

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!
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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