

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.

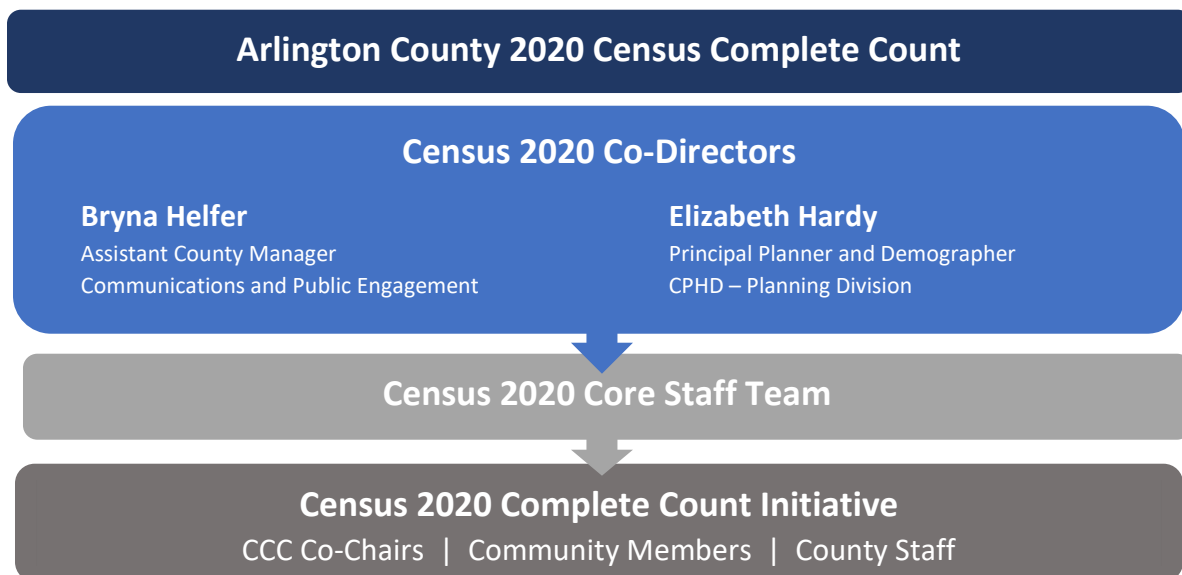
**Recommend a higher budget amount for this line item in the future.

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

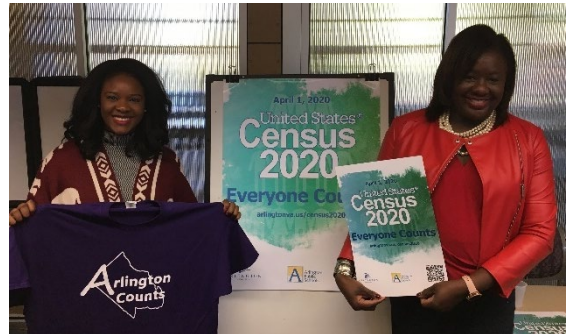


Arlington Census 2020 Partners

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

