

Flip chart notes

Discussion question 1 – What subcommittees should we have?

Subcommittees

- Faith-based
- Biz, retail, svc. Providers
- Communications and marketing
 - o Social media
 - o Citizenship question
- Partnerships
 - o Non-profits
 - o Umbrella groups
 - o Public-private
- Homeless (March) and domestic violence
- Seniors
- Early childhood
- PTAs/schools
- Non-profits
- Combine target groups above by strategy
- Youth
- Group quarters – jails
- Immigrant focus
- Households with mult. Families
- Distrust – hard to reach
- Residents with disabilities
- Overseas res.
- Public housing
- Comm. To org. volunteers
- Translation
- Alex residents as Census workers
- Libraries – groups, internet

Suggestions

1. Clarity about the group’s purpose and tasks

Discussion question 2 – When should we engage residents?

When/how?

- Immediately
- Frequently
- At existing events
- Weekends – where ppl are – supermarkets, etc.
- Through kids – schools, recreation programs
- Media – local newspaper
- Timing early to get in before pres primary begins
- Yard signs
- Volunteer Alexandria and Medical Reserve Corps
- Outreach through City dep
 - o Health dept, n’hood clinics
- Public transp – signs on buses, etc.
- NOVA – artwork for promo materials
- Boards and Commissions
- Farmers Mkts
- Festivals - ARHA events, Santa
- School events
- AARP
- Service organizations
- FACE – parent liaisons ACPS
- Social media
- Kiosks at public library to fill out and reminders
- Established messaging for social media and other com.
- Laundromats
- Use existing Census materials
- Art centers and other art orgs
 - o Arts commission
- Padres Activos – Neighbors to friends
- Churches
- Elected officials
- Trusted messengers – human touch critical