2020 CENSUS

An Outreach Activity Strategy for a Census Complete Count

City of Arlington, Texas
2020 Census Complete Count Committee
October 2019

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LETTER FROM THE CHAIR

Greetings!

It is my immense pleasure to serve with the Arlington Census Complete Count Committee to secure the brightest future possible for our fellow neighbors as we involve them in actively securing the best destiny for our Dream City.

What an incredible honor to be able to work alongside such a committed team to ensure that Arlington receives every cent for which it is eligible to secure the best future for "the town" I embraced immediately after my marriage that my husband and I have called home for the majority of our adult lives.

Arlington CCC members are enthusiastically working to meet the challenge of spreading the word and clearing up misconceptions about the 2020 Census to be taken April 1, 2020. We are laser focused and unified as we identify and implement creative ways to reach our entire community and encourage them not only to be counted but to inspire their family, friends, neighbors, co-workers, religious communities and other acquaintances to do so as well.

Most people are not surprised that providing services requires money. Many, however, may be unaware that they play a major part in determining how much money our City gets every decade simply based on the number of residents counted, regardless of their age — every infant and child, no matter how young, and every adult, no matter how seasoned.

Failure to get an accurate count could mean that the City of Arlington leaves millions of dollars on the table. That translates into fewer funds to distribute to deserving agencies to meet the needs of their clients and less money for the City's budget to build necessary roads and other much needed infrastructure.

Be on the lookout for ways you can help members of our committee or the U.S. Census Bureau staff as we diligently work to make every moment count as the day for the BIG count approaches.

Best regards,

Rita Parson, Chair
Arlington 2020 Census Complete Count Committee

ACKNOWLEDGEMENTS

This Outreach Activity Strategy for a Complete Count would not be possible without the direction of the 2020 Census Complete Count Committee members, their contribution to the Arlington community and commitment to the outreach of the 2020 Census.

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2020 CENSUS COMPLETE COUNT

ABOUT THE 2020 CENSUS

The 2020 Census is the 24th decennial Census in the United States of America, and mandated by Article 1, Section 2 of the U.S. Constitution. Since 1790, the Census has ensured fair representation across the United States. Over time, it has also become a critical determining factor in the allocation of funds for 132 federal programs that directly impact residents in states and cities across the country.

A successful 2020 Census is critical to the future of the City of Arlington and is among the most challenging Census cycles in the country's history. With an all-time low in financial resources and trust in government, the 10-question survey holds the key to accurate representation at all levels of government, and federal resources that the Arlington community depends on for daily life. It is estimated that for every person who chooses to not respond to the Census next spring, nearly $1,600 could be diverted away from the Arlington community, *per year*. In addition, for the first time ever, Arlington residents have options for response outside of the traditional paper form, including online and over the phone.

The challenges presented in the 2020 Census, including reduced overall funding for the Census Bureau, means that it is up to the City of Arlington and Arlington community partners to work in tandem with the Census Bureau to ensure an accurate count for our Community. Arlington's commitment to every voice being represented in the

constitutional processes of this country has resulted in the formation of the Arlington Census Complete Count Committee and this Outreach Activity Strategy for a Complete Count.

ABOUT THE COMPLETE COUNT COMMITTEE

The Complete Count Committee (CCC) was appointed by the City Council on January 29, 2019 and includes a diverse group of 26 residents, business owners, non-profit organizations, and other community leaders throughout the City. Staff members from various departments have also participated at each CCC meeting to assist in identifying existing city resources that could advance outreach and education of the Census.

The CCC is working to encourage all Arlington residents to complete the 2020 Census, specifically historically undercounted communities who are not as likely to respond to the Census. The Census Bureau has defined hard-to-count communities (referred to in Arlington as historically undercounted communities) to include racial and ethnic minorities, low-income and those living in poverty, and transient or renter households in Arlington, among others. The CCC will continue to meet through Census Day, April 1, 2020 to achieve this goal.

ABOUT HISTORICALLY UNDERCOUNTED COMMUNITIES

The CCC began their work by understanding the dynamics of Arlington's highest populations that are least likely to respond, or historically undercounted communities: the Hispanic community, the African American community, the Asian community, the low-income community, and the renter/transient community. There are many reasons why these communities may be unlikely to self-respond to the Census without additional outreach from trusted community leaders. Primarily, there is a lack of knowledge about the importance of the Census, mistrust of the government at all levels, and fear that information reported in the Census could be used against them by a government agency.

The CCC, once presented with this demographic analysis, was able to combine their experience with the demographic data to develop outreach activities that will meet these populations where they already are in the community, and use the existing trusted messengers in these communities to effectively encourage a response to the Census in 2020. Additional information related to the historically undercounted community demographic analysis is available in Appendix B.

ABOUT THE OUTREACH ACTIVITY STRATEGY

The Outreach Activity Strategy is the culmination of the CCC's demographic analysis of the Arlington historically undercounted community, and the local expertise of leaders in the Arlington community. The CCC Workplan was developed to maximize limited resources and the time of the Committee members to identify high-impact outreach activities that will encourage the highest participation in the 2020 Census and achieve a complete count.

The Outreach Activity Strategy is a "field" document that will guide the activities of the CCC and the partner organizations through the "Education and Awareness" and "Motivation" phases of the Census outreach process. It is designed in chronological order to serve as a checklist of outreach activities to be achieved through April 2020.

The Outreach Activity Strategy is also a measure of the success of the outreach efforts of the Complete Count Committee, the City of Arlington, and our community partners in working towards a complete count for Arlington. This document is a roadmap for an efficient and robust Outreach Activity Strategy that will have a positive impact on Arlington's Census efforts.

EDUCATION AND AWARENESS OUTREACH PHASE

EDUCATION AND AWARENESS OUTREACH PHASE APPROACH

The Education and Awareness Outreach Phase is intended to work with partner organizations and existing community events to engage in discussion related to the Census and prepare the Arlington community to understand the importance of the Census and to feel confident in responding to the questionnaire in the spring of 2020. Rather than encourage response, outreach in this phase is intended to (1) improve general knowledge about the Census; (2) educate on the civic and individual importance of each Arlington resident responding to the Census; and (3) provide correct and accurate information to alleviate concerns based on misinformation about the Census.

The Education and Awareness Outreach Phase runs from September 2019 through February 2020.

DIGITAL AND SOCIAL MEDIA OUTREACH ACTIVITIES

Digital marketing and social media outreach activities are critical during the Education and Awareness Phase. The Complete Count Committee will be relying on the City of Arlington Office of

Communication and their media partners to produce and promote digital materials to target towards various historically undercounted communities, as well as Arlington at-large.

Digital Marketing Materials

During the Education and Awareness Phase, the following video materials will be produced:

- *2020 Census Video #1 – Census 101: What's at Stake in Arlington*
- *Ask Arlington Segment #1 – What is the Census and Why is it important (w/Census Bureau Regional Office)*

Social Media Focus and Materials

A social media campaign will also be launched with graphic images, including the Arlington 2020 Census branding. Approximately once a month, a new focus message will be released, and local community partners will be encouraged to help spread the message about the importance of responding to the Census in 2020 through their independent communication avenues throughout the Education and Awareness Outreach phase.

Month	Focus Area
September 2019	Hispanic Heritage Month
October 2019	Babies and Young Children
November 2019	Representation & Faith-Based Outreach
December 2019	Low-income – Federal Funding from Census data
January 2020	African American Community Asian American Community
February 2020	Everyone Counts

COMMUNITY OUTREACH ACTIVITIES

Partners from all facets of the community in Arlington are critical messengers for achieving a complete count of the 2020 Census. Each Outreach Activity will provide education and awareness to all of the historically undercounted populations within Arlington in an impactful and meaningful manner. Primary activities in the phase include (1)

attending public events that are attended by or targeted towards historically undercounted populations; (2) giving presentations about the Census to groups and organizations that serve as trusted voices within the Arlington community; and (3) canvassing gathering areas and business centers of the Arlington historically undercounted community.

Below are listed outreach activities chronologically by sector – non-profit & social services, faith-based, educational & institutional, and business & entertainment communities. These activities are combined in the Outreach Activities Calendar section of this document by monthly activities through both the Education and Awareness Phase and the Motivation Phase.

Education & Awareness Phase Outreach Activities: Non-Profit & Social Services Community

	Activity Name	Activity Type	Activity Month
1	NAACP Chapter Meeting	Meeting Presentation	August 2019
2	City of Arlington Childcare Summit	Meeting Presentation	September 2019
3	North Texas Giving Day	Community Event	September 2019
4	LULAC Meeting Presentation	Meeting Presentation	October 2019
5	Handicap Count – Providing Resources for Deaf/Blind	Program Coordination	October 2019
6	Arlington Resource Sharing Group Meeting	Meeting Presentation	October 2019
7	Mission Arlington Outreach	Program Coordination	October 2019
8	Mission Arlington Turkey/Food Giveaway	Community Event	November 2019
9	Texas Health and Human Services Building - 1540 New York	Canvassing	December 2019
10	Mobile Food Pantry	Community Event	December 2019
11	Outreach with Colorful World Foundation	Community Event	January 2020
12	Social Service Organizations for Vietnamese	Meeting Presentation	January 2020
13	We Can Meeting	Meeting Presentation	January 2020
14	Tarrant County Homeless Coalition - Homeless Count Night	Program Coordination	January 2020
15	Arlington Life Shelter Intake	Program Coordination	January 2020
16	Tarrant County Mobile Food Giveaway Sites	Community Event	February 2020
17	Workforce Solutions Orientation	Meeting Presentation	February 2020
18	Texas Golden Age Adult Day Care	Meeting Presentation	February 2020
19	Salvation Army Community Dinner	Meeting Presentation	February 2020
20	Catholic Charities Mail Room - 917 W. Sanford	Canvassing	February 2020
21	Social Security Office/DMV Coordination	Program Coordination	February 2020

Education & Awareness Phase Outreach Activities: Faith Based Community

	Activity Name	Activity Type	Activity Month
1	St. Matthews Catholic Church Fall Festival	Community Event	September 2019
2	Be Counted On! Fall Festival	Community Event	October 2019
3	First Presbyterian Church Trunk or Treat	Community Event	October 2019
4	Religious Institutions Coordination	Canvassing	November 2019
5	Ministerial Association Informational Session	Meeting Presentation	November 2019
6	Vietnamese Martyrs Catholic Church	Community Event	November 2019
7	African American Community Churches	Community Event	November 2019
8	Faith-based African American Communities	Community Event	November 2019
9	Mount Olive Baptist Church Sunday Worship	Community Event	November 2019
10	Conference with Mosque Leadership	Meeting Presentation	November 2019
11	Church Town Hall	Meeting Presentation	November 2019
12	Outreach and Education to African Presbyterian Community	Meeting Presentation	November 2019
13	St. Mark's Soup Kitchen	Community Event	February 2020

Education & Awareness Phase Outreach Activities: Education & Institutional Community

	Activity Name	Activity Type	Activity Month
1	Grants Contract Signing and Sub-recipient Training	Meeting Presentation	June 2019
2	City of Arlington Homeownership Fair	Community Event	August 2019
3	Back to School Kickoff at AT&T Stadium	Community Event	August 2019
4	City of Arlington Director’s Meeting	Meeting Presentation	September 2019
5	Video Highlights – Produced for Social Media	Social Media	September 2019
6	Levitt Concerts: show Census video	Other Media	September 2019
7	Bilingual Storytime	Community Event	September 2019
8	UTA Hispanic Awareness Month Activities Support	Community Event	September 2019
9	TCC SE Campus Hispanic Awareness Month Support	Community Event	September 2019
10	High School Football Games	Community Event	October 2019
11	National Night Out - Police	Community Event	October 2019
12	Dia de los Muertos Sponsor	Community Event	November 2019
13	ACAPP (Arlington Clergy and Police Partnership)	Meeting Presentation	November 2019
14	Arlington Citizens' Police Academy Alumni Association	Meeting Presentation	November 2019
15	Greek PanHellenic Council organizational meetings	Meeting Presentation	December 2019
16	Housing Authority Meetings	Meeting Presentation	December 2019
17	Pop up screens on public use computers (Libraries)	Program Coordination	December 2019
18	East Police District Apartment Managers' Meeting	Meeting Presentation	December 2019
19	Youth Sports Sign-ups	Community Event	January 2020
20	Printed Material at City Departments	Canvassing	January 2020
21	Arlington TV – YouTube production for Social Media	Social Media	January 2020
22	Outreach Partnership with UTA Students	Program Coordination	January 2020
23	Vietnamese Students Association Spring Events	Community Event	January 2020
24	Coloring Book/Activity Book for Schools/Daycares	Other Media	January 2020

25	Parks Department Daddy Daughter Dance	Community Event	February 2020
26	Aging Well Expo	Community Event	February 2020
27	Kindergarten Round-up	Community Event	April 2020

Education & Awareness Phase Outreach Activities: Business & Entertainment Community

	Activity Name	Activity Type	Activity Month
1	Hispanic Real Estate Brokers Association Inc Coordination	Interview	August 2019
2	Asian Business Expo	Community Event	August 2019
3	Chamber Latino Business Group	Meeting Presentation	September 2019
4	Advertisement at Laundromats	Canvassing	January 2020
5	Advertise in Vietnamese radio stations, newspapers, TV	Other Media	January 2020
7	Tai Hi by Master Nguyen Van Hoa-Vovi Nam Martial Arts	Meeting Presentation	January 2020
8	Vietnamese Radio Program: Interview with Peter Dao	Interview	January 2020
9	Arlington Martin Luther King Jr Celebration	Community Event	January 2020
10	Chinese New Year in Asian Markets	Community Event	January 2020
11	Chinese New Year Festival at International Leadership of Texas	Community Event	January 2020
12	Grocery Stores - Fiesta, Monterey, La Michoacana	Canvassing	January 2020
13	Hiep Thai Food Store	Canvassing	January 2020
14	Cho Saigon New Market	Canvassing	January 2020
15	Grocery Store Handout	Canvassing	January 2020
16	Supermarket Day/Day at the Supermarket	Canvassing	January 2020
17	Ben Thanh Market	Canvassing	January 2020
18	New Shoe Releases at Parks Mall	Canvassing	March 2020

MOTIVATION OUTREACH PHASE

MOTIVATION OUTREACH PHASE APPROACH

The Motivation Outreach Phase is intended to work with partner organizations and attend community events to actively encourage response to the Census in the spring of 2020. Rather than educate and inform, outreach in this phase is intended to (1) remind the Arlington community that Census responses are required during this time period; (2) provide additional opportunities to respond to the Census for those who may not have access or information on accessing the Census form; and (3) monitor the self-response rates of Census tracts in Arlington to strategically shift outreach efforts to low-response areas as necessary.

The Motivation Outreach Phase runs from March 2020 through May 2020.

DIGITAL AND SOCIAL MEDIA OUTREACH ACTIVITIES

Digital marketing and social media outreach activities continue to be critical during the Motivation Phase. The Complete Count Committee will be relying on the City of Arlington Office of Communication and their media partners to produce and promote digital materials targeted towards various historically undercounted communities, as well as the Arlington community at-large.

Digital Marketing Materials

During the Motivation Phase, the following video materials will be produced:

- *2020 Census Video #2 – Why the Census matters for your Family, Friends, and Community*
- *Ask Arlington Segment #2 – What to expect and how to respond to the 2020 Census*

Social Media Focus and Materials

The social media campaign will shift during the Motivation Outreach Phase to focus on reminding residents to respond to the Census, with additional detailed information on how to respond to the Census, either by phone, online, or mail. While some new content will be created, the social media materials will largely be previously shared information, with an increase in frequency during the self-response period in March and April 2020.

COMMUNITY OUTREACH ACTIVITIES

Partners from all facets of community in Arlington are critical messengers for achieving a complete count of the 2020 Census. Each Outreach Activity will provide education and awareness to all of the historically undercounted populations within Arlington in an impactful and meaningful manner. Primary activities in the phase include (1) increased marketing to remind the Arlington community to respond to the Census; and (2) providing public areas for Census response for those who may need additional assistance or internet access.

Below are listed outreach activities chronologically by sector – non-profit & social services, faith-based, educational & institutional, and business & entertainment communities. These activities are combined in the Outreach Activities Calendar section of this document by monthly activities through both the Education and Awareness Phase and the Motivation Phase.

It is obvious in this section of the Outreach Activity Strategy that there are fewer activities planned for the Motivation Phase compared to the

Education and Awareness Phase. This can be attributed to a few factors and differences between the two phases. First, the activities in the Motivation Phase are generally ongoing activities instead of singular events, with the activity month demonstrating the start date of the activity period. Secondly, The Census Bureau will be targeting most of their outreach resources from January to March, and the Committee anticipates a tapering of local efforts, which will become supplementary to the larger Census Bureau efforts.

Motivation Phase Outreach Activities: Non-Profit & Social Services Community

	Activity Name	Activity Type	Activity Month
1	2020 VITA Program (free tax preparation) Coordination	Community Event	February 2020
2	SNAP mailer with outreach letters	Other Media	March 2020

Motivation Phase Outreach Activities: Faith Based Community

	Activity Name	Activity Type	Activity Month
1	Sunday Census Day at Church	Community Event	April 2020

Motivation Phase Outreach Activities: Education & Institutional Community

	Activity Name	Activity Type	Activity Month
1	Vietnamese speaking team to go door-to-door	Canvassing	January 2020
2	Library poster during income tax filing period	Other Media	February 2020
3	Instagram Posts - Pop Up Ads	Social Media	March 2020
4	Establish Census Response Help Stations throughout City	Program Coordination	March 2020
5	Library Laptop Outreach	Program Coordination	March 2020
6	How to complete the Census online/paper at Library Branches (Staff and Public Versions)	Program Coordination	March 2020
7	Census Informational Celebration/Festival	Community Event	March 2020
8	TCC Mobile Go Unit	Program Coordination	April 2020

Motivation Phase Outreach Activities: Business & Entertainment Community

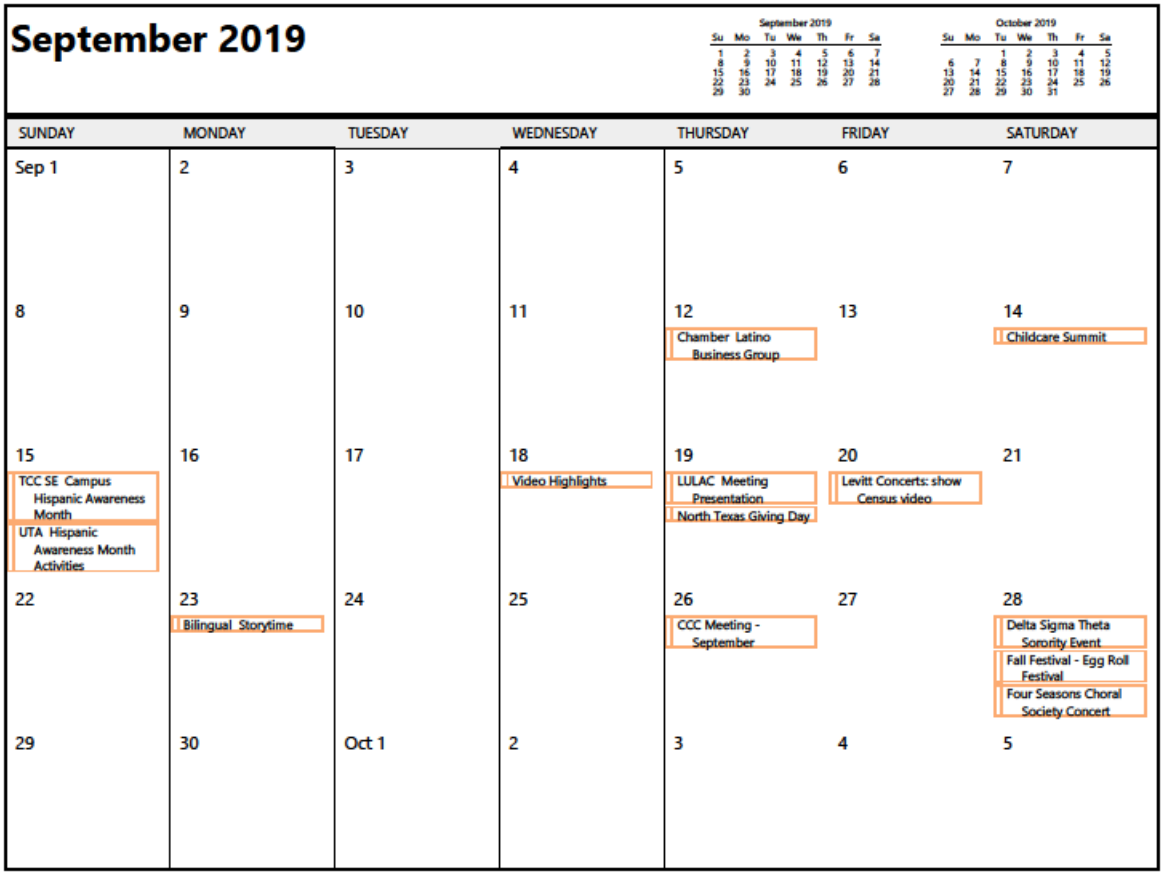
	Activity Name	Activity Type	Activity Month
1	New Shoe Releases at Parks Mall	Canvassing	March 2020
2	Texas Ranger Station Handout	Community Event	April 2020

3	Cinco De Mayo Celebration	Community Event	May 2020
4	Big Soccer Play-off held at AT&T Stadium	Community Event	June 2020

OUTREACH ACTIVITIES CALENDAR

The Outreach Activities Calendar includes activities planned for both the Education and Awareness and Motivation Outreach phases. The calendar is a visual roadmap for each month's activities that the Committee will use to plan and staff each event. It is anticipated that the number of actual events will exceed what is shown on this calendar of events, since each event will present new opportunities and connections to spread information and awareness about the 2020 Census to additional groups and organizations.

The goals of the Census Complete Count Committee will be met if each of these outreach activities is used to spread awareness about the Census through meeting presentations, event attendance, distribution of flyers or promotional items, or in-person assistance to respond to the Census.



Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Chamber Latino Business Group	Education and Awareness	Meeting Presentation	9/12/2019	Business Community Activity
Childcare Summit	Education and Awareness	Community Event	9/14/2019	
UTA Hispanic Awareness Month Activities Support	Education and Awareness	Community Event	9/15/2019	School-related Activity
TCC SE Campus Hispanic Awareness Month Support	Education and Awareness	Community Event	9/15/2019	School-related Activity
Video Produced for Social Media sharing	Education and Awareness	Social Media	9/18/2019	City of Arlington Activity - Internal to Staff
LULAC Meeting Presentation	Education and Awareness	Meeting Presentation	9/19/2019	Non-profit/Social Services Activity
North Texas Giving Day	Education and Awareness	Community Event	9/19/2019	
Levitt Concerts: show Census video	Education and Awareness	Other Media	9/20/2019	City of Arlington - Public Activity
Bilingual Storytime	Education and Awareness	Community Event	9/23/2019	City of Arlington - Public Activity
CCC Meeting - September			9/26/2019	
Fall Festival - Egg Roll Festival	Education and Awareness	Community Event	9/28/2019	Entertainment/Pop Culture Activity
Delta Sigma Theta Sorority Event	Education and Awareness	Meeting Presentation	9/28/2019	Non-profit/Social Services Activity
Four Seasons Choral Society Concert	Education and Awareness	Other Media	9/28/2019	Entertainment/Pop Culture Activity

October 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sep 29	30	Oct 1 National Night Out - Police	2 Arlington Resource Sharing Group Handicap Count	3	4	5
6	7	8	9	10 Census Bureau Regional Kick-off Event	11	12
13	14	15	16	17	18 Be Counted On!	19
20	21	22 Mission Arlington Outreach	23	24 CCC Meeting - October	25 High School Football Games	26 First Presbyterian Church Trunk or Treat
27	28	29	30	31	Nov 1	2

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
National Night Out - Police	Education and Awareness	Community Event	10/1/2019	City of Arlington - Public Activity
Handicap Count – Provide Resources to Deaf/Blind	Education and Awareness	Program Coordination	10/2/2019	Non-profit/Social Services Activity
Arlington Resource Sharing Group	Education and Awareness	Meeting Presentation	10/2/2019	Non-profit/Social Services Activity
Be Counted On! Fall Festival	Education and Awareness	Community Event	10/5/2019	Faith-based Activity
Census Bureau Regional Kick-off Event	Education and Awareness	Community Event	10/10/2019	
Mission Arlington Outreach	Education and Awareness	Program Coordination	10/22/2019	Non-profit/Social Services Activity
CCC Meeting - October			10/24/2019	
High School Football Games	Education and Awareness	Community Event	10/25/2019	School-related Activity
First Presbyterian Church Trunk or Treat	Education and Awareness	Community Event	10/26/2019	Faith-based Activity

November 2019

November 2019

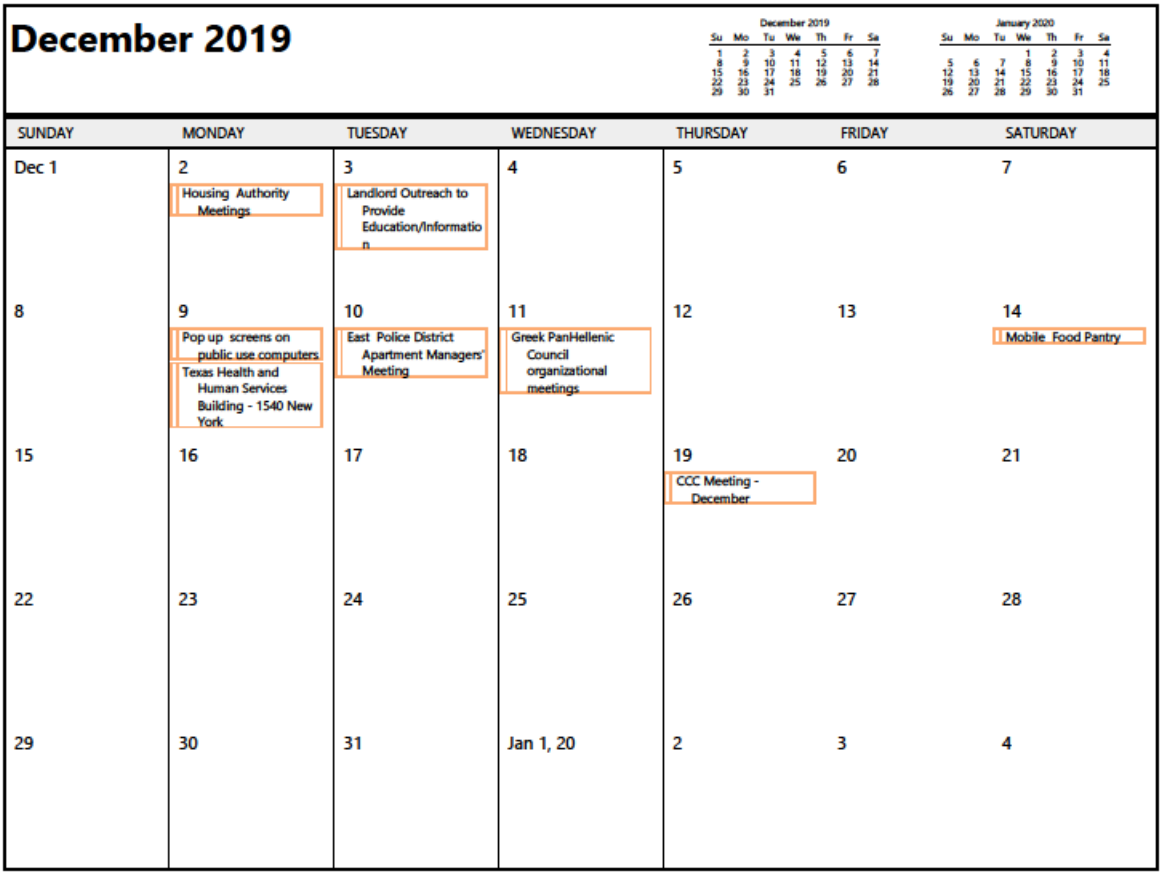
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

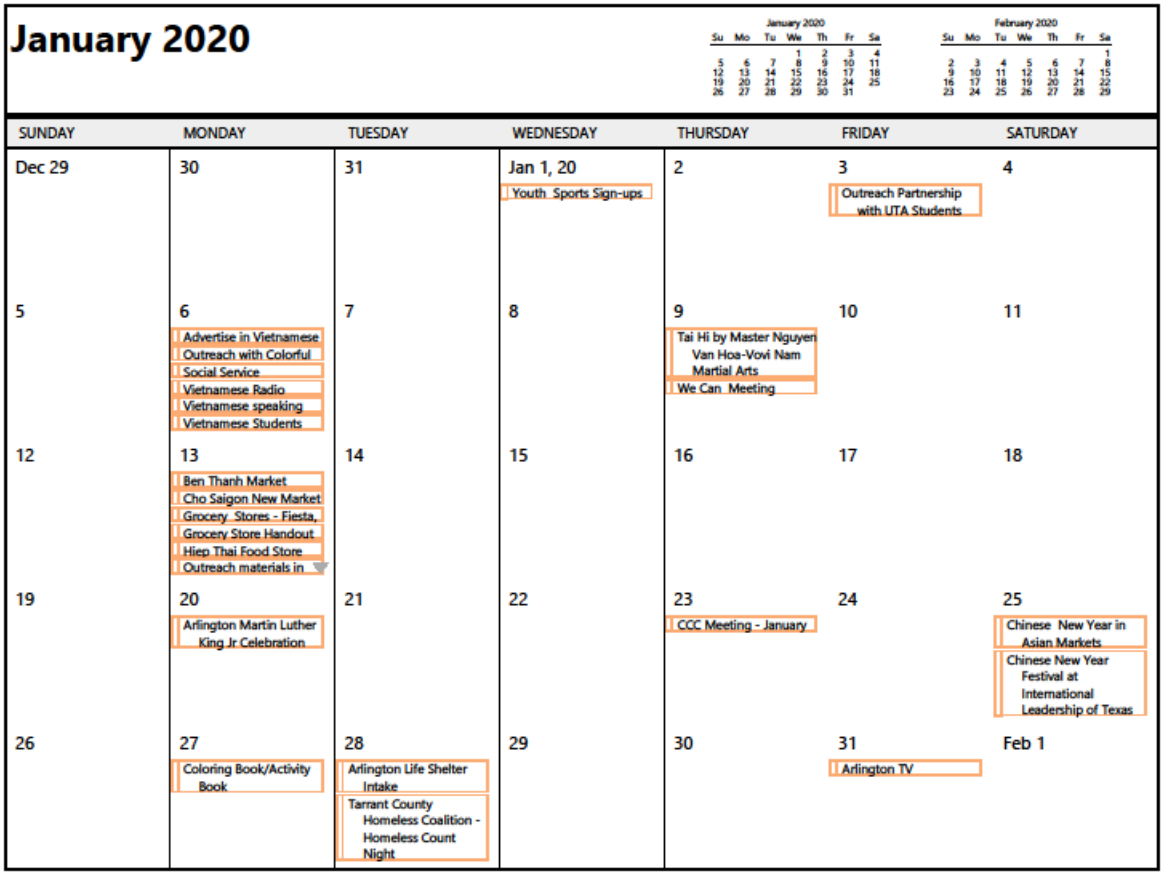
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Oct 27	28	29	30	31	Nov 1	2 Dia de los Muertos
3	4 African American Church Town Hall Conference with Faith-based African Influencer Kit Ministerial Association	5	6	7 ACAPP (Arlington Clergy and Police Partnership)	8	9
10	11	12	13	14 Arlington Citizens' Police Academy Alumni Association (ACPAAA)	15	16
17	18	19	20	21 CCC Meeting - November	22	23
24	25	26	27 Mission Arlington Turkey/Food Giveaway	28	29	30

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Dia de los Muertos Sponsor	Education and Awareness	Community Event	11/2/2019	City of Arlington - Public Activity
Religious Institutions Outreach	Education and Awareness	Canvassing	11/4/2019	Faith-based Activity
Ministerial Association Informational Session	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity
Influencer Kit for Trusted Messengers	Education and Awareness	Program Coordination	11/4/2019	CCC Event/Activity - New
Vietnamese Martyrs Catholic Church	Education and Awareness	Community Event	11/4/2019	Faith-based Activity
African American Community Churches	Education and Awareness	Community Event	11/4/2019	Faith-based Activity
Faith-based African American Communities	Education and Awareness	Community Event	11/4/2019	Faith-based Activity
Mount Olive Baptist Church Sunday Worship	Education and Awareness	Community Event	11/4/2019	Faith-based Activity
Conference with Mosque Leadership	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity
Church Town Hall	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity
Outreach and Education to Cameroon and Ghana Presbyterian Community	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity
ACAPP (Arlington Clergy and Police Partnership)	Education and Awareness	Meeting Presentation	11/7/2019	City of Arlington - Public Activity
Arlington Citizens' Police Academy Alumni Association (ACPAAA)	Education and Awareness	Meeting Presentation	11/14/2019	City of Arlington - Public Activity
CCC Meeting - November			11/21/2019	
Mission Arlington Turkey/Food Giveaway	Education and Awareness	Community Event	11/27/2019	Non-profit/Social Services Activity



Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Housing Authority Meetings	Education and Awareness	Meeting Presentation	12/2/2019	City of Arlington Activity - Internal to Staff
Landlord Outreach to Provide Education/Information	Education and Awareness	Canvassing	12/3/2019	CCC Event/Activity - New
Pop up screens on public use computers throughout the City	Education and Awareness	Program Coordination	12/9/2019	City of Arlington Activity - Internal to Staff
Texas Health and Human Services Building - 1540 New York	Education and Awareness	Canvassing	12/9/2019	Non-profit/Social Services Activity
East Police District Apartment Managers' Meeting	Education and Awareness	Meeting Presentation	12/10/2019	City of Arlington Activity - Internal to Staff
Greek PanHellenic Council organizational meetings	Education and Awareness	Meeting Presentation	12/11/2019	School-related Activity
Mobile Food Pantry	Education and Awareness	Community Event	12/14/2019	Non-profit/Social Services Activity
CCC Meeting - December			12/19/2019	



Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Youth Sports Sign-ups	Education and Awareness	Community Event	1/1/2020	City of Arlington - Public Activity
Outreach Partnership with UTA Students	Education and Awareness	Program Coordination	1/3/2020	School-related Activity
Vietnamese Students Association Spring Events	Education and Awareness	Community Event	1/6/2020	School-related Activity
Vietnamese Radio Program: Interview with Peter Dao	Education and Awareness	Interview	1/6/2020	Entertainment/Pop Culture Activity
Outreach with Colorful World Foundation	Education and Awareness	Community Event	1/6/2020	Non-profit/Social Services Activity
Social Service Organizations for Vietnamese	Education and Awareness	Meeting Presentation	1/6/2020	Non-profit/Social Services Activity
Vietnamese speaking team to go door-to-door	Motivation	Canvassing	1/6/2020	CCC Event/Activity - New
We Can Meeting	Education and Awareness	Meeting Presentation	1/9/2020	Non-profit/Social Services Activity
Printed Material at City Departments	Education and Awareness	Canvassing	1/13/2020	City of Arlington Activity - Internal to Staff
Outreach materials in health clinics	Education and Awareness	Canvassing	1/13/2020	CCC Event/Activity - New
Arlington Martin Luther King Jr Celebration	Education and Awareness	Community Event	1/20/2020	Entertainment/Pop Culture Activity
CCC Meeting - January			1/23/2020	
Chinese New Year in Asian Markets	Education and Awareness	Community Event	1/25/2020	Entertainment/Pop Culture Activity
Chinese New Year Festival at International Leadership of Texas	Education and Awareness	Community Event	1/25/2020	Entertainment/Pop Culture Activity
Coloring Book/Activity Book	Education and Awareness	Other Media	1/27/2020	School-related Activity
Tarrant County Homeless Coalition - Homeless Count Night	Education and Awareness	Program Coordination	1/28/2020	Non-profit/Social Services Activity
Arlington Life Shelter Intake	Education and Awareness	Program Coordination	1/28/2020	Non-profit/Social Services Activity
Arlington TV	Education and Awareness	Social Media	1/31/2020	City of Arlington Activity - Internal to Staff

February 2020

February 2020

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March 2020

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 26	27	28	29	30	31	Feb 1
2	3 Advertisement at Laundromats	4	5 Tarrant County Mobile Food Giveaway Sites	6 Workforce Orientation	7 Parks Department Daddy Daughter Dance	8
9	10	11	12	13 Texas Golden Age Adult Day Care	14	15
16	17 2020 VITA Program (free taxes) Library poster during income tax filing period	18	19 Aging Well Expo	20 St. Mark's Soup Kitchen	21	22 Salvation Army Community Dinner
23	24 Reaching families in extended stay locations	25 Catholic Charities Mail Room - 917 W. Sanford	26	27 CCC Meeting - February	28	29

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Advertisement at Laundromats	Education and Awareness	Canvassing	2/3/2020	Business Community Activity
Tarrant County Mobile Food Giveaway Sites	Education and Awareness	Community Event	2/5/2020	Non-profit/Social Services Activity
Workforce Solutions Orientation	Education and Awareness	Meeting Presentation	2/6/2020	Non-profit/Social Services Activity
Parks Department Daddy Daughter Dance	Education and Awareness	Community Event	2/7/2020	City of Arlington - Public Activity
Texas Golden Age Adult Day Care	Education and Awareness	Meeting Presentation	2/13/2020	Non-profit/Social Services Activity
Library poster during income tax filing period	Both	Other Media	2/17/2020	City of Arlington - Public Activity
2020 VITA Program (free tax preparation) Coordination	Motivation	Community Event	2/17/2020	Non-profit/Social Services Activity
Aging Well Expo	Education and Awareness	Community Event	2/19/2020	City of Arlington - Public Activity
St. Mark's Soup Kitchen	Education and Awareness	Community Event	2/20/2020	Faith-based Activity
Salvation Army Community Dinner	Education and Awareness	Meeting Presentation	2/22/2020	Non-profit/Social Services Activity
Reaching families in extended stay locations	Education and Awareness	Program Coordination	2/24/2020	CCC Event/Activity - New
Catholic Charities Mail Room - 917 W. Sanford	Education and Awareness	Canvassing	2/25/2020	Non-profit/Social Services Activity
CCC Meeting - February			2/27/2020	

March 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 1	2 Instagram Posts - Pop Up Ads	3	4	5	6	7
8	9 Social Security Office/DMV	10	11	12	13	14
15	16 Bring your form or online help How to complete the Census online/paper at Library Branches Library Laptop Outreach	17	18	19	20	21
22	23 SNAP mailer with outreach letters	24	25	26 CCC Meeting - March	27	28 New Shoe Releases at Parks Mall
29	30	31	Apr 1	2	3	4

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Instagram Posts - Pop Up Ads	Both	Social Media	3/2/2020	City of Arlington Activity - Internal to Staff
Social Security Office/DMV Coordination	Education and Awareness	Program Coordination	3/9/2020	Other Governmental Activity
Establish Census Response Help Stations throughout City	Motivation	Program Coordination	3/16/2020	City of Arlington - Public Activity
Library Laptop Outreach	Motivation	Program Coordination	3/16/2020	City of Arlington - Public Activity
How to complete the Census online/paper at Library Branches (Staff and Public Versions)	Motivation	Program Coordination	3/16/2020	City of Arlington Activity - Internal to Staff
SNAP mailer with outreach letters	Motivation	Program Coordination Media	3/23/2020	Non-profit/Social Services Activity
CCC Meeting - March			3/26/2020	
New Shoe Releases at Parks Mall	Both	Canvassing	3/28/2020	Entertainment/Pop Culture Activity

April 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 29	30	31	Apr 1 Census Informational Celebration/Festival	2 TCC Mobile Go Unit (has computer)	3	4 Texas Ranger Station Handout
5 Sunday Census Day at Church	6 Kindergarten Round-up	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23 CCC Meeting - April	24	25
26	27	28	29	30	May 1	2

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Census Informational Celebration/Festival	Motivation	Community Event	4/1/2020	CCC Event/Activity - New
TCC Mobile Go Unit (has computer)	Motivation	Program Coordination	4/2/2020	School-related Activity
Texas Ranger Station Handout	Motivation	Community Event	4/4/2020	Entertainment/Pop Culture Activity
Sunday Census Day at Church	Motivation	Community Event	4/5/2020	Faith-based Activity
Kindergarten Round-up	Education and Awareness	Community Event	4/6/2020	School-related Activity
CCC Meeting - April			4/23/2020	

May 2020

May 2020						
Su	Mo	Tu	We	Th	Fr	Sa
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31						

June 2020						
Su	Mo	Tu	We	Th	Fr	Sa
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Apr 26	27	28	29	30	May 1	2
3	4	5 Cinco De Mayo Celebration	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Jun 1	2	3	4	5	6

Activity Name	Outreach Phase	Activity Type	Date	Community/Sector
Cinco De Mayo Celebration	Motivation	Community Event	5/5/2020	Entertainment/Pop Culture Activity

APPENDIX A – ACTIVITY SHEETS AND COMPLETE OUTREACH ACTIVITIES COMPLETE LIST

2020 CENSUS

ACTIVITY PLANNING SHEET

This form is to be used to plan outreach activities for the 2020 Census Complete Count Committee. Please complete a separate sheet for each activity that will target a hard-to-count community in Arlington. *Note: submission of an Activity Planning Sheet will be used to inform and develop a comprehensive, city-wide Outreach Plan for the City of Arlington; however, not all activities may be complete or feasible for these outreach efforts.*

Please complete as much information as possible for each activity.

Activity Name:_____

Committee Member(s) Submitting Application: _____

ACTIVITY DETAILS

This Activity will primarily target the following Hard-to-Count Community:

□ Hispanic/Latino □ Asian □ African American

□ Low-income/Living in Poverty □ Renter/Transient □ Other: _____

This Activity will primarily target the following age group(s):

□ Children (0-5 years) □ Children (6-18 years) □ Young Adults (19-34 years)

□ Adults (35-64) □ Senior/Elderly (65+)

This Activity is the following type:

□ Event (annual/one-time) □ Event (recurring) □ Virtual (online)

□ Holiday □ Printed activity □ Canvassing □ Any time/Flexible

This Activity generally occurs:

□ This Activity is on-going or can happen at any time □ Winter □ Spring □ Summer □ Fall

During a specific Month(s), Week(s) or Day(s):

_____

_____

ACTIVITY RESOURCES

Approximately how many people are needed to participate in this Activity?

□ 1-5 people □ 6-10 people □ more than 10 people

Approximately how much time is needed to participate in this Activity?

□ 1-10 hours □ 10-25 hours □ 25+ hours

Approximately how much funding is needed to complete this activity?

□ Free □ $1 - $50 □ $51 - $150 □ $151 - $500 □ more than $500

Continues on back

Are additional purchases required? Please list them.

_____

_____

_____

_____

_____

Will other City departments, Businesses, or Non-profit partners be involved? Please list them.

_____

_____

_____

_____

Please include any other information about this Activity.

_____

_____

_____

_____

_____

Please submit this completed form to City of Arlington staff for inclusion in development of the 2020 Census Complete Count Outreach Plan.

Complete Count Committee Outreach Activity Sheet Summary

Activity Name	Outreach Phase	Outreach Type	Calendar Date	Classification	Target HTC Community	Human Resources	Time to Complete	Funding Required	Partners	Notes
Grants Contract Signing and Sub-recipient Training	Education and Awareness	Meeting Presentation	6/6/2019	City of Arlington Activity - Internal to Staff	Low Income/Poverty	1-5 people	1-10 hours	Free	Grants Management	Provide information on the Census to service providers receiving HUD grants, so they can share with their customers.
Hispanic Real Estate Brokers Association Inc	Education and Awareness	Interview	8/10/2019	Business Community Activity	Hispanic/Latino	1-5 people			Hispanic Real Estate Brokers Association Inc	Contact is Leticia Gallegos 214-460-2483 or ceo@hrebaconnect.org
City of Arlington Homeownership Fair	Education and Awareness	Community Event	8/10/2019	City of Arlington - Public Activity	All	1-5 people	1-10 hours	$1-$50	Grants Management	Have a booth with Census info; distribute flyers; show quick videos; hand out candy to entice people to stop at booth
Back to School Kickoff at AT&T Stadium	Education and Awareness	Community Event	8/10/2019	School-related Activity	All	1-5 people	1-10 hours	$151 - $500		August 2019 and August 2020
Chamber Latino Business Group	Education and Awareness	Meeting Presentation	9/12/2019	Business Community Activity	Hispanic/Latino			$1-$50	Chamber of Commerce	This is a new group within the Chamber that focuses on Hispanic and Latino businesses
Childcare Summit	Education and Awareness	Community Event	9/14/2019							
UTA Hispanic Awareness Month Activities	Education and Awareness	Community Event	9/15/2019	School-related Activity	Hispanic/Latino					
TCC SE Campus Hispanic Awareness Month	Education and Awareness	Community Event	9/15/2019	School-related Activity	Hispanic/Latino					
Video Highlights	Education and Awareness	Social Media	9/18/2019	City of Arlington Activity - Internal to Staff	All	1-5 people	1-10 hours	$51-$150		Work with school video production classes to video influential community members with social media presence; five 90 second videos stating the benefits of census participation and/or dispelling the myths of participation
LULAC Meeting Presentation	Education and Awareness	Meeting Presentation	9/19/2019	Non-profit/Social Services Activity	Hispanic/Latino			Free	LULAC	Ask for assistance with other groups and churches for outreach
North Texas Giving Day	Education and Awareness	Community Event	9/19/2019							
Levitt Concerts: show Census video	Education and Awareness	Other Media	9/20/2019	City of Arlington - Public Activity	All				Levitt Pavilion	
Bilingual Storytime	Education and Awareness	Community Event	9/23/2019	City of Arlington - Public Activity	Hispanic/Latino	1-5 people		$1-$50	Arlington Public Library	we have anywhere from 10 to 20 patrons attend; it may be better to try to train the librarian to deliver the information
CCC Meeting - September			9/26/2019							
Fall Festival - Egg Roll Festival	Education and Awareness	Community Event	9/28/2019	Entertainment/Pop Culture Activity	Asian	1-5 people	10-25 hours	$51-$150		3 Day Festival, Sept. 27-29 from 5pm to 10pm
Delta Sigma Theta Sorority Event	Education and Awareness	Meeting Presentation	9/28/2019	Non-profit/Social Services Activity	African American	1-5 people	1-10 hours	$1-$50		
Four Seasons Choral Society Concert	Education and Awareness	Other Media	9/28/2019	Entertainment/Pop Culture Activity	Asian			$51-$150		
National Night Out - Police	Education and Awareness	Community Event	10/1/2019	City of Arlington - Public Activity	All	1-5 people	1-10 hours	Free	Police Department	Sergeant Vince Pewitt - parties held at multiple locations to give out info
Handicap Count	Education and Awareness	Other	10/2/2019	Non-profit/Social Services Activity	Other	6-10 people		$500+		Sign language training, closed captioning on all training materials
Arlington Resource Sharing Group	Education and Awareness	Meeting Presentation	10/2/2019	Non-profit/Social Services Activity	Other	1-5 people	1-10 hours	Free		First Wednesday of each month, beginning in October 2019. Share and speak about 2020 Census every meeting beginning in October and have printed information available each meeting in multiple languages. Will target nonprofit providers, elected officials, law enforcement, and faith leaders. Facilitated by United Way Arlington.
Census Bureau Regional Kick-off Event	Education and Awareness	Community Event	10/10/2019							
Be Counted On!	Education and Awareness	Community Event	10/18/2019	Faith-based Activity	Hispanic/Latino	>10 people	1-10 hours	$151 - $500	Arlington ISD, Churches	A fall festival for children in October. I will follow up with Ruth Mercado to coordinate local churches to do this activity.

Complete Count Committee Outreach Activity Sheet Summary

Activity Name	Outreach Phase	Outreach Type	Calendar Date	Classification	Target HTC Community	Human Resources	Time to Complete	Funding Required	Partners	Notes
Mission Arlington Outreach	Education and Awareness	Other	10/22/2019	Non-profit/Social Services Activity					Mission Arlington	Reach out to Mission Arlington because I am aware they have programs in the HTC area east of 360, north of 303 that was discussed at the May meeting. I was on a team that walked one set of apartments last November to see who wanted Thanksgiving dinners delivered, and required us to go door-to-door.
CCC Meeting - October			10/24/2019							
High School Football Games	Education and Awareness	Community Event	10/25/2019	School-related Activity	African American	>10 people	25+ hours	$151 - $500	Arlington ISD	Set up tables located at entrances and exits of Friday night football games
First Presbyterian Church Trunk or Treat	Education and Awareness	Community Event	10/26/2019	Faith-based Activity	All			$1-$50	First Pres Church - Kyle Terwilliger/Mission Team	Annual event that draws 200-300 people, already used to us having a table to give out books/plush toys and information about the church
Día de los Muertos	Education and Awareness	Community Event	11/2/2019	City of Arlington - Public Activity	Hispanic/Latino	1-5 people	1-10 hours	$1-$50		
Religious Institutions	Education and Awareness	Canvassing	11/4/2019	Faith-based Activity	All	1-5 people		$151 - $500	Churches - all	Flyers, bulletin board information, distribute for display in all churches
Ministerial Association Informational Session	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity	All	1-5 people	1-10 hours	$1-$50		Kennedy Jones sends out information on a regular basis to pastors. We need to get to him. Could send out flyers.
Influencer Kit	Education and Awareness	Other	11/4/2019	CCC Event/Activity - New	All	>10 people	1-10 hours	$51-$150	Churches, Organizations	Develop a web kit complete with sample messages for church leaders, influencers, etc. Educate what, why, and how through champions. Include a folder of printed materials, thumb drive, web links.
Vietnamese Martyrs Catholic Church	Education and Awareness	Community Event	11/4/2019	Faith-based Activity	Asian					801 E. Mayfield Road. Put an ad in the bulletin: cost $1000/year, $550/6 months, $300/3 months; for 1000 prints per weekend. Weekend masses are attended by 6000+ people.
African American Community Churches	Education and Awareness	Community Event	11/4/2019	Faith-based Activity	African American	1-5 people	1-10 hours	$1-$50		Cornerstone Baptist Church, Koinonia Christian Church, Mount Olive Baptist Church, APD Crime Prevention
Faith-based African American Communities	Education and Awareness	Community Event	11/4/2019	Faith-based Activity	African American	1-5 people	10-25 hours	Free		Churches to build trust with African American communities. Mosques. Large black churches -- Mount Olive.
Mount Olive Baptist Church Sunday Worship	Education and Awareness	Community Event	11/4/2019	Faith-based Activity	African American	1-5 people	1-10 hours			Would like to start in Summer
Conference with Mosque Leadership	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity	Middle Eastern, Asian					Bringing Mosque leadership and community leadership to City Hall and provide an educational presentation to them.
Church Town Hall	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity	African American	1-5 people	1-10 hours	Free	United Way, Catholic Charities, YMCA, Mission Arlington, Arlington Life Shelter, Arlington Public Library	Event can be held anytime, multiple churches. Only need one person to moderate/instruct.
Outreach and Education to Cameroon and Ghana Presbyterian Community	Education and Awareness	Meeting Presentation	11/4/2019	Faith-based Activity	African	1-5 people	1-10 hours	$1-$50	First Presbyterian Church	Recommend targeting a couple of church meals following a service, one with each group, at First Presbyterian Church where we can talk about upcoming census or even on-going to help them both understand/work. Ghana Presbyterian Church meets at First Presbyterian.
ACAPP (Arlington Clergy and Police Partnership)	Education and Awareness	Meeting Presentation	11/7/2019	City of Arlington - Public Activity	All	1-5 people		Free	Clergy/Pastor, APD	Contact Kim Fretwell at 817-459-5589 to get on meeting schedule
Arlington Citizens' Police Academy Alumni Association (ACPAAA)	Education and Awareness	Meeting Presentation	11/14/2019	City of Arlington - Public Activity	Other	1-5 people		Free	APD	Contact Timothy Hayden at 817-459-6640 to get on meeting schedule (well in advance)
CCC Meeting - November			11/21/2019							
Mission Arlington Turkey/Food Giveaway	Education and Awareness	Community Event	11/27/2019	Non-profit/Social Services Activity	All			$151 - $500	Mission Arlington	Could have individuals passing out flyers the day of the event. Great opportunity to inform our citizens of the Census Benefits
Housing Authority Meetings	Education and Awareness	Meeting Presentation	12/2/2019	City of Arlington Activity - Internal to Staff	All			$1-$50	Arlington Housing Authority	post flyers and business cards; post info on website, digital signs; speak to meetings

Complete Count Committee Outreach Activity Sheet Summary

Activity Name	Outreach Phase	Outreach Type	Calendar Date	Classification	Target HTC Community	Human Resources	Time to Complete	Funding Required	Partners	Notes
Landlord Outreach to Provide Education/Information	Education and Awareness	Canvassing	12/3/2019	CCC Event/Activity - New	All	6-10 people	10-25 hours	$151 - $500	Arlington Housing Authority	Could be as simple as flyers on doors or inserted with rental statements. Also upload via pdf to websites for tenants. Links to YouTube video or information page on Facebook. Share specifically to Arlington community.
Pop up screens on public use computers	Education and Awareness	Other	12/9/2019	City of Arlington Activity - Internal to Staff	All			Free	Arlington Public Library IT	on the computers, we can have a pop up that remains or takes patrons to the Census. At our Downtown, East, and Northeast branches, we could also have it in Spanish or another needed language.
Texas Health and Human Services Building - 1540 New York	Education and Awareness	Canvassing	12/9/2019	Non-profit/Social Services Activity	All	1-5 people	1-10 hours	Free,$1-$50		Location for SNAP and other benefits for low income. Handouts, posters, etc., to discuss the census. Material can be put on walls, handouts, etc.
East Police District Apartment Managers' Meeting	Education and Awareness	Meeting Presentation	12/10/2019	City of Arlington Activity - Internal to Staff	Renter/Transient			Free	APD	Contact Marissa Sandham at 817-459-5817 to get on meeting schedule
Greek PanHellenic Council organizational meetings	Education and Awareness	Meeting Presentation	12/11/2019	School-related Activity	African American					
Mobile Food Pantry	Education and Awareness	Community Event	12/14/2019	Non-profit/Social Services Activity	Low Income/Poverty	1-5 people		Free	Arlington Urban Ministries, Tarrant Area Food Bank, Arlington Charities, St Andrews UMC	Usually 100+ families attend to receive food
CCC Meeting - December			12/19/2019							
Youth Sports Sign-ups	Education and Awareness	Community Event	1/1/2020	City of Arlington - Public Activity	All	1-5 people			Parks & Rec Department	
Outreach Partnership with UTA Students	Education and Awareness	Other	1/3/2020	School-related Activity	Asian	6-10 people		$1-$50	UTA Professors, UTA Asian Student Groups	Recruit young adults to help with education/outreach components and help with language barrier.
Vietnamese Students Association Spring Events	Education and Awareness	Community Event	1/6/2020	School-related Activity	Asian, Renter/Transient	1-5 people	1-10 hours	Free		Handouts. Faculty advisor is Kasey Catlett. Very active student group; maybe opportunities to present at their general meetings? or food sales?
Vietnamese Radio Program: Interview with Peter Dao	Education and Awareness	Interview	1/6/2020	Entertainment/Pop Culture Activity	Asian	1-5 people	1-10 hours	Free		
Outreach with Colorful World Foundation	Education and Awareness	Community Event	1/6/2020	Non-profit/Social Services Activity	Asian			$1-$50	Colorful World Foundation	Colorful World Foundation holds healthcare and outreach services for all Asian populations in DFW. They collect Arlington-specific data. Contact Sophie Trinh at sophie.colorful@gmail.com
Social Service Organizations for Vietnamese	Education and Awareness	Meeting Presentation	1/6/2020	Non-profit/Social Services Activity	Asian, Low Income/Poverty, Renter/Transient					Collaborate with organization/nonprofit that provide social services and US citizenship/naturalization classes to Vietnamese community (free to public).
Vietnamese speaking team to go door-to-door	Motivation	Canvassing	1/6/2020	CCC Event/Activity - New						
We Can Meeting	Education and Awareness	Meeting Presentation	1/9/2020	Non-profit/Social Services Activity	Other	1-5 people		$1-$50	Code and Police	Reach West District citizens; monthly community meeting to discuss West District concerns, upcoming events, Code and Police updates, etc.
Printed Material at City Departments	Education and Awareness	Canvassing	1/13/2020	City of Arlington Activity - Internal to Staff	All				Municipal Courts ,Parks, Arlington Public Library, Water Department, Arlington Housing Authority, PDS, Handitran	Provide printed material at all public-facing City Departments
Outreach materials in health clinics	Education and Awareness	Canvassing	1/13/2020	CCC Event/Activity - New	Low Income/Poverty	1-5 people	1-10 hours	$1-$50		Compile list of free or income-based healthcare centers. Push outreach at these places. Ask to set up tables/provide information or ask questions. Look for opportunities where large numbers gather (before school for shots, flu shots, etc.).
Arlington Martin Luther King Jr Celebration	Education and Awareness	Community Event	1/20/2020	Entertainment/Pop Culture Activity	African American	1-5 people	10-25 hours	Free		MLK weekend--Friday through Monday--has varying events that will allow info while some will have ability/time to complete the census. 7 events over 4 days. The founding partners of the celebration are the City, AISD, UTA, TCC, and Arlington Ministerial Association.
CCC Meeting - January			1/23/2020							
Chinese New Year in Asian Markets	Education and Awareness	Community Event	1/25/2020	Entertainment/Pop Culture Activity	Asian			Free		

Complete Count Committee Outreach Activity Sheet Summary

Activity Name	Outreach Phase	Outreach Type	Calendar Date	Classification	Target HTC Community	Human Resources	Time to Complete	Funding Required	Partners	Notes
Chinese New Year Festival at International Leadership of Texas	Education and Awareness	Community Event	1/25/2020	Entertainment/Pop Culture Activity	Asian	1-5 people	1-10 hours	Free		Handouts, coloring sheets. Run by the PTO of ILT, contact next year's PTO president. End of January/beginning of February; probably Jan. 25, 2020 9-11:30am.
Coloring Book/Activity Book	Education and Awareness	Other Media	1/27/2020	School-related Activity	Asian	1-5 people	1-10 hours	$500+		Create a coloring/activity book with crayons that could be distributed ahead of time covering the who, what, where, when, and why of the US Census. I will email a proposal for consideration.
Tarrant County Homeless Coalition - Homeless Count Night	Education and Awareness	Other	1/28/2020	Non-profit/Social Services Activity	Renter/Transient	1-5 people	1-10 hours	Free,$1-$50		The Homeless Count Night Survey is on app - may want to contact them early to have the census info added to the survey.
Arlington Life Shelter Intake	Education and Awareness	Other	1/28/2020	Non-profit/Social Services Activity	Low Income/Poverty, Renter/Transient	1-5 people	1-10 hours	Free	Arlington Life Shelter	Printed resources on hand during intake at Arlington Life Shelter to pass out to new residents.
Arlington TV	Education and Awareness	Social Media	1/31/2020	City of Arlington Activity - Internal to Staff	African American	6-10 people	1-10 hours	$500+	City of Arlington OOC	Create a census video that features local team members to discuss the importance and benefits of participating. How important accuracy is, how the data is used. Everyone has provided feedback on the importance of building trust and communicating with the community. Producing a piece that runs on our city channel with the team will help build credibility. Would need a videographer, script, recording studio.
Advertisement at Laundromats	Education and Awareness	Canvassing	2/3/2020	Business Community Activity	Low Income/Poverty, Renter/Transient	1-5 people	10-25 hours	Free		
Tarrant County Mobile Food Giveaway Sites	Education and Awareness	Community Event	2/5/2020	Non-profit/Social Services Activity	All	>10 people		Free	Iglesia Café, Arlington Urban Ministries	Held at Iglesia Café, 2200 E Park Row; begins at 8:45am and lasts until food runs out (1-3 hours)
Workforce Orientation	Education and Awareness	Meeting Presentation	2/6/2020	Non-profit/Social Services Activity	Renter/Transient, Low Income/Poverty	1-5 people	1-10 hours	Free		SNAP orientation for SNAP recipients Mondays 9:45. TANF orientation for TANF recipients Tuesdays 8:30. Workforce participants required information from Health and Human Services.
Parks Department Daddy Daughter Dance	Education and Awareness	Community Event	2/7/2020	City of Arlington - Public Activity	All	1-5 people		Free	Parks	Held in February on both Friday and Saturday of the event weekend. Over 500 people participate, and it would be a good opportunity to perform outreach education. The timing in February is advantageous. We could also consider setting up an area for participants to complete the census online...it would require bringing in computers in a specified area. The event is typically held at the Bob Duncan Center at Vandergriff Park off Center Street, so close to the low response tracts.
Texas Golden Age Adult Day Care	Education and Awareness	Meeting Presentation	2/13/2020	Non-profit/Social Services Activity		1-5 people	1-10 hours	Free		Located at 1115 W. Pioneer Parkway; discuss the Census with those at the daycare
Library poster during income tax filing period	Both	Other Media	2/17/2020	City of Arlington - Public Activity	All	1-5 people	1-10 hours		Arlington Public Library	
2020 VITA Program (free taxes)	Motivation	Community Event	2/17/2020	Non-profit/Social Services Activity	All			Free	Foundation Communities, United Way	1. Speak to VITA volunteers during their training in Nov-Jan so they can tell tax payers to complete the census; 2. ensure materials are shared at 3 VITA sites so that an intake worker can share materials; 3. place posters in 3 VITA sites (Hugh Smith, TCC-SE, Shadowbrook Apartments; varying hours and days of the week)
Aging Well Expo	Education and Awareness	Community Event	2/19/2020	City of Arlington - Public Activity	All	1-5 people		Free	Grants, PDS, Housing, Library, Parks	Aging Well Expo targets senior citizens of Arlington; event had more than 1500 attendees in last 2 years
St. Mark's Soup Kitchen	Education and Awareness	Community Event	2/20/2020	Faith-based Activity	Low Income/Poverty	1-5 people		Free	Sheila attends as often as possible (APD)	Free lunch to anyone in the community, Laurie Adams leads, Meals on Wheels also picks up from this location
Salvation Army Community Dinner	Education and Awareness	Meeting Presentation	2/22/2020	Non-profit/Social Services Activity	All			Free	Salvation Army	Lts Timothy and Andrea Israel lead Salvation Army 817-860-1836

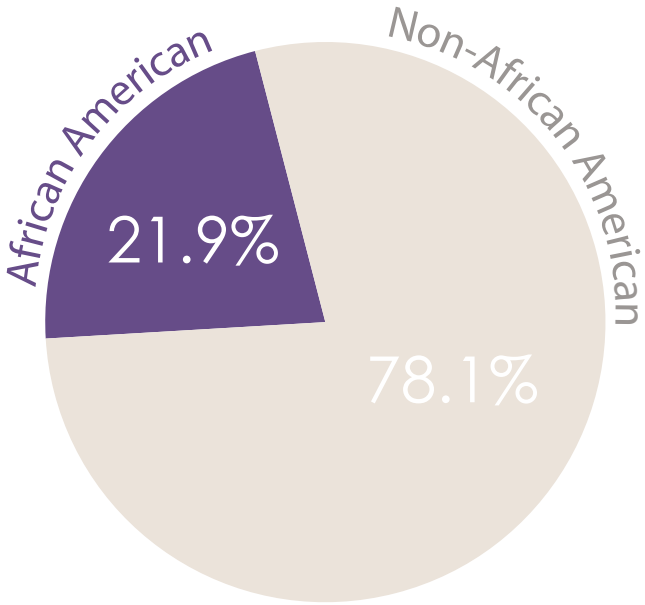
Complete Count Committee Outreach Activity Sheet Summary

Activity Name	Outreach Phase	Outreach Type	Calendar Date	Classification	Target HTC Community	Human Resources	Time to Complete	Funding Required	Partners	Notes
Reaching families in extended stay locations	Education and Awareness	Other	2/24/2020	CCC Event/Activity - New	Low Income/Poverty	1-5 people	1-10 hours	Free	Arlington ISD	Partner with AISD Families in Transition Department social workers to visit families in extended stay hotels. They already have a rapport and relationship with families who won't respond to just a postcard.
Catholic Charities Mail Room - 917 W. Sanford	Education and Awareness	Canvassing	2/25/2020	Non-profit/Social Services Activity	Renter/Transient	1-5 people	1-10 hours	Free,$1-$50	Catholic Charities	Catholic Charities has a mail room for homeless persons. They receive mail at this location. They can check it daily or weekly. Multiple individuals receive mail here. This location can benefit from info to hand out, but also to train their staff about the census.
CCC Meeting - February			2/27/2020							
Instagram Posts - Pop Up Ads	Both	Social Media	3/2/2020	City of Arlington Activity - Internal to Staff	Hispanic/Latino			Free	n/a	Create pop-up ads or ads to communicate info
Social Security Office/DMV	Education and Awareness	Other	3/9/2020	Other Governmental Activity	All	1-5 people		$151 - $500	Social Security Office, DMV registration	Set-up tables on multiple days and pass out information
Bring your form or online help	Motivation	Other	3/16/2020	City of Arlington - Public Activity	All					
Library Laptop Outreach	Motivation	Other	3/16/2020	City of Arlington - Public Activity	Low Income/Poverty, Renter/Transient	1-5 people	1-10 hours	Free	Arlington Public Library	The Arlington Public Library and any location or at Arlington Park/Rec locations.
How to complete the Census online/paper at Library Branches (Staff and Public Versions)	Motivation	Other	3/16/2020	City of Arlington Activity - Internal to Staff		1-5 people	1-10 hours	Free	Arlington Public Library	
SNAP mailer with outreach letters	Motivation	Other Media	3/23/2020	Non-profit/Social Services Activity	Low Income/Poverty, Renter/Transient	1-5 people	1-10 hours			Short, brightly colored bullet point info on why this is important. Not quite as extensive as the fact sheet online. Focus on more housing vouchers, etc. Include with outreach letters to SNAP recipients. Not all outreach actually come in for orientation - most don't. It's on average 100 per week.
CCC Meeting - March			3/26/2020							
New Shoe Releases at Parks Mall	Both	Canvassing	3/28/2020	Entertainment/Pop Culture Activity	Hispanic/Latino, African American, Low Income/Poverty	6-10 people	1-10 hours	Free		
Census Informational Celebration/Festival	Motivation	Community Event	4/1/2020	CCC Event/Activity - New	All	>10 people				Put together one large event (family friendly) with all Committee members to basically have fun and provide info and educate about the importance of the Census. Events for every culture.
TCC Mobile Go Unit (has computer)	Motivation	Other	4/2/2020	School-related Activity	All					
Texas Ranger Station Handout	Motivation	Community Event	4/4/2020	Entertainment/Pop Culture Activity	Hispanic/Latino, Asian	6-10 people	1-10 hours	$1-$50		Whenever there is a home game scheduled.
Sunday Census Day at Church	Motivation	Community Event	4/5/2020	Faith-based Activity	Asian, Low Income/Poverty, Renter/Transient	>10 people	1-10 hours	$151 - $500	Churches	Set up table at church for 5 Sundays of any month to have the community complete the survey. Some may take on the spot, others may take home and do online. Need funds for tables, signage, water, snacks.
Kindergarten Round-up	Education and Awareness	Community Event	4/6/2020	School-related Activity	All			1-10 hours		Could try to coordinate with AISD to get online information with registration materials
CCC Meeting - April			4/23/2020							
Cinco De Mayo Celebration	Motivation	Community Event	5/5/2020	Entertainment/Pop Culture Activity	Hispanic/Latino	1-5 people		$1-$50	East Arlington Renewal, Latino Supermarkets, Schools, Churches	A big event in the Mexican community, but other Latino groups participate
Eid Day (End of Ramadan) Booth	Education and Awareness	Community Event	7/30/2020	Faith-based Activity	Asian, Middle Eastern	6-10 people	1-10 hours		Mosques	Every year Muslims celebrate the end of Ramadan with festivity. Gatherings at mosques are quite large and very diverse. A speech and a booth will educate a lot of people at one time. June 4th will be the end of Ramadan morning prayers. We have six mosques in Arlington.
Big Soccer Play-off held at AT&T Stadium	Not sure	Community Event		Entertainment/Pop Culture Activity	Hispanic/Latino	1-5 people		$151 - $500	AT&T Stadium	Could be a lot of fun

APPENDIX B – HISTORICALLY UNDERCOUNTED COMMUNITY DEMOGRAPHICS

2020 CENSUS COMPLETE COUNT:
AFRICAN AMERICAN COMMUNITY

City of Arlington
Office of Strategic Initiatives
Data Source: 2017 ACS 5-Year Estimates



POPULATION

85,023 of Arlington's 388,225 residents are African American.

13,387 foreign-born

MEDIAN HOUSEHOLD INCOME

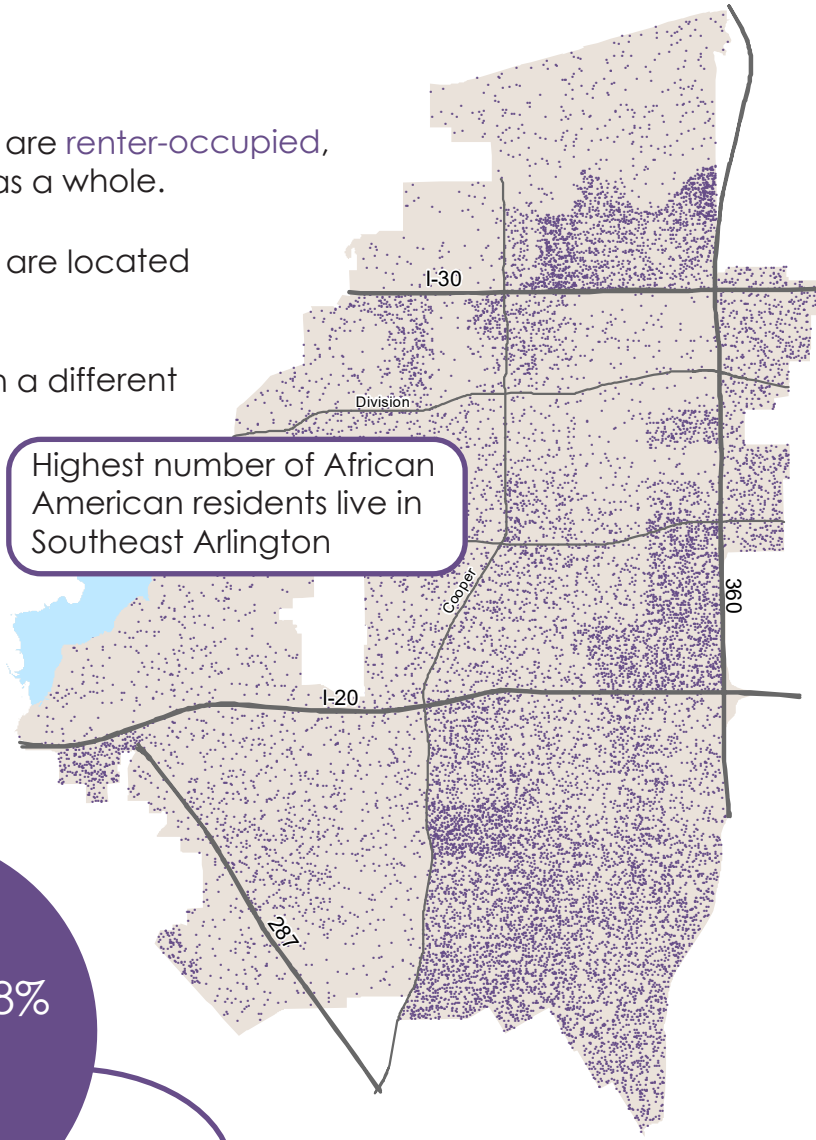
AFRICAN AMERICAN	$47,690
TOTAL	$55,562

HOUSING

67.7% of African American housing units are renter-occupied, compared to 44.4% for the City of Arlington as a whole.

46.3% of African American housing units are located within multi-family complexes (3+ units).

25.5% of African American people live in a different house than they did the previous year.

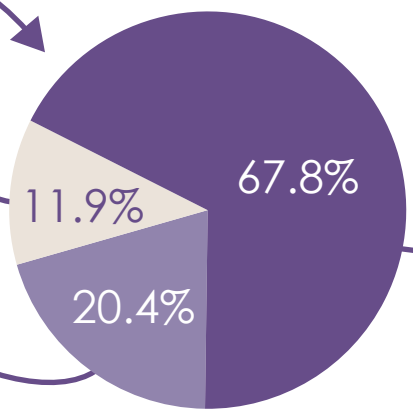


Highest number of African American residents live in Southeast Arlington

POVERTY

19.3% of African American residents live below the poverty level (16,179 total people).

2,761 families with children live below the poverty level.

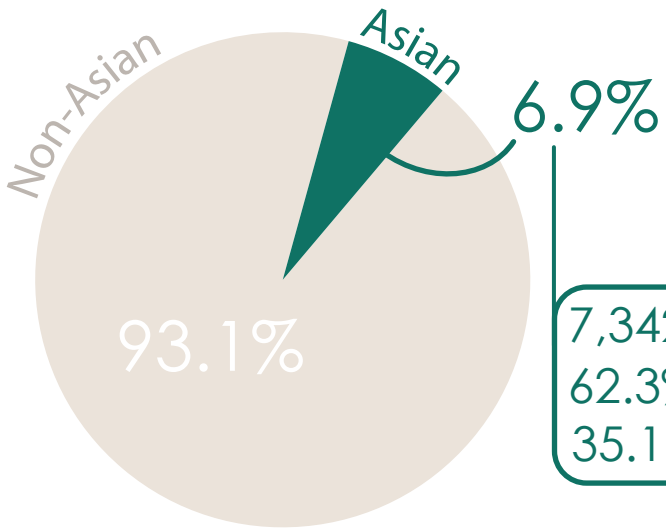


2020 CENSUS COMPLETE COUNT:
ASIAN COMMUNITY

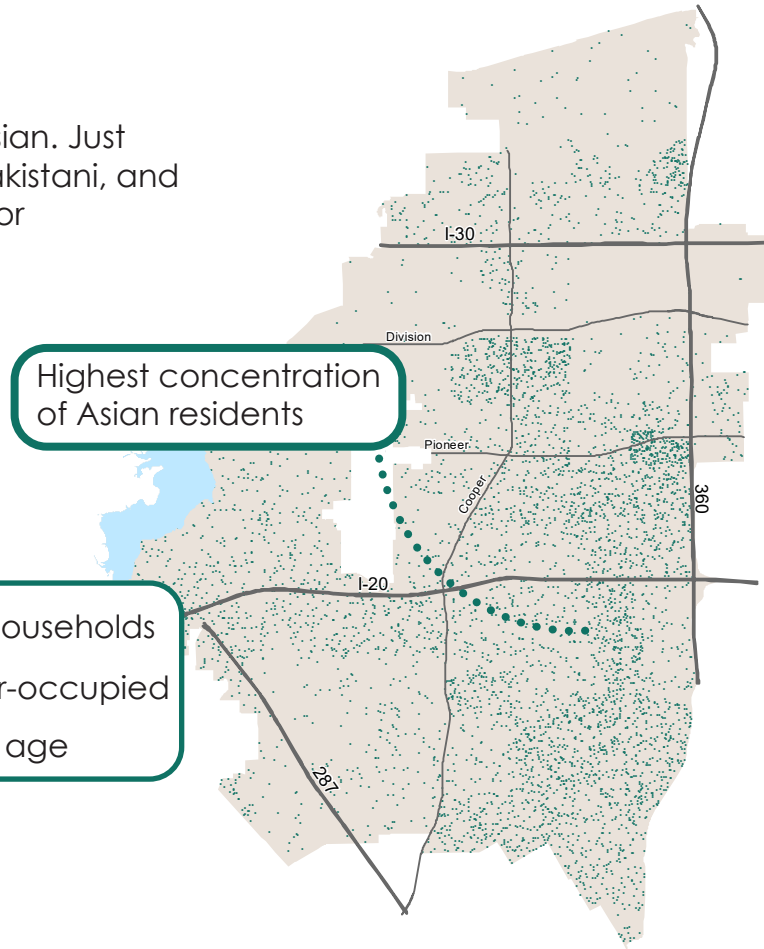
City of Arlington
Office of Strategic Initiatives
Data Source: 2017 ACS 5-Year Estimates

POPULATION

26,689 of Arlington's 388,225 residents are Asian. Just under 20% are of South Asian descent (Indian, Pakistani, and Bangladeshi), while the remainder are of of East or Southeast Asian descent.



7,342 total households
62.3% owner-occupied
35.1 median age



MEDIAN HOUSEHOLD INCOME

ASIAN	$51,786
TOTAL	$55,562

LANGUAGE

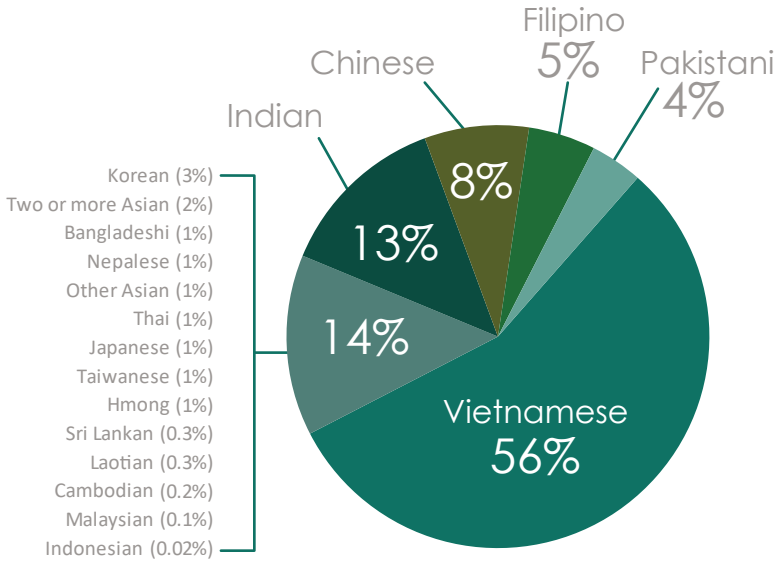
Nearly 18,000 Asian residents speak a language other than English at home.

Vietnamese	12,604
Chinese	1,985
Other Asian / Pac. Isl.	1,928
Tagalog (incl. Filipino)	818
Korean	625

58% speak English less than very well.

RACIAL SUB-GROUPS

The Asian population in Arlington is broken into 20 separate subgroups.



POVERTY RATE

The total poverty rate for Asian residents is lower than Arlington as a whole.

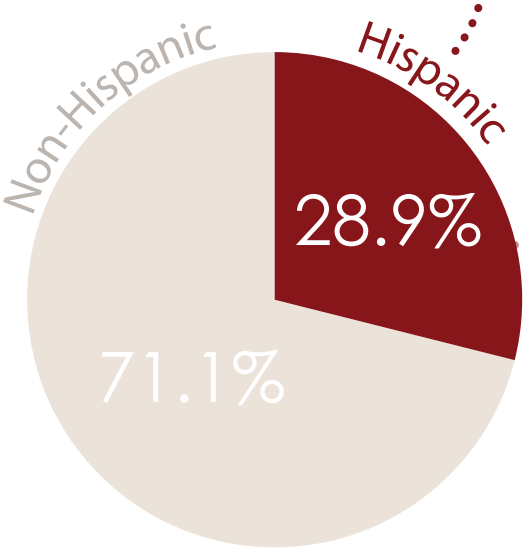
ASIAN	15.8%
TOTAL	16.1%

2020 CENSUS COMPLETE COUNT:
HISPANIC & LATINO COMMUNITY

City of Arlington
Office of Strategic Initiatives
Data Source: 2017 ACS 5-Year Estimates

POPULATION

112,283 of Arlington's 388,225 residents are Hispanic or Latino.



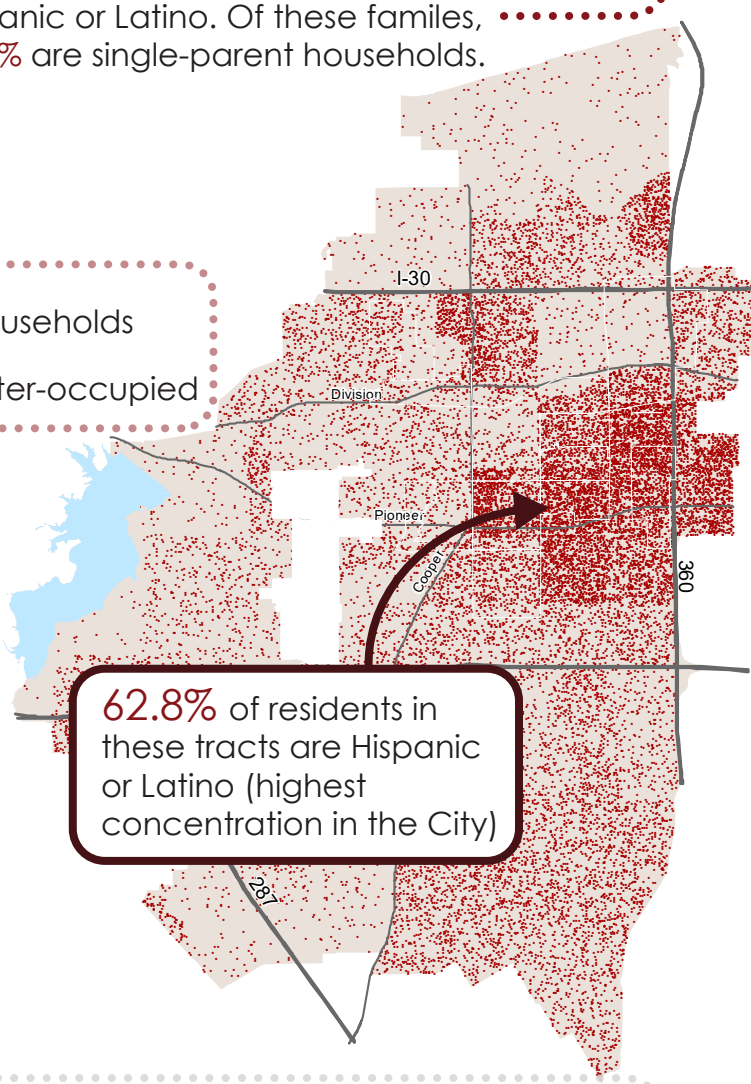
29,729 households
51.9% renter-occupied

POVERTY RATE

The total poverty rate for Hispanic residents is higher than Arlington as a whole.

22.9% HISPANIC
16.1% TOTAL

43.8% of *families* in poverty are Hispanic or Latino. Of these familes, 53.2% are single-parent households.



62.8% of residents in these tracts are Hispanic or Latino (highest concentration in the City)

MEDIAN HOUSEHOLD INCOME

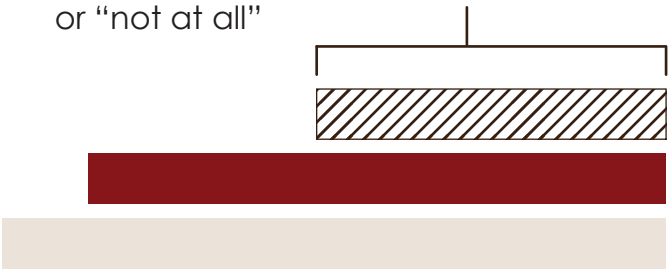
HISPANIC $45,401
TOTAL $55,562

CITIZENSHIP

28.7% of Arlington's Hispanic population are not currently U.S. citizens.

LANGUAGE

76,687 Hispanic or latino residents live in Spanish-speaking households



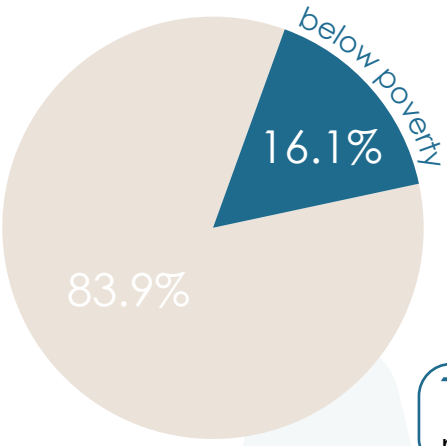
28.2% Speak English "not well" or "not at all"

46.5% Speak English "less than very well"

53.5% Speak English "very well"

2020 CENSUS COMPLETE COUNT:
Transient/Mobile & Low Income Communities

City of Arlington
Office of Strategic Initiatives
Data Sources: 2017 ACS 5-Year Estimates
Tarrant County Homeless Coalition

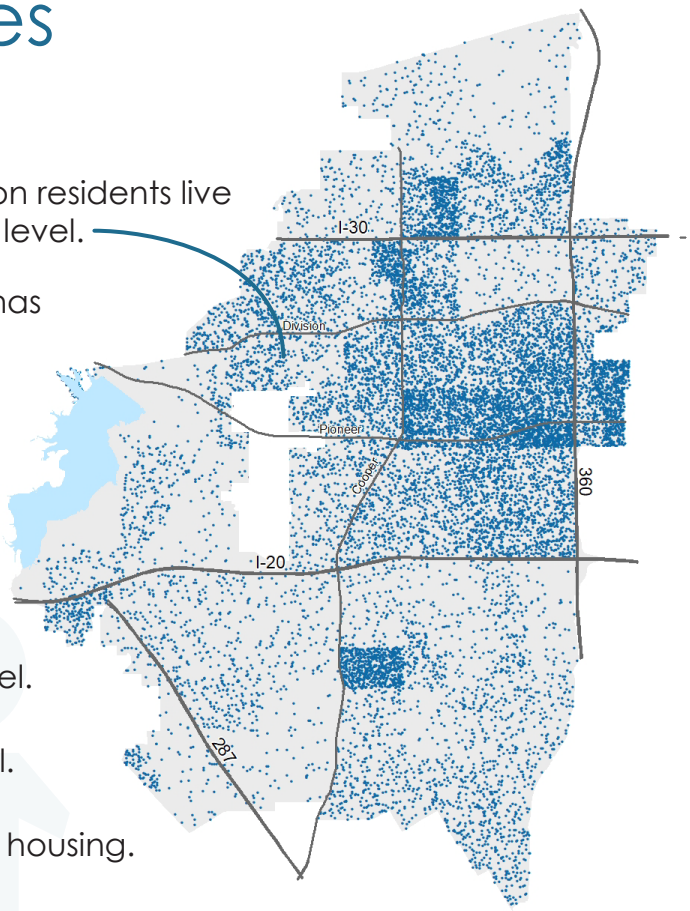


POVERTY

61,655 Arlington residents live below the poverty level.

The total poverty rate has decreased from 17.5% in 2015.

16,650 households received foodstamps.

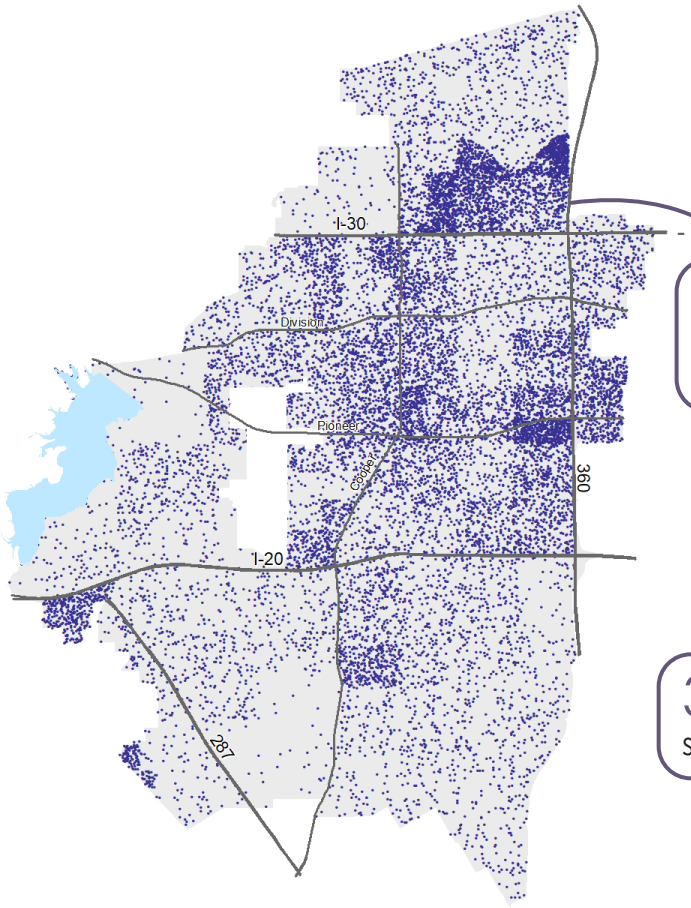


FAMILIES

11,131 Arlington families live below the poverty level.

9,092 families with children live below poverty level.

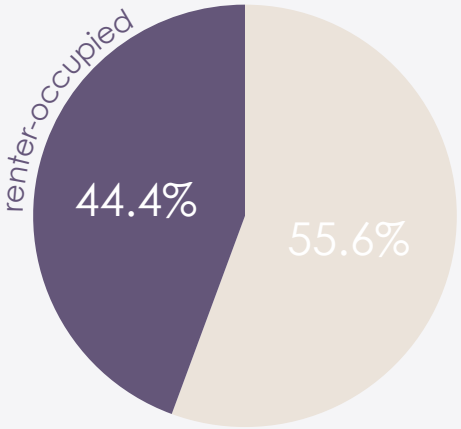
71.6% of families below the poverty level rent their housing.



RENTERS

59,912 of Arlington's 135,004 housing units are renter-occupied.

64.7% of rental units are in complexes with 3 or more units.



22.9% of renters moved in 2015 or later.

33,447 renter-occupied housing units are held by someone younger than 35 years old.

245 homeless residents in 2019