

City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 23, 2020
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: MARK B. JINKS, CITY MANAGER
SUBJECT: FINAL REPORT OF THE ALEXANDRIA COMPLETE
COUNT COMMITTEE FOR THE 2020 U.S. CENSUS

ISSUE: Summary of activities of the Alexandria Complete Count Committee established by City Council through Resolution No. 2867 to promote the 2020 U.S. Census.

RECOMMENDATION: That City Council receive this Final Report from the Alexandria Complete Count Committee summarizing outreach activities and commend the members of the Committee and the Complete Count Partners for their work resulting in a *Complete Count* for Alexandria.

BACKGROUND: The 2020 Alexandria Complete Count Committee, chaired by Councilman Canek Aguirre, was comprised of 52 members including residents, representatives from non-profit and community partners, and City and Alexandria City Public School (ACPS) staff. In its role to encourage all Alexandria residents to participate in the 2020 Census, Committee members worked with staff to develop and implement an outreach strategy focused especially on communities that have been historically undercounted.

As a result of the Committee's efforts, Alexandria reached a *Complete Count* – 100% of households in the city were counted in the 2020 Census – a huge accomplishment in the best of circumstances.

The Committee's attached final report details their activities leading to this achievement.

DISCUSSION: Throughout the course of the last 18-months, the City responded to several issues that could have potentially threatened an accurate count in Alexandria, endangering representational democracy as well as jeopardizing the City's ability to provide programs and services to its residents.

The City Attorney's Office took action on the City's behalf through the following:

- Reached out to entities working on US Supreme Court challenges to the Trump Administration’s attempt to include the immigration question on the Census which resulted in the City signing on to support an amicus brief with other state and local elected officials filed in the case of the *Department of Commerce v. State of New York, et al.* [This amicus brief](#) urged the Supreme Court to affirm the decision of the lower court rejecting the addition of a citizenship question to the 2020 Census and ensuring the proper allocation of federal funding to the communities and individuals who need and rely on that funding. The US Supreme Court ultimately held that the Administration had not followed the proper procedures for adding the question and remanded the case to the District Court. Council Resolution 2874 in support of excluding the citizenship question is attached (Attachment 6).
- Reviewed and monitored Virginia’s response to Executive Order 13880 directing the US Department of Commerce to try gain access to state administrative records (“data sharing agreements”), resulting in the attached response by the City (Attachment 7).
- Provided legal guidance regarding Census enumerators legally accessing residential buildings to obtain census information.

The City also joined the Metropolitan Washington Council of Governments and the US Census Bureau in their request to extend the statutory reporting deadlines for the Census and provide adequate funding to address continued challenges brought about by the pandemic. The letter to the US Senate is attached (Attachment 8).

ATTACHMENTS:

- Attachment 1: Final Report of the Complete Count Committee
- Attachment 2: Work Program and Members of the Complete Count Committee
- Attachment 3: Partnership Organizations
- Attachment 4: ACT for Alexandria Summary Report of Census Support
- Attachment 5: Alexandria Library Summary Report of Activities
- Attachment 6: Resolution in Support of an Accurate 2020 Census without the Citizenship Question
- Attachment 7: Letter to the US Census Bureau on the Effect of US Census Differential Privacy on the City of Alexandria
- Attachment 8: Letter to U.S. Senate Requesting Census Deadline Extension
- Attachment 9: Examples of Print Materials

STAFF:

- Karl Moritz, Director, Department of Planning and Zoning
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- Katherine Carraway, Urban Planner, NPCD, Department of Planning and Zoning
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**FINAL REPORT ON THE ACTIVITIES OF THE
ALEXANDRIA COMPLETE COUNT COMMITTEE
FOR THE 2020 CENSUS**

BACKGROUND

Mandated under Article 1, Section 2 of the U.S. Constitution and conducted by the U.S. Census Bureau (Bureau) every ten years, the Decennial Census (Census) is a full count of United States residents – every person living in the U.S., regardless of age, race, citizenship status or other demographic characteristic. Census data are most prominently used to apportion seats in the U.S. House of Representatives; distribute over \$675 billion federal dollars to state and local governments; redistrict at the federal, state, and local levels; provide statistical support for grant applications; and help communities plan for future needs. The City also uses the data to learn about our residents and how to serve the Alexandria community equitably.

Since 2000, the City of Alexandria has supported the Bureau’s data collection activities by establishing a Complete Count Committee for each Census to educate residents on the importance of completing the Census and encourage their participation.

RESPONSE RATES

The 2020 Census encountered many challenges, not the least of which was the global pandemic’s effect on outreach activities; however, as a result of the efforts of residents, the Committee, community partners, City staff and U.S. Census Bureau partners, Alexandria reached a *Complete Count* – **100% of Alexandria households were counted in the 2020 Census.**

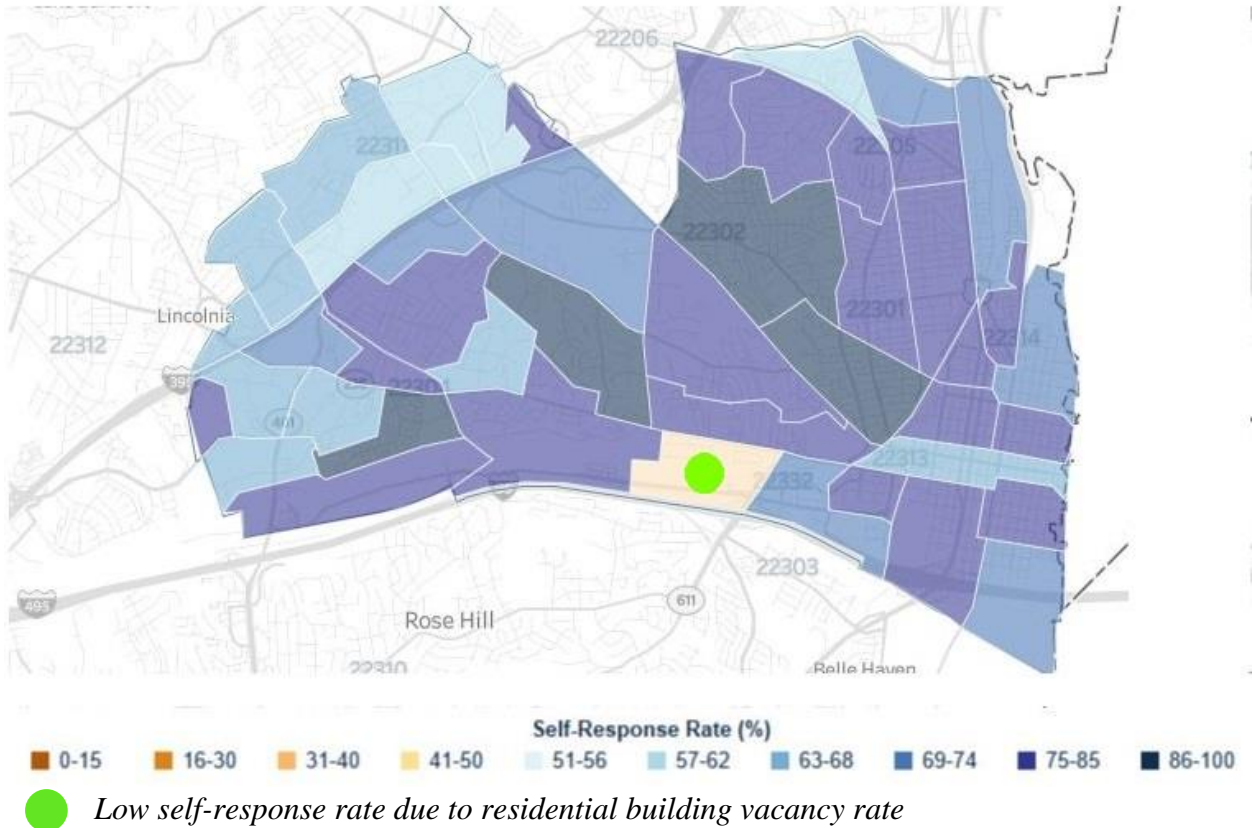
Alexandria’s self-response rate, generated from responses collected via telephone, mail or online, reached 73.7% – surpassing that of 2010. The remaining 26.3% of households were counted through Bureau enumeration activities – heavily supported by the Committee and City staff. The Census Area Office (CAO), under which Alexandria falls, was the only CAO in the D.C. Metro region to count 100% of housing units within their area. The General Manager for the CAO wrote to the Committee and City to report that, despite this year’s challenges and with the Committee’s help, they achieved 100% count in group quarters, transitory locations, service-based enterprises and temporary non-sheltered outdoor locations, as well as in the nonresponse follow-up operation.

Comparison of Self-Response Rates Only

Jurisdiction	2000 (%)	2010 (%)	2020 (%)
National			67.0
Virginia			71.4
Alexandria City	72.0	71.7 / 73.0*	73.7
Arlington County	75.0	73.3	76.5
Fairfax City	81.0	75.9	83.0
Fairfax County	81.0	75.3	80.8
Falls Church City	75.0	75.6	82.5
Loudon County	79.0	75.0	82.3
Manassas City	75.0	68.7	73.5
Prince William County	75.0	72.1	76.9

**71.1% documented in 2020 U.S. Census Bureau materials; 73% documented in 2010 Census Report*

Alexandria Self-Response Rate by Census Tract



COMPLETE COUNT COMMITTEE

The Committee, chaired by Councilman Canek Aguirre, was comprised of 52 members including residents, representatives from non-profit and community partners, and City and Alexandria City Public School (ACPS) staff (Attachment 2). Beginning in April 2019 and continuing until the onset of the pandemic, the Committee as a whole met eight times, the Steering Committee nine times, as well as multiple meetings of the three subcommittees.

In its role to encourage all Alexandria residents to participate in the 2020 Census, Committee members worked with staff to develop and implement an outreach strategy especially focused on communities that have been historically undercounted – communities in Arlandria, Alexandria West, Beauregard, and Landmark; families with children under the age of 5; renter households; Black or African American residents; and Hispanic residents.

The Committee's work program (Attachment 2) included identifying and reaching new communities at risk of being undercounted including those with limited access to the internet and those with limited technical proficiency.

Overall, Committee members developed communication strategies, identified and educated trusted messengers in Alexandria neighborhoods, developed and distributed promotional materials, and assisted staff with coordinating volunteer and subcommittee activities across initiatives.

Subcommittees

Based on the Committee's early discussions, members divided themselves among three subcommittees in order to provide focused attention in the following areas: partnerships, communications and marketing, and schools.

- *Partnerships Subcommittee* – prioritized engagement in areas with low mail response rates in 2010 and areas that were expected to have lower self-response rates based on current demographic characteristics. Members were responsible for managing cooperative outreach activities with the faith and business communities, local non-profits, identified ethnic groups and civic groups.
- *Communications and Marketing Subcommittee* – supported the promotion and motivation phases of the Census outreach schedule by developing communication and marketing strategies and coordinating the design of all communications and marketing materials.
- *Schools Subcommittee* – responsible for managing the Committee's partnership with ACPS and other educational institutions.

OUTREACH AND ENGAGEMENT ACTIVITIES

Following the strategies identified by the subcommittees, outreach and promotional activities included the following:

Print/Promotional Materials

- All print and promotional materials provided in four languages – English, Spanish, Amharic and Arabic
- SWAG (Stuff We All Get) labeled with Census information distributed throughout the community during events (pre-COVID), to RPCA summer program participants, and provided to pop-up events hosted by the Census Bureau – LED Keychain, stickers, pens, small sports balls, t-shirts, buttons, reusable tote bags, bottles of hand sanitizer
- Posters for placement in DASH buses, businesses and public facilities
- Flyers, pamphlets, window decals distributed to businesses citywide on multiple occasions and posted in public facilities
- Pamphlets, flyers, and reusable tote bags provided to partners for distribution including food distribution sites and COVID-19 testing sites
- Large banners with Census information installed in hard-to-reach communities
- Yard signs with Census information installed in public parks and trails
- Materials mailed and emailed to multifamily property managers for distribution to residents
- Materials and multiple Census PSA videos distributed to Alexandria’s faith community for general distribution and for the *Faith Communities Census Weekend of Action in July*

Communications, Advertising and Social Media

- City website with Census information and Complete Count activities
- Census information posted to ACPS, Alexandria Library and Act for Alexandria websites
- Media Campaign with La Nueva Radio host, an identified trusted messenger within Alexandria’s Latino community – daily on-air messaging; social media postings to radio host page
- Advertising in local print media – Alexandria Times; Alexandria Gazette Packet; El Tiempo; Atrif
- Social media campaign – purchased Facebook/Twitter boosts and ads
- Other City communications including press releases, eNews messages, City social media posts, Channel 70 ads
- Mobile billboard – drive routes in strategic locations throughout hard-to-reach communities
- Census messaging on sign/boards in front of each ACPS school
- Continual communication with partners to promote virtual information

Video/PSAs

- Staff worked with T.C. Williams High School’s video production team to create a PSA based on interviews with community leaders, which were then promoted on the City’s website, local public access TV station and City social media.
- Staff worked with the Metropolitan Washington Council of Governments to create a video of elected leaders from across the region reminding residents of the Census deadline and the importance of an accurate count.

In-person Outreach (Prior to pandemic)

Presentations, materials and giveaways were provided at the following events and organizations regarding the importance of the Census, the resulting benefits to non-profit organizations and schools, and how to effectively communicate this information and engage the broader community:

- 2020 Housing Summit
- 47th Annual Dr. Martin Luther King, Jr. Program
- ACPS Back to School Nights
- ACPS PTA meetings including PTAC
- ACPS’ Noche de Ciencias
- Campagna Center's Policy Council
- Community and Civic Association meetings
- Council of Human Service Organizations
- Early Childhood Division
- Health Department Staff meeting
- Housing Affordability Advisory Committee
- Hunger Free Alexandria Meeting
- Islamic Relief USA Brown Bag
- MLK Day of Service - In a series of learning sessions held at Northern Virginia Community College, a group of volunteers interacted with children and spoke on parents on the importance of the Census
- National Night Out
- Office of Community Services Presentation
- Parent Coffee meetings coordinated through ACPS Family and Community Engagement Center (FACE)
- Planning & Zoning Staff Meeting
- Senior Services of Alexandria Staff Meeting
- St. Patrick’s Day Parade
- T.C. Williams Girls' Basketball Games
- T.C. Williams Parent-Teacher Conferences
- Tenants and Workers United Annual Meeting
- Youth Leadership Conference

- Information tables set up on multiple occasions in citywide locations such as laundromats, supermarkets, farmers markets and places of worship.

Volunteer Support

The Committee coordinated volunteer support for multiple outreach initiatives. Assistance was provided by many partner organizations including Volunteer Alexandria, the Medical Reserve Corps and Padres Activos.

Census Ambassador Training

Prior to the pandemic, the Committee provided in-person Census Ambassador training – training for community members willing to help residents learn about the Census and become “trusted messengers” to share information with their communities. The training provided an overview of the origin, purpose, and scope of the decennial census, and its specific benefits to Alexandria. To provide Census Ambassador training during the pandemic, the City staff created a Virtual 2020 Census Ambassador Training presentation that could be viewed from the City's 2020 Census page.

Virtual Outreach

- Facebook Live event with Councilman Aguirre hosted by La Nueva Radio host (more than 2,500 views)
- Islamic Relief Podcast titled, “Let’s talk some Census into you”; Census team members sat down with host Naeem Muhammad to speak on the importance of the Census.
- Virtual Census Ambassador Training - as described above
- Virtual Census Information Sessions (3) organized by Alexandria Library

Identifying/Reaching New Communities at Risk of Being Undercounted

As part of the goal to identify and reach new communities at risk of being undercounted in the Census, the Committee planned events – in collaboration with Alexandria Library, City recreation centers, targeted multifamily properties, and targeted senior living communities – to provide in-person support to residents in completing their Census survey. Tablets and laptop computers would be available for residents to complete their survey and Census staff would be on hand to provide technical assistance. The citywide events would be a resource for those who have no or limited computer and internet access or limited technical proficiency. Due to the pandemic, these events could not be offered.

DISCUSSION

Collaboration with Partner Organizations

Collaboration with partner organizations to engage Alexandria’s hard-to-reach communities was invaluable especially during this challenging year. Many of these organizations, such as Casa Chirilagua, Tenants and Workers United, ACT for Alexandria and many others, were simultaneously providing pandemic relief assistance to the community.

Census data was collected primarily online and many residents, including the elderly and disadvantaged households, had limited access to the Internet or were limited in technical proficiency. In addition, the Bureau had less funding allocated to support the Census than in 2010, resulting in less outreach and fewer Bureau staff to provide assistance. Through the efforts of the Committee and partner organizations (Attachment 3), that gap was significantly narrowed.

A few examples of these efforts are:

- *ACT for Alexandria's Census Mini-Grant Program*

In addition to serving on the Complete Count Committee, ACT partnered with foundations across the region to mobilize resources and influence to support a complete count in Alexandria. In 2019, ACT led a brainstorming session with the Alexandria Council of Human Service Organizations network to identify ways nonprofits can integrate Census outreach into their normal, day-to-day work. In addition, knowing that nonprofits and their constituents are trusted messengers in the community, ACT provided grant funding to Casa Chirilagua to provide structured training and stipends to community members who will serve as Census Ambassadors in the Arlandria neighborhood.

ACT also provided Census Mini Grants to assist with outreach and awareness building activities in hard to count communities in Alexandria. A summary of these grants is provided in Attachment 4.

- *Alexandria Library*

In addition to serving on the Complete Count Committee and providing virtual information sessions as described above, Library staff posted information on the Library's website, provided information materials to the community, incorporated Census information in children's programming, trained internal staff on assisting residents and coordinated with Bureau job recruiters, and conducted extensive outreach through Alexandria's hard-to-reach communities. A summary of activities is included in Attachment 5.

- *African Communities Together*

Beginning in January 2020, African Communities Together launched a major Census education drive in Northern Virginia – 90% of this outreach campaign focused on high-density, predominantly African immigrant residences and neighborhoods in the City of Alexandria. A multilingual census outreach team knocked on an average of 600 doors per week, totaling 5,022 in nine weeks.

The team found that there was virtually no awareness of the Census within the African immigrant community in the area. The campaign was successful in educating residents on the importance of census count and collected nearly 1,000 pledge cards from community members pledging to be counted and to spread the word to families and neighbors.

Even though the team ended the door-to-door campaign in mid-March due to the pandemic, the organization continued to collaborate with the Committee and City staff to put census advertisements in Amharic media outlets. African Communities Together identified media outlets; negotiated prices and assisted the City with proper materials to include in the ads to Ethiopian immigrant residents of the city.

- *Alexandria City Public Schools*

In addition to serving on the Complete Count Committee, ACPS worked with subcommittee members on developing a campaign to engage elementary school students and their families in a ‘postcard’ art project – teachers would receive a postcard with pre-paid postage on the front and encourage students to draw a picture or write a message about what they would like to see in their city within the provided space. On the back, students would fill in their address. Upon receiving these postcards in the mail, families would be reminded of the importance of the Census and how to complete it. Unfortunately, the day the postcards were to be issued to students, ACPS closed due to the pandemic.

The Committee also sought to involve ACPS International Academy students (safely) in outreach activities within their communities; however, that also was canceled due to the pandemic.

Census information flyers were able to be placed in bags at ACPS food distribution sites.

Staff also worked closely with the Bureau and attended meetings and maintained regular communication with the Metropolitan Washington Council of Governments (MWCOC) to share and coordinate on regional outreach strategies.

Post National Census Day – April 1

Understandably, engagement activities were modified to adjust to the pandemic and shifting deadlines for residents to complete the Census. Given the guidance by the City and the Alexandria Health Department regarding COVID-19 and staff's desire to put the health and safety of Alexandria residents first, Census outreach efforts were focused on no- or low-touch engagement beginning in March/April of this year. In addition to ongoing virtual outreach, this strategy took into consideration the launch of the Bureau's field work including Mobile Questionnaire Assistance (MQA) pop-ups where Bureau staff went into the community at public places to encourage residents to complete the census, as well as the Bureau's enumeration activities which began in July.

The assistance provided by the Committee and staff with these activities, as described below, included helping the Bureau recruit enumerators, conduct community outreach, and work with property managers – resolving some significant challenges encountered throughout the process.

Census Bureau-led Mobile Questionnaire Assistance (MQA) Pop-ups

As part of the Bureau's outreach activities during the pandemic, outdoor pop-up events were held throughout Alexandria for approximately nine weeks to encourage residents to complete the Census. By law, only Bureau employees can assist residents in completing the Census; however, City staff and Committee members provided substantial assistance to the Bureau by making contacts with numerous multifamily property managers and scheduling pop-ups on their sites, and recruiting multilingual volunteers through Volunteer Alexandria and DCHS, who could assist Bureau staff with communication. In total, 60 events were held, including pop-ups in front of stores frequented in hard-to-reach communities. Overall, approximately 3,400 residents were provided information during these events and 370 completed the Census onsite.

Assistance with Bureau Enumeration Activities

In addition to the support given to Bureau staff during the MQAs, City staff facilitated access to multifamily properties for Census takers through direct outreach with property managers who were concerned for the health and privacy of their residents. The collaboration with these property managers proved to be immensely productive – as evidenced by Alexandria's *Complete Count*.

Food Distribution Sites

The Committee provided 7,000 reusable tote bags, flyers and bottles of hand sanitizer with Census messaging to multiple food distribution sites throughout the city.

COVID-19 Testing Sites

Staff worked with the Alexandria Health Department to provide multilingual Census pamphlets in "goody bags" given to residents who were being tested. In addition, a large multilingual sign with Census information was created and placed at testing events encouraging people to complete the Census while they waited in line for testing.

Budget

The Committee was provided with an initial budget of \$80,000 to support outreach activities including all materials, meeting resources and translation services. Due to the extended deadline for completing the Census and associated impacts, the Committee was provided with an additional \$25,000. Some of that funding was provided by the Committee to Community Lodgings and Act for Alexandria to support their grocery gift card program where residents showing proof of completing the Census were given gift cards to area grocery stores.

Out of the \$105,000 provided, \$95,475 was expended.

2030 Census Outreach

An administrative document on "lessons learned" will be drafted for reference for the next Census, however, a few high-level thoughts are below:

Overall Timing

Even though the Committee began meeting in the spring of 2019, it is recommended that contacts and groups be identified, and coordination and outreach begin even earlier for the 2030 Census.

In order to plan effectively, partners and community groups would benefit with having materials and definitive dates for communicating messaging earlier in the process. For example, planning with ACPS needs to begin 18-24 months prior to the next Census. Students cannot participate in activities over the summer, therefore a Census-related art project or PSA created by T.C. Williams students, for example, would need planning and coordination to begin fall/winter 2028 ensuring that everything is in place by fall 2029.

The outreach budget for the 2030 Census would therefore need to be determined by spring 2028.

Virtual Component

Technology will no doubt advance in the next ten years and the 2030 Census will have a larger virtual component. Even so, outreach planning should automatically incorporate a large virtual component to compliment the necessary in-person engagement. Doing so allows for more flexibility should unforeseen circumstances occur as in the case of the 2020 Census.

Additional City Staff Dedicated to Committee

In order to meet the demands of outreach coordination and in-person engagement around the city, a larger and more diverse team of staff dedicated to the Alexandria Complete Count Committee would be beneficial. A multi-department, multi-lingual City staff team would help facilitate expanded outreach efforts. Also, dedicated staffing from the Office of Communications and Public Information – with an emphasis on marketing through racial and ethnic media and communications - would greatly enhance marketing and outreach efforts.

Complete Count Committee Members

Including an ACPS School Board member on the Complete Count Committee in addition to ACPS staff will further enhance outreach and communication with the ACPS community.

2020 Alexandria Complete Count Committee Work Program and Membership Roster
as of February 2020

Purpose

The City of Alexandria’s Complete Count Committee (“Committee”) will support the 2020 Census at a local level by educating City residents about the Census and encouraging them to participate. The Committee will meet these goals by:

1. Identifying groups to target for priority attention to encourage their members to be counted in the 2020 Census
2. Encouraging participation in the 2020 Census by the public generally, and target groups in particular
3. Preparing recommendations to staff about allocating approved funding to encourage participation

Timeline

The U.S. Census Bureau recommends that local Complete Count Committees structure their work programs around three phases of activity:

1. **Phase I: Education (Now through September 2019).** During this phase, Committee members will learn more about how Census data are collected and used. The Committee will also develop a work plan.
2. **Phase II: Promotion (Now through January 2020).** The Committee will educate the public about the Census.
3. **Phase III: Motivation (February 2020 through June 2020).** The Committee will motivate each household to participate in the Census.

In addition to these phases, the Committee timeline should also account for the following major events that will affect residents:

1. ACPS first day of school (September 3, 2019): Prior to this day, the Committee should have finished developing and coordinating programming related to ACPS.
2. Super Tuesday (March 3, 2020): Residents will be contacted at home by representatives from major political parties leading up to this day. In the months leading up to this event, the Committee should prioritize outreach strategies that residents can opt into, such as establishing a presence in communal spaces or presenting at community events.

3. Census forms mailed out (March 12-20, 2020): After this point, the Committee should prioritize activities that encourage residents to respond to the Census and assist them in so doing.
4. Census Day (April 1, 2020): The Committee should promote Census Day 2020 leading up to it. Following Census Day, the Committee should support Census enumerators as they follow up with residents who did not self-respond to the Census.

Work Program Schedule

	CY2020											
	FY2020											
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
PHASE I: EDUCATION + ADMIN												
Coordinate with ACPS Central Office												
PHASE II: PROMOTION												
Volunteer Coordination												
1. Train Census Ambassadors												
Outreach												
1. Coordinate outreach strategies with the Northern Virginia Region												
2. Present on the 2020 Census at public meetings (to include boards and commissions, ACPS meetings, etc)												
3. Distribute promotional materials												
4. Share information at community events												
5. Engage partner organizations												
6. Hold Census Ambassador Trainings												
7. Engage trusted messengers on how to discuss the 2020 Census as Census Ambassadors												
Marketing and Communications												
1. Hold Marketing and Communications Subcommittee meetings												
2. Produce promotional materials, including translated written materials												
3. Develop a social media campaign to encourage participation in the 2020 Census												
4. Coordinate promotional material design with NVCC and ACPS												
5. Develop PSA content with T.C. Williams Video Production team												
6. Develop messaging for third-party organizations												
Schools												
1. Hold Schools Subcommittee meetings												
2. Develop ways for every school-aged child to engage with the Census through school and library												
3. Incorporate the 2020 Census into ACPS curricula												
4. Coordinate back-to-school night tables												
5. Develop an engagement strategy for school partner organizations												
6. Identify and train Census Ambassadors in each school												
7. Coordinate student engagement												
8. Coordinate giveaways during enumeration												
Partnerships												
1. Hold Partnerships Subcommittee meetings												
PHASE III: MOTIVATION												
Outreach												
1. Provide opportunities for residents to respond to the 2020 Census online												
2. Coordinate volunteer and subcommittee activities across initiatives												
3. Develop resources for school-aged children who will complete the Census on behalf of their household												
Marketing and Communications												
1. Implement social media campaign												
2. Implement multimedia campaign, to include T.V., radio, and bus ads												

Volunteer activities

The Committee will be supported by volunteers known as Census Ambassadors. Census Ambassadors will participate in a two-hour training session provided by City staff. Training materials are included in Attachment 1. Training sessions will occur at least monthly.

In addition to supporting Committee members at outreach events, Census Ambassadors are also encouraged to independently organize community-based events to share information about the 2020 Census.

Outreach activities

The Committee will engage in outreach activities during the Promotion and Motivation phases. During the promotion phase, outreach activities include:

1. Distributing print materials to partner organizations.
2. Engaging local businesses and community-based organizations as partners. Committee members should refer to the Partner Outreach Guide (Attachment 2) when discussing Census outreach with potential partner organizations.
3. Organizing a presence and distributing print materials at events. Committee members should refer to the Outreach Event Coordinator Guide (Attachment 3) for guidance on how to coordinate an event.

In addition to these activities, during the motivation phase, the Committee will also:

4. Host “Get Out the Count” events, where participants will have the opportunity to complete the Census using an iPad made available by the Committee. These events will be located primarily in rental communities and shared community spaces, such as libraries.
5. Coordinate opportunities for residents to complete the Census online using publicly available computers, to include those in ACPS schools, rec centers, libraries, and city offices.

Marketing and communications activities

These activities will be directed by the Marketing and Communications Subcommittee, with City staff support. Marketing and communications will support the Promotion and Motivation phases. Marketing and communication activities will include:

1. Providing messaging for third-party communication. The Committee will share messaging promoting the 2020 Census with partner organizations to include in newsletters.
2. Managing TC Williams-produced PSAs. TC Williams’ video production team will develop PSAs based on interviews with community leaders, which will then be promoted on the local public access TV station and social media.
3. Developing social media content, including Alexandria eNews.
4. Managing a post card campaign in the elementary schools.

5. Coordinating TV and radio advertising.
6. Coordinating DASH bus ads.

Responsibilities are broken into two groups:

1. “Committee responsibilities” will be undertaken by members of the Committee at large (to include City staff)
2. “Staff responsibilities” will only be conducted by City Planning and Zoning staff

Committee responsibilities

1. Develop strategies for communicating with hard-to-count populations in the City. This will include:
 - Identifying historically undercounted communities and new communities at risk of being undercounted in the 2020 Census
 - Historically undercounted communities include those with limited English proficiency, foreign-born residents, Hispanic or Latinx residents, Black or African American residents, families with children under the age of 5, and seniors
 - New communities at risk of being undercounted include those with limited access to the internet, and those with limited technical proficiency
 - Identifying trusted messengers for each community
 - Identifying community-specific events or venues at which share information about the 2020 Census
 - Developing culturally appropriate messaging for each community. To the greatest extent possible, the Committee will use consistent messaging across communities
2. Develop and distribute promotional materials. This will include:
 - Coordinating material design with Northern Virginia Community College’s (NVCC) Graphic Design program, and Alexandria City Public Schools (ACPS)
 - Translating written materials into the top five languages (other than English) spoken in Alexandria: Spanish, Amharic, Arabic, French, and Tagalog
 - Coordinating Census promotion with local media and public transportation organizations, to include signs on buses
 - Disseminating promotional materials to local businesses, organizations, and City offices, prioritizing those frequented by hard-to-count community members

3. Design Census-related programming. This will include:
 - Presenting on the 2020 Census at public meetings
 - Presentations will provide residents with information on why the Census is important; what residents should expect during the 2020 Census; and how to participate in the Census
 - Committee members will be available to respond to resident questions and discuss resident concerns
 - Incorporating the 2020 Census into ACPS curricula to encourage students to discuss the Census with other members of their households
 - Creating opportunities for residents to respond to the Census online, such as in public libraries or apartment building lobbies
 - Developing a social media campaign
 - Disseminating Census messaging on social media
 - Coordinating ongoing social media engagement related to the Census
4. Conduct community outreach. This will include:
 - Educating trusted messengers throughout communities on how to discuss the 2020 Census, including City and ACPS staff
 - Setting up information tables in communal areas, such as laundromats, super markets, churches, etc.
 - Sharing information on the Census at community events, such as festivals, school events, or farmer's markets
 - Coordinating volunteer support for Committee operations. Suggested volunteer organizations include Volunteer Alexandria; the Medical Reserve Corps; and *Padres activos*; and ACPS

Staff responsibilities

- Coordinate outreach strategies with the Northern Virginia region. This will include:
 - Maintaining regular communication with the Community Foundation of Northern Virginia
 - Attending Community Foundation CCC Leads meetings
 - Sharing information on Committee activities with Community Foundation for inclusion on their Count the Region website
 - Coordinating regional outreach strategies with the Community Foundation

- Maintaining regular communication with the Metropolitan Washington Council of Governments (MWCOG)
 - Attending MWCOG meetings
 - Coordinating regional outreach strategies with MWCOG
- Informing the Census Bureau's Northern Virginia Partnership Specialist of the Committee's outreach strategy, timeline, and activities
- Manage the Committee. This will include:
 - Developing a communications plan
 - Developing a budget. The Committee has a budget of \$80,000, which will cover all physical materials, meeting resources, and translation services for public meetings.
 - Managing the budget
 - Coordinating volunteer and subcommittee activities across initiatives

Complete Count Committee members

Steering Committee

Member	Organization
Councilman Canek Aguirre (Chair)	City of Alexandria City Council
Kate Garvey	City of Alexandria, Dept. of Community & Human Services
Jean Kelleher	City of Alexandria, Office of Human Rights
Sierra Latham	City of Alexandria, Dept. of Planning & Zoning
Krishna Leyva	ACPS, Family and Community Engagement Center
Karl Moritz	City of Alexandria, Dept. of Planning & Zoning
Ralph A. Rosenbaum	Resident
Natalie Talis	Alexandria Health Department
Mary Taverner	Children and Family Network Centers
Brandi Yee	ACT for Alexandria

Committee at large

Member	Organization
Melinda Alexander	Northern Virginia Community College
Ken Billingsley	Resident
Dalmyra Caesar	NAACP of Alexandria
Kelly Conlan Baron	League of Women Voters – Arlington, VA
Margarita Damian	Tenants and Workers
Soad Elhawawshy	Resident
Abdel-Rahman Elnoubi	Resident
Philip Gamble	Resident
Daniel Hays	Alexandria – Arlington Gay & Lesbian Alliance
Tamara Jovovic	City of Alexandria, Office of Housing
Capreece Kelsaw	Resident

Mary Parker Lamm	Carpenter's Shelter
Rosa Landeros	Alexandria City Public Schools
Linda Landers	Resident
Adrien Kay Lopez	Resident
Lennin G. Lopez	Alexandria Redevelopment & Housing Authority
Marlene Marquez	City of Alexandria, Dept. of Community & Human Services
Gwendolin McCrea	Northern Virginia Community College
Antonio Melus	Resident
Elisa Mondragon	Alexandria Housing Development Corporation
Jack Moody	Resident
Kelli Moore	Resident
Mary Dianne Murphy	Resident
Daniela Ochoa	Resident
Nicole Otallah	Alexandria Commission on Disabilities
Jeryl Payne	Resident
Jeanne Pecori	Alexandria Public Library
Christian Scott	Resident
Christina Stacy	Resident
Maani Stewart	Resident
Sophia Lee Suarez	Resident
Antonio Tamariz	Resident
Paul Vogel	Resident
Sarah Whelan	Alexandria City Public Schools

Subcommittees

Subcommittees will be responsible for coordinating specific outreach tasks, as they were used in 2010. Based on the Committee’s initial discussion, we recommend establishing the following subcommittees:

Partnerships subcommittee

This subcommittee will be responsible for managing cooperative outreach activities with:

- a. Faith community
- b. Business community
- c. Local non-profits
- d. Ethnic groups
- e. Civic groups

The Subcommittee will prioritize engagement in areas with low mail response rates in 2010, and areas that are expected to have lower self-response rates based on current demographic characteristics.

Subcommittee Leadership

Member	Subcommittee Role
Linda Landers Laura Perez	Subcommittee Co-Chairs
Jean Kelleher Kate Garvey	Steering Committee and City Staff Representatives
Myra Caesar	Record keeper

Subcommittee at large

- Kelli Moore
- Margarita Damian
- Marlene Marquez

Communications and marketing subcommittee

This subcommittee will be responsible for coordinating all communications and marketing materials, to include social media activity.

Partnership Organizations

- City Departments, in particular
 - Office of Housing
 - Office of Human Rights
 - Department of Community & Human Services
 - Department of Recreation, Parks & Cultural Activities
 - City Attorney's Office
- ACPS / Family and Community Engagement Center
- ACT for Alexandria
- African Communities Together
- Alexandria – Arlington Gay & Lesbian Alliance
- Alexandria City Public Schools
- Alexandria Commission on Disabilities
- Alexandria Health Department
- Alexandria Housing Development Corporation
- Alexandria Public Library
- Alexandria Redevelopment & Housing Authority
- Alexandria Soccer Association
- Dunbar Boys and Girls Club
- Carpenter's Shelter
- Casa Chirilagua
- Child and Family Network Center
- League of Women Voters – Arlington, VA
- NAACP of Alexandria
- Northern Virginia Community College
- Senior Services of Alexandria
- Shiloh Baptist Church
- Tenants and Workers United
- Volunteer Alexandria

ACT for Alexandria 202 Census Activities

In addition to serving on the Complete Count Committee, ACT partnered with foundations across the region to mobilize resources and influence to support a complete count in Alexandria. In 2019, ACT led a brainstorming session with the Alexandria Council of Human Service Organizations network to identify ways nonprofits can integrate Census outreach into their normal, day-to-day work. In addition, knowing that nonprofits and their constituents are trusted messengers in the community, ACT provided grant funding to Casa Chirilagua to provide structured training and stipends to community members who will serve as Census Ambassadors in the Arlandria neighborhood.

ACT also awarded \$25,000 in Census Mini Grants to assist with outreach and awareness building activities in hard to count communities in Alexandria. These grants included a \$7,000 investment from the Complete Count Committee.

Organization	Funding Granted	Purpose
AHC, Inc.	\$1,000	Census gift cards
Alexandria Library Foundation	\$3,000	Census gift cards
Casa Chirilagua	\$10,000	Census ambassadors
Catholic Charities Migration and Refugee Services	\$1,000	Census outreach
Catholic Charities of the Diocese of Arlington	\$1,000	Census outreach
Center for Alexandria's Children	\$500	Census outreach
Community Lodgings	\$3,000	Census gift cards
Dream Project	\$500	Census outreach & gift cards
Ethiopian Center for Peace and Progress	\$1,000	Census outreach
Friends of Guest House	\$500	Census outreach
Tenants & Workers United	\$1,000	Census outreach
Volunteer Alexandria	\$500	Census outreach
Wesley Housing	\$2,000	Census gift cards

Reporting Information Received to Date (ACT has a meeting with grantees planned for January 2021)

The Dream Project

The “Todos Contamos” Dream Project webinar with US Census Bureau Specialist, Mr. Hansel Aguilar, provided participants an overview of what the Census is – why it is important – and how to complete it. Councilman Canek Aguirre joined to emphasize the importance of Latino families answering the Census. The audience asked several important questions ranging from how to count kids who are away at college to the data collection practices. One participant said “Thank you so much for giving us this information. Frankly, I never paid attention to the Census, but I know more now.” Participants each received a gift card for joining to be used at Amazon.

Center for Alexandria's Children

The Center for Alexandria's Children provided a Census pamphlet to central and south American and African immigrant families in the West End, the "Chirilagua" district of the community and to all of our families in the Learn & PlayGroup program to create awareness for the importance of filling out this year's Census for our city. The pamphlet was printed in English, Spanish, Amharic, and Arabic to reach the largest immigrant populations. They were included them in weekly activity kits for families during this time of "social distancing" for COVID-19. Pamphlets and kits were delivered each week to a distribution point near families' homes.

Alexandria Library

See Attachment 5.

Alexandria Library's 2020 Census Activities

City-wide Coordination

- Library staff served on Alexandria's Complete Count Committee.

Technology (*Prior to facilities closing due to COVID-19 pandemic*)

- The library prepared for expected demands for potential surges in public computer and Internet usage.
- The library waived computer access fees from March 12-April 12 so that cost would not be a barrier to filling out Census forms.
- Barrett, Burke, and Duncan set aside computers specifically for Census use. Each library location, including Beatley, also had a library iPad specifically dedicated for this purpose. All of these computers were configured to take users directly to the Census website, and also provided direct links to Census resources in English, Spanish, Arabic, Amharic, and large print.
- Specific attention was paid to ensure the confidentiality of personal information shared on Census forms. Library locations have signage urging customers to take care with their personal data when using public computers and public WiFi at all times, but the library took this one step further for the Census. IT systems were partially reconfigured to ensure the confidentiality of personal information (i.e., taking certain computers off of the public network) and providing additional signage on how to avoid protect private data on public computers and publicly accessed WiFi.

Educating the Public

- The library provided three virtual programming sessions to educate the public on the importance of completing the Census, with Councilmember Canek Aguirre as host and featuring city government officials, educators, and nonprofit executives.
- The Census was incorporated into children's programming, and the library purchased Census counting books in English, Spanish, and Arabic to be distributed and used as teaching tools.
- Each branch was scheduled to host information tables on April 1, Census Day, to educate the public about the importance of responding to the Census (*cancelled due to covid-19*).
- Print and electronic materials in multiple languages were available to library users at all branches to help them complete their forms; these were located at the dedicated Census computer stations.
- Notices on how to protect personal information while filling out the Census on public computers and/or using public WiFi were displayed at all branches.
- The library provided accurate information to counter false narratives and disinformation campaigns.
- The library promoted the Census through its website, email blasts, and social media. Complete Count Committee and Census Bureau print materials encouraging Census completion were posted prominently in all branches in multiple high-visibility common areas.
- Library staff coordinated with local Census job recruiters, and the library provided space and distributed PR materials for several Census job recruitment events.

Internal Training

- All front-line staff received a one-hour training on how to assist patrons with their Census forms and important issues regarding the 2020 Census.
- A continuously updated “Census FAQ” document was available on the library intranet to provide up-to-the-minute guidance on Census developments.

Outreach

- Upon receiving a mini-grant from ACT for Alexandria in October 2019, library staff distributed 120 gift cards of \$25 each to people who completed their Census form with library staff present. Outreach was conducted in Chirilagua, Holmes Run Park, Ben Brenman Park, around the Foxchase Shopping Center, around the Mark Center Shopping Center and the Mark Center offices.
- Library staff also worked with local Spanish-speaking community groups and canvassed Chirilagua shops to distribute PR materials and speak with people about the 2020 Census.

RESOLUTION NO. 2874

**Resolution in Support of an Accurate 2020 Census
Without the Citizenship Question**

WHEREAS, on March 26, 2018 Commerce Secretary Wilbur Ross agreed to a Department of Justice request, and added a citizenship question to the 2020 Census questionnaire after the opportunity for testing the effects of the question on data collection had passed, citing the need for better voting rights enforcement;

WHEREAS, on March 29, 2018 the Census Bureau submitted the Census 2020 questionnaire to Congress, including a question on the citizenship status of residents;

WHEREAS, the Commerce Secretary's decision is unjustified, insofar as data from the American Community Survey, and the Census "long" form before that, are sufficiently robust for civil rights and Voting Rights Act enforcement;

WHEREAS, the decennial census has not included a citizenship question since 1950, prior to the enactment of the Voting Rights Act in 1965;

WHEREAS, a citizenship question has not been tested by the Census Bureau in modern times, in a form sent to 100% of population, and the Bureau's 2018 End-to-End test questionnaire did not include the question;

WHEREAS, Census Bureau representatives have already reported widespread and unprecedented fear among respondents to other surveys, with respondents being reluctant to participate fully and provide accurate information;

WHEREAS, if residents do not initially respond to the Census questionnaire, the Bureau will follow-up by sending enumerators to their homes, and dramatically increasing the cost to the federal government;

WHEREAS, the Census Bureau expects that every one percent decrease in the self-response rate that it has budgeted will increase the cost of the census by \$55 million – a \$10 million increase from its original projected cost of \$45 million;

WHEREAS, the adoption of the citizenship question in Census 2020 would lead to inaccurate data about communities that have been historically undercounted, adversely affecting the prosperity and well-being of the City of Alexandria;

WHEREAS, a systematic undercount of Alexandria residents belonging to historically undercounted communities would hinder our government's goal of equitably serving all residents in our City;

THEREFORE, BE IT RESOLVED that the City of Alexandria express its strong opposition to the addition of a citizenship question to Census 2020 by sending this resolution to Secretary of Commerce Wilbur Ross, its U.S. Senators, and its U.S. Representative. The City of Alexandria also calls on these Members of Congress to contact the leadership of the Senate Committee on Homeland Security and Governmental Affairs and the House Committee on Oversight and Government Reform, and urge them to oppose the addition of the citizenship question and conduct oversight hearings examining Secretary Ross' decision.

THEREFORE, BE IT RESOLVED that the City of Alexandria use all future opportunities in the federal administrative and legislative process to express its opposition to the addition of the citizenship question, and to highlight the adverse impact on the City of Alexandria and all its residents.

Adopted: April 23, 2019



OFFICE OF THE CITY MANAGER
301 King St., Suite 3500
Alexandria, VA 22314

MARK B. JINKS
City Manager

703.746.4300
Fax: 703.838.6343

February 3, 2020

U.S. CENSUS BUREAU
4600 Silver Hill Road
Washington, DC 20233

RE: Effect of U.S. Census Differential Privacy on the City of Alexandria, Virginia

Dear U.S. Census Bureau,

The City of Alexandria relies on Census Bureau data to provide timely and accurate information on the city's population and demographic statistics. City staff, policymakers, and community-based organizations (CBOs) use these data to assess the efficacy of existing public policies and services, and to evaluate the expected impact of new policy decisions on our residents. We are concerned that the proposed differential privacy methodology would limit our understanding of the city's population, and inhibit our ability to serve our residents equitably.

The City uses Decennial Census data to calculate annual population estimates. During intercensal years, the City estimates the population at the block level based on average household size and occupancy rates from the most recent Decennial Census, and the current number of housing units as identified in the City's geodatabase system. In blocks where a significant number of units are added between Censuses, any discrepancy between the true block-level statistics and those to which differential privacy protections have been applied will be amplified. Similarly, the City uses Decennial Census data to forecast population estimates based on our best assumptions about how the City's built environment will develop in the future. These estimates are used to inform public service and policy decisions that will last for decades. For example, the estimates feed into the Metropolitan Washington Council of Governments' (MWCOC) long-range transportation plan, [Visualize 2045](#).

If our population estimates and projections are inaccurate, the City and CBOs risk providing inadequate levels of service to our residents if the true number of residents in a sub-jurisdictional geography is greater than the estimated number based on Census data. For example, the City is currently developing a new public transit routing plan using current Census data and City population forecasts. If Census data do not reflect reality, the system could unintentionally be designed to overserve some communities and underserve others.

We would also not be able to use Census data to reliably identify where communities of residents belonging to specific racial, ethnic, or age groups are located within the City. These data are necessary for City and CBO services that serve a specific subpopulation, such as early childhood education services. City staff also use these data to assess whether they are serving all racial, ethnic, and age groups equitably. Applying differential privacy protections to these variables could mask demographic characteristics of sub-jurisdictional geographies and alter the conclusions of these analyses.

The City of Alexandria appreciates and values the Census Bureau's dedication to protecting individual privacy in response to growing data science and artificial intelligence capabilities. At the same time, accurate block-level data are critically important to the City's understanding of the current population and ability to anticipate future population growth.

To prevent inaccuracies in annual and forecasted population estimates, we recommend that the Census Bureau permit authorized City staff to access 2020 Census results before the application of differential privacy. Staff would be subject to a strict non-disclosure agreement, as well as Title 13 protections. Authorized staff would adhere to Census Bureau guidance when summarizing population estimates and forecasts to protect individual privacy.

To best avoid inequitable allocation of services, we recommend that the Census Bureau provide clear guidance on how to interpret publicly accessible 2020 Census data that is understood by a non-technical audience. The guidance should focus particularly on sub-jurisdictional geographies, since many services are provided at the neighborhood-level. This would allow City staff and CBOs to continue to use Census data to determine whether services are being provided equitably and whether they are reaching their target populations.

Lastly, we recommend that the Census Bureau provide margins of error for publicly available 2020 Census data. Margins of error will make it easier to establish confidence intervals around population figures provided by the Census Bureau, which would reduce the uncertainty associated with differential privacy protections. Guidance on interpreting 2020 Census data should reference how to use and understand margins of error for non-technical audiences. Please contact Sierra Latham (703.746.3832 or sierra.latham@alexandriava.gov), City of Alexandria Demographer, with any questions.

Sincerely,



Mark B. Jinks
City Manager



City of Alexandria, Virginia
301 King Street, Suite 2300
Alexandria, Virginia 22314



Justin M. Wilson
Mayor

Office: 703.746.4500
Fax: 703.838.6433
justin.wilson@alexandriava.gov

August 12, 2020

The Honorable Mitch McConnell
Majority Leader, U.S. Senate
317 Russell Senate Office Building
Washington, D.C. 20510

The Honorable Chuck Schumer
Minority Leader, U.S. Senate
322 Hart Senate Office Building
Washington, D.C. 20510

Dear Senators McConnell and Schumer:

The City of Alexandria joins the Metropolitan Washington Council of Governments and the U.S. Census Bureau in their request to include language in the next Senate COVID-19 relief package (HEALS Act) to extend the statutory reporting deadlines for the 2020 Census and provide adequate funding to address continued 2020 Census challenges brought about by the pandemic (see attached letter).

Given the difficulties encountered in reaching all of our residents due to the pandemic, the recent decision to end all counting efforts for the 2020 Census by September 30 seriously jeopardizes the City's and Census Bureau's efforts to ensure a complete count in Alexandria. Failure to count all residents in our city, most especially historically undercounted populations, threatens representational democracy, equity and our ability to fund essential programs and services our community relies on for the next ten years.

As stated in the attached letter, the House of Representatives has approved an extension of the 2020 Census operations as part of its most recent COVID-19 relief package and we respectfully request that the Senate agree to a Census extension provision in its next COVID-19 relief package (HEALS Act). Doing so will enable an appropriate level of outreach and enumeration activities.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin M. Wilson".

Justin M. Wilson
Mayor

cc: The Honorable Mark Warner, U.S. Senate
The Honorable Tim Kaine, U.S. Senate
The Honorable Members of City Council
Mark B. Jinks, City Manager
Sarah Graham Taylor, Legislative Director

Examples of Print Materials

Trifold Brochure

أود المشاركة في التعداد!

✓ الأمر آمن! ✓ الأمر سهل! ✓ الأمر في غاية السرعة!

الجدول الزمني للفعاليات

2020
يوم التعداد السكاني

2020
يطلق السكان بطاقات تذكر خلات تذكر وتعلمين وترقي

2020
أكتوبر 31 - 11 أغسطس

2020
أبريل 1 - 8 - 16

2020
مارس 12 - 20

أكمل التعداد السكاني لمساعدة مجتمعك

- التسجيل | يحدد عدد المقاعد التشريعية في مجلس النواب الأمريكي
- الخدمات | يمول طرق، مدارس، وبرامج المساعدة الغذائية، والرعاية الصحية للأطفال، ووجبات الغذاء المدرسية وغيرها من البرامج
- تمويل المجتمع | تغطية الإنفاقية 1200 دولار سنويا لكل شخص يتم حسابه في التعداد السكاني
- مستقبلنا | يتم وتبلغ من تخطيط المدينة لوسائل النقل، والإسكان، والصحة، والاشغال لحالات الطوارئ

IT'S SAFE!

Your personal information is confidential, even from other government agencies.

For more information, visit: 2020census.gov
844-330-2020

¡ES SEGURO!

Su información personal se mantendrá de forma confidencial, incluso de otras agencias gubernamentales.

Para obtener más información, visite: 2020census.gov
844-468-2020

አስተማማኝ ነው!

የእርስዎ የግል መረጃ ከሌሎች የመንግሥት አገልግሎቶች እንኳ ለይቶር ሚኒስቴሮች የተጠበቀ ነው። ለተጨማሪ መረጃ፣ የሚከተለውን ይጎብኙ፡-
2020census.gov
2020census.gov/am.html

الأمر آمن!

ستظل معلوماتك الشخصية سرية، حتى على الوكالات الحكومية الأخرى. للمزيد من المعلومات، قم بزيارة: 2020census.gov
844-416-2020

@Alexandriavagov #AlexCounts

EVERYONE COUNTS!

¡TODOS CUENTAN!

አያንዳንዱ ሰው-
የሞ አለው!

إحصاء كل شخص!

¡CUENTEN CONMIGO!

✓ ¡ES SEGURO! ✓ ¡ES FÁCIL! ✓ ¡ES RÁPIDO!

CALENDARIO DE EVENTOS

2020
Los encuestadores del censo dan seguimiento a los hogares que no han respondido.

2020
Día del censo

2020
Los residentes reciben una invitación para responder en línea.

2020
DEL 11 DE AGOSTO AL 31 DE OCTUBRE DE 2020

2020
DEL 12 AL 20 DE MARZO DE 2020

2020
DEL 1 DE ABRIL DE 2020

2020
DEL 8 AL 16 DE ABRIL DE 2020

COMPLETE EL CENSO PARA AYUDAR A SU COMUNIDAD

- REPRESENTACIÓN** | Determina cuántos legisladores tiene Virginia en la Cámara de Representantes de los Estados Unidos.
- SERVICIOS** | Financia nuestras carreteras, escuelas, programas de asistencia nutricional, seguro médico para niños, almuerzos escolares y otros programas.
- FINANCIACIÓN COMUNITARIA** | Alexandria obtiene \$1200 por año por cada persona censada.
- EL FUTURO DE NUESTRA CIUDAD** | Informa sobre la planificación de la ciudad para transporte, vivienda, escuelas y respuesta a emergencias.

COUNT ME IN!

✓ IT'S SAFE! ✓ IT'S EASY! ✓ IT'S FAST!

TIMELINE OF EVENTS

2020
Residents receive an invitation to respond online.

2020
Census Day

2020
Residents receive a reminder letter and paper questionnaire.

2020
AUGUST 11 - OCTOBER 31

2020
MARCH 12 - 20

2020
APRIL 1

2020
APRIL 8 - 16

COMPLETE THE CENSO TO HELP YOUR COMMUNITY

- REPRESENTATION** | Determines how many legislators Virginia has in the US House of Representatives.
- SERVICES** | Funds our roads, schools, nutrition assistance programs, children's health insurance, school lunches, and other programs.
- COMMUNITY FUNDING** | Alexandria gains \$1,200 per year for every person counted on the Census.
- OUR CITY'S FUTURE** | Informs the City's planning for transportation, housing, schools, and emergency response.

እኔም አለሁበት

✓ አስተማማኝ ነው! ✓ ቀላል ነው! ✓ ረጅም ነው!

የክስተቶች ቅደም-ተከተል

2020
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2020
የአገልግሎት ቀን 2020

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2020
የአገልግሎት ቀን 2020

ማህበረሰብዎን ለመርዳት የሕዝብ ቆጠራውን ያጠናቅቁ

- ውክልና | በአሜሪካ ተወካዮች ግዛድ ስት ውስጥ ስርዓቱን ምን ያህል የሕግ አወጫዎች እንደሚኖሩ ይወስናል።
- አገልግሎቶች | ለመንግሥቱ የሚከተሉትን ለማስፈጸም ለማድረግ ለሌሎች የሥራ ምድቶች ለማድረግ ለሌሎች ምርጫ ግብዥ ይጠናቅቃል።
- የመንግሥት ገቢዎች | በሕዝብ ቆጠራ ላይ ለተመሰጠው አያንዳንድ ሰው አካላትን ወይም 1,200 የአሜሪካ ዶላር ይጠናቅቃል።
- የከተማዎን የወይዘት ሰጠ-ረገድ | የከተማ የከተማዎን የመኖሪያ ስት የተምህረት ለቆይታ እና የስነምግባር ላይ ምላሽ እንድትሰጡ ይረዳል።

Save the Date!

APRIL 1, 2020

— IS CENSUS DAY —


✓ IT'S SAFE!
Your personal information is confidential, even from other government agencies.

✓ IT'S EASY!
You can complete the Census online, by phone, or by mail.

✓ IT'S FAST!
The Census form only asks 10 questions about your household.

Every 10 years, the US Census counts every resident in the United States. Participating in the Census brings resources into your community and guarantees you and your household will have fair representation in government.

For more information, visit alexandriava.gov/Census2020.



HOW THE U.S. CENSUS AFFECTS YOUR COMMUNITY

SERVICES
Funds our roads, schools, SNAP, CHIP, WIC, school lunches, and other programs.

COMMUNITY FUNDING
The Alexandria loses \$1,200 per year for every person missed on the Census.

OUR CITY'S FUTURE
Informs the City's planning for transportation, housing, schools, and emergency response.

REPRESENTATION
Determines how many legislators Virginia has in the US House of Representatives.

خدمات
يتم تمويل الطرق، والمدارس، وبرنامج مساعدة التغذية التكميلية، وبرنامج التامين الصحي للأطفال، وبرنامج النساء والرضع والأطفال، ووجبات الفداء المدرسية وغيرها من البرامج لدينا.

تمويل المجتمع
تفقد مدينة الإسكندرية 1,200 دولار سنويًا عن كل شخص لم يسجل في التعداد.

مستقبل مدينتنا
يُعلم ويُبلِّغ عن تخطيط المدينة لوسائل النقل، والإسكان، والمدارس، والاستجابة لحالات الطوارئ.

التمثيل
يحدد عدد مُشرّعي فرجينيا في مجلس النواب الأمريكي.

تذكر هذا التاريخ!

1 إبريل 2020

— إنه يوم التعداد —

✓ الأمر آمن!
ستظل معلوماتك الشخصية سرية، حتى على الوكالات الحكومية الأخرى.

✓ الأمر سهل!
يمكنك إكمال التعداد عبر الإنترنت، أو الهاتف، أو البريد.

✓ الأمر في غاية السرعة!
يُتألف نموذج التعداد من 10 أسئلة فقط عن أسرتك.

كل 10 سنوات، بحسب نظام التعداد الأمريكي عدد المقيمين في الولايات المتحدة، تحلب المشاركة في التعداد الموارد إلى مجتمعك وتضمن لك ولأسرتك نسبة تمثيل عادلة في الحكومة.

للمزيد من المعلومات، تفضل بزيارة alexandriava.gov/Census2020.



مدى تأثير تعداد الولايات المتحدة مجتمعك

SERVICES
Funds our roads, schools, SNAP, CHIP, WIC, school lunches, and other programs.

COMMUNITY FUNDING
The Alexandria loses \$1,200 per year for every person missed on the Census.

OUR CITY'S FUTURE
Informs the City's planning for transportation, housing, schools, and emergency response.

REPRESENTATION
Determines how many legislators Virginia has in the US House of Representatives.

خدمات
يتم تمويل الطرق، والمدارس، وبرنامج مساعدة التغذية التكميلية، وبرنامج التامين الصحي للأطفال، وبرنامج النساء والرضع والأطفال، ووجبات الفداء المدرسية وغيرها من البرامج لدينا.

تمويل المجتمع
تفقد مدينة الإسكندرية 1,200 دولار سنويًا عن كل شخص لم يسجل في التعداد.

مستقبل مدينتنا
يُعلم ويُبلِّغ عن تخطيط المدينة لوسائل النقل، والإسكان، والمدارس، والاستجابة لحالات الطوارئ.

التمثيل
يحدد عدد مُشرّعي فرجينيا في مجلس النواب الأمريكي.

Marque su Calendario

1º DE ABRIL 2020

— DÍA DEL CENSO —

✓ ¡ES SEGURO!
Su información personal es confidencial, incluso de otras agencias del gobierno.

✓ ¡ES FÁCIL!
Puede completar el Censo en línea, por teléfono o correo.

✓ ¡ES RÁPIDO!
La forma del Censo sólo tiene 10 preguntas acerca de su hogar.

Cada 10 años el Censo de los Estados Unidos cuenta a cada individuo en este país. Participar en el Censo traerá recursos para su comunidad y garantizará que usted y su hogar tengan representación justa en el gobierno.

Para más información, visite: alexandriava.gov/Census2020.



CÓMO EL CENSO DE LOS ESTADOS UNIDOS AFECTA A SU COMUNIDAD

SERVICIOS
El Censo proveerá fondos para nuestras carreteras, escuelas, SNAP, Medicaid, Medicare, WIC, almuerzos escolares, y otros servicios.

FINANCIAMIENTO COMUNITARIO
Por cada persona que no es contada en el Censo, Alexandria pierde \$1200 al año por diez años.

FUTURO DE NUESTRA CIUDAD
Los informes sirven para que la ciudad planifique servicios como: transporte, vivienda, escuelas, y respuesta de emergencia.

REPRESENTACIÓN
Determinará cuántos legisladores federales tendrá Virginia en la Casa de Representantes.

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REPRESENTACIÓN
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ቀኑን ያስታውሱ!

ኤፕሪል 1/2020

— የሕዝብ ቆጠራ ቀን ነው —

✓ አስተማማኝ ነው!
የእርስዎ የገልጽ መረጃ ከሌሎች የመንግስት አድገሎች እንኳን ላይቀር ሚስጥራዊነቱ የተጠበቀ ነው።

✓ ቀላል ነው!
የሕዝብ ቆጠራውን እንላይን፣ በስልክ ወይም በአሜሪካ መውላት ይችላሉ።

✓ ፈጣን ነው!
የሕዝብ ቆጠራው ቅጽ በላቢራቶሪዎች 10 ጥያቄዎች ብቻ ይጠይቃል።

የአሜሪካ የሕዝብ ቆጠራ በየ10 ዓመቱ በአሜሪካ ውስጥ ያለውን እያንዳንድን ነዋሪ ይቆጣጥራል። በሕዝብ ቆጠራ ውስጥ መተካፍ ሁለትን ወይ ማህበረሰብዎ ያመጣል እንዲሁም እርስዎ እና ቤተሰብዎ በመንግስት ውስጥ ጭንቀት ውክልና እንደሚኖራችሁ ያሳትና ይሰጣል።

ለበለጠ መረጃ alexandriava.gov/Census2020 ን ይጎብኙ።



የአሜሪካ የሕዝብ ቆጠራ የእርስዎ ማህበረሰብ ላይ እንዴት ተጽእኖ ያደርጋል

አገልግሎቶች
መንገዶችን፣ ትምህርት ቤቶችን፣ SNAP፣ CHIP፣ WIC፣ የትምህርት ቤት ምሳዎችን እና ሌሎች ፕሮግራሞችን በገንዘብ ይደግፋል።

የማህበረሰብ የገንዘብ ድጋፍ
የሕዝብ ቆጠራው በሚያደፈው እያንዳንዱ ሰው Alexandria በ9 ወቅት \$1,200 ታጠላች።

የከተማችን መጪ ጊዜ
ለከተማዎ ንግድ ለማረጋገጥ፣ መኖሪያ ቤት፣ ትምህርት ቤቶች እና የአስተዳደር ጊዜ ምላሽ እቅድ መረጃ ያቀርባል።

ውክልና
በአሜሪካ ትወካዮች ምክር ቤት ውስጥ Virginia ምን ያህል የሕግ እውቂዎች እንደሚኖሩት ይወክላል።

አገልግሎቶች
መንገዶችን፣ ትምህርት ቤቶችን፣ SNAP፣ CHIP፣ WIC፣ የትምህርት ቤት ምሳዎችን እና ሌሎች ፕሮግራሞችን በገንዘብ ይደግፋል።

የማህበረሰብ የገንዘብ ድጋፍ
የሕዝብ ቆጠራው በሚያደፈው እያንዳንዱ ሰው Alexandria በ9 ወቅት \$1,200 ታጠላች።

የከተማችን መጪ ጊዜ
ለከተማዎ ንግድ ለማረጋገጥ፣ መኖሪያ ቤት፣ ትምህርት ቤቶች እና የአስተዳደር ጊዜ ምላሽ እቅድ መረጃ ያቀርባል።

ውክልና
በአሜሪካ ትወካዮች ምክር ቤት ውስጥ Virginia ምን ያህል የሕግ እውቂዎች እንደሚኖሩት ይወክላል።

Large Banner

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COMPLETE THE 2020 CENSUS!

Help your community get funding for school lunches, education and public transportation.

የ 2020 ዓ.ም የሕዝብ ቆጠራ ይሙሉ!

ማህበረሰብዎ ለትምህርት ቤት ምሳዎች፣ ለትምህርት፣ እና ለህዝብ መጓጓዣ የሚሆን የገንዘብ እርዳታ እንዲያገኙ ያግዙ።



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¡COMPLETE EL CENSO 2020!

Ayude a su comunidad a obtener fondos para almuerzos escolares, educación y transporte público.

أكمل نموذج التعداد السكاني 2020!

ساعد مجتمعك في الحصول على تمويل لوجبات الغداء المدرسية والتعليم والمواصلات العامة.



Tote Bags

5% ACTUAL SIZE



1% ACTUAL SIZE



1% ACTUAL SIZE



6% ACTUAL SIZE



**EVERYONE COUNTS!
COUNT ME IN!**

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**Census
2020**

**COMPLETE THE CENSUS TO HELP
YOUR COMMUNITY**

✓ **IT'S SAFE!** ✓ **IT'S EASY!** ✓ **IT'S FAST!**

For more information, visit:
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**እያንዳንዱ ሰው ዋጋ አለው!
እኔንም አስገቡኝ!**

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2020**

**ማሕበረሰብዎን ለመርዳት የሕዝብ
ቆጠራውን ያጠናቅቁ**

✓ **አስተማማኝ ነው!** ✓ **ቀላል ነው!** ✓ **ፈጣን ነው!**

ለተጨማሪ መረጃ፣ የሚከተለውን ይጎብኙ፡-
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**¡TODOS CUENTAN!
¡CUENTEN CONMIGO!**

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2020**

**COMPLETE EL CENSO PARA AYUDAR
A SU COMUNIDAD**

✓ **¡ES SEGURO!** ✓ **¡ES FÁCIL!** ✓ **¡ES RÁPIDO!**

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**إحصاء كل شخص!
أود المشاركة في التعداد!**

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2020**

**أكمل التعداد السكاني لمساعدة
مجتمعك**

✓ **الأمر آمن!** ✓ **الأمر سهل!** ✓ **الأمر في غاية السرعة!**

لللمزيد من المعلومات، قم بزيارة:
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Buttons and Stickers

