



Census 2020 Complete Count Committee Meeting #4

Cora Kelly Elementary
September 11, 2019



Agenda

1. Welcome
2. Back-to-School Night Overview
3. Subcommittee Reports
4. Committee Work Plan Phasing
5. Google Drive
6. Community Outreach Overview
7. Summary and Next Steps

Meeting objectives

1. Coordinate Back-to-School Night Outreach
2. Share subcommittee progress
3. Coordinate ongoing collaboration



Ground Rules

- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary
 - Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification. Don't assume you know what someone means
- Do not characterize other people's views in or outside a meeting
- Turn off or silence all cell phones and mobile devices

A note about Sunshine Laws



Back-to-School Night



Back-to-School Night Resources

1. Poster and flip chart
2. English/Spanish Flyers (100)
3. Volunteer sign-up sheet (5)
4. Pens



Back-to-School Night Dates

2019 SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 Sam Tucker 1-5 Gr. ✓	6	7
8	9	10	11	12 Sam Tucker KG	13	14
15	16	17 13 Elem. Schools	18	19	20 T.C. Satellite Campus	21
22	23	24 3 Middle Schools	25	26 T.C. King Street Campus	27 T.C. Minnie Howard	28
29	30					



Subcommittee Reports

Marketing Messaging

- Taglines to draw resident's attention, Create conversation, and show personal benefits of completing the census
- **Website:**
alexandriava.gov/Census2020
- **Hashtags: #AlexCounts #April1st**



Marketing Messaging Goal: Get EVERYONE counted

Each person counted in the 2020 Census, no matter age, race, sex, sexual orientation, or nationality, directly impacts federal funding equal to \$12,000 in a 10-year period!

- It's not about when you got here, but that you are here. YOU COUNT! [Alexandriava.gov/Census2020](https://alexandriava.gov/Census2020)
#AlexCounts #April1st
- It's not about how you got here, but that you are here. YOU COUNT! [Alexandriava.gov/Census2020](https://alexandriava.gov/Census2020)
#AlexCounts #April1st
- Whether you were born on April 1st, 2020 or April 1st, 1920, YOU COUNT! [Alexandriava.gov/Census2020](https://alexandriava.gov/Census2020)
#AlexCounts #April1st
- 2020 Census doesn't discriminate. No matter where you been or where you want to go, YOU COUNT!
[Alexandriava.gov/Census2020](https://alexandriava.gov/Census2020) #AlexCounts #April1st



Marketing Messaging Goal: What we gain/lose from the Census

Our federal funding and representation is directly derived from the Census. If you feel you don't have a voice, this is your moment to shout!

- Every election matters. Make sure you are represented. Alexandriava.gov/Census2020 #AlexCounts #April1st
- Missed the bus? Don't miss your opportunity to increase public transportation Alexandriava.gov/Census2020 #AlexCounts #April1st
- Average wait time at the DMV: 75 minutes. Average time to complete 2020 Census: 6 minutes. Spend your time wisely. Alexandriava.gov/Census2020 #AlexCounts #April1st
- Crowded metros? Crowded parking lots? Crowded City? 2020 Census can help! Alexandriava.gov/Census2020 #AlexCounts #April1st
- Fund "The Fun Side of the Potomac"! Alexandriava.gov/Census2020 #AlexCounts #April1st



Marketing Messaging Concern: PRIVACY

- No court, no agency, no politician, no subpoena; no one can get between your privacy and the Census. It's the law. Private answers never shared.
Alexandriava.gov/Census2020 #AlexCounts #April1st
- 2020 Census is in a Committed Relationship with your Privacy. Private answers never shared.
Alexandriava.gov/Census2020 #AlexCounts #April1st
- Your landlord doesn't know you like to cook in your underwear. He won't know your answers in the Census. Private answers never shared.
Alexandriava.gov/Census2020 #AlexCounts #April1st
- Whether you own, rent, have 3 roommates or sublet, everyone counts. Private answers never shared.
Alexandriava.gov/Census2020 #AlexCounts #April1st
- Sharing your information to swap your face with a cat? Share it instead to get \$12,000 to help actual cats in need of homes, shorter DMV lines, alleviate traffic, and more. Private answers never shared. Alexandriava.gov/Census2020 #AlexCounts #April1st



Marketing Messaging Concern: TIME & EASE

- Time spent on a quiz to find what kind of dog you are: 5 minutes. Time spent to get \$12,000 to help shelters with actual dogs: 5 minutes.
Alexandriava.gov/Census2020 #AlexCounts
#April1st
- Average adults spend about 3 hours a day on their phones. It only takes 5 minutes to get the 2020 Census done. On your phone.
Alexandriava.gov/Census2020 #AlexCounts
#April1st
- Easier than saving on car insurance. Faster too.
Alexandriava.gov/Census2020 #AlexCounts
- 10 questions on your phone. As easy as finding out what kind of pasta you are.
Alexandriava.gov/Census2020 #AlexCounts
#April1st

Marketing Messaging: Student-created post cards

Students can create a postcard dedicated to their parents, family, community, etc. with messaging on the benefits of filling out the Census, making it a more personal gain/loss.

Draw a picture or write a message to tell your family and community what you want your future city to look like. Let them know that the easiest way to help achieve your community dream is by completing the 2020 Census!

- Playgrounds
- Scholarship funds
- New schools
- Science labs
- Public Pools
- Parks
- Parades
- Festivals





Schools Subcommittee: Purpose and Goals

Purpose: Manage the CCC's partnership with Alexandria City Public Schools and other educational institutions.

Goals:

- Engage teachers, school administrators in outreach activities.
- Ensure teachers can introduce the importance of Census 2020 to students at all grade-levels.
- Provide opportunities for every school-age child can engage with Census 2020.



Schools Subcommittee: Planned Activities

- Share Census materials at school events
- Collaborate and engage with school staff and students around the Census
- Incorporate Census materials into classrooms
- Coordinate messaging and activities with ACPS leadership



Schools Subcommittee: Private Schools & Libraries

- Mary compiled a list of private schools in Alexandria
 - For now, ACPS is our top priority.
- Jeanne will work with the libraries.



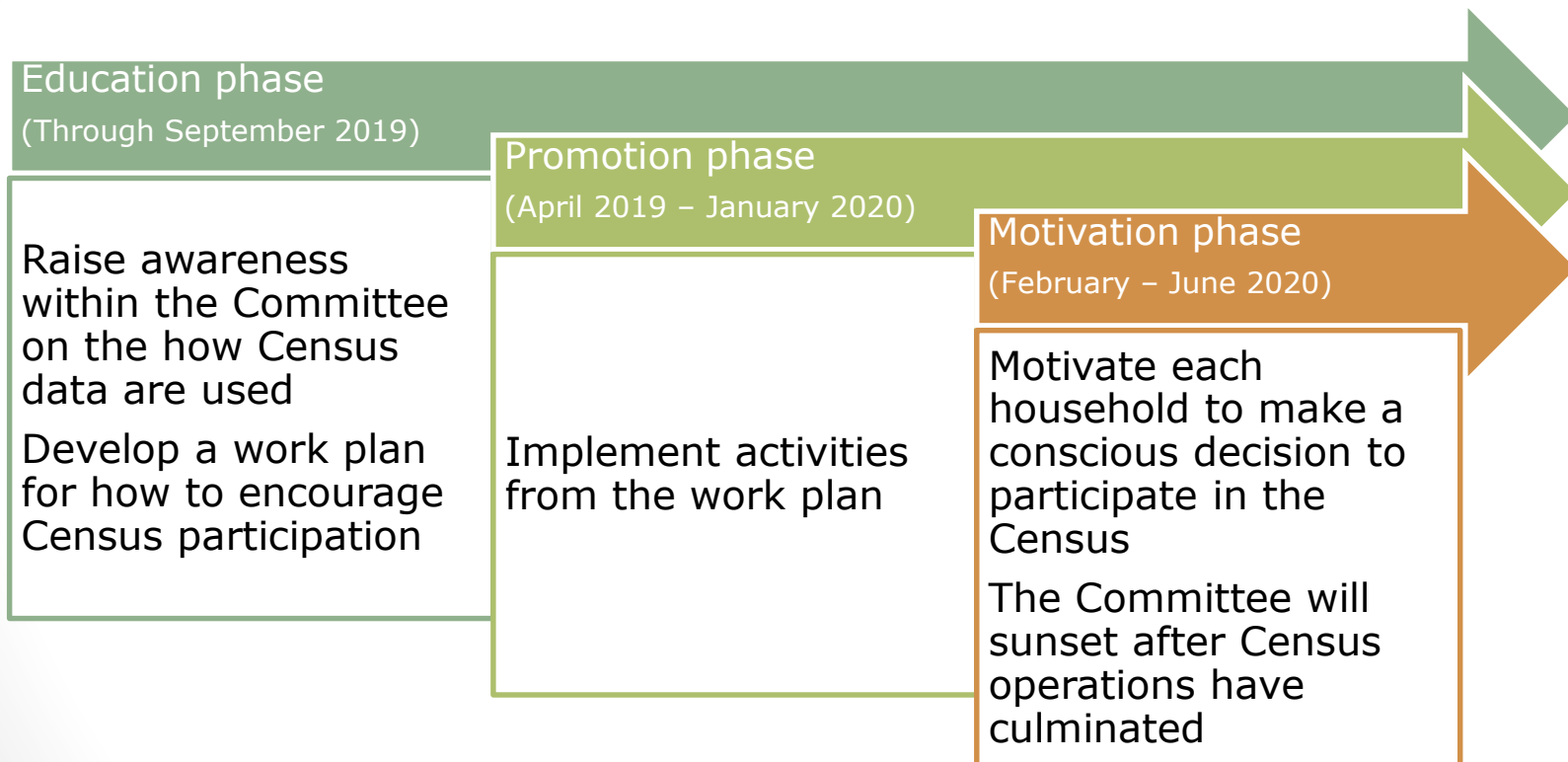
Schools Subcommittee: Back-to-School Nights

- The Schools Subcommittee will coordinate volunteers for Back-to-School Night tables at all ACPS schools



Work Plan Phasing

Committee activity phases



Monthly activity themes

September Back to School

- Start engaging households with children

October Events

- **Where** will we deliver messages?

November Trusted messengers

- **Who** will deliver messaging within communities?



Google Drive



Community Outreach Overview

So you can work the Census into all conversations



2020 Census

In March 2020, the Census Bureau will mail invitations to all households to participate in the 2020 Census.

Participating in the Census:

- Ensures fair representation in the U.S. House of Representatives.
- Ensures that your community gets its fair share of the \$675 billion in federal resources allocated to state and local governments *each year*.
- Helps City departments and non-profits best serve your community.



2020 Census

For every person not counted in the Census, their community loses **\$1,200 in federal funding per year.**

If we miss only **one percent** of Alexandria residents in this Census, the City would miss out on **more than \$18 million** over ten years.



2020 Census

✓ **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.

Learn how you can help count every Alexandria resident at:

alexandriava.gov/Census2020

Next Steps

- **Volunteer** for Back-to-School Nights!
- Upcoming meetings
 - Partnerships Subcommittee
(Thursday, September 19)
 - Marketing and Communications Subcommittee
(Tuesday, October 1)
 - Complete Count Committee Meeting #5
(Monday, November 11)