

Everyone Counts

in Arlington!



ARLINGTON COUNTY CENSUS 2020 REPORT

PREPARED BY CORE STAFF TEAM (DECEMBER 11, 2020)

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Executive Summary

The decennial Census has occurred every 10 years in the United States since 1790. For the 24th occurrence of the decennial Census, Arlington initiated its Census 2020 program to ensure every Arlingtonian was counted as of April 1, 2020.

Information collected in the decennial Census impacts federal funding, redistricting, and planning for community services. Federal funding distributed to communities is determined through the decennial Census. When the population is undercounted, jurisdictions don't receive the funding needed for vital community services. Census data are used by state officials to redraw the boundaries of congressional and state legislative districts (also known as redistricting); and to reapportion the House of Representatives, determining how many seats each state gets. Census data also are instrumental in helping us plan for future community needs and services, such as emergency services, schools, hospitals, human services, libraries, and transportation services and infrastructure.

A core staff team led a massive countywide effort to educate the public on the importance of participation in the 2020 Census. This effort involved leading the Arlington Complete Count Committee (CCC), a 42-person, County Manager-appointed committee made up of Arlington residents and staff. Together staff and the CCC defined an outreach plan and worked as Census Ambassadors throughout the community.

The CCC and the core staff team focused outreach efforts on the hard-to-count population, those less likely to respond to the Census, recruiting over 370 Census Partners and Champions and attending over 300 events. They also held several special events to train partners, canvas neighborhoods, and count residents.

April 1, 2020
Everyone Counts!
arlingtonva.us/census

In mid-March, COVID-19 forced the suspension of in-person Census outreach efforts. During this time, the CCC contacted residents through social media, virtual events and sessions, and more. On Census Day, April 1, 2020, Arlington hosted a Twitterstorm, releasing messaging on the importance of the Census and encouraging people to take the Census.

The County also held virtual events with community leaders, Census Bureau leadership and CCC members to discuss current Census operations, encourage partners to continue promotions, and boost Census participation. As a part of the COVID-19 food distribution process, the County included information and giveaways in each bag to reach those in the hard-to-count population.

In July, the Census Bureau resumed operations and partnered with the County to set up Mobile Questionnaire Assistance (MQA) sites. Using social distancing and other safe measures, MQA staff deployed to low response areas and encouraged people to take the Census on site.

The County also held several “get counted” events, during which attendees received free cleaning supplies (hard to obtain during the pandemic) and participants had the opportunity to complete the Census. These events proved successful with thousands of encounters with residents and hundreds completing the Census.

Census operations concluded on October 15, 2020, with an estimated 99.98% of Arlington households enumerated. The results showed 76.5% of Arlington households self-responded to the Census online, by phone, or by mail. The remaining 23.5% of households received visits from Census takers from the Crystal City Area Census Office.

This report will discuss the challenges and victories, both operational and external, that the core staff encountered, as well as lessons learned for the next decennial Census. The final participation rate and population totals will be available in 2021.

Considerations for 2030

Administration and Management

- ***Interdepartmental Core Staff Team:*** Develop a core staff team with 5-7 members starting in Fall 2028. The first duties of the core staff team should be self-education on the 2030 Census, developing branding for Arlington promotions, and recommending members of the CCC.
- ***Dedicated Budget Funding:*** Secure dedicated funding (\$100,000) for use from January 2029 – October 2030.
- ***County Board and School Board Liaisons:*** Appoint a representative from the County Board and School Board to work with the CCC and further the Census messaging throughout the community.

CCC and Partnership

- ***Complete Count Committee:*** Develop a Manager-appointed CCC with influential Arlington residents who represent the hard-to-count population.
- ***CCC Grass Roots Campaign:*** Start CCC operations one year from the count to focus on the phases of education, grass roots campaign development, and campaign implementation.
- ***Arlington Census Partners:*** Establish an Arlington Census Partners program that begins at the Census Kickoff and continue to add partners throughout the engagement process.
- ***Partner with Census Bureau:*** Establish a relationship with the local Partnership Specialists and include them in CCC meetings, planning, and outreach.

Communications and Outreach:

- ***Outreach Schedule:*** Establish a timeline for the campaign that allows for public awareness, education, and be counted operations. Weave Census education and promotions into previously planned events. Remain flexible to adjust operations to reach the hard-to-count communities.
- ***Arlington 2020 Census Branding and Materials:*** Develop an online toolkit that has graphics, talking points, newsletters, videos, and links to Census Bureau materials.
- ***Census in Schools:*** Partner with APS in early 2029, and work with them to integrate the Census in Schools program.
- ***Language Translation and Interpretation:*** Secure funding for translation and interpretation services and determine the most needed languages for translation.

Preparation for the Census

Local Update of Census Addresses (LUCA)

The Local Update of Census Addresses Operation (LUCA) is a voluntary decennial Census operation. LUCA is the only opportunity prior to the 2020 Census for tribal, state, and local governments (including the District of Columbia and Puerto Rico) to review and update the U.S. Census Bureau's residential address list for their jurisdiction. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the Census. (*2020 Census Local Update of Census Addresses Operation (LUCA) Information Guide*)

Participating in the LUCA program is the first step to ensuring every resident is counted in the 2020 Census. On March 5, 2018, Arlington's Department of Community Planning, Housing and Development (CPHD) Research Team received the master address list, which contained 115,879 records. The Census Bureau allows for each jurisdiction to have up to 120 days to review and submit changes back to the Bureau. The Research Team reviewed every residential address in 95 days and submitted 31,724 corrected records to the Census Bureau on June 8, 2018.

New in 2020, the Census Bureau requested unit identifiers (e.g., Apt 1, Apt 2, Unit A, Unit B) be reported for all multiunit buildings. Since the majority of Arlington housing stock is multiunit developments, it is extremely important to update these addresses with the correct unit designation. CPHD's Research Team assembled a group of interdepartmental staff to determine if this information was available. It was determined that a complete list was not available. The Research Team developed a method to distribute a survey to all multiunit complexes in Arlington to capture the unit identifier.

Contact information for complex managers was gathered from CoStar with assistance from Arlington Economic Development. In October 2017, a memo signed by the County Manager was sent to all complex managers (see Appendix 1). Staff worked over the next three months to record the responses and develop a database tied into GIS for future use.

The Research Team also enlisted the help of the Virginia Tech Social and Decision Analytics Lab to run an analysis of Post Office data for multiunit complexes. The data were used to fill in the gaps from those complexes that did not respond to the survey.

On an annual basis, the Research Team continues to survey new multiunit complexes and gather unit identifier information.

Figure 1: LUCA Program Overview

The 2020 Census Local Update of Census Addresses Operation (LUCA)

What Is LUCA?

LUCA is the only opportunity offered to tribal, state, and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census.



Why Participate in LUCA?

- To help ensure an accurate decennial census count in your community.
- To help the federal government distribute more than \$400 billion in funds annually for infrastructure, programs, and services.
- To help your community plan for future needs.

Who Can Participate in LUCA?

Active, functioning, legal governments can participate in LUCA. These include:

- Federally recognized tribes with a reservation and/or reservation trust lands.
- States.
- Counties.
- Cities (incorporated places).
- Townships (minor civil divisions).

If you are unable to participate in LUCA, you may designate an alternate reviewer for your government, such as your county, state data center, or regional planning agency.



U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

A vertical graphic on the right side of the page. At the top, there is a stylized illustration of a town with houses and trees on a hill. Below this is a calendar icon showing a grid of days with a red checkmark on one day. The background of the graphic is yellow with a blue and green border at the top.

Schedule

- **January 2017:** Advance notification of LUCA mailed to the highest elected official (HEO) or tribal chairperson (TC) of all eligible governments and other LUCA contacts.
- **March 2017:** LUCA promotional workshops begin.
- **July 2017:** Invitation letter and registration forms mailed to the HEO or TC of all eligible governments.
- **October 2017:** Training workshops begin. Self-training aids and Webinars will be available online at the LUCA Web site.
- **February 2018:** Participation materials mailed to registered participants. Participants have 120 calendar days from the receipt of materials to complete their review.
- **August 2019:** Feedback materials offered to participants with the results of Address Canvassing.
- **April 1, 2020:** Census Day.

Contact Information

Phone number:
1-844-344-0169

E-mail address:
GEO.2020.LUCA@census.gov

Web site:
<www.census.gov/programs-surveys/decennial-census/about/luca.html>

Participant Statistical Area Program (PSAP)

Part of the County's preparation for the 2020 Census included participation in the Participant Statistical Area Program (PSAP). This program allowed local governments to review and update selected statistical area boundaries for 2020 Census data tabulation following U.S. Census Bureau guidelines and criteria. This presented an important opportunity for the County to potentially influence how the Census Bureau collects and reports out data for specific geographies in ways that are most useful to Arlington.

The CPHD Research Team reviewed current Census geographies of Tracts and Block groups and proposed changes to the U.S. Census Bureau based on housing and estimated population growth since 2010. The Research Team followed guidelines provided by the Census Bureau and proposed adjusting Census boundaries to improve alignment with Planning Areas, civic associations, and transportation analysis zones.

Figure 2: PSAP Program Overview

Participant Statistical Areas Program (PSAP)

PSAP offers federally recognized tribes, state tribal liaisons, local governments, councils of governments, and regional planning organizations the opportunity to review and modify select statistical boundaries that the U.S. Census Bureau uses to count people in your community, so that we can give you the most relevant, useful data possible.



Statistical boundaries let us give you the small-area statistics and spatial data you need. You know your local community best. By participating in PSAP, you can help us provide relevant, useful data about population, income, and housing for small-area geographic analyses.



The Census Bureau uses these boundaries to tabulate data for the 2020 Census, the American Community Survey, and the economic census. Data tabulated to PSAP geographies are used by tribal, federal, state, and local agencies for planning and funding purposes, as well as by the private sector, academia, and the public.

Standard statistical geographies include:

- Census tracts
- Census block groups
- Census designated places (CDPs)
- Census county divisions (CCDs)

Tribal statistical geographies include:

- Tribal census tracts
- Tribal block groups
- Tribal designated statistical areas (TDSAs)
- State designated tribal statistical areas (SDTSAs)
- State reservations
- Oklahoma tribal statistical areas (OTSAs)
- OTSA tribal subdivisions
- Alaska Native village statistical areas (ANVSAs)



Statistical vs. Legal Boundaries

A *statistical boundary* breaks down large geographical areas into smaller, local areas. These small-area boundaries let you compare poverty, health, education, and many other topics across local areas.

The Census Bureau also tracks *legal boundaries*—such as state and county borders, city limits, and federally recognized American Indian Reservations—through the Boundary and Annexation Survey (BAS).

To learn about PSAP and to obtain the most up-to-date schedule, please visit www.census.gov/programs-surveys/decennial-census/about/psap.html.

For additional assistance, please contact the Census Bureau at geo.psap@census.gov or 844-788-4921.



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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

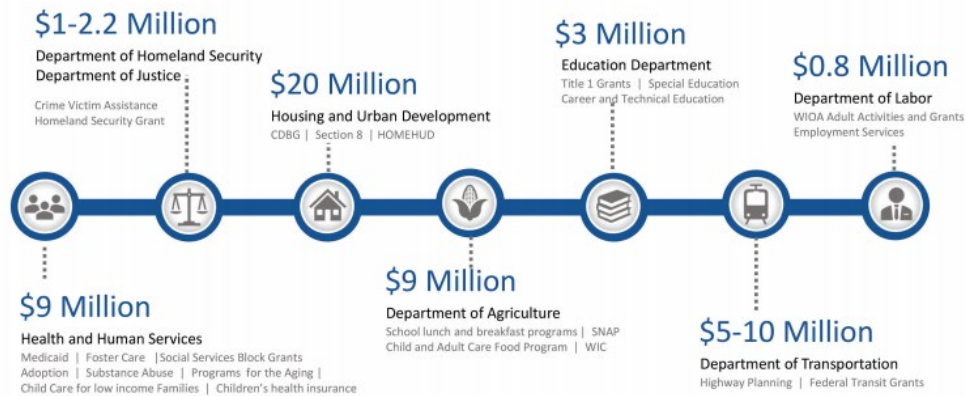
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Federal Funding Related to the Decennial Census

It is important to determine how much federal funding Arlington receives from federal formula grants that use Census data for allocation. Andrew Reamer, Research Professor with George Washington University, published a document called “Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds.” The document included a list of federal formula grants that relied on Census data. Staff compared this list to Arlington’s Schedule of Expenditures of Federal Awards (SEFA), produced by the Department of Management and Finance. It was determined that Arlington receives \$50 million annually from federal assistance grant programs.

The federal assistance helps support a wide variety of services throughout Arlington. Over half of the funding received goes towards the following five programs: Section 8 Housing Choice Vouchers HUD, National School Lunch Program USDA, Highway Planning and Construction DOT, Medical Assistance Program (Medicaid) HHS, and Supplemental Nutrition Assistance Program USDA.

Figure 3: Federal Funding by Department



- Arlington County received \$18.7 million for the administration of the Section 8 Housing Choice Vouchers program which supported 1,504 households in FY2018.
- Arlington Public Schools received \$4.5 million for the National School Lunch Program which provided free and reduced lunches to over 8,000 students.
- Arlington received over \$5 million annually for transportation-related projects. Since 2010, the following projects have benefited from federal assistance that relies on data derived from the decennial Census: Columbia Pike Bus Stop improvements, Crystal City/Potomac Yard Transit Way, Rosslyn Station access improvements, Pentagon City Station access improvements, and Ballston multimodal improvements.
- In addition, Arlington receives a combined total of \$1-3 million on an annual basis from the following agencies: Department of Homeland Security, Department of Justice, and Department of Labor.

More information can be found in the 2020 Census & Federal Funding factsheet (see Appendix 2).

Defining Arlington's Hard-to-Count Population

Hard-to-Count (HTC) populations are those for whom a real or perceived barrier exists in responding to the 2020 Census. The Census Bureau identifies four main types of barriers:

1. **Hard to Locate:** Populations can be both hard to sample and hard to identify by some characteristic-of-interest (e.g., nomadic peoples and those hard to identify due to stigma/motivated misreporting).
2. **Hard to Contact:** Once located, populations can be difficult to physically access (e.g., gated communities or populations experiencing homelessness).
3. **Hard to Persuade:** Once accessed, populations may be reluctant to participate in enumeration (e.g., political dissidents or those who feel that they are too busy to participate).
4. **Hard to Interview:** Once engaged, enumeration itself may be hindered by some barrier (e.g., lack of a shared language, low literacy, or some form of disability).

From these barriers, the Census Bureau identified 13 different variables that help determine HTC communities, including:

Table 1: Hard-to-Count Populations

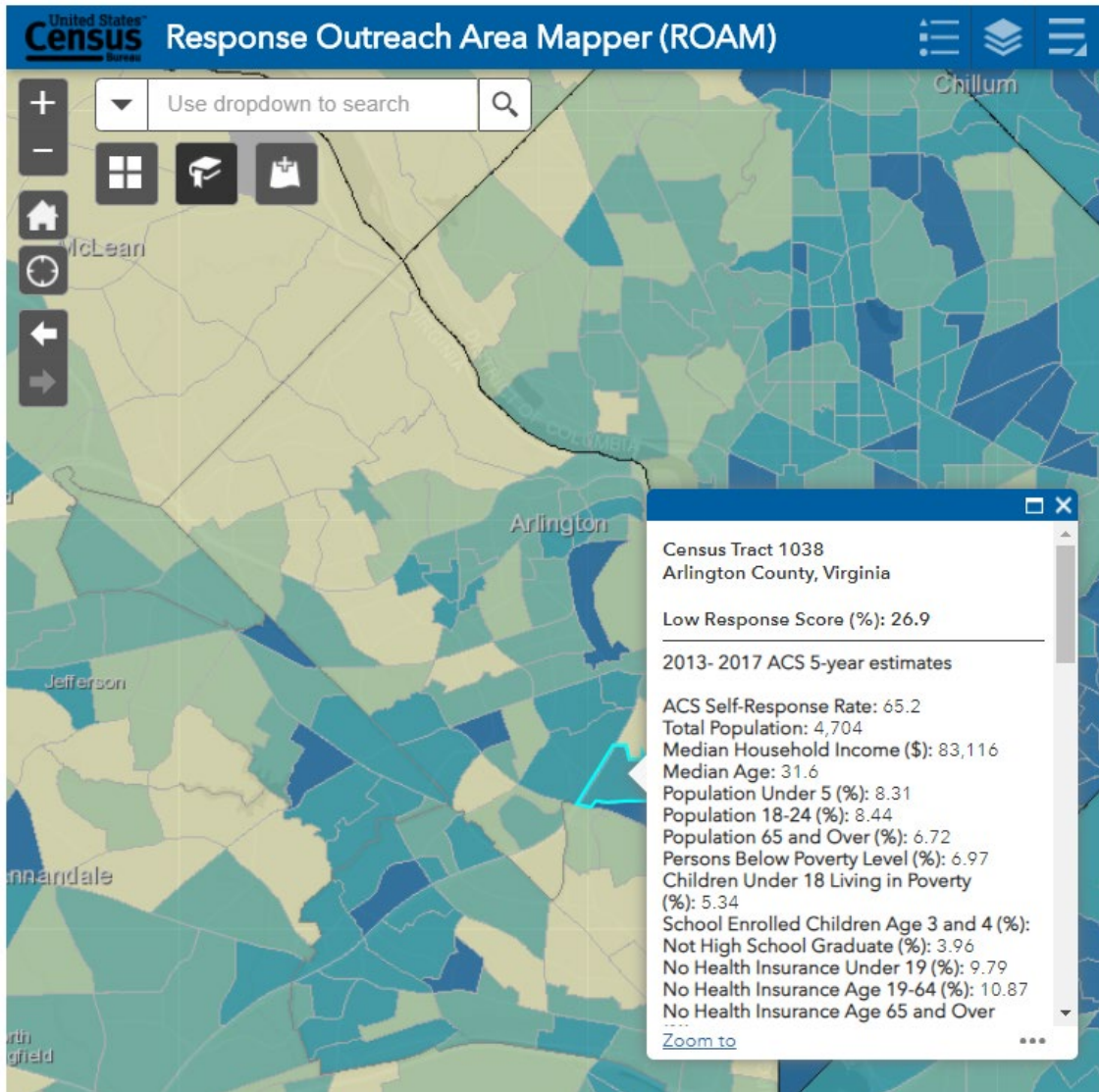
HTC Populations
Young children
Highly mobile persons
Racial and ethnic minorities
Non-English speakers
Low income persons
Persons experiencing homelessness
Undocumented immigrants
Persons who distrust the government
LGBTQ persons
Persons with mental or physical disabilities
Persons who do not live in traditional housing (Group Quarters)
Millennials
Seniors

Low Response Score (LRS)

The variables listed in the table above were used to identify HTC populations in Arlington and geographic locations for targeted outreach. The Census Bureau’s Planning Database, a publicly available data set derived from the most recent American Community Survey and decennial Census data, includes a variable called the Low Response Score (LRS). The LRS is a quantitative measure used to identify areas (at the Census Tract and Block Group levels) with populations that will be less likely to respond to the Census.

The Response Outreach Area Mapper (ROAM), created by the Census Bureau, was an interactive tool to view the LRS and demographics of a community. Below is a snapshot of this tool focused on Arlington. The popup shows the demographics for the tract selected.

Figure 4: Response Outreach Area Mapper

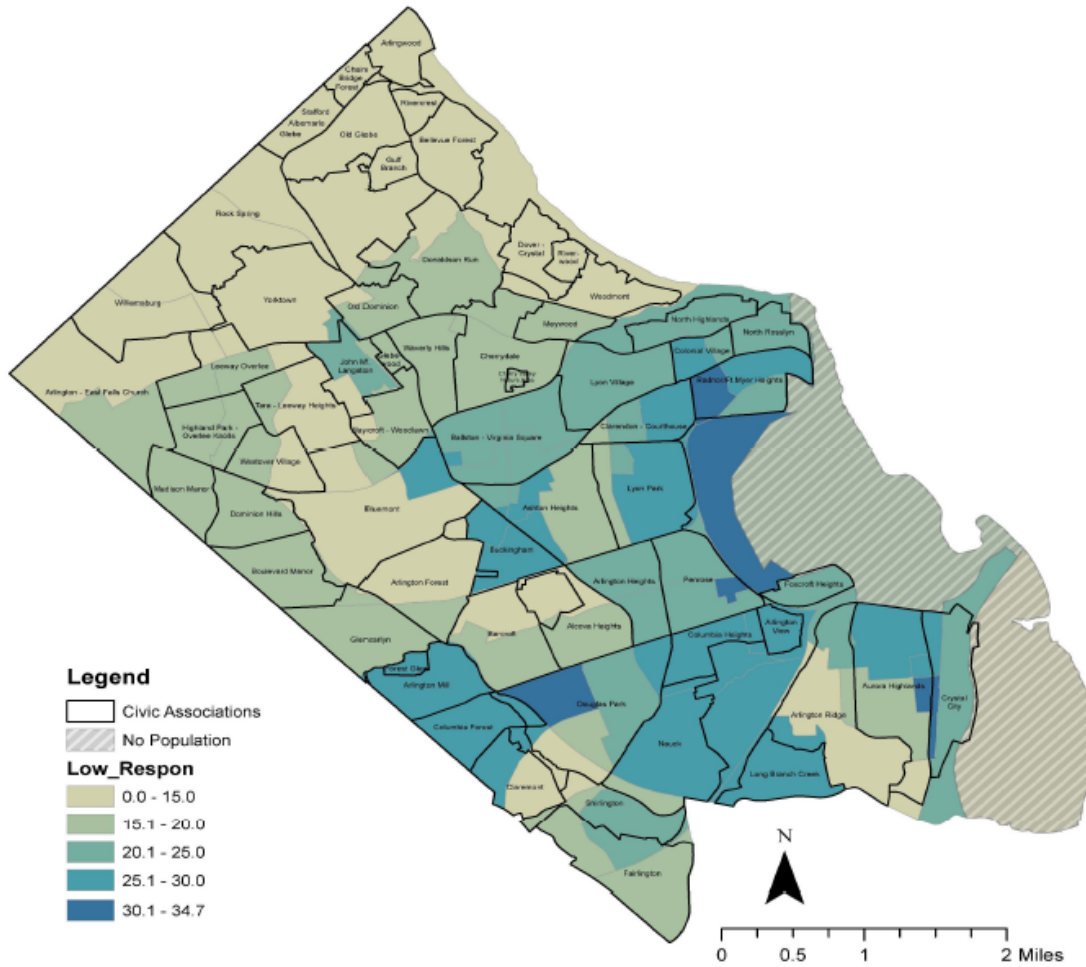


In addition to the ROAM map, staff used the LRS to calculate population estimates and found that 64.3% of the population lived in areas with an LRS great than 20. The figure below shows the range of LRS for each neighborhood.

Figure 5: Low Response Score Map and Population Estimates

Low Response Score and 2019 Estimates

*LRS calculated with 2010 Census Results and 2012-2016 ACS 5-Year Estimates
Arlington County, CPHD, Planning Division, UDR, April 2019.*



Low Response Score	2019 Units		2019 Households		2019 Population	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
0-15	13,734	11.9%	13,212	12.4%	35,991	15.9%
15.1-20	19,376	16.8%	18,519	17.3%	44,632	19.7%
20.1-25	37,378	32.4%	34,167	32.0%	63,226	27.9%
25.1-30	39,443	34.2%	35,945	33.6%	71,402	31.5%
30.1-34.7	5,510	4.8%	5,065	4.7%	11,164	4.9%
TOTAL	115,441	100.0%	106,908	100.0%	226,415	100.0%

Demographics by Neighborhood

The Census Bureau's Planning Database was used to create an in-depth look at neighborhood demographics. Individual maps and data tables were created for each Census tract, which provided members of the CCC and County staff critical information to assist with targeted outreach. The demographics included total population, age, race and origin, household type, languages spoken at home, place of birth, income and poverty. An example of the datasheet for a single tract is below. The complete document was shared in the Partner's Toolkit section of the Arlington Census 2020 website and can be found in Appendix 3.

Figure 6: Demographics Maps by Tract

CENSUS TRACT SUMMARY DATA

103602

Low Response Score 31.7

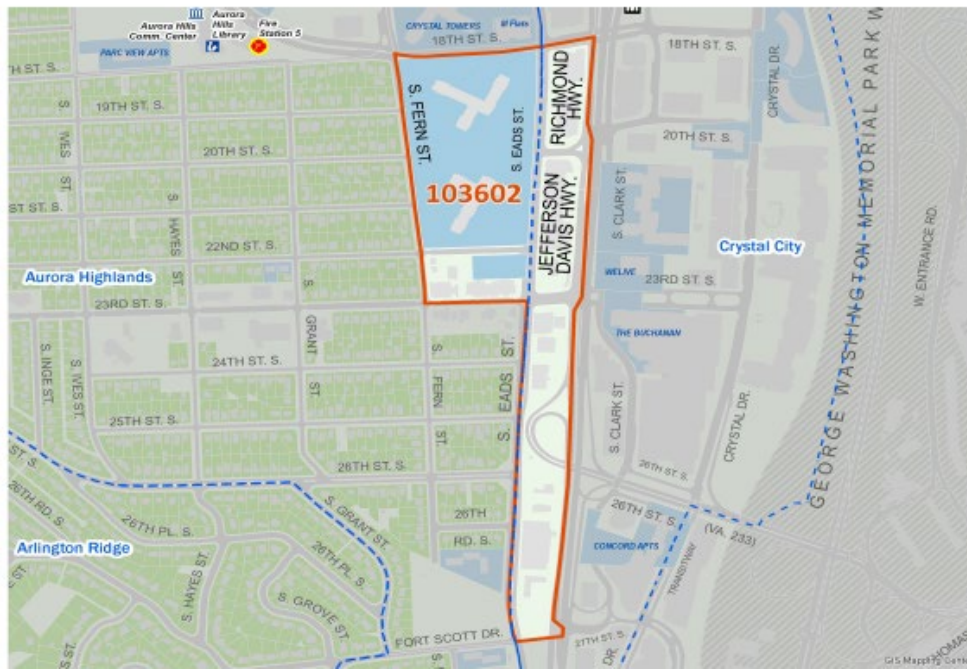
2017 American Community Survey Data		
Total Population	1,139	
Total Housing Units	793	
2010 Population		
2010 Population	1,210	
2010 Census Group Quarters Population	-	
AGE		
Under 5	33	2.9%
5-17 Years	8	0.7%
18-24 Years	286	25.1%
25-44 Years	647	56.8%
45-64 Years	120	10.5%
65+ Years	45	4.0%
Median Age	28	
RACE AND ORIGIN		
Hispanic Origin	72	6.3%
White	581	51.0%
Black or African American	47	4.1%
American India and Alaska Native	-	0.0%
Asian	395	34.7%
Native Hawaiian and Other Pacific Islanders	-	0.0%
Some other Race	-	0.0%
Household Type		
Related family households	148	
Married-couple family households	821	
Households with no Married Couple present	499	
Nonfamily households	471	
Single Person households	293	

LANGUAGE		
Population 5 Years +	1,106	100.0%
Speak Language other than English At Home	490	44.3%
Only English	616	55.7%
Spanish	-	0.0%
French	15	1.4%
German	-	0.0%
Russian	-	0.0%
OthEuro	-	0.0%
Korean	7	0.6%
Chinese	7	0.6%
Vietnamese	-	0.0%
Tagalog	-	0.0%
OthAsian	-	0.0%
Arabic	5	0.5%
Other unspecified language	-	0.0%

Place of birth		
Born in US	673	59.1%
Foreign Born	466	40.9%

INCOME AND POVERTY		
Medium Household Income		\$78,000
Population for whom poverty level is determined		1,139
Persons Below Poverty level	194	17.0%
Population with a Disability	34	3.0%

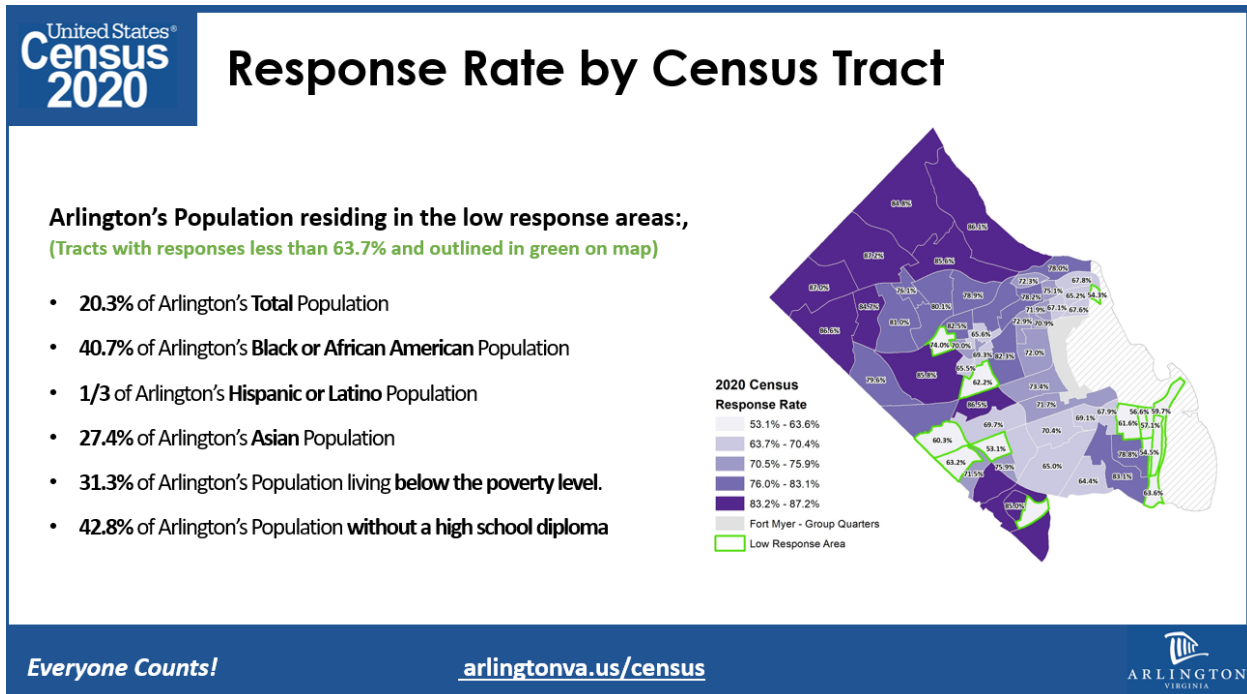
Source: U.S. Census Bureau, Planning Database, 2017 American Community Survey 5-Year Estimates
Prepared by CPWD, Director's Office, September 2019



Tracking Self-Response and Demographics

The Census Bureau released self-response rates at the Census Tract level daily. Staff tracked these rates and using the Planning Database, tied the low response rates to the demographics for each of the Census tracts. Overall statistics of the populations residing in the low response areas were derived and used to focus outreach techniques in these areas. Below is an example of the low response area demographics.

Figure 7: Self-Response Rate and Demographics



Unique Challenges for the 2020 Census

The 2020 Census will be one that no one will forget. There were a series of unique challenges that caused additional concerns for local jurisdictions and their residents: (1) Administration Hurdles and Barriers; (2) Census in the Year of a Presidential Election; and (3) COVID-19, a global pandemic. Arlington County Government officials and CCC members stayed connected with local, regional, and national partners at each twist and turn along a long road of uncertainties throughout the entire 2020 Census season.

Administration Hurdles and Barriers

Despite the vital importance of the Census, the Trump Administration took actions to prevent a full and accurate count across the country. These actions included attempting to add a citizenship question to the 2020 Census, insufficient funding for the Census Bureau's basic operations, delayed and inadequate preparation for 2020, change in dates and timelines, and potential politicization of the count. Arlington County joined forces with several national coalitions to sign on to several lawsuits during the 2020 Census season. The narrative around this and other Administration hurdles created a significant amount of fear and concern from immigrant households, requiring additional CCC efforts to build confidence in a safe and confidential 2020 Census.

Administration Effort to Add a Citizenship Question

Early in the development of the 2020 Census, the Trump Administration attempted to add a citizenship question to the 2020 questionnaire. After numerous lawsuits across the country, the Administration was denied the request.

Change in Timelines

The 2020 Census coincided with the COVID-19 pandemic, which presented multiple hurdles to ensuring a complete and accurate count. In the original timeline, online, phone and mail-in responses, and non-response follow up were scheduled to finish at the end of summer 2020. However, due to COVID-19 and social distancing requirements, the Census Bureau revised its plan and non-response follow up was delayed. There were multiple concerns from advocates that the Census Bureau would not have enough time to complete the follow up, deduplication process, and other internal processes to meet the December 31 deadline for reporting the population totals to the president. After multiple lawsuits filed to extend all deadlines, with multiple appeals, Administration changes in end dates and other confusion, the Census Bureau ended all data collection on October 15, earlier than outlined in the COVID-19 plan. Despite concerns about the inability to conduct adequate analysis, the courts determined that the Census Bureau would be required to deliver the final report on December 31, 2020.

Presidential Executive Order

In July 2020, the Trump Administration issued a "Memorandum on Excluding Illegal Aliens from the Apportionment Base." As a result, the American Civil Liberties Union, New York Civil Liberties

Union, ACLU of Texas, ACLU of Southern California, and Arnold & Porter filed a federal lawsuit (New York Immigration Coalition v. Trump) on behalf of immigrants’ rights groups challenging President Trump’s order seeking to block people who are undocumented from being included in the U.S. Census. The three lower courts to consider this issue all concluded that federal law and the Constitution require the Census to count every single person. On November 30, 2020, the Supreme Court heard arguments in the case against President Trump’s attempt to exclude undocumented immigrants from the “persons” who must be counted in the Census for purposes of apportioning congressional seats and Electoral College votes to states. At the time of this report (December 11, 2020), the Supreme Court had not yet filed a ruling on this case.

Presidential Election Year

The 2020 Census came in the same year as the 2020 presidential election. The CCC was intentional about helping the entire community recognize that while you have to be a U.S. citizen and 18 years of age to VOTE; EVERYONE counts – regardless of age, where you are from, what you look like, and where you live. An additional nuanced confusion came as one VOTES based on their permanent residence; and they COUNT based on where they were living on April 1, 2020. As the Census timeline was extended during COVID-19, and college students were moving back home, this became even more confusing.

COVID-19

Virginia Governor Ralph Northam declared a public health emergency due to the novel coronavirus (COVID-19) in mid-March, followed by a series of temporary stay at home orders. This coincided with the start of the self-response period for the 2020 Census. And, the U.S. Census Bureau issued a revised set of guidelines and timelines.

Table 2: Revised Census Schedule due to COVID-19

Phase	Planned Schedule	Revised COVID-19 Schedule
Self-Response Online, phone and mailed self-responses continued throughout the data collection process.	March 12 – July 31	March 12 - October 15, 2020 (note: the original COVID-19 plan called for October 31)
Non-Response Follow up (NRFU) Census takers interviewed households in person.	May 13 – July 31	The Census Bureau began soft-launching NRFU on July 16, 2020. All area Census offices completed their work by October 15, 2020. (note: the original COVID-19 plan called for October 31)
Group Quarters Count Persons living in facilities such as dormitories, jails, nursing homes, etc.	April 2 – June 5	April 2 – September 3, 2020

As a result, the Arlington CCC also made significant changes in plans due to COVID-19. Initially, the CCC had planned numerous in-person events, pop up sessions with iPads and mobile phones, as well as partner-hosted activities with older adults, young families, students, and millennials. All of these were halted in mid-March, creating new challenges to reach the hardest to count segments of our community.

For a significant period of the self-response time, the CCC moved to an online environment to reach partners and residents across the County through a broad range of activities. During this time, it became apparent that the people hardest hit by the pandemic – people whose jobs either disappeared as businesses closed or were most exposed as essential workers – also made up some of the main hard-to-count population, who were relying on County services for assistance with rent, money, food and other needed services. Census promotional items, educational materials, and coloring books were repurposed and delivered to families in school lunch and food distribution bags. The Census core team also posted signs and flyers featuring the Census website and phone numbers in additional languages in medians and key locations across the County.

Once the Census Bureau started non-response follow up and mobile questionnaire assistance, members of the CCC, volunteers, and core staff partnered with the Census Bureau staff to offer safe social distancing COUNT pop ups with translation services, and COVID-19/Census giveaways to encourage full participation in the 2020 Census.

Additional strategies are highlighted in the Communications and Engagement section of this report.

Ensuring a Complete Count

Building a Core Team

Building on lessons learned from the 2010 Census, the County Manager established a core team to provide staff support for the 2020 Census efforts. The core team was co-directed by Elizabeth Hardy, Principal Planner and Demographer, and Bryna Helfer, Assistant County Manager for Communications and Public Engagement. Five staff members from different departments across Arlington County Government were assigned to the team to spend between 30-50% of their time on Census 2020. The County Manager also provided a budget of \$100,000 to support outreach, education, and other related activities

Table 3: Arlington Census Budget

Description	Budget
Document Language Translation	\$5,000.00
Real Time Interpreters (language, ASL)	\$15,000.00
Printing (signs, banners, posters, fact sheets, door hangers, bookmarks, etc.)	\$30,000.00
Refreshments CCC (cookies, lunch, chips, etc.)*	\$3,000.00
Refreshments for Count Events (snacks, water, food trucks, ice cream, etc.)	\$15,000.00
Census Giveaways (Census branded items, cleaning supplies)	\$25,000.00
WMATA installation and printing (shared project with WASHCOG)	\$2,000.00
Media Buy/Social Media **	\$5,000.00

*While refreshments and food are typically not part of the County government expenses, we learned early that bringing people together around food created a much more friendly environment.

**Recommend a higher budget amount for this line item in the future.

The core team members were critical for achieving a complete count. The core team was comprised of representatives from the following departments: CMO–Communications, Department of Human Services, Department of Parks and Recreation, and Department of Libraries. The team was responsible for the design, coordination, and implementation of the 2020 Census Plan across Arlington County (see Appendix 4), which includes:

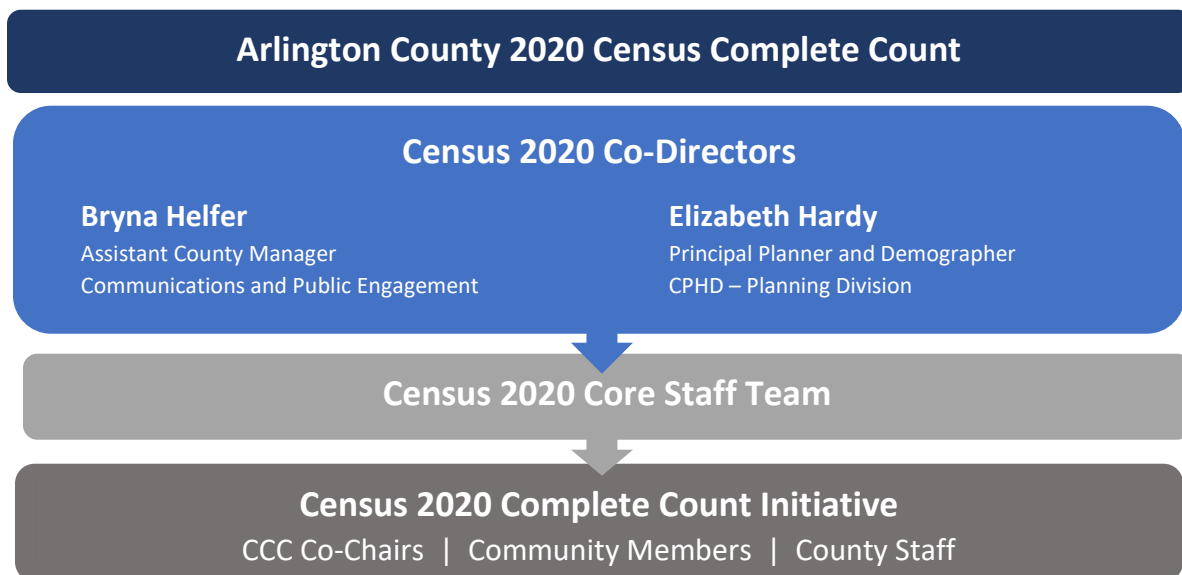
1. Developing and implementing a comprehensive communications and engagement strategy to achieve a complete count;
 - Develop Arlington-related messaging and materials;
 - Leverage partnerships for outreach and coordination with CCC
 - Develop and support engagement initiatives throughout the campaign

2. Standup, manage, and support CCC
 - Develop and implement training for CCC members and community leaders;
 - Coordinate outreach and partnerships with members of the CCC;
 - Support logistics, materials, scheduling, and other key elements to ensure a successful campaign

3. Track and monitor Arlington's participation rates (if provided by Census Bureau);
 - Monitor and report 2020 Census operations; and

4. Participate in regional 2020 Census activities.

Figure 8: Arlington 2020 Complete Count Program Structure



The Arlington Complete Count Committee

The County Manager kicked off the Arlington Census Complete Count Committee in Spring 2019, with a goal to obtain a complete count of every resident of Arlington as of April 1, 2020. To ensure that every Arlington resident would be counted, a countywide outreach campaign was needed to encourage full participation in the 2020 Census. The outreach campaign involved joining forces of County staff and trusted members of the Arlington community through a Complete Count Committee (CCC).

The Arlington CCC was made up of 40 members and two co-chairs who were nominated for their involvement in community organizations that focused on hard-to-count groups (see Appendix 5: CCC member list). The CCC was selected from a broad range of community organizations, representing diverse voices, experiences, ethnicity, and cultures across Arlington County.

Figure 9: Arlington Complete Count Committee (4/1/19)



Co-chairs Elisa Ortiz and Wanda Pierce were nominated/selected by Arlington County Manager Mark Schwartz. County Board Member Katie Cristol and School Board Member Barbara Kanninen provided significant leadership as liaisons to the CCC.

The role of CCC members was to do granular outreach to people in their networks, as well as facilitate collaboration with local organizations and Arlington County. In times when the safety and security of the Census was most threatened, it was paramount that the CCC assuaged the fears of people in their networks and spread the best information.

The CCC initially organized into four subcommittees to build strategy and action plans: (1) Hard-to-count; (2) Partnerships; (3) Communication and Outreach; and (4) Donations (see Appendix 6). Through the work of the four subcommittees, CCC members mapped stakeholders, identified needed resources and materials, and identified segments of the community that would benefit from unique outreach.

Meetings were conducted as working sessions, with a briefing from the U.S. Census Bureau and key Arlington officials. In addition, meetings included time where committees had the opportunity for small group work and cross coordination with other committees. Several sessions provided opportunities for CCC members to conduct stakeholder mapping to identify every possible connection with non-profit organizations, faith organizations, schools, community groups, civic associations, businesses, and key influencers across the community.

CCC members were given outreach assignments, armed with talking points and sample email/call language as they worked to build attention and energy around the 2020 Census. Throughout

Census operations the CCC was instrumental in building momentum, taking the lead in recruiting over 300 Census partners, hosting town halls, staffing informational tables at key events, speaking at partner meetings, handing out materials at grocery stores, conducting outreach events, and other key initiatives to build attention, commitment, and participation in the 2020 Census. All of their work was supported by the Census core staff team. And, this grass roots approach was organized with one goal: building a complete count.

CCC Schedule (see Appendix 7 for agendas):

- April 1, 2019: CCC Kickoff
- May 7, 2019: CCC Orientation
- June 1, 2019: Organizational Meeting
- July 23, 2019: CCC Virtual Check-In
- August 15-18, 2019: CCC Volunteer at County Fair
- September 14, 2019: CCC In-Person Meeting
- October 24, 2019: CCC Virtual Check-In
- December 7, 2019: CCC In-Person Meeting
- February 8, 2020: CCC In-Person Meeting
- April 23, 2020: CCC Virtual Meeting
- May 4, 2020: CCC Live Chat
- June 4, 2020: CCC Virtual Meeting

Figure 10: Ron Brown, U.S. Census Bureau, Presents to Arlington CCC

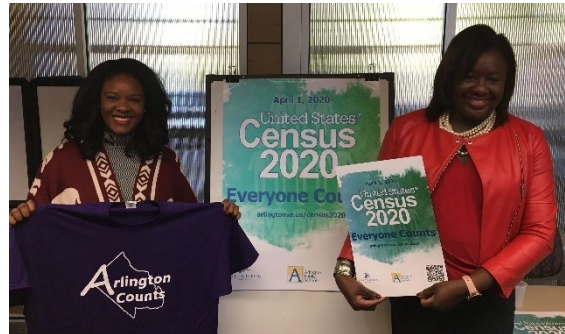


Arlington Census 2020 Partners

The CCC generated a grass roots strategy to ensure that every organization/group/business in Arlington understood the importance of the 2020 Census and their role in encouraging participation. The CCC offered a series of workshops to help 2020 Arlington Census partners learn more about the 2020 Census, identify opportunities to reach across their own networks, and identify unique strategies to reach hard-to-count segments of our community. A complete list of Arlington Census Partners can be found in Appendix 8.

In addition to non-profit organizations and businesses, Arlington Public Schools (APS) embraced the U.S. Census Bureau's Statistics in Schools program, integrating census-related lessons into science, math, social studies and other subjects. APS was also helpful in reaching out to students and families across the County, especially those with young children or who speak languages other than English at home.

Figure 11: Arlington Census Partners



Partner Training

Partners received comprehensive training that, in addition to providing foundational information about the Census and how it works, also asked partners to identify Census solutions and strategies. The following questions encouraged full participation:

- What communities does my organization 'reach'? Are there any hard-to-count communities who are part of our network?
- What opportunities do I have to amplify the Census with my network (neighbors, peers, friends, family, employees, clients, customers, etc.)?
- What resources would I need to encourage people to be counted (e.g., educational materials, posters, volunteers, etc.)?
- What, if any, resources could my organization potentially provide (e.g., volunteers, promotional materials, food, space)?
- What, if any, opportunities do I have to host "count" events?

Figure 12: Arlington Census Partner Training



Partner Toolkit

A comprehensive toolkit was created that provided videos, talking points, graphics, fact sheets, and other essential information that partners could access to encourage people across their own networks to participate in the 2020 Census.

Figure 13: Census 2020 Online Toolkit

Census 2020 Toolkit

Welcome Census Partners & Champions!

We have the resources, but you have the connections! Reach out to your network of colleagues, clients, family and friends by using the many resources listed below. We've got all you need to volunteer, educate, and promote throughout Census season. Just figure out what you want to do and check out these resources to help you in your census efforts.

Learn About the Census

En español



Take Action!

- **Take the Census!** Taken it already? Let others know how easy it is and encourage them to take it today!
- **Call or Email a Friend** – and encourage them to take the 2020 Census. A personal touch can make the difference! Need a script? we've got one for [email](#) and [phone](#)!
- **Include Census stories** & link to [my2020census.gov](#) in your newsletters
 - Add this Census promotion to your **email signature block**
- **Use social media!** Encourage everyone you know to participate in the 2020 Census on Facebook Twitter, WhatsApp, Snap Chat, Instagram [#ArlingtonCounts!](#)
 - **Census Social Media** ▼
 - **Graphics & Photos to Share** ▼
 - **Arlington Videos** ▼



Talking Points & Presentations

- Latest 2020 Census news from the Census Bureau
- Talking Points for Census
- Federal Funding Talking Points
- Census in Schools
- GAME: Census Trivia Questions & Answers
- Slideshow: Call to Action _8_10_2020



Materials & Resources

- **Language Guides** ▼
- **Response Rate - Arlington** ▼
- **Arlington Demographics** ▼
- **Signs in Multiple Languages** ▼
- **Palm Cards - Multiple Languages** ▼
- **For Kids!** ▼
- **Other Resources** ▼



News & Videos

Latest news stories in Arlington's Newsroom (English/Spanish)

[Videos from the US Census Bureau](#)

United States Census 2020

Data collection for the Census ended Oct. 15, 2020.

Census 1920-2020

Quick Links

- [Back to Arlington Census Home](#)
- [About Census 2020](#)
- [Get Involved!](#)
- [Census Partner and Champion Resources](#)
- [Who's Already a Partner?](#)
- [Complete Count Committee \(CCC\) | Members](#)
- [Additional Census Resources](#)
- [Hazte Contar – En Español](#)
- [En Español](#)
- [Census in Arlington – Newsroom](#)
- [Census 2020 Job Opportunities](#)
- [County Proclamation](#)

Contact

For more info, contact the team at:
census2020@arlingtonva.us

Get Email Updates

Receive official news from the U.S. Census Bureau, direct to your inbox.

Subscribe Today

Partner Newsletter

Partners received regular updates through a weekly partner newsletter that provided information for partners to share on their own web pages and via social media. The newsletter also promoted opportunities to volunteer and amplify the count, and featured ways for partners to get involved, highlights of the week, the response rate, and a link to the weekly news story. Recipients were asked to share the news story with their networks.

The newsletter was assembled by members of the core team in GovDelivery and was sent every Friday. Forty-three weekly or special editions of *Everyone Counts* were sent to approximately 450 subscribers, including Census Partners, Census Champions, Complete Count Committee members and County leadership and staff. Copies of the newsletters can be found in Appendix 9.

Figure 14: *Everyone Counts* Newsletter



[Fill out your census at www.my2020census.gov](http://www.my2020census.gov) TODAY!



Census Palooza II Is Tomorrow!

Census Palooza II is our final push to get everyone counted by the September 30 deadline. Thanks to everyone who has signed up – we'll see you there!



How the Census Helps Us Prepare for Emergencies

As we commemorate the National Day of Service and Remembrance and National Preparedness month, it serves as a reminder of how [taking the Census](#) helps the County prepare for emergency events. [Learn more here.](#)

Regional and State Partners

Metropolitan Washington Council of Governments

The Metropolitan Washington Council of Governments convened a Census 2020 committee that offered Census teams from around the capital region a place to share their Census-related challenges and strategies; and also provided a chance for regional collaboration. Examples include coordinating design and timing for “free” PSA space on WMATA (Metro) buses and trains - while the space was free, the costs for printing and installation were shared by jurisdictions across the region. This offered area residents the same messages regardless of whether they were boarding in the suburbs of Maryland, in downtown DC, or in Arlington, Virginia. This coalition also shared costs for Spanish radio PSAs, executive leadership videos, regional town halls, and more.

The Governor’s Complete Count Committee

Virginia Governor Ralph Northam created a Complete Count Committee that brought jurisdictions across the Commonwealth together.

Northern Virginia Community Foundation

The Northern Virginia Community Foundation also formed a Complete Count Committee that included Arlington, Alexandria, Fairfax, and Prince William Counties. The Foundation was instrumental in developing regional messaging, sharing best practices, and tapping business partners.

Figure 15: Regional Partners, Northern Virginia Community Foundation



Working with the U.S. Census Bureau

Early on, the U.S. Census Bureau’s Philadelphia Regional office assigned a Partnership Specialist to work directly with Arlington County and other jurisdictions. The Partnership Specialist joined Arlington core staff meetings regularly, provided briefings for the Complete Count Committee, and provided regular updates from the U.S. Census Bureau. As time progressed, the Partnership Specialist joined the Arlington core Census team for biweekly meetings throughout the 2020 Census season (Spring 2019-Fall 2020).

The Census Bureau selected Crystal City in Arlington to open an “Area Office” that would become the central office for group quarters and enumeration in Arlington, Alexandria, and parts of Fairfax. While it took some time to build effective coordination between the Arlington Complete Count Committee, the Census Regional Partnership Specialist and the Local Area Census Office, in the end, it turned out to be a productive and collaborative relationship.

Collaborative activities included outreach at key County events, shared presentations at local partner organizational meetings, outreach to group quarters, coordination with multifamily property managers, and recruiting volunteers and language interpreters for Census Questionnaire Assistance Pop Ups.

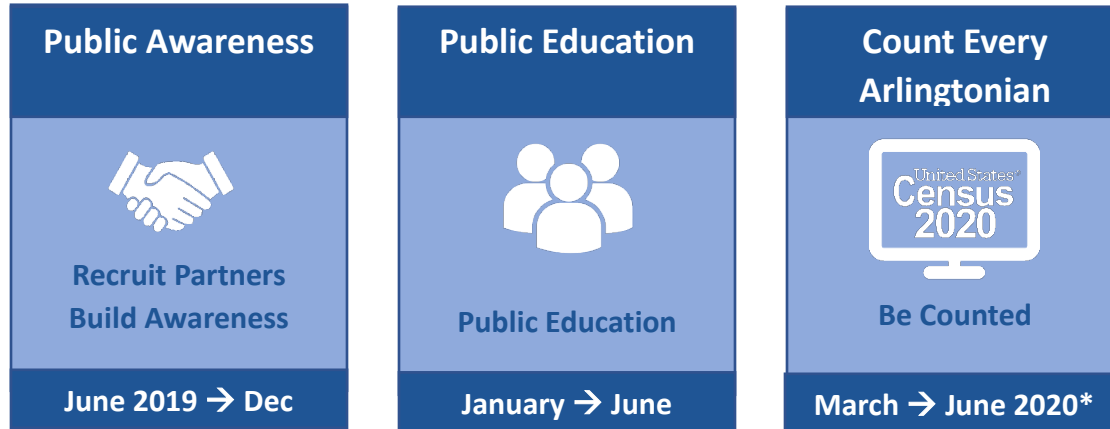
Figure 16: Crystal City Area Census Office Opening



Communications and Engagement Strategy

The Complete Count Committee with help from the Core Team created three key phases: Public Awareness (Fall 2019), Public Education (Winter 2020), and Be Counted (Spring 2020).

Figure 17: Engagement Strategy Timeline



*End date pre-COVID-19.

During the Public Awareness phase, the Complete Count Committee focused on planning, recruiting and training partners, and identifying strategies for reaching hard-to-count segments throughout Arlington.

Once Public Education started, CCC members were making presentations to organizations, partnering with Arlington Public Schools to integrate lessons into science, math, and social studies; working with regional partners to place signs on buses and Metro; and sharing news stories to ensure that everyone understood the impact of the 2020 Census and the importance of participation for the Arlington community. The CCC also participated in the Arlington County Fair to educate residents about the 2020 Census and hosted an MLK Day of Service Census event – posting information in businesses across the County.

All during the Public Awareness and Public Education phases, the CCC and the core team were planning for the public launch of the 2020 Census. Together with 2020 Census partners, there was significant planning to ensure that residents who might not have internet access would have the opportunity to take the Census online during pop up events across the County. In the end, over 50 in-person events were planned for once the Census was available for online, phone, or mail in participation.

In March 2020, just after the first Census Palooza event, where CCC members and volunteers spent a weekend getting information out across the County, the Governor declared a public health emergency due to the novel coronavirus (COVID-19) pandemic, followed by a stay at home order. This created a significant shift in strategy for the CCC and core team in order to ensure that every household in Arlington participated in the 2020 Census.

When COVID-19 forced closures of community centers and schools, the core team turned to Microsoft Teams to host online CCC meetings and to hold community town halls broadcast to the County’s Facebook and YouTube pages and cable TV channel.

This also made it easier for partners and CCC members to participate, as they didn’t have to rush to travel to join in the evenings and could simply log in from home. Partners shared links for their networks to join on their own social media channels, which reached those community members who weren’t following Arlington County’s accounts.

Once the Census Bureau started outreach in communities through mobile questionnaire stations and follow up enumerator visits, the Arlington CCC joined the Census Bureau to conduct outreach with safe social distancing pop ups at key locations in hard-to-count and low response areas of the County.

Outreach Strategies for Hard-to-Count Communities

The Complete Count Committee focused on a range of key strategies to build participation in the 2020 Census across the County. Early planning included over 54 in-person events in multi-family buildings, health centers and clinics, childcare centers, assisted living and other key locations around the County. Plans were underway to provide Census coloring books, a Census story book, flyers and take-home activities for students, and pop up events at congregate meal sites -- just as the Governor issued the state of emergency and stay at home order. Although some of the in-person activities were curtailed as a result of the pandemic, the CCC and core team stepped up to the challenge with greater creativity and created connections with community leaders who had direct and ongoing contact with hard-to-reach families throughout the pandemic.

Table 4: Outreach Strategies for Hard-to-Count Communities

Audience	Activity
Low Income Residents	<ul style="list-style-type: none"> • Pop Ups at AFAC distribution • APAH sites • AHC locations • AFC • CPN outreach • REEP outreach
Seniors	<ul style="list-style-type: none"> • Pop Ups at senior congregate meals • Meals on Wheels • Pop Up at senior AFAC distro • Group quarters count for nursing homes

People with Disabilities	<ul style="list-style-type: none"> • Group quarters count for group homes • ECVN outreach • CSB • Other
Kids Under 5	<ul style="list-style-type: none"> • Day care providers: Count story book, flyer, take home for parents • Tot classes through DPR • Children's library story hour • Pre-K and Kindergarten info nights • Virginia Hospital Center outreach with pediatricians
Latino/Hispanic	<ul style="list-style-type: none"> • Buckingham • Live stream event with Guatemalan community (from Mega Mart and Gates of Ballston) • Bu-Gata connections • Translation at pop ups • Telemundo
Other LEP Community	<ul style="list-style-type: none"> • Translation contract in place for pop ups • Work with DHS and other non-profits • Work with ERGs for ideas • ECDC - significant outreach for Amharic speakers • Arabic community - explored connections • Asian community <ul style="list-style-type: none"> ○ AAPI Chamber outreach ○ Asian faith-based organizations ○ Asian Organization of Arlington
Faith Based	<ul style="list-style-type: none"> • Interfaith Council presentation • Increased faith-based partners • Presentations at churches/synagogues • U.S. Census Faith in Action
Millennials/Young Professionals	<ul style="list-style-type: none"> • Outreach to employers (see Business Community) • Outreach to property managers (see Renters) • Fun social media (e.g., Pet Census, Count Backwards) • DC Frey (sports leagues) • Animal Welfare and other dog walking groups • Census trivia facts - work with trivia companies • Consider coasters/napkins in bars

Renters	<ul style="list-style-type: none"> • BID hosted meetings with property managers • Flyers in multi-family buildings • Meetings with big companies (Ditmar, JBG)
Business Community	<ul style="list-style-type: none"> • Flyers in public-facing locations and/or for employees • Take a Break and Take the Census campaign

Outreach to Residents in Multi-Family Buildings

Because access to residents living in multi-family buildings is an ongoing challenge in Arlington, members of the CCC also focused on strategies for reaching residents directly and through property managers. Strategies included recruiting properties as Census partners, sharing information, posting flyers in mail/laundry rooms, yard signs, and door hangers. Members of the County Board and the County Manager made calls and sent letters to property managers to encourage them to help elevate visibility about the 2020 Census for their residents. When COVID-19 forced many multi-family properties to limit outside visitors and deliveries in their buildings, this also impacted visits from Census enumerators. Census enumerators were determined to have access, which caused some friction in several properties and locations. A call with Census staff offered new strategies and messaging, bringing property managers into the process rather than alienating them, leading to a much more successful strategy for building a complete count.

Media and Social Media

News stories

The communications and social media team prepared and shared 56 weekly news stories about the Census (see Appendix 10). Each story was posted in the County’s online newsroom and a link to it was included in the weekly *Inside Arlington* newsletter, which reached 136,932 subscribers. Thirty-two of the news stories were translated into Spanish and sent to 2,677 Spanish News list subscribers.

The news stories were also posted to the County’s social media accounts along with a graphic and catchy post to tease the story, discussed further in the social media section below.

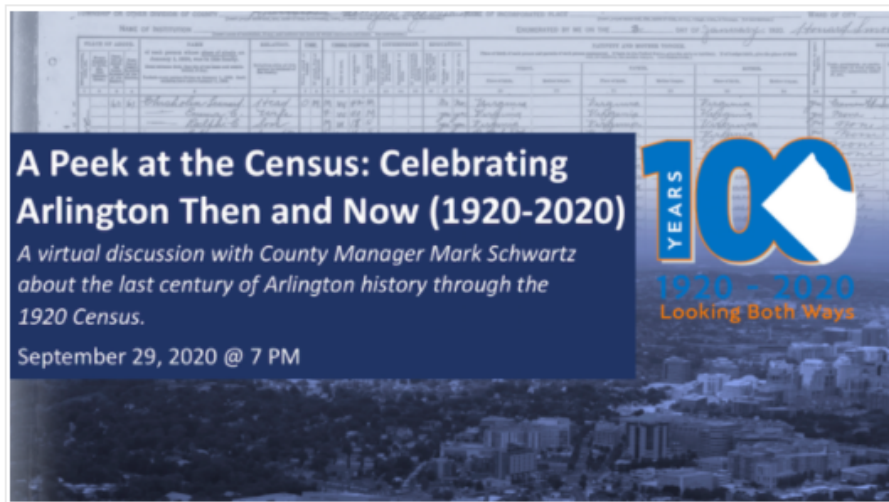
The communications team wove information about the Census into as many news stories as possible to present residents and stakeholders with compelling reasons to take the Census. For example, a story about LGBTQ Pride Month noted that the Census included a question about same-sex relationships; a story about Halloween asked which Arlington neighborhoods will see the most trick-or-treaters, and stories about the 100th anniversary of the naming of Arlington County reflected research done by the County Manager and leveraged interest in this historical

event. Each news story included a footer explaining why it's important to take the Census and information on how to take it online, by phone or via mail.

Figure 18: Census News Story

Census 2020: Celebrating 100 Years of Arlington History

September 25, 2020 | News Release



Join us on [Tuesday, September 29 at 7 PM](#) for a conversation about the last 100 years of Arlington history through the lens of the Census.

County Manager Mark Schwartz will be sharing insights from his extensive research into Census data from 1920 and reflecting on the many changes in the County over the last century. We will also be celebrating the work of Arlington's Complete Count Committee, Census Partners & Champions, and community volunteers during this event.

In addition, selected news stories were distributed to the County's news release list of 15,838 subscribers. For example, the following stories, among others, were also issued as news releases: Arlington County Board Plans to Join Legal Actions Against President Trump on the 2020 Census, Race and Origin Questions Help Everyone in Arlington County, stories related to COVID-19 and emergency management, the above-mentioned stories on Halloween, Pride Month and similar news releases, and Thank You, Arlington when Arlington reached 99.98% counted.

The news stories were frequently picked up by hyper-local news outlets such as Arlnow.com, InsideNova and Arlington Patch, and occasionally served as inspiration for larger Census stories covered by WTOP News, the Washington Post and other media outlets. The team regularly made preliminary and follow-up contact with local media to pitch Census stories and the availability of subject-matter experts to discuss different aspects of taking the Census. See Appendix 10 for news stories, media coverage and videos.

Social Media

The communications and social media team developed an overall media strategy, which leveraged Arlington’s existing social media channels.

Graphics

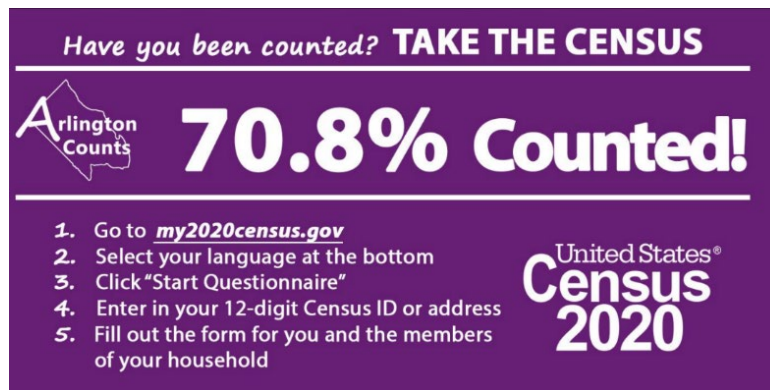
Whereas the 2010 staff core team created new social media accounts for Arlington’s Census efforts, the 2020 team opted to take advantage of Arlington County’s strong existing social media (Facebook and Twitter) presence and created a separate branding scheme for Census content.

Arlington Census branding centered around a white outline of Arlington County, with “Arlington Counts” written across the outline, all against a purple background. This color scheme and logo was used in all communications from Arlington County about the Census. See these and other social media graphics in Appendix 11.

Figure 19: Arlington Counts Logo

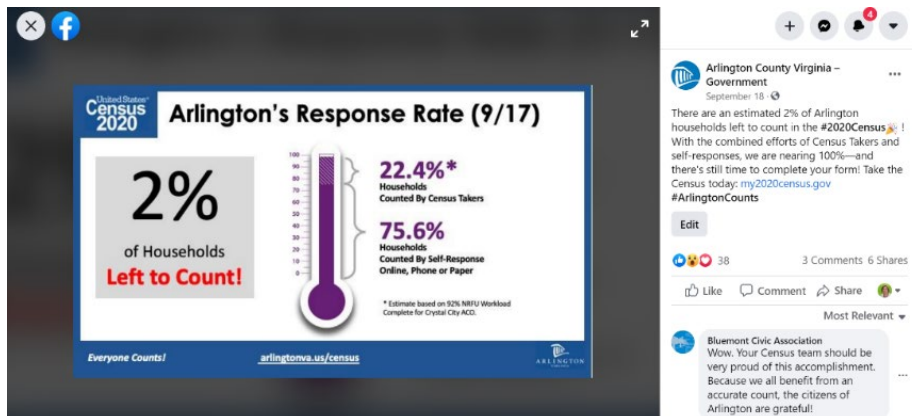


Figure 20: Census Social Media Graphic



The team adapted these colors to run a regular Response Rate graphic showing how many households were left to count. The accompanying post urged households to take the Census.

Figure 21: Census Facebook Post



Campaigns

The social media team crafted numerous social media posts that ran over several months to encourage residents to take the Census. Text and graphics were posted each day, or several times daily, to Facebook (17,177 page likes, 19,148 followers), Twitter (30,900 followers) and the recently launched Instagram feed (4,952 followers).

The team had planned a series of paid social media campaigns around the numerous pop-ups and other Census events, but when the COVID-19 pandemic forced the cancellation of most in-person events, the team opted to use the extensive free social media resources available through the County's existing channels.

Social media posts included links to the weekly news stories, videos prepared by staff or provided by the Census Bureau, event promotions, and content shared by residents, Census Partners and the Census Bureau. The creative yet urgent messages to Take the Census increased in frequency as the deadline loomed.

Social media posts also highlighted specific programs and services whose funding is determined by Census data. They addressed the importance of taking the Census and explained how to take the Census online, by phone or by mail – or via an enumerator if the resident had not yet taken the Census – along with many other messages.

Each post was tagged with #ArlingtonCounts to ensure the greatest reach:

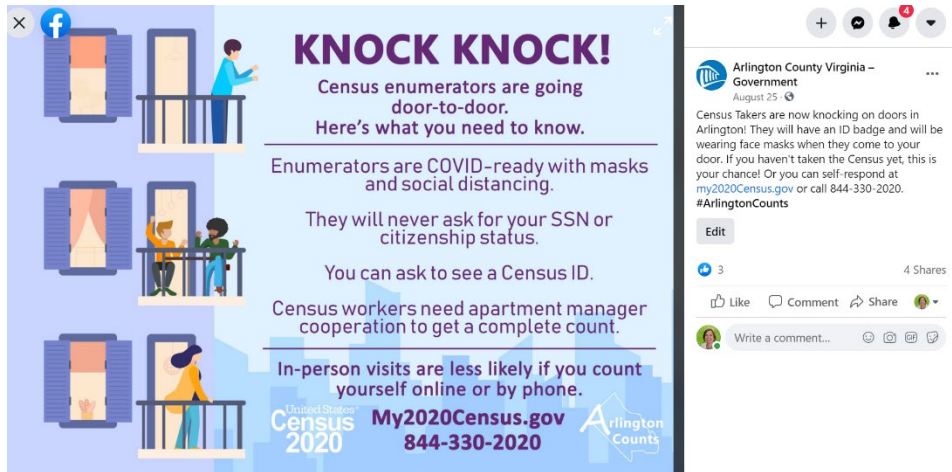
- [Facebook #ArlingtonCounts](#)
- [Twitter #ArlingtonCounts](#)
- [Instagram #ArlingtonCounts](#)

Social Media and COVID-19

The social media posts also addressed the intersection of COVID-19 and the Census. Social media messages were posted on Arlington's channels and provided to Census partners and multi-family property managers to educate residents about how to take the Census, why it's important, and to address concerns about encountering Census takers during the pandemic.

A series of images with information alerting residents about how to identify a trusted Census worker, what to expect when they knock, and to decrease their chances of a visit by self-responding were regularly shared on social media. Messages and graphics conveyed that enumerators going door-to-door would be wearing appropriate face coverings and observing social distancing protocols. Each post was tagged with #ArlingtonCounts.

Figure 22: Social Media Post Regarding Census Takers



Census in Schools

In Spring 2019, APS designated Kerri Hirsch, Social Studies Supervisor, as the primary APS representative to participate in the Census 2020 Complete Count Committee (CCC) to ensure that Census information would be shared with APS students by their social studies teachers. Shortly after, School and Community Relations staff formed an internal APS Census Working Group to support the communications and community engagement aspect of the Census partnership with Arlington County Government.

APS' goal was that every member of every family living in Arlington be counted. To that end, APS executed a Census schools action plan to communicate with students, staff, and families and to help educate and encourage all community members to be counted. Schools incorporated Statistics in Schools and other Census lessons into the school curriculum working with APS social studies teachers; recruited 26 schools and five APS departments and affiliates to serve as official Census partners; distributed and promoted Census signage and materials in APS schools; worked through APS parent ambassadors, PTAs, and Bilingual Family Liaisons to reach all families; organized Census information tables at several major events; and utilized School Talk, APS newsletters, social media and other platforms to share Census messages.

Additionally, during the ramp up to key Census dates, APS produced and shared a [video highlighting Statistics in Schools](#) showing a teacher actively engaged with her class in Census lessons to encourage more Census awareness and participation. The School Board regularly promoted the Census through messages in Spanish regarding the safety of completing the Census, as well as ongoing messages about the importance and value of the Census to ensuring funding and support for schools.

I. PLANNING (April – July 2019)

- Drafted and shared APS Census 2020 Communications and Schools Action Plan and Timeline
- Registered APS as an official Census 2020 Partner and recruited 26 individual schools to register as Census Partners
- Shared initial Census launch information with families via APS social media platforms, newsletters, and school events in April/May
- Displayed Census 2020 posters at the APS Welcome Center in the Syphax Education Center lobby and School Board Room
- Engaged with Arlington County Council of Parent Teacher Associations (CCPTA) to secure participation throughout the year in connecting with families
- Linked County’s Census webpage on APS Website under [Quicklinks](#)
- Included Census updates and information in Superintendent announcements and presented to Executive Leadership Team
- Participated in the Arlington County Fair Census Campaign, staffing an APS booth within the “Arlington Learns” cluster
- Provided space for Census tables at the 2019 Administrative Conference and included Census messages in leader remarks to APS leaders in attendance.
- Wove Census messages and resources into the APS Preservice schedule for teachers and included a Census table at Festival of the Minds
- Included Census messages in School Board Meeting remarks by School Board Chair Tannia Talento and Vice Chair Dr. Barbara Kanninen, noting the Census 2020 process, key dates, partnership, and inclusion in APS curriculum
- Included Census message at ongoing Engage 101 and ParentVUE workshops with parents
- Staffed in-person bilingual Census kiosk in front of AFAC (July 16)

II. SCHOOL KICK OFF AND MOBILIZING (August – September 2019)

- Sent immigration letter to all APS families reiterating that schools are safe spaces, and included the importance of the Census count aimed at Arlington’s immigrant community
- Coordinated targeted media for School Board Chair Tannia Talento
- Delivered Census posters/signage to all APS school buildings to help familiarize students and families with the Census effort
- Conducted outreach to school-based Bilingual Family Liaisons for them to share with limited-English speaking families
- Shared curriculum tips and links at the start of each unit in Social Studies

- Shared Census resources with other DTL supervisors so they could also share Census messages with their content teachers
- SCR and County partnered to present Census information at Administrative Council

III. EDUCATION AND AWARENESS-BUILDING (October – December 2019)

- Encouraged schools to sign up as Census partners and designated a Census point person at each school who could post posters and share information with staff.
- Shared Census information with APS school parent ambassadors

Events with Census presence:

- APS College Fair - October 15
- Middle School Information Night - October 28
- High School Information Night - November 4

IV. AWARENESS LEADING TO CENSUS DAY 2020 (January – March 2020)

- SCR increased communications to families using all APS communications tools, including School Talk, Peachjar, texting, voicemail, social media, and face-to-face communications to encourage families to fill out the Census
- Inquired whether schools could open their computer labs to allow parents to respond to the Census online at their child's school
- Unfortunately, Census Palooza events scheduled to take place in person at schools were canceled after the mandated closing of schools due to the coronavirus pandemic

APRIL 1 – CENSUS DAY OBSERVED

Post April 1, continued to encourage families who had not done so to complete the Census.

- Alerted families that those who do not complete the Census in a timely manner can expect a Census enumerator to knock at their door
- Families continued to receive reminders by email through SchoolTalk and Friday 5 until the extended deadline in Fall 2020

2020 Census Event Highlights

Arlington Complete Count Committee Kick Off

In April 2019, the County Manager hosted a kickoff event at the Arlington Mill Community Center to kick off the 2020 Census season and launch the Arlington County Complete Count Committee. The event included fun interactive Census trivia, Census cupcakes, and an introduction to all members of the CCC.

Census 2020 at the Arlington County Fair

Census 2020 was the central theme of the August 2019 Arlington County Fair, a three-day community festival that attracts thousands of residents (see Appendix 12: Fair Planning Guide). Families had the chance to play Census trivia and participate in a Census treasure hunt and other fun interactive activities designed to build public awareness about the importance of the Census for Arlington. County core staff organized and led all of the Census coordination, and created a unified look, feel, and approach across every Arlington Department represented at the Fair. Organized by the Communications and Public Engagement Office and core staff in the County Manager's office, an interdepartmental team met for several months to coordinate efforts; and ultimately departments were organized around the following themes:

- ARLINGTON COUNTS: OVERALL THEME
 - Arlington Cares - Department of Human Services
 - Arlington Learns - Arlington Public Schools and Libraries
 - Arlington Works - Department of Environmental Services
 - Arlington Helps - Arlington County Police and Fire Departments
 - Arlington Plays - Department of Parks and Recreation
 - Arlington Plans - Community Planning Housing and Development

The government-wide coordination included branding, t-shirts, Census 2020 giveaways, Census education and more. In addition, the budget set aside for the County participation in the fair - \$25,000 for decorations, set up, prizes, signage, and promotional items - was coordinated by the core Census team.

Having all of Arlington County Government integrate Census education to show how the data aligned with County services brought incredible benefits in terms of visibility and energy. Highlights included:

- Family activities and games, such as a Census Scavenger Hunt to educate and help people relate to the County services.
- CCC members, County staff and volunteers all wore matching purple Census shirts that aligned with the branding and colors on signs and supplemental materials.
- Fair participants were invited to put a pin on a map to show the collective impact of everyone getting counted.

- Creating a great promo video that highlighted fairgoers saying “ I count” in the many different languages spoken here in Arlington.
- Members of the CCC and community leaders were visible and at the forefront of the Census efforts throughout the Fair.

Figure 23: Arlington County Fair 2019



MLK Day of Service and the 2020 Census

The Complete Count Committee partnered with Volunteer Arlington to include a service project on January 20, 2020. On one of the coldest days in January, approximately 100 volunteers of all ages spent time posting flyers (see Appendix 13) in over 200 Arlington businesses across the County. Prior to this event, CCC members worked with the core staff team to divide the County into 31 zones based on retail business locations and hard-to-count Census tracts (see Appendix 14 for maps) so that volunteers had a clear understanding of where they were posting Census information around the County. Volunteers were asked to visit every business in the zone, and ask if they could post a Census flyer, if the business would like to become a Census partner, and/or if they would like to receive additional information. Volunteers were asked to note the specific businesses they visited, and where they were given permission to post flyers so that the core team could track the outreach.

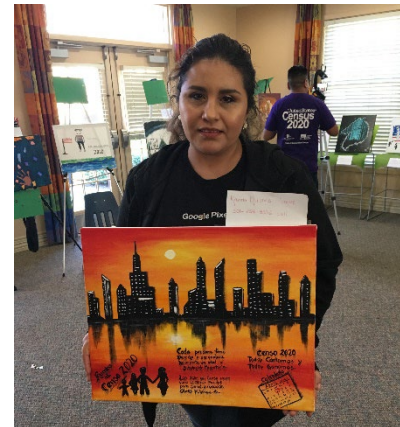
Figure 24: MLK Day



Gates of Ballston ART Contest and Facebook Live Event

On February 22, 2020, Gates of Ballston Apartments (managed by AHC, Inc.) hosted an in-person and Facebook Live Census 2020 event produced by Sergio Belarmino Cabrera with Producciones Pop'bil. This event was planned to promote awareness and offer education about the importance and confidentiality of the 2020 Census with the Guatemalan indigenous populations in Arlington. The event included an art contest that yielded approximately 20 entries with the top picks selected by attendees of the event. Traditional Guatemalan food, music and dancing was also highlighted during the event (see the flyer in Appendix 15).

Figure 25: Art Contest Winner



Census 2020 Regional Town Hall

Working closely with the Washington Metropolitan Council of Governments (COG), Arlington took the lead to host a livestreamed town hall for the entire region from the Arlington County TV studio in March 2020. Guests included Derrick Leon Davis, Prince George's County Council Member and COG Board Chair; Christian Dorsey, Arlington County Board Member and COG Board Vice Chair; Fernando Armstrong, Director of the U.S. Census Bureau's Philadelphia Regional Office; Walda Yon, Chief Housing Programs Officer, Latino Economic Development Center in D.C; and Saif Rahman, Director of Public and Government Affairs at the Dar Al-Hijrah Islamic Center. The panel fielded questions from listeners from around the Washington metropolitan region during the dynamic, interactive session.

Figure 26: Regional Townhall in Arlington Studio



Census Palooza I

The first Census Palooza took place in March 2020 with the specific intent to build as much visibility for Arlingtonians to TAKE THE CENSUS as possible. Approximately 50-60 CCC members and volunteers set out across the County to post 500 median signs at key intersections, parks, schools, and other public spaces. In addition, volunteers visited key businesses in hard-to-count neighborhoods with specific attention to ethnic grocery stores, laundromats, check cashing units and other high visibility locations.

Figure 27: Census Palooza I



April 1 Census Day

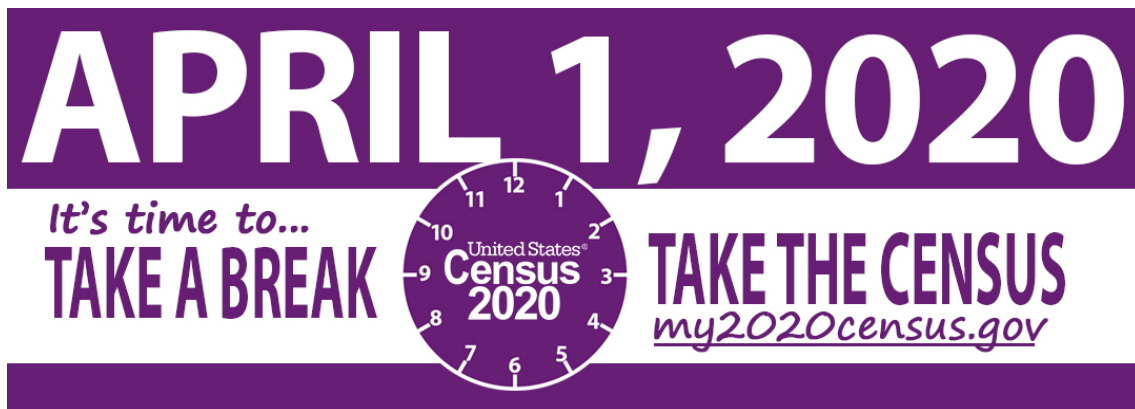
Census Day, the day that is the point in time for the 2020 Census Count, represented a critical opportunity to build as much attention as possible to encourage Arlington residents to complete the 2020 Census online or by phone. However, COVID-19 had just impacted all of Arlington’s in-person plans to build awareness. Nonetheless, the CCC and core staff team persevered and hosted a full day of virtual outreach using social media, including a fun, energy-boosting hour-long lunch break activity. Partners and CCC members were asked in advance to post fun content about why the Census was so important to them, and tag Arlington’s Twitter account during this time.

Figure 28: Census Day Social Media Graphic
Happy Census Day!



- 11:00AM** Census 2020 Proclamation (County Board Chair Libby Garvey kicked off Census Day on a live Facebook event)
- 11:03AM** “Take a Break” and Take the Census (County Board CCC liaison Katie Cristol provided a quick address on the Facebook live program and encouraged participants to submit questions, take a poll, and join the Twitter storm)
- 11:05 AM** Tweets from the CCC (CCC members shared tweets every 10 minutes highlighting the importance of the Census and posted Census Trivia questions)
- 12:00 PM** Twitter Live with the County Manager and CCC Co-Chairs (The three had a Twitter conversation about the Census and actively responded to incoming tweets)
- 12:20PM** Partner Shout-Out! Video messages and pictures highlighting specific partners and Census activities
- 12:55PM** Facebook Live closing with the County Manager (closing out with highlights from the day, encouragement for the community, and a fun Census video)

Figure 29: Take a Break Graphic



Census 2020 Facebook Live

The CCC hosted a Facebook Live event focused on both COVID-19 and Census 2020, aired from the Walter Reed Community Center. The speakers were Anita Friedman, Director of the Department of Human Services, and County Board member Matt de Ferranti. The interview was hosted by Mynor Aguirre and livestreamed to different production groups that reach Spanish-speaking populations: Producciones Pop'bil, Producciones Juarez, Cable Concepcion, and Que Tal Guate.

Figure 30: Facebook Live Census Event



Radio Diaspora

On May 6, 2020, Radio host Kidist Ebenezer interviewed Census core team member Jerusalem Solomon about the importance of the 2020 Census, its safety, and confidentiality. The online radio program is hosted by the Ethiopian Community Development Corporation as an Amharic-language program for the Ethiopian community.

Figure 31: Radio Diaspora



Census 2020 Virtual Town Hall

This public-facing town hall covered top level updates that were pertinent to the community, such as how Arlington County was adjusting operations in response to the COVID-19 pandemic, and what the County was doing to reinforce the confidentiality and safety of the 2020 Census. Residents had the opportunity to ask questions via Facebook chat and/or text messaging.

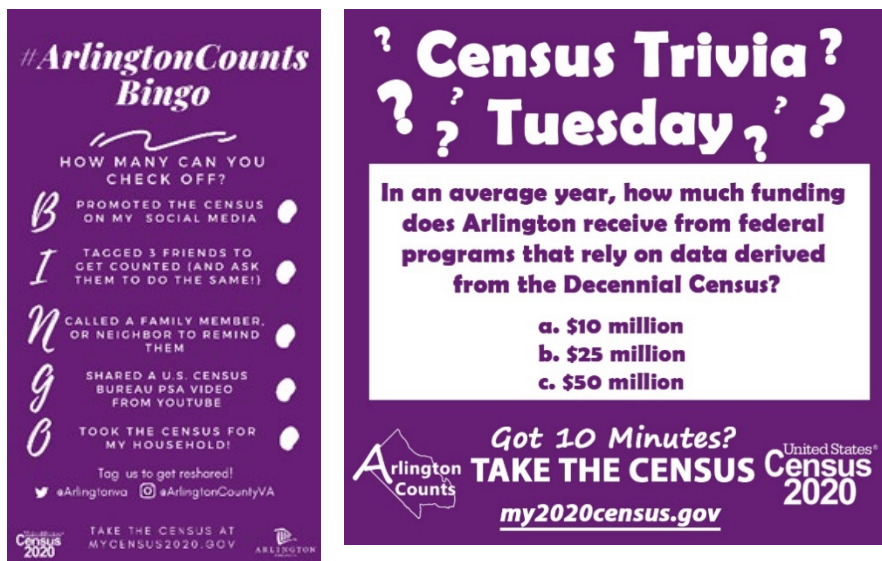
Figure 32: Virtual Chat: Impact of COVID-19 on the 2020 Census



Census Bingo and Trivia

At the start of the pandemic, there was an Instagram trend wherein pages would post a 4x4 bingo card or a simple checklist of common things people were experiencing. The core team tried replicating this trend on Twitter and Instagram by creating an Arlington Counts Bingo. The team also hosted several weeks of Census Trivia Tuesdays asking questions about the Census and providing the answers the next day. Examples of both are below.

Figure 33: Census Bingo and Trivia



Census MQA Pop-ups

Starting in July 2020, Census Mobile Questionnaire Assistance (MQA) staff from the Crystal City Area Census Office (ACO), began going to shopping centers, food distribution centers and other locations in Alexandria, Falls Church, Washington, D.C., and Arlington to help people take the Census in various languages on site. A bilingual member of the Arlington County core team was assigned to manage the pop-ups in Arlington and staff the sites with volunteers.

These pop-ups provided an interesting insight into the lives of hard-to-count populations. MQA staff spoke to people in Spanish, French, Greek and Russian and cleared up misconceptions about the Census, its privacy and security.

Volunteers were solicited through the CCC and partner newsletter. Interestingly, the most available volunteers only spoke English and found they were unable to communicate well with the target demographics because of the language barrier. The core team recommends recruiting local high school and college students who speak more than one language to volunteer to provide language assistance in future Census efforts.

All pop-ups were done as socially distant as possible – in some communities, COVID-19 was either misunderstood or not as prioritized, so people sometimes did get closer than the recommended 6 feet apart. All staff and volunteers were required to wear masks.

Figure 34: Census MQAs and Pop-Ups



Census Palooza II

Census Palooza II took place during COVID-19 with plans for safe social distancing. While originally scheduled for late August 2020, it was rescheduled due to a hurricane and instead took place on September 12. That day coincidentally also had rain in the morning, but it did not adversely impact the event.

Due to COVID-19 and social distancing requirements, volunteers were assigned to one of three locations focused on low response areas: Gates of Ballston Apartments, Barcroft Apartments, and Drew Elementary School. All three sites had tents with Census MQA staff and Spanish-language interpreters for people to take the Census in real time, gather election information and COVID-19 information, and pick up giveaway tickets to receive cleaning supplies and laundry baskets. The sites were set up with clear social distancing requirements and mask use for all guests and volunteers.

Volunteers at Gates of Ballston and Barcroft Apartments also distributed door hangers in the garden style buildings of these communities with permission and cooperation from property managers. The Drew Elementary site was planned in conjunction with the Green Valley Civic Association’s vintage car parade so that residents did not have to gather in one place. An Arlington County SUV covered in Arlington Counts magnets and dubbed “the Census mobile” participated in the parade. Volunteers wore masks the entire time, indoors and outdoors.

The apartment community sites also had taco trucks, where guests who took the Census and received a giveaway ticket could redeem their ticket to receive a free taco or pupusa and a beverage. LULAC, a non-profit Latino organization, supported a significant portion of the costs for the food through a grant they received for Census outreach.

Despite the soggy weather, over 1,000 people came out to learn more about the Census and get information about voting and COVID-19. Approximately 70 households were counted across all three Census Palooza II sites.

Figure 35: Census Palooza II



Other Outreach

Promotion in Public Transit

Washington Metropolitan Area Transit Authority (WMATA) in partnership with the Metropolitan Washington Council of Governments (MWCOG or COG), posted Census promotional material in Metrobuses and Metrorail cars and stations, to be seen by travelers throughout the National Capital region. Arlington County also installed signs in Arlington Transit (ART) buses for local routes.

Figure 36: Bus Card



Census Palm Card

A Palm Card was designated to cover the main Census 2020 facts: Who, What, Where, Why, and How. It was used during all Census promotions and translated into the top 10 languages spoken in Arlington. The card was used in mailings for property tax bills. The layout was also used for large pop up displays that were taken to events.

Figure 37: Arlington Palm Card

Census Signage Across the County

Previous Census data were used to identify what languages were most spoken in Arlington, and in what neighborhoods. The top five languages were English, Spanish, Arabic, Amharic and Mongolian. This research was used to determine the best placement for yard signs for the Census and for COVID-19 information.

Figure 38: Banner at Playground



Census Yard Sign

March 7, 2020, was the first Census Palooza day, in which approximately 50-60 volunteers, CCC members and core staff went out into the County to put up the first round of yard signs in medians and on public grass.

When Arlington's public health department started putting up COVID-19 hotline signs in the County's top five languages, the Census core team followed suit with Census messages. These larger signs used the Arlington Counts purple branding and had information in English on one side and Spanish, Arabic, Amharic or Mongolian on the other. The signs with Spanish and Arabic also featured the phone number to take the Census in those languages, while the others – which did not have a dedicated phone number – had the English language line instead.

These signs were posted in Columbia Pike neighborhoods, Green Valley, Crystal City, Barcroft, and Buckingham by core staff and volunteers recruited through personal connections.



Census Bookmarks

Bookmarks with Census information and QR codes were provided to the Arlington Free Clinic to include in medication bags. They were also distributed by the Libraries and in library books.

Census LED traffic signs

Over the summer, the Core team partnered with the Arlington County Police Department to position LED signs in Arlington encouraging residents to take the Census. These signs were installed on Four Mile Run and displayed information in English and Spanish.

QR Code Signs

When the first socially distanced events were being planned, the core team came up with the idea of a sign with a QR code linking directly to the 2020 Census Questionnaire. The spirit of this idea was that the message would be at eye level and passersby would notice it and talk to people about the sign. The sign would have a QR code linking to the website and be simple to digest from a distance.

The sign included the same messaging in additional languages as well as the phone numbers in available languages. The signs were used at MQA sites to safely provide the link to the questionnaire while respecting social distance guidelines.

The sign was primarily in English, but also said “Take the Census” in Spanish, Arabic, Amharic and Mongolian, and displayed a QR code to my2020census.gov. It also featured the Census Bureau’s English, Spanish and Arabic language line numbers and spelled out the website. The design was similar to the handheld signs.

Figure 41: QR Code Signs

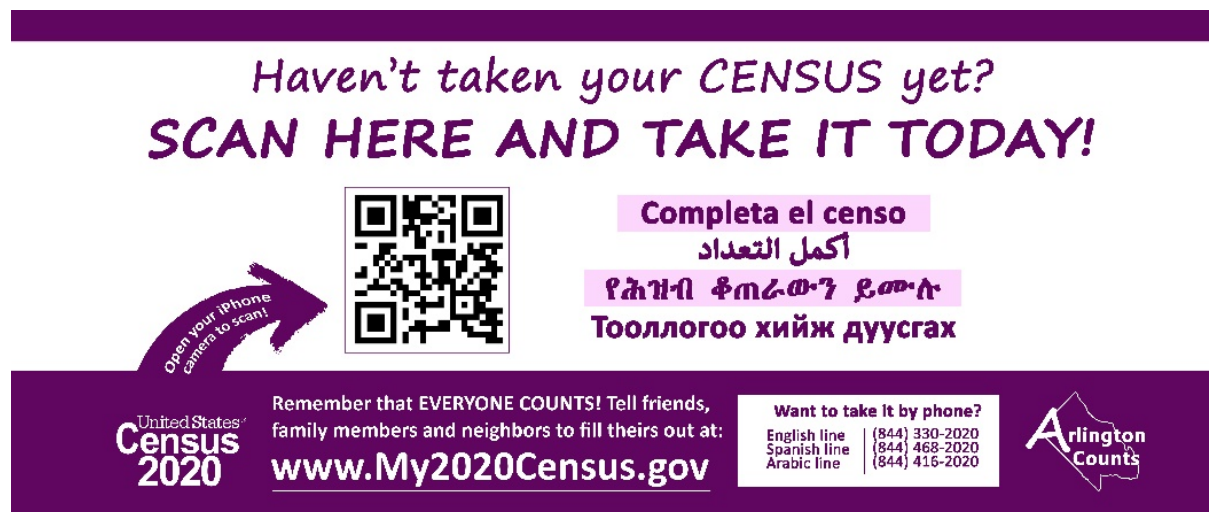


Figure 40: Bookmark



Banners

Large banners were hung in Arlington parks in areas where hard-to-count populations were likely to congregate. These banners were hung by core staff with assistance from parks staff in Long Bridge, Bluemont, Barcroft, Drew Elementary, and Virginia Highlands parks; Central, Columbia Pike, and Shirlington libraries; and all County fire stations. The County also partnered with the Columbia Pike Revitalization Organization (CPRO) to hang a large banner across Columbia Pike.

Door hangers

As part of Census Palooza II on September 12, 2020, volunteers went into garden style apartment buildings to hang door hangers with Census information. These were distributed at Barcroft Apartments and Gates of Ballston, to over 1500 units.

The front of the door hanger displayed the call-to-action “Take the Census!” in the County’s top five languages. The back showed the phone numbers in English, Spanish, and Arabic, but also Mandarin and Cantonese, since space allowed.

Figure 42: Door Hanger

Take the Census!
My2020Census.gov

¡Completa el censo!
أكمل التعداد
የኢትዮጵያ ቆጠራውን ይሙሉ
Тооллогоо хийж

Take the Census in your language by phone!

English	844-330-2020
Español	844-468-2020
普通话中文	844-391-2020
广东话	844-398-2020
한국어	844-392-2020
العربية	844-416-2020

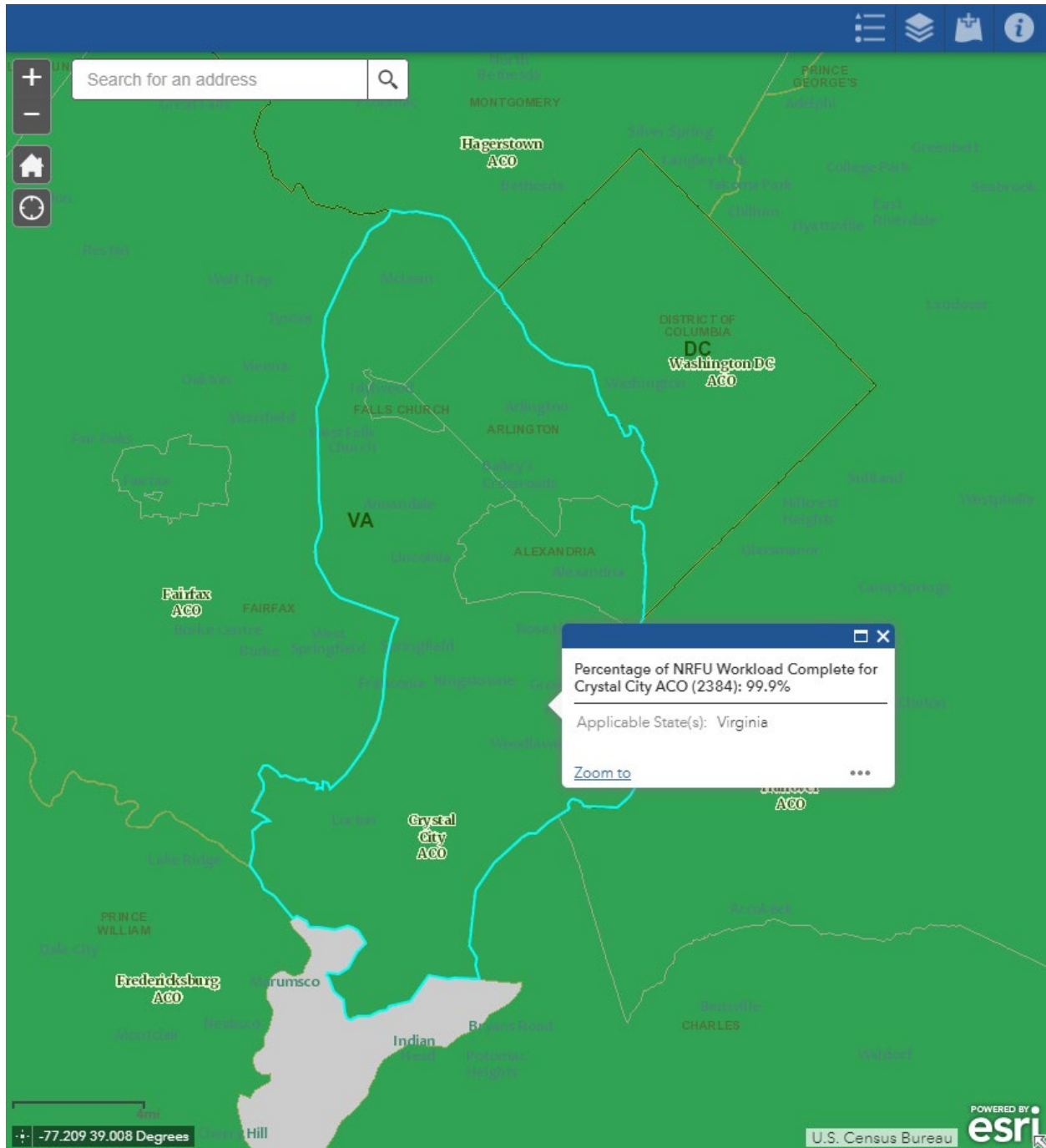
The Census is easy, fast, and secure. Responding to the Census means getting funds for healthcare, employment, and transportation for our community.

my2020census.gov

Non-Response Follow Up

Those households that did not self-respond were contacted by the Non-Response Follow Up (NRFU) team working out of the Crystal City Area Census Office (ACO). This team would visit the non-response households to do in-person enumeration. As of October 15, 2020, 99.9% of the NRFU was completed. The figure below shows the boundary of the Crystal City ACO and the completion rate.

Figure 44: NRFU Completion Rate for the Crystal City ACO



Lessons Learned and Considerations for 2030

Administration and Management

Interdepartmental Core Staff Team: With the support of the County Manager and Department heads, pulling together an interdepartmental team to form a core staff team was essential for organizing this countywide effort. The core staff team allowed for direct access to County programs and facilities. This team was dedicated to staffing all work of the CCC, managing and implementing all of the activities, communications, programming and other needs to ensure a complete count. In addition, there was a great benefit in having this team co-led by the Assistant County Manager for Communications and Public Engagement and the Demographer from Community Planning, Housing and Development.

Consideration for 2030: Develop a core staff team with 5-7 members starting in Fall 2028. The first duties of the core staff team should be self-education on the 2030 Census, developing branding for Arlington promotions, and recommending members of the CCC.

Dedicated Funding in Budget: Financial support is essential for conducting a complete outreach campaign to touch every resident. The County Manager dedicated \$100,000 for the 2020 Census effort for the purposes of public education and awareness which was instrumental for materials, printing, translation, educational materials, signage, outreach events and more.

Consideration for 2030: Secure dedicated funding (\$100,000) for use from January 2029 – October 2030.

County Board and School Board Liaisons: Members of the County Board and School Board were instrumental in serving as key ambassadors and providing high level leadership throughout the 2020 Census season.

Consideration for 2030: Appoint a representative from the County Board and School Board to work with the CCC and further the Census messaging throughout the community.

CCC and Partnership

Complete Count Committee: The Census 2020 Complete Count Committee was one of the most diverse committees in Arlington County history, with residents representing diverse experiences, backgrounds, race, ethnicity, ages, housing types, and geography. This diversity furthered the reach of the Census 2020 messaging into the hard-to-count populations.

Consideration for 2030: Develop a Manager-appointed CCC with influential Arlington residents who represent the hard-to-count population.

CCC Grass Roots Campaign: The CCC kicked off on April 1, 2019, and worked for an 18-month period, meeting monthly to develop and implement an outreach strategy. In the spring and early summer of 2019, the CCC went through several meetings for education on the Census. During the summer and fall, the CCC developed an outreach strategy to target the hard-to-count populations, while simultaneously volunteering at events to promote the Census. Starting the CCC one year earlier than the actual Census began provided a long lead time for organization, planning, partner recruitment and training before beginning public awareness and education.

Consideration for 2030: Start CCC operations one year from the count with the phases of education, grass roots campaign development and campaign implementation.

Arlington Census Partners: Part of the CCC grass roots campaign was to recruit Arlington Census Partners to pass along the messaging of the Census throughout their network. The CCC recruited hundreds of Census partners that included nonprofit organizations, businesses, community organizations, civic associations, the faith community, and others who were trusted advisors and connectors to some of Arlington's hardest to count residents. County staff led Census educational trainings with partners and produced weekly newsletters to keep partners engaged.

Consideration for 2030: Establish an Arlington Census Partners program that begins at the Census Kickoff and continue to add partners throughout the engagement process.

Partner with Census Bureau: The U.S. Census Bureau provides support to local jurisdictions and CCCs through Partnership Specialists who provide a link between the Census Bureau and County operations.

Consideration for 2030: Establish a relationship with the local Partnership Specialists and include them in CCC meetings, planning, and outreach.

Communications and Outreach:

Outreach Schedule: Arlington's outreach campaign was divided into three areas: Public Awareness (Fall 2019), Public Education (Winter 2020), and Be Counted (Spring 2020). This schedule worked well and followed the official schedule from the Census Bureau. Census 2020 outreach was added to previously planned events which allowed for deep reach into hard-to-count communities. Throughout the campaign, County staff evaluated the current operations and made changes when necessary. For example, during COVID-19, a poster was created with a large QR code which allowed for social distancing while capturing the link to the online 2020 Census questionnaire.

Consideration for 2030: Establish a timeline for the campaign that allows for public awareness, education, and be counted operations. Weave Census education and promotions into previously planned events. Remain flexible to adjust operations to reach the hard-to-count communities.

Arlington 2020 Census Branding and Materials: It was important to develop a look and feel of outreach materials that are similar to the Census Bureau promotions but have an Arlington focus. Logo, slogan and Arlington-centric materials were essential to promoting the 2020 Census in Arlington. The Census Bureau continued to release factsheets, graphics, and other publications throughout the year leading up to the Census. Arlington developed an online toolkit which allowed anyone to access and distribute the materials.

Consideration for 2030: Develop an online toolkit that has graphics, talking points, newsletters, videos, and links to Census Bureau materials.

Census in Schools: Arlington Public Schools were part of the CCC and partners that interweaved Census messaging into the curriculum, lesson plans, letters to parents, events, and much more. APS provided a critical link to families with young children and those that spoke languages other than English at home.

Consideration for 2030: Partner with APS in early 2029, and work with them to integrate the Census in Schools program.

Language Translation and Interpretation: Arlington's diverse community required that materials, such as the palm card, be translated into a range of languages. County staff relied on members of the CCC and professional translation services to translate materials. All Census-related news articles released by Arlington were translated into Spanish. Interpreters that spoke Spanish and Arabic were contracted for in-person events.

Consideration for 2030: Secure funding for translation and interpretation services and determine the most needed languages for translation.

