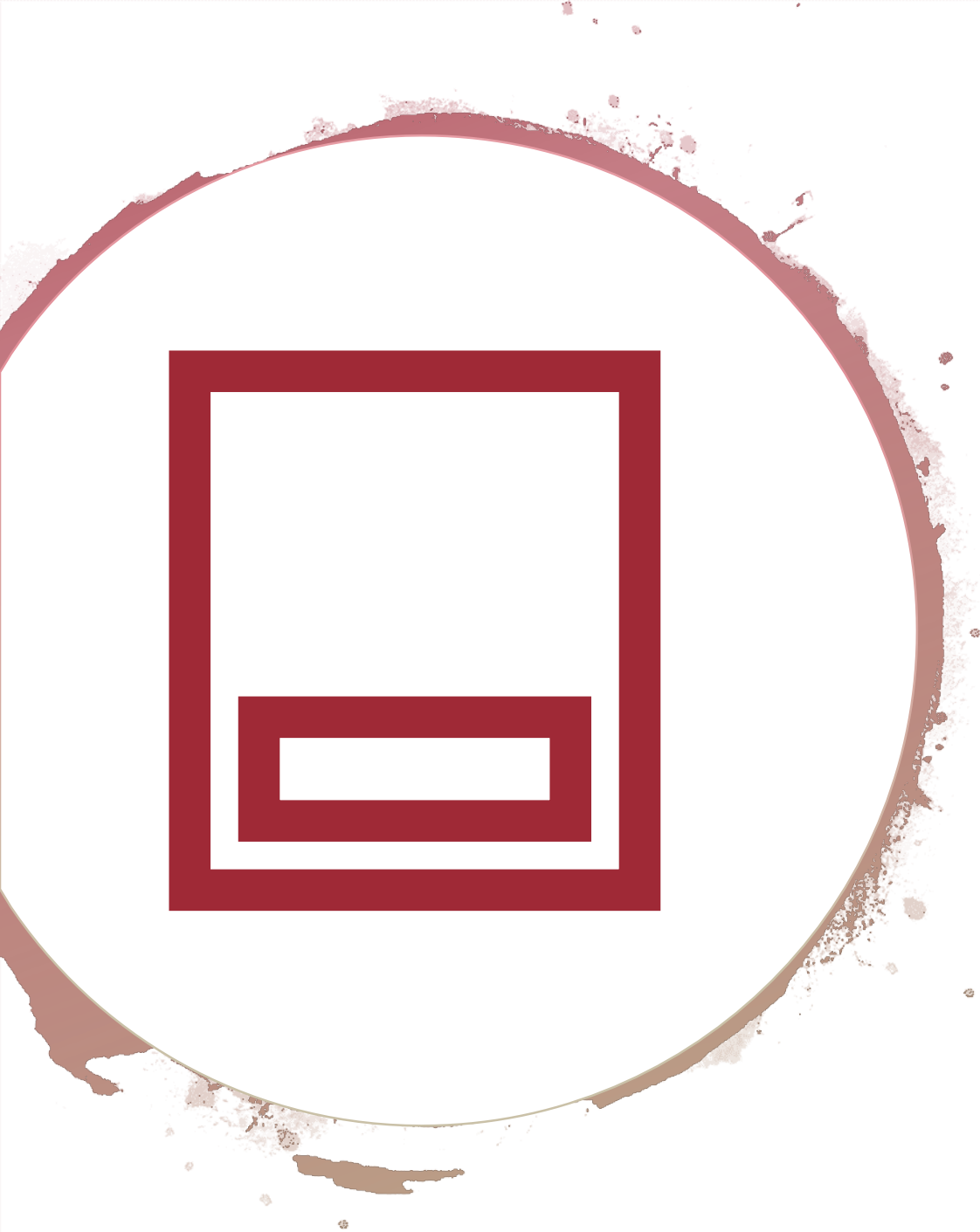
# 2020 Census Timeline

- **March 12 – 20:** Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

- **March 16 – March 24:** A reminder letter

**If you haven't responded yet:**

- **March 26 – April 3:** A reminder postcard
- **April 1:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census.
- **April 8 – 16:** A reminder letter and paper questionnaire
- **April 20 – 27:** A final reminder postcard
- **May – July:** Census takers will begin visiting homes that haven't responded to the 2020 Census to help make sure everyone is counted.





# MEDIA/MARKETING UPDATE





# SOCIAL MEDIA

- February Census Video: 24,615
- Ask Arlington segment on the Census: 8,803 views
- City Council PSA: 1,400 (Facebook only)
- PSA Social Media Performance:
  - English: 33,807
  - Spanish: 21,853
  - Vietnamese: 13,897

\*as of February 11, 2020

# FACEBOOK TUTORIAL AND TIPS



Liking the City of Arlington Facebook page



Adjusting settings to get City content regularly



How to share a post



How to add the Facebook frame



Other Social media:

Twitter

Instagram



CENSUS DAY EVENT  
UPDATE

WEDNESDAY –  
APRIL 1, 2020

- What: It's a Census Celebration!
- When: April 1, 2020 4pm – 7pm
- Where: Hugh Smith Recreation Center
- Special Guests: Mayor & City Council, Representative Chris Turner, County Commissioner Devan Allen
- Other Details:
  - Free hot dogs, chips, and juice
  - On-site Mobile Assistance Center w/Census Bureau
  - Parks & Recreation
  - Libraries
  - Social media – Facebook Live segment



# MARCH ACTIVITIES UPDATE



# FEBRUARY ACTIVITIES

Activity	Date	Type	Volunteers
First Baptist Church Lunar New Year	02/01/20	Community Event	Leechu, Shenq Shong
Iglesia Cafe Food Pantry	02/06/20	Community Event	Dyan, Daphne
East Arlington Renewal Meeting	02/06/20	Meeting Presentation	Sarah
CBS News Segment	02/11/20	Media (TV)	Sarah
TCC Reach Magazine Interview	02/12/20	Media (print)	Rita, Sarah
For the Future Town Hall	02/13/20	Meeting Presentation	Deborah S.
Heart of Arlington Neighborhood Association	02/13/20	Meeting Presentation	Sarah
Delta Sigma Theta Meeting	02/15/20	Meeting Presentation	Deborah S.
Black History Presentation at GCMB	02/18/20	Meeting Presentation	Deborah S.
Aging Well Expo booth	02/19/20	Community Event	Bill, Leechu, Shenq Shong
ELGL Seminar Presentation	02/19/20	Meeting Presentation	Sarah
Aging Well Expo Seminar	02/19/20	Meeting Presentation	Sarah



# MARCH ACTIVITIES

- Questionnaire Assistance Center Guides for staff
- Posters & Flyers in undercounted areas
- Water Bill Inserts in 84,000 water bills
- Launch Facebook frame
- Announce April 1 Census Celebration Event
- Continuing Partnerships with –
  - UTA
  - TCC
  - Tarrant County
  - AISD

NEXT  
MEETING  
thursday,  
march 26  
@ 3:30 pm

**Implementing Outreach Plan**

YOU WILL RECEIVE THE MEETING PACKET BY 5:00 PM ON FRIDAY, MARCH 20