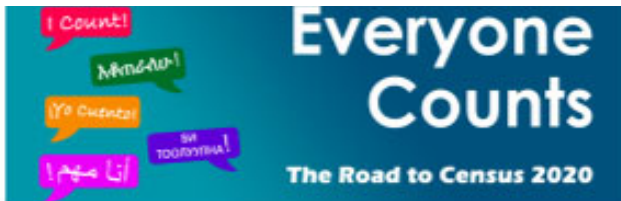


Appendix #9 Everyone Counts
Newsletters



Nearly 100% Counted in the Census!

Thanks to your outreach efforts and hard work, an estimated 99.98% of Arlington households were counted by the October 15 end date of the Census count! Your planning, preparation, and outreach was essential to this monumental achievement, and we want to thank you for your incredible work!



Watch: 18 Months of Census Outreach and a Thank-You from the County Board!

Reflect on the last year and a half of Census outreach in our 2020 Arlington Counts video with photos and video footage highlighting the amazing effort you all put in to get out the count. Also be sure to watch the October 20 County Board Meeting, where County Board Member Katie Cristol led a presentation and thank-you for your Census outreach efforts. From the Census 2020 kick-off to Census Palooza, we couldn't have done it without you!



Coming Up: Dialogues on Race and Equity (DRE)

An accurate and complete Census is a critical for our understanding of the County's demographics and population, and in our efforts to become a more equitable community. To further these efforts, Arlington has launched a series of Dialogues on Race and Equity. Share your perspectives by taking the Community Assessment and joining a virtual Community Conversation. The DRE series is being launched through our RACE: Realizing Arlington's Commitment to Equity initiative along with Challenging Racism.

Reach us at Census2020@arlingtonva.us

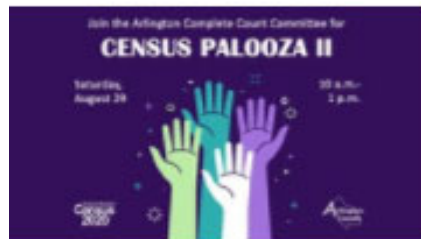
The U.S. Census counts every resident in the nation, including right here in Arlington County. As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The collected data helps to determine things like the number of seats Virginia has in the House of Representatives, and how to distribute federal funds to local communities like ours.

Census 2020: Safe. Important. Confidential. [Learn more about how Arlington Counts.](#)





Fill out your census at www.my2020census.gov TODAY!



Volunteers Needed: Census Palooza II & Census Pop-Ups

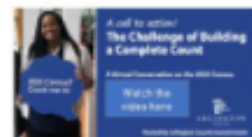
Help people take the Census at Arlington's [Census Palooza II](#) on Sat., Aug. 29 and at [Census Pop-Ups](#) through Sept. 30.

- [Sign up to Volunteer with Census Palooza II](#) on Aug. 29
- [Sign up for Census Pop-Ups](#) through Sept. 30



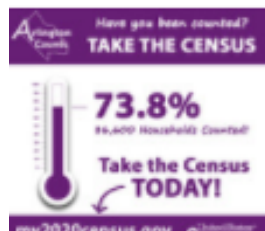
Census Toolkit En Español

Check out [Censo 2020](#), where you can find Arlington's Spanish language resources all in one place. You can also take the Census in Spanish at my2020census.gov



ICYMI: Call to Action Video Online

[A Call to Action: The Challenge of Building a Complete Count](#), delved into the many challenges we face to ensure everyone in Arlington is counted by September 30. [Watch the video](#) and share with your networks.



Self Response Rate Surpasses 2010!

We are thrilled to report that [Arlington's self-response rate](#) is now at 73.8% of households, surpassing the 2010 self-response rate! Keep up the great work!



Fill out your census at www.my2020census.gov TODAY!

Arlington Counts **57.2% Counted!**

Have you been counted?
TAKE THE CENSUS

1. Go to my2020census.gov
2. Select your language at the bottom
3. Click "Start Questionnaire"
4. Don't have your 12-digit Census ID? Click on the link under the login button and enter your address.
5. Fill out the form for you and the members of your household

United States' **Census 2020**

Apartment Residents Count, Too

Some good news – Arlington County's response rate is 57.2%! We're more than halfway there but would love to see more responses from our multi-family renting residents. Apartment residents make up a significant portion of residents in Arlington County and thus have a huge sway in how much funding we receive for the programs that make this a great place to live. If you manage an apartment building, use our Census 2020 toolkit to find resources to promote the census to your residents.



Census Available in 13 Languages

One of the most exciting aspects of the first ever online Census is the ability to make it available in 13 languages, along with guides in 60 total languages. This is great news for people who want to take the Census in the language is most comfortable for them. Learn more in our latest story about language availabilities for the Census.

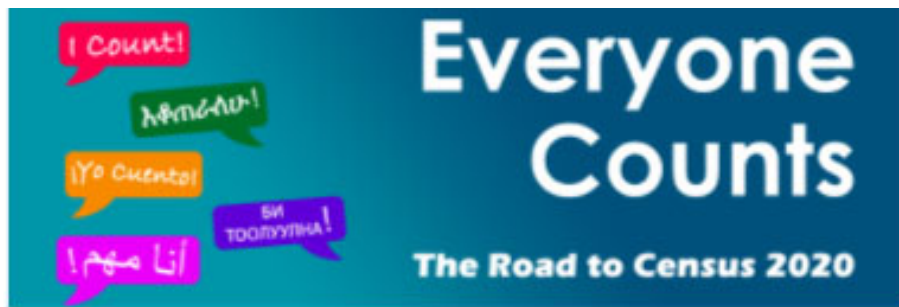
As a bonus, read the story in Spanish.



Partner Highlight: AFAC

We want to give a special thanks to the staff and volunteers at the Arlington Food Assistance Center (AFAC) for providing food to Arlingtonians who need it most, especially in this time of crisis, and for taking the time to share the importance of the Census to provide for the programs that matter most.

We are very proud to have AFAC as a partner and appreciate their continued support as we reach our count goals!



Census: Key 2020 Dates

Counting every person living in Arlington is a huge job, and counting everyone in the U.S. is a massive undertaking! Here are some key dates in 2020:

March 12 - 20: Arlingtonians and others will receive official Census Bureau mail that includes detailed information on how to respond to the 2020 Census online and by phone.

March 30 - April 1: The Census Bureau will [count people who are experiencing homelessness](#) over these three days. This includes people in shelters, at soup kitchens and mobile food vans, on the streets, and at non-sheltered outdoor locations such as tents.

April 1: Census Day! Tell the Census Bureau where you live as of April 1, 2020, and include everyone living in your home.

Get the full story in English or [en Español](#)



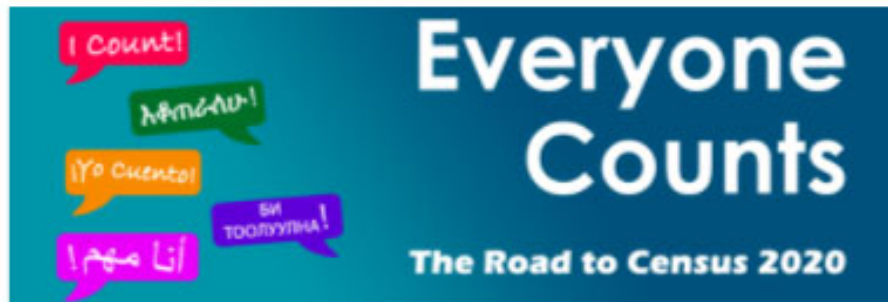
Thank You, Volunteer Arlington!

Volunteers at Monday's MLK Day of Service event reached out to over 260 businesses across the County to share information about the census. We'd like to thank [Volunteer Arlington](#) for hosting this amazing opportunity and ALL of our volunteers who signed up to be Census Champions! Check out our [growing list](#) and let people know [how they can get involved](#).



59 Language Guides Released

The U.S. Census Bureau has released [language guides](#) to help respondents understand why the census matters and how to respond. Check out all [59 guides](#) and even more resources in Arlington County's [Partner Toolkit](#).



Census Director Attends Grand Opening of Crystal City Area Office

Arlington is proud to welcome the Crystal City Area Census Office to our community! Census Director Dr. Steven Dillingham joined Arlington Census partners and others at the grand opening of the office on Jan. 29. County Board Member Katie Cristol, School Board Member Dr. Barbara Kanninen, and Wanda Pierce, Co-Chair of the Arlington County Complete Count Committee were in attendance, along with representatives from the offices of Senator Tim Kaine and Representative Don Beyer and other Census partners. "Participation in the Census is an opportunity for individuals to see themselves as a member of our community," said Saul Reyes, Community Organizer and Chair, Tenant/Landlord Commission. "If you can't vote, this is a way to make yourself count."

- Join us and [sign up as an individual or organization today!](#)
- Census jobs are still available! [Learn how to apply](#)

Read the [full story here](#).

Want an Easy Way to Do Your Part?

Save the image below and add it to your email signature block. It's a fast and easy way to make sure that everyone you email gets a little reminder that everyone counts!



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

Having trouble viewing this email? [View it as a Web page.](#)



Come out on March 7 for Census Palooza!

Join Complete Count Committee members, Census Partners, and other Census Champions as we take it to the streets. Help us "Get Out The Count" and expand our outreach!

Tell your friends, family members and neighbors so they can join in on the fun and we can all make sure that EVERYONE COUNTS! [Learn more and RSVP now!](#)



How the Census Bureau Protects Your Data

When you respond to the 2020 Census, rest assured that your personal information will be kept safe. According to law, it can't be shared with anyone – and that means anyone! Read the full story [in English](#) or [en Español](#).



Sign Up for New Volunteer Opportunities

Looking for other ways to help? We've got tons! Our amazing Census partners are hosting Count Pop-ups all across the County so that Arlingtonians can fill out their census forms right then and there. [Check out all of the upcoming opportunities and sign up to volunteer!](#)



Join Us for Celebración Comunitaria!

Come by the Gates of Ballston
Community Center for

tamales,
music,
face painting,
an art contest,
raffles,
and more!

Meet your neighbors and learn about
why the census is important and how to
get counted.

[Learn more!](#)



Recruit Five Friends for Census Palooza!

Don't forget to register and recruit five of your closest
friends for the most energizing outreach of the census
season: *Census Palooza!* [RSVP today.](#)



Volunteers Needed to Help Get Out The Count

The [volunteer opportunities](#) are endless! [Check out
our latest article](#) to learn about all of the great ways
you can get involved throughout census season. Get
the full story in [English](#) or [en Español](#).

[Visit the Arlington
Census 2020](#)

[Check out the
Partner Toolkit](#)

[Recruit Census
Partners and](#)



About the Complete Count Committee

Arlington's Complete Count Committee (CCC) is working hard behind the scenes to organize events that increase awareness and motivate residents to respond to the 2020 Census. [Read all about them](#) and the events they're leading this March!



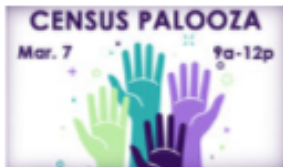
Save the Date: A Virtual Conversation on the 2020 Census

Join the Metropolitan Washington Council of Governments, Arlington, and other local jurisdictions on Facebook LIVE for an online discussion. Get your questions answered and learn why it's important to be counted. Save the date: March 5 from 6:30-7:30 p.m. [Learn more!](#)



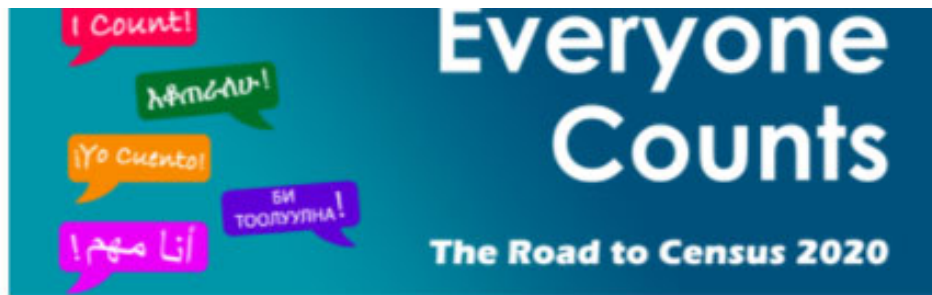
Take the Pledge: Be Counted!

The Governor of Virginia encourages you to "Pledge to be Counted". Receive your digital pledge card by texting the word "PLEDGE" or "CENSO" (Español) to the number for the northern region: (703) 684-0007 or (571) 200-0828. [Learn more.](#)



RSVP for Census Palooza

Arlington's Complete Count Committee (CCC) is working hard behind the scenes to organize events that increase awareness and motivate residents to respond to the 2020 Census. [Read all about them](#) and the events they're leading this March!



Get Your Arlington Counts Shirt at Census Palooza!

You know how much Arlington Counts, now make sure everyone else does too! [Sign up to expand our outreach efforts at Census Palooza](#) on March 7 and get a free Arlington Counts shirt!



TUNE IN: Virtual Community Conversation on March 5

Join leaders from around the region as they answer your questions about the 2020 Census. The live stream will start at 6:30 p.m. on the Metropolitan Council of Government's [Facebook LIVE](#). [Click here to RSVP](#).



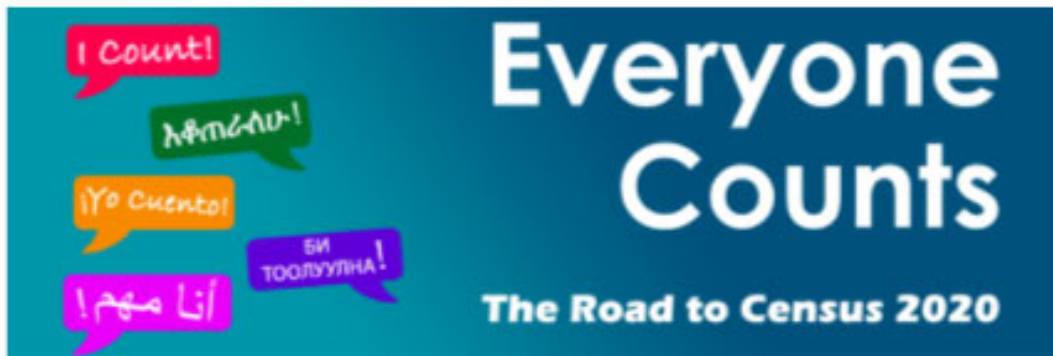
1920-2020: Women's History, Arlington History and the Census

Did you know that according to 1920 census data, the U.S. Government was the top industry that employed Arlington women? Women's History Month is right around the corner. [Learn about how Census data helps us preserve, educate and celebrate that history.](#)



13 Days Until Census Invitations Arrive!

That's right! Only 32 more days until Census Day, April 1, 2020 and 13 days until invitations to take the Census arrive in your mailboxes. Check out the [countdown clock here](#) and a [timeline of important Census dates](#). Time to *get pumped!* The Census is coming!



Almost Time to Check Your Mailbox!

Invitations to take the Census start to arrive in your mailbox **NEXT WEEK!** Community members will be able to respond online, by phone, or by mail starting March 12! Make sure you check to see if your invite has arrived and learn about other [important dates here](#).



It's Not Too Late to Sign Up for Census Palooza!

TOMORROW: Bring your family members, neighbors, and friends out for the biggest Census outreach event in Arlington! Help spread the word just **DAYS** before invitations reach mailboxes. Sign up today and share the link: [CLICK HERE](#).



WATCH: Virtual Conversation on the 2020 Census

Missed out on last night's virtual conversation? No problem! [Watch it here](#). Listen as leaders from across the region explain why the Census is important and answer participant questions along the way.



It's That Time: Fill Out Your Census Today!

The U.S. Census Bureau has officially launched the Census form and every household can fill theirs out **TODAY!** Thanks to all of your hard work in promoting the importance of the Census for the past year, Arlington is ready to act. Please fill out the form yourself, and help spread awareness by informing people to go to www.my2020census.gov.

Learn everything you need to know [here](#).

[Visit the Arlington
Census 2020
homepage](#)

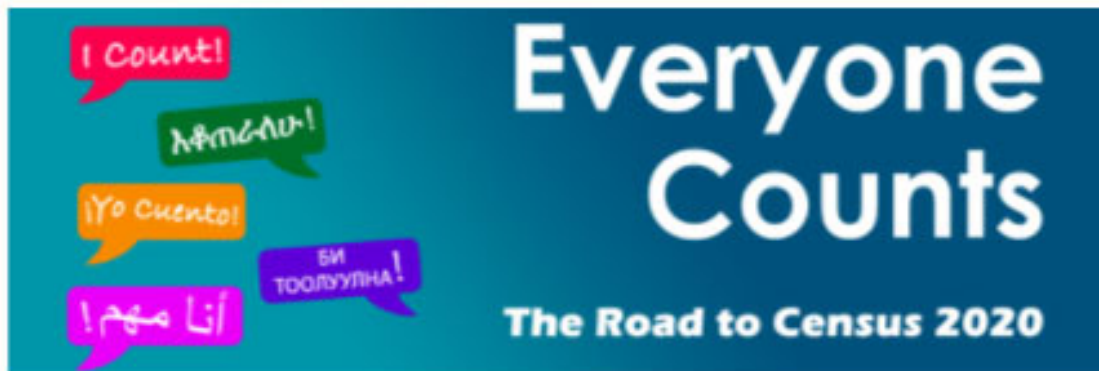
[Check out the
Census Toolkit](#)

[Sign up for
volunteer
opportunities](#)

Reach us at Census2020@arlingtonva.us

APRIL 1, 2020 IS CENSUS DAY! The [U.S. Census](#) counts every resident in the nation, including right here in Arlington County. As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The collected data helps to determine things like the number of seats Virginia has in the House of Representatives, and how to distribute federal funds to local communities like ours.

Census 2020: Safe. Important. Confidential. [Learn more about how Arlington Counts.](#)



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Learn everything you need to know [here](#).

[Visit the Arlington
Census 2020
homepage](#)

[Check out the
Census Toolkit](#)

[Sign up for
volunteer
opportunities](#)

Reach us at Census2020@arlingtonva.us

Having trouble viewing this email? [View it as a Web page.](#)



Fill out your census at www.my2020census.gov TODAY!



How to Count College Students in the Midst of COVID-19

Many college students have come home to shelter in place in response to COVID-19. Make sure they get counted correctly! Here's some guidance to follow:

Normally live in the dorms, but now staying with your parents? Your school officials are working with the U.S. Census Bureau to get you counted.

Sheltering in place at your off-campus housing? Get counted at your address like you normally would.

[Learn more here.](#)



Response Rate: 34.5% and Counting!

As of this morning, Arlington County's Census response rate is **34.5%**! We're continuing to push awareness of the Census on social media with neighborhood response updates and trivia and would appreciate your help to share on your networks. Find sample social media posts on the [census toolkit](#) and check out [response rates as they get updated!](#)



Teach Your Kids About the Census

Take some time for teachable moments while you and your kids fill out the census together. The number of people counted is tied to funding for:

- emergency response equipment like fire trucks and ambulances,
- free and reduced lunches for classmates,
- child care programs and more!

[Find educational resources](#) for all ages to help teach about the census at home.



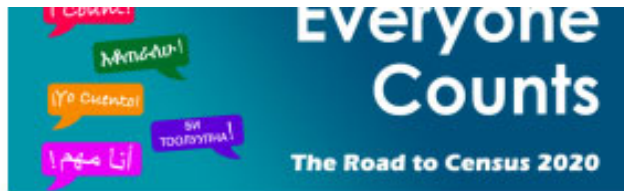
Stay Up To Date on Changes

In this time of necessary flexibility, it's important to stay aware of any updates and shifting timelines. Refer to the [2020 Census newroom](#) to keep up with any operational changes.

[Visit the Arlington Census 2020](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov](http://Visit2020Census.gov)



Fill out your census at www.my2020census.gov TODAY!

51.4% of Arlington is Counted!

As of today, 51.4% of Arlington households have been counted – over halfway to achieving a complete count! Thanks to those who have joined in on Twitter to share your participation, and we encourage everyone to continue promoting the census and encouraging friends and family to do so as well. Keep the momentum going with social media posts (using the #Arlington Counts hashtag) and stay up to date with census response rates as they are updated [here](#).



Thanks for taking part in our Twitter Town Hall

Thanks to all who participated in our Twitter Town Hall on Wednesday! It was a great way to celebrate Census Day and see everybody's progress toward the goal for everyone to be counted.

We appreciate your continued dedication and engagement, and you can review the Town Hall highlights on Arlington County's official [Twitter page](#) – such as County Board Chair Libby Garvey's reading of the [Census Day Proclamation](#). Please continue to share what you are doing to spread the word about the Census, and don't forget to use the #ArlingtonCounts hashtag.

Review important resources with the Partner Toolkit

The [Arlington Census and Champion Partner Toolkit](#) has been designed to meet the needs of the Arlington Community. There you can find a customized 2020 Census palm card translated into the top languages spoken in Arlington, sample social media posts, talking points for the census, as well as other essential materials.

If you are looking for additional resources, check out the [Virginia Complete Count Commission's](#) website. You can also always contact the Arlington census team at census2020@arlingtonva.us with questions or ideas for outreach.

Stay Up To Date on Changes

In this time of necessary flexibility, it's important to stay aware of any updates and shifting timelines. Refer to the [2020 Census newroom](#) to keep up with any operational changes.

The [U.S. Census](#) counts every resident in the nation, including right here in Arlington County. As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The collected data helps to determine things like the number of seats Virginia has in the House of Representatives, and how to distribute federal funds to local governments like us.

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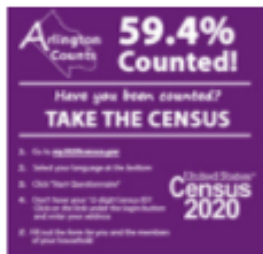


Fill out your census at www.my2020census.gov TODAY!



Census Bureau Expands Call Center

Due to social distancing measures across the country, the US Census Bureau is expanding its call center capacity to help Americans complete the census from home. People can now leave a message to be called back by a Census call center employee to avoid long waits on hold. You can learn more about how the Census Bureau is [expanding its capabilities here.](#)



Arlingtonians Still Count!

We are approaching the 60% benchmark in our goal for a complete count. Our [message continues](#) to be that all Arlington County residents count, and that there are new resources to help be counted even during quarantine.



Partner Highlight: Gates of Ballston (AHC, Inc)

We'd like to send a special thank you to our partners at the Gates of Ballston apartment community, managed by AHC, Inc.! The community has been actively engaging residents from across the community----with outreach events in Spanish, including a special Census art contest! Check out the recorded event [on their Facebook page.](#)



Fill out your census at www.my2020census.gov TODAY!

Moving the Response Needle in Arlington

On Thursday, March 23, the Complete Count Committee held a call to discuss updated strategies to encourage Arlington County residents to participate in the Census, as well as ways to reach hard to count populations and regions.

Take a look at [response rates maps](#) of the region and within the County.



Updates on Census During COVID-19

Join us on Monday, May 4, 12:00PM for a live discussion with US Census Bureau representatives and Arlington County Census Partners about the impact of COVID-19 on the Census. The event will be [held on Facebook](#) and [YouTube](#), and followed by opportunity for questions.



Partner Highlight: Arlington Public Schools

This week we'd like to give a special thank you to Arlington Public Schools for promoting the Census to families in our County. APS has been instrumental in talking to students about the importance of being counted, and encouraging parents to participate.

Check out this video of [second graders explaining the Census!](#)



Fill out your census at www.my2020census.gov TODAY!

Event: Census in the Time of COVID-19

Join us on Monday, May 4, from 12 p.m. to 1 p.m. for a [live chat on the impact of COVID-19 on the Census count](#). Hear from Complete Count Committee co-Chairs Wanda Pierce and Elisa Ortiz, Arlington County Board member Katie Cristol, as they cover how Arlington County is working to ensure all residents are counted. Also joining is special guest Kevin R. McGowan, Assistant Regional Census Manager, Philadelphia Regional Census Center, of which Arlington County is a part.

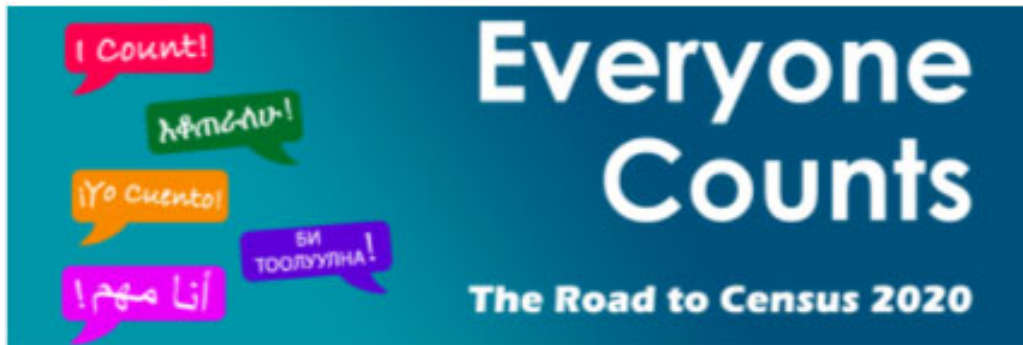


Customize Your Social for Census

This weekend the US Census Bureau is encouraging partners everywhere to boost their social media presence with customizable graphics to show why people should count. [Download and tailor](#) images to fit your organization's social media pages.

Response Rate in April

April was an exciting month for Census in Arlington County. We kicked off with Census Day on April 1, which helped us cross the 50% threshold! Now as we start a new month, we are turning our focus to [areas that require](#) more attention with new outreach strategies, including signs in more languages.

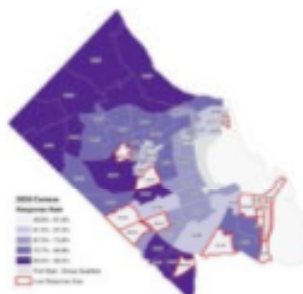


Fill out your census at www.my2020census.gov TODAY!



NAACP & APA: The Census Matters

Thanks to the Brothers of the Theta Rho Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. and the Arlington branch of the NAACP for hosting a virtual forum on [Why the Census Matters to Our Community!](#) Please view and share!

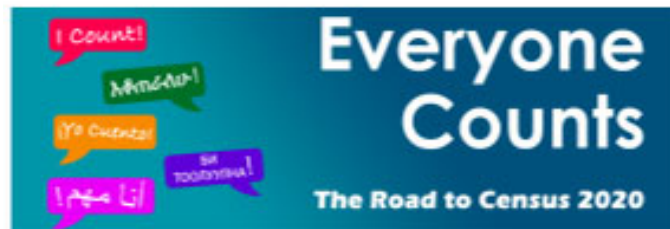


Response Rate Reveals Undercounted Areas

[Arlington's Census tracts with the lowest response scores](#) make up slightly more than 20% of Arlington's total population, including 40.7% of Arlington's Black or African American population, one-third of Arlington's Hispanic or Latino population and 27.4% of Arlington's Asian population. Apartments and condos make up 94% of housing in the low response tracts. Join us as we ramp up strategies to reach these communities.

Ramping Up Our Outreach

We're ramping up an outreach strategy to reach all [Arlington households](#) in undercounted areas. Look for new resources with Census information in multiple languages - available soon! We're counting on you to help get the word out!



Having trouble viewing this email? [View it as a Web page.](#)

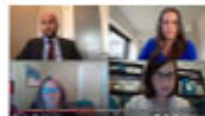
Fill out your census at www.my2020census.gov TODAY!



Social Media Bingo Week of May 11

This coming week we are featuring a game of Census outreach bingo that the whole community can play! Help us kick off with a bang on Monday, May 11 in Arlington County's [Instagram stories](#) and [Twitter account](#) fill out your bingo card and tag Arlington County to be re-shared!

To play, download or screengrab the bingo card then use your phone or Instagram's drawing feature to cross off the white beans.



Census Townhall Recap

This Monday we held a townhall hosted by CCC Co-Chairs Elisa Ortiz and Wendy Pierce, Arlington County Board Member Katie Cristol, and Kevin McGowan, Assistant Regional Census Manager for the Philadelphia Regional Census Center. Together they covered excellent questions from the public about the [response rate](#) how Census tracking has changed during COVID-19, including in-person counting, and adjusted deadlines.

Read more about this event on [Arlington County's newsroom](#).



Partner Highlight: Ethiopian Community Development Corp.

On Thursday morning this week CCC member, Kidist Ebenezer and her Co-host, Essayias Lisanu of the Ethiopian Community Development Corporation (ECCD) [interviewed our very own Jerusalem Solomon](#) on the EthioDiaspora Radio program about the importance of the Census for the Arlington community. [EthioDiaspora Radio](#) is an Amharic language daily broadcast on Facebook live that receives between 1,000 to 2,000 viewers.

Listen to the interview (in English) here starting at the 15:19 mark.

[Visit the Arlington Census 2020 homepage](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov](http://www.2020census.gov) for resources



Fill out your census at www.my2020census.gov TODAY!



ASIAN
AMERICAN YOUTH
LEADERSHIP
EMPOWERMENT
AND
DEVELOPMENT

Celebrating Asian and Pacific Islander American Heritage

May is Asian and Pacific Islander American Heritage Month, and we're so proud to highlight our partners at Asian American LEAD (Leadership, Empowerment, and Development). In addition to promoting the Census prominently on their website, they have been instrumental in reaching our Asian community members in Arlington. Learn more about [their work here](#).



Mental Health Awareness in COVID-19

The economic, social and physical side effects of this mass quarantine are taking a toll on the mental health of many Arlingtonians. Often those are most affected are also the hardest to reach or count in the Census. This week we are highlighting [some of the resources](#) available to help people maintain their mental health during these times.

67.9% Counted!

Have you been counted?
TAKE THE CENSUS

- Go to my2020census.gov
- Select your language at the bottom
- Click "Start Questionnaire"
- Overhead your 12 digit Census ID? Click on the link under "My Home Address" and enter your address
- Fill out the form for you and the members of your household

United States
Census 2020

Gearing Up to Move the Needle

Any marathoner will tell you that the last miles are the hardest, but most rewarding. We are coming up on the last 30% of [Arlington households](#) to be counted, but are anticipating that the remaining households are part of the hard-to-count populations, including those with limited English proficiency, multi-family renters, and - for this time period - essential workers. Please let us know what strategies have worked well for you and what ideas you have for the home stretch.



Fill out your census at www.my2020census.gov TODAY!



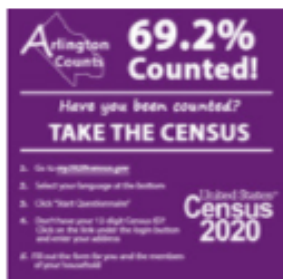
Yard Sign Distribution

Look for Census lawn signs in multiple languages throughout Arlington's hard to count areas! Signs in English, Spanish, Mongolian, Amharic, Chinese and Arabic will be posted around Arlington starting next week. The signs include the phone number to take the Census in each of these languages. Pick up your own yard sign at the Bozman Government Building Lobby on Wed., June 3, 10 a.m. - 5 p.m. (while supplies last).



Census Data Support Women's Health Programs

Census data are used to allocate funding to many programs that support [women's health in Arlington](#). You can help ensure these and other programs that support women are adequately funded by taking the 2020 Census at my2020census.gov.



More Counted Every Day!

We're closing in on 70% counted! We encourage everyone who has not taken the Census to take 10 minutes and [take it online](#) or by calling 844-330-2020. Already taken it? Please help us spread the word and encourage friends, relatives and other people in your network to take the Census.



Fill out your census at www.my2020census.gov TODAY!



Census Data Support Equity and Civil Rights

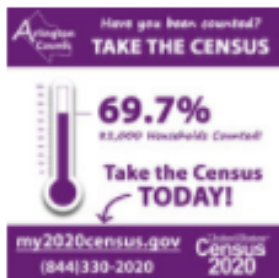
Census data on both race and origin are used to ensure civil rights protections including voting rights and fair housing.

[Learn more](#)



Census Walking Day

Help raise awareness by walking through low response areas holding Census signage. This is a great opportunity to get the word out... and get some exercise! Tell us what day/time work best for you by completing [this Doodle poll](#) today!



Regional Response Rate

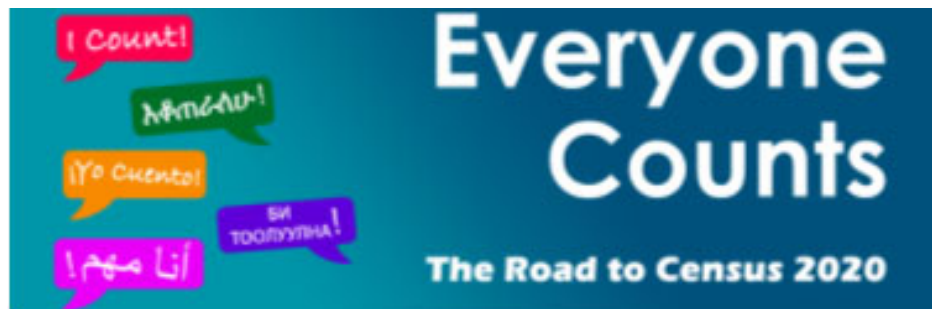
[Find out how we stack up](#) against our neighbors. Hint: We still have some work to do!

How you can help: Personally follow up with 3 organizations and remind them to communicate about the Census to their network.

[Visit the Arlington Census 2020 homepage](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov for resources](#)



Fill out your census at www.my2020census.gov TODAY!



LGBTQ Pride Month

For the first time, same-sex couples can identify their relationships as husband/wife/spouse or unmarried partner. [Learn more.](#)

70% and Counting!

We're thrilled to share that [70% of Arlington households](#) have been counted! Keep up the fantastic work!

Volunteer Opportunities

Wi-Fi Hot Spot Popups: Help out at a contactless pop up! [Sign up here](#)

Census Walking Day: Carry a sign to raise awareness! Great exercise! [Pick a day that works for you!](#)

[Visit the Arlington Census 2020 homepage](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov for resources](#)

Reach us at Census2020@arlingtonva.us



Fill out your census at www.my2020census.gov TODAY!



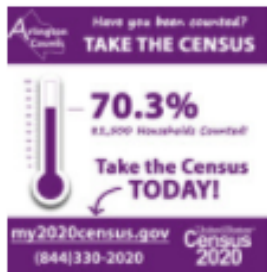
Census Counts: Summer Toolkit Coming Soon

A shout out to [Census Counts 2020](#) & the [Community Action Partnership](#) for their work on the Our Power, Our Census Day of Action on June 17. Look for their [Summer Toolkit next week](#). The toolkit will include social media graphics and captions, email language and templates, and an editorial calendar, all ready for you to use.



Banners & Signs Are Up

We're working on improving our [self-response rate](#). Look for new signs and banners around the County, especially in low-response areas. They feature a [QR code](#) to help people take the Census on their mobile devices. [En español](#).



We're at 70.3% Counted

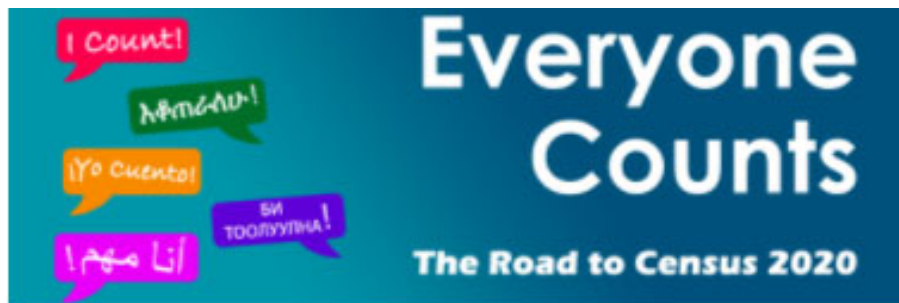
Each one-tenth of a percentage point (0.1%) indicates another 117 households counted! Congratulations to our newest 350 households that have taken the Census in the last week!

[Visit the Arlington Census 2020 homepage](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov for resources](#)

Reach us at Census2020@arlingtonva.us



Fill out your census at www.my2020census.gov TODAY!



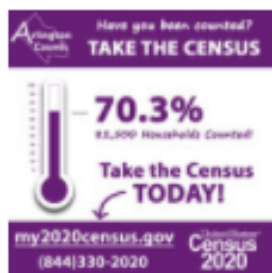
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[Visit 2020Census.gov for resources](#)



Fill out your census at www.my2020census.gov TODAY!



Mongolian TV Features CCC Member

Earlier this month, Crystal Sukhee, an active member of Arlington's Complete Count Committee was interviewed about the Census by Tuguldur, a local Mongolian television station. During the interview, Ms. Sukhee stressed the importance of taking the 2020 Census to help the Arlington community. She went on to talk about the important services that support over \$50 million in federal funding for the residents of Arlington. In addition, she shared how the Census maintains confidentiality throughout the process. Residents can take the Census online, by phone, or on paper.



Census Walking Day

Kathleen McSweeney holds a sign at outside Glebe Market on our inaugural Census Walking Day. Many thanks to all the CCC volunteers who turned out! Missed it? No worries! More CCC volunteers are needed to hold or carry signs to promote the Census on Saturday mornings in Buckingham, Douglas Park, Crystal City and Pentagon City. [Sign up today!](#)



Families Help with the Count!

CCC Co-Chair Wanda Pierce and her daughter staffed the Census table at the Arlington Branch NAACP Peace Rally in Green Valley. The event helped people take the Census, register to vote, and learn about all the NAACP does for our community.



Social Distancing & Masks

All volunteer and outreach events are conducted with every effort in place to reduce the spread of Covid-19. All volunteers wear masks and keep at least 6 feet away from each other and from the public. [Learn more](#) about what Arlington County is doing to help stop the spread.



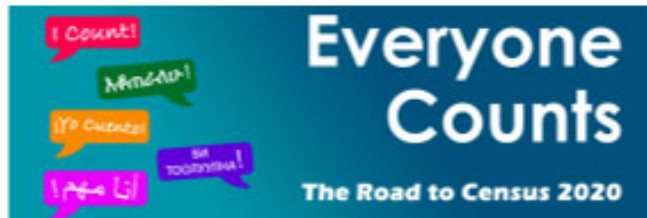
Response Rate Hits 70.8%

Our self-response rate continues to rise, and it's a direct result of the hard work of volunteers like you! The events, signs, banners and presence at wi-fi pop ups and elsewhere around the County are paying off! Keep up the great work, and keep letting everyone in your network know that #ArlingtonCounts!

[Visit the Arlington Census 2020 homepage](#)

[Check out the Census Toolkit](#)

[Visit 2020Census.gov for resources](#)



Fill out your census at www.my2020census.gov TODAY!



Census Takers Starting Door-to-Door in Arlington the Week of July 20

Breaking News! The Crystal City Area Office was selected as one of 12 areas nationwide as part of the Census Bureau's soft launch, sending Census takers door-to-door before the nationwide launch on August 11. [Read the Census Bureau press release](#) - we will keep you posted as we learn more.



In memoriam: Emogene Mitchell

It is with great sadness that we share that [Emogene Baker Mitchell](#) passed away June 23 after sustaining injuries in a car accident. In addition to her success as a businesswoman, entrepreneur and fundraiser she was an active volunteer in the community, including as a member of the CCC. She lived in Arlington's Barcroft neighborhood. She will be greatly missed by her beloved family, friends and community.



Glebe Market Supports Census

Thanks to Glebe Market for supporting the Census! Volunteers with signs outside Glebe Market have helped customers and passers-by learn about being counted and how to take the Census using their smartphones. Census Walking Days continue - [Sign up here to take part!](#)



Census Questions Help Everyone in Arlington Count

The Census not only determines how many people make Arlington their home, it also asks for race and origin data that will help us meet the needs of our many diverse population groups. [Read about the questions in English](#) or [in Spanish](#) and find out how people of all races and origins can choose to be counted.



Response Rate Continues to Rise

This week's 70.9% self-response rate translates into 83,200 of Arlington households counted! Virginia is doing well overall with 66.7% counted throughout the commonwealth. The U.S. self response rate is 62%. We are continuing to reach out to our low response areas to help ensure that everyone in Arlington is counted.

Fill out your census at www.my2020census.gov TODAY!



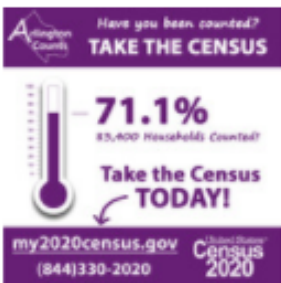
Volunteers are Pushing Census on the Streets

Last weekend, several groups were actively promoting the Census in a number of locations around Arlington. Members of our Complete Count Committee encouraged people to take the Census with signs with QR codes in Pentagon City and Crystal City. At the Gates of Ballston Community Center, families received fun Census souvenirs and cleaning supplies as they learned about the importance of the 2020 Census. Also special thanks to the Columbia Pikes Presidents group, the [Arlington County Community Services Board](#), and the [Virginia Coalition of Latino Organizations](#) for their continued work in reaching hard-to-count audiences.



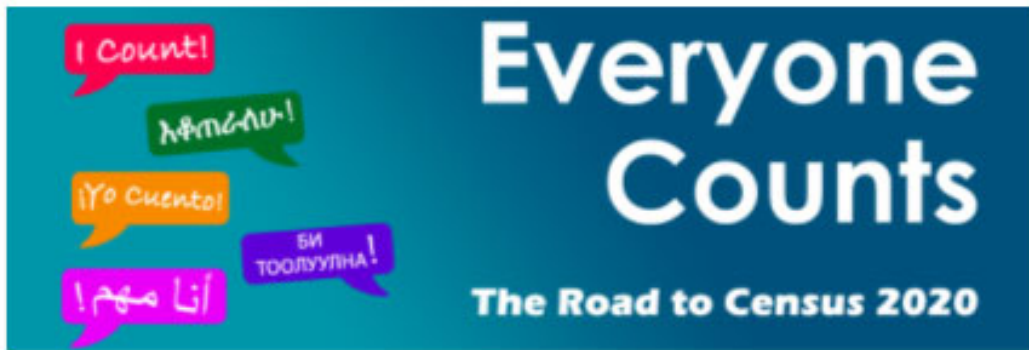
In-Person Counting Begins Next Week

Starting on the week of July 20, in-person Enumerators and US Census Bureau personnel will [begin door-to-door counts](#), and set up Mobile Questionnaire Assistance kiosks in low-response areas. This soft kick-off before other areas begin will allow for flexibility in case counting becomes more difficult during the COVID-19 pandemic.



We Broke 71%!

This week we finally exceeded the 71% self-response rate in Arlington County, but we are still working to reach our goal of 80% before enumerators reach people who haven't been counted yet. There are still plenty of opportunities to promote the Census in [low-count areas](#). To get involved, please email census2020@arlingtonva.us.



Fill out your census at www.my2020census.gov TODAY!



Arlington County Board Plans to Join Legal Action Against President Trump on 2020 Census

On Thursday night, the Arlington County Board voted to join in legal actions filed against the United States President and others challenging the lawfulness of the President's July 21 memo regarding the Census. Read more in the [County press release](#).

Got 10 Minutes?
TAKE THE CENSUS

1. Go to www.my2020census.gov
2. Select your language at the bottom
3. Click "Start Questionnaire"
4. If you don't have your 12-digit Census ID, click on the link under the login button
5. Fill out the form for you and the members of your household

Continue Promoting the Census!

We encourage all of our partners to continue to promote participation in the 2020 Census. There is still time to take the Census, and everyone in our community deserves and has the right to be counted. Use the graphic on the left to encourage people across your networks to complete the Census online, and [here](#) are some additional resources to help. Let's get everyone counted!

Have you been counted?
TAKE THE CENSUS

71.4%
85,800 Households Counted!

Take the Census TODAY!

my2020census.gov
(844)330-2020

Census Response Rate

This week Arlington reached a 71.4% self-response rate. This is during the same week the in-person enumerators have started to knock on doors to count people at their homes, and tells us that our continued push for self-response is working! Learn more about enumeration efforts [here](#).



Fill out your census at www.my2020census.gov TODAY!

Online events, programs & games
July 28 Census Counts #TrueForYou Day of Action

Asian Americans Advancing Justice

July 28 at 3 p.m.: Asian Americans Advancing Justice, #TrueForYou Gameday

- The National Council of Asian Pacific Americans #AAP12020 Coalition will be hosting #TrueForYou Census Game Day at 3 p.m. today. Tune in on Facebook Live to watch coalition members raise awareness on the 2020 Census as they play Census Truth or Dare and Census Two Truths and a Lie.
- Facebook event link: <https://www.facebook.com/apafanational/live>

Arabic Language Discussion about Census Basics

July 28 at 6 p.m.: Arab American Institute, Arabic Language Discussion about Census Basics

- Join the Arab American Institute's live stream Arabic language discussion about Census basics at 6 p.m. The event will feature Rifa Stephan, MEPI director; Basma Alawee, an Iraqi-American advocate and activist who directs our field work in Florida; and Maysoun Zayid, disability rights advocate and comedian
- Zoom: <https://zoom.us/join/reqistenLJ0rcO2vpduHtW4tO8UT3KqCrsWYXcKpQyn>
- Facebook event link: <https://www.facebook.com/events/207819910664233/>

Virtual Lotería Game

July 28 at 7 p.m.: City of Oklahoma, Virtual Lotería Game

- Join Oklahoma City for a virtual loteria game in Spanish at 7 p.m.
- Facebook event link: <https://www.facebook.com/events/620286578616928/>

Census Counts #TrueForYou Virtual Rally!

5:30 p.m. Tune into The Leadership Conference on Civil and Human Rights' weekly Facebook web series, Turn Up Tuesday, for an episode on how the 2020 Census impacts your right to vote and your ability to make change in your community. [Watch on Facebook Live!](#)

Join the Text-a-Thon

4 p.m. & 7 p.m.: Census Counts will be co-hosting two text banks, and all networks are invited! Each text bank will run 90 minutes with a 15-minute training. If you are interested in co-hosting and/or activating your organization's volunteers, email Beth Lynk at lynk@civilrights.org. **RSVP** for the text banks here: <https://censuscounts.org/census-text-bank/>

Visit the Arlington
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New videos to share

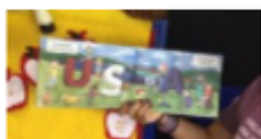
MQAs and enumerators are here to help. Read the [news story in English](#) or [Spanish](#) & share these short videos about enumerators & social distancing in the following languages:

- [English, Spanish](#)
- [Cantonese, Mandarin](#)
- [Vietnamese, Filipino](#)
- [Japanese, Korean](#)



Cleaning Supplies & Census

Volunteers with the Community Outreach Program assist with distribution of [AFAC groceries](#) weekly at the Gates of Ballston Community Center. Recently they packed and distributed laundry baskets with cleaning supplies. Census volunteers were on site -- and over 20 residents took the Census!



Library Story Time

Miss Anne explains the Census and helps kids learn to count in this fun [Census storytime video](#) from Arlington Public Library!

Have you been counted?
TAKE THE CENSUS

72.1%
84,600 Households Counted!

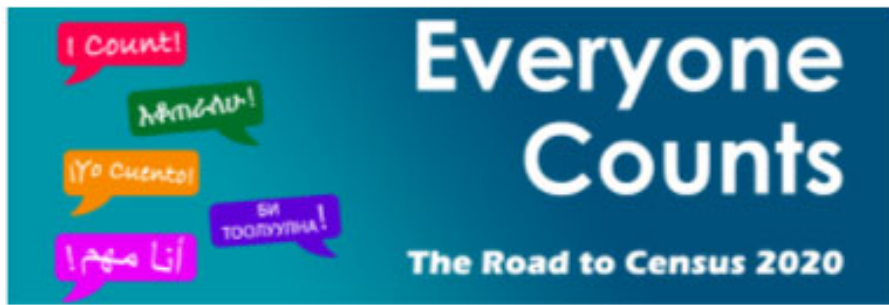
Take the Census TODAY!

my2020census.gov
(844) 330-2020

2020 Census

Over 72% of Households Counted!

We're now at 72.1% - This represents a gain of 800 responses since last Friday! Keep up the great work! Everyone Counts!



Fill out your census at www.my2020census.gov TODAY!



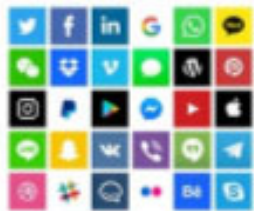
Call to Action! Aug 10 @6:30 p.m.

Join Arlington's Virtual Conversation on the 2020 Census Aug. 10 @6:30 p.m. Learn about changes to the Census timeline, its impact on Arlington, and efforts to ensure everyone is counted. [Register here to receive a link to the meeting.](#)



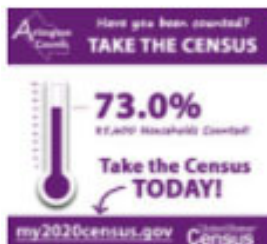
New Census Deadline: Sept. 30

The [U.S. Census Bureau has announced that Sept. 30 is the new deadline](#) for completing the 2020 Census. The sudden end to both door-knocking and self-response efforts a month earlier than expected is a challenge - but we are ready to meet it. [Learn more.](#)



Share on Social Media

Help us get the messages out! There are a lot of great posts on Facebook and Twitter that Partners can share with their networks! Do a quick search on "Census" then click to share with your followers. Don't forget to tag us at #ArlingtonCounts.



Response Rate Reaches 73%

We are now at [73% counted](#) - that's over 1,000 households counted since last week! About 25,400 households remain so we are doubling down in order to reach everyone in Arlington! Keep up the fabulous work!



Fill out your census at www.my2020census.gov TODAY!



National Senior Citizens Day – Seniors Count!

Today is [National Senior Citizens Day!](#) Census funding supports many senior programs. Celebrate the seniors in our community by making sure everyone is counted!



New Spanish Language Videos

Please share these two new videos with your Spanish language networks to help get the word out that it's safe and easy to take the Census:

[Completa el Censo por Internet Fácil, Rápido, Seguro](#)

[Completa el Censo por Teléfono Fácil, Rápido, Seguro](#)



Pop-Up Sign Up!

Arlington is hosting a series of weekly "pop-up" events to help people take the Census. We need volunteers to help reach as many people as possible. [Sign up for pop-ups here!](#)



Self-Response Rate Nears 75%

At a [74.6% self-response rate](#), nearly three-quarters of all Arlington households have been counted! We expect even more to respond during [Census Palooza](#) on Aug. 29 and at the upcoming Census pop ups.



Fill out your census at www.my2020census.gov TODAY!



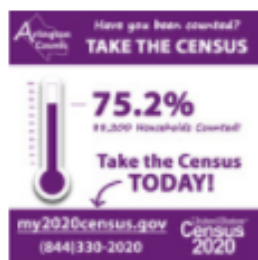
We Still Need Volunteers for Census Palooza II

[Census Palooza II](#) still has many spots that need to be filled at each of the 3 locations where we will be doing Census outreach with safe social distancing in our low-response areas. The event is coming up next week: [sign up](#) for a slot today and share the event with your networks!



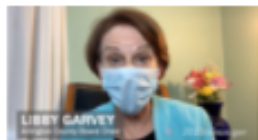
Take the Census this Labor Day Weekend

Your Census response informs a wide variety of data related to understanding the County's workforce and economy - another important reason to [take the Census](#)! Learn more about what the Census tells us about the workforce [here](#).



Arlington Has Crossed 75%!

Arlington is now [75.2% counted](#), marking an important milestone on our way to a full count! But there is still a long way to go to reach 100% - about 22,800 Arlington households still need to take their Census. [Take the Census today](#) and encourage your friends, neighbors, and others in your network to do so as well!



New Census Video from the Council of Governments

This week, Arlington produced a video with the Metropolitan Washington Council of Governments encouraging Census participation, featuring a number of local leaders, including County Board Chair Libby Garvey. This video is available to share on [Facebook](#) or [Twitter](#).

Having trouble viewing this email? [View it as a Web page.](#)



Fill out your census at 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.](#)



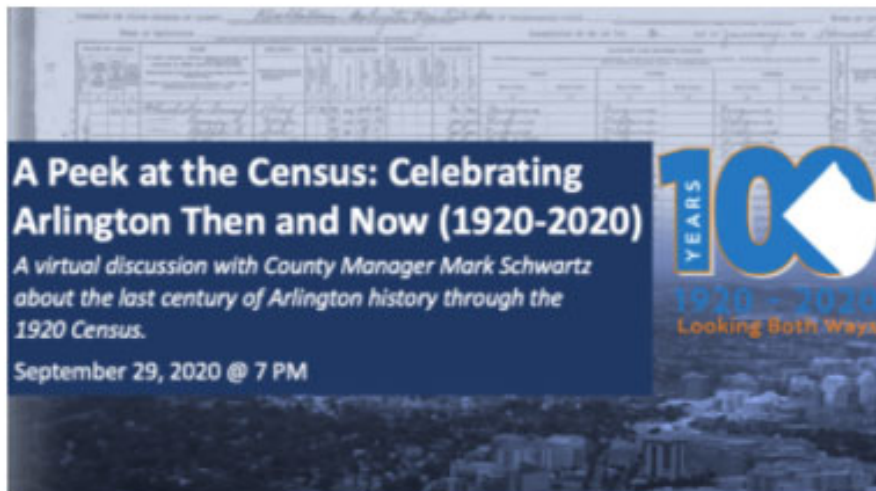
Arlington's Response Rate Continues to Increase

Arlington's response rate is still on the rise, increasing 0.2% from last week to 75.4%. However, there is still a significant ways to go to get to 100%! [Take the Census today](#) and encourage everyone in your networks to get counted.



Social Media Resources for the Final Census Push

There are now less than three weeks to take the Census, but there's still time for self-response as we approach the September 30 deadline. Please continue to promote the Census in your communities and neighborhoods. You can find updated resources in our [Census Toolkit](#), and utilize posts from the Census Bureau's [Social Media Graphics](#).



September 29 @ 7:00 PM

Streaming

on [Facebook.com/ArlingtonVA](https://www.facebook.com/ArlingtonVA) & [YouTube.com/ArlingtonCounty](https://www.youtube.com/ArlingtonCounty) or
view on Arlington TV (Comcast 1085/Verizon 40)

Join us at **7 PM on Tuesday, September 29**, to celebrate the 2020 Census as we explore Arlington's history and the changes that have shaped the County over the past 100 years.

During this virtual session, County Manager Mark Schwartz will share insights from his research looking at Arlington's history through Census data from 1920. Joined by Arlington's Complete Count Committee, the program will delve into **who** Arlington's residents were, **where** they lived, **what** jobs they worked, and other details that show us what the County's community looked like a century ago.

As we approach the final days of the 2020 Census, we will also take time to celebrate the work of Arlington's Complete Count Committee, Census Partners & Champions, and community volunteers who have all put in countless hours to achieve a complete count.

[Mark your calendars](#) to celebrate this milestone, learn more about Arlington's history, and reflect on 100 years of changes in the County. This journey into the past is also a reminder that **your Census responses are historic**, and that it's crucial that **everyone is counted!**

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[Visit
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for resources](#)

Reach us at Census2020@arlingtonva.us

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

The [U.S. Census](#) counts every resident in the nation, including right here in Arlington County. As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The collected data helps to determine things like the number of seats Virginia has in the House of Representatives, and how to distribute



Fill out your census at www.my2020census.gov TODAY!



An Estimated 2% of Arlington is Left to Count!

Arlington's response rate has reached a new high, with an estimated 98% of Arlington households now counted! This number has been calculated from the combined efforts of Census Takers and self-responses. [Let's get to 100%](#) in the final two weeks of the Census!



Join the Virtual Session on Arlington's History through the Census

On Tuesday, September 29 at 7 PM, County Manager Mark Schwartz will be presenting his insights from research on the 1920 Census in "A Peek at the Census: Arlington Then and Now (1920-2020)." [Mark your calendars](#) for the event and [learn more here](#).



The Hogan family offers community service.

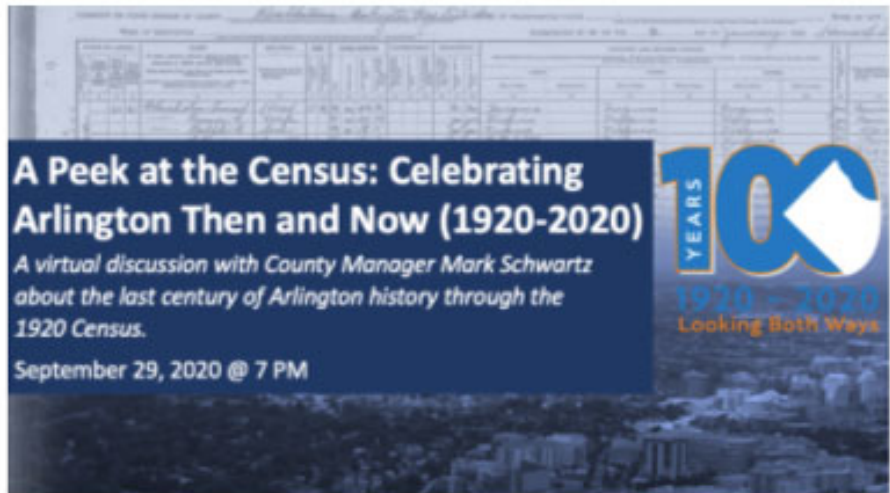
Thanks for Making Census Palooza II a Success

Thanks to everyone who was able to [participate in Census Palooza II](#) last week! Each of the three locations was a major success in our outreach efforts - over 70 households took the Census on site and more than 1,000 door hangers were distributed throughout neighborhoods. We couldn't have done it without your hard work!



We Need Your Photos!

Do you have photos from Census events or outreach from the past year? Please send them to us at Census2020@arlingtonva.us! We will be preparing a year-in-review presentation on Partner outreach efforts as we approach the Census deadline and want to include photos from as many events as possible.



A Peek at the Census: Celebrating Arlington Then and Now (1920-2020)

A virtual discussion with County Manager Mark Schwartz about the last century of Arlington history through the 1920 Census.

September 29, 2020 @ 7 PM

100
YEARS
1920 - 2020
Looking Both Ways

September 29 @ 7:00 PM

Streaming

on [Facebook.com/ArlingtonVA](https://www.facebook.com/ArlingtonVA) & [YouTube.com/ArlingtonCounty](https://www.youtube.com/ArlingtonCounty) or
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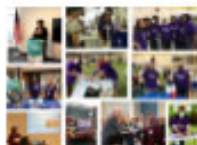
UPDATE: Court Rules Census Count Must Continue to October, Justice Department Files Appeal Against Ruling

Yesterday, a federal judge ruled to abandon the last-minute changes made to the 2020 Census schedule. The decision says the Census Bureau must continue the count through October 31. Today, the U.S. Justice Department filed to appeal the decision in the 9th U.S. Circuit Court of Appeals. We will follow up with any additional updates to our outreach efforts as they develop.



Tune In for A Peek at the Census

Join us next week on Tuesday, September 29th at 7 PM for a virtual conversation on 100 years of Arlington history through data from the 1920 Census. Mark your calendars for an exciting and informative discussion!



Send Us Your Census Photos!

We are still looking for Census-related photos taken at outreach events from the past year! Please send any photos to Census2020@arlingtonva.us - these will be used in upcoming year-in-review presentations to highlight all of your hard work in getting everyone in Arlington counted.



Response Rate Shows We Still Have Households to Count

Arlington's response rate is at an estimated 98% - but this means there are still hundreds of households left to go. Let's get the last 2% of our community counted to ensure a fair and equitable Census!

Visit the [Arlington Census 2020 homepage](#)

Check out the [Census Toolkit](#)

Visit 2020Census.gov for resources

Reach us at Census2020@arlingtonva.us