

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.

The work program below represents when major activities will take place.

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.

A detailed Marketing and Communications Work Program is included in Attachment 3.

Responsibilities

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

Membership

Steering Committee

Member	Organization
Councilman Canek Aguirre	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.

Subcommittee Leadership

Member	Subcommittee Role
Antonio Melus	Subcommittee Chair
Natalie Talis	Steering Committee and City Staff Representatives
Javan Owens	Record keeper

Subcommittee at large

- Babs Waters
- Daniela Ochoa
- Elisa Mondragon
- Fannie Allen
- Gwendolin McCrea
- Jack Moody
- Javan Owens
- Leslie Klein
- Melinda Alexander
- Mike Stango
- Paul Vogel

Schools subcommittee

This subcommittee will be responsible for managing the Committee’s partnership with ACPS and other educational institutions.

Subcommittee Leadership

Member	Subcommittee Role
Dianne Murphy	Subcommittee Chair
Mary Taverner	Steering Committee Representative
Sierra Latham	City Staff Representative
Louisa Miller	Record keeper

Subcommittee at large

- Abdel Rahman Elnoubi
- Jeanne Pecori
- Rosa Landeros
- Ralph Rosenbaum

Lessons from the 2010 Census Complete Count Committee

The final report on the 2010 Complete Count Committee, which was delivered to the Mayor and City Council on June 9, 2010, identified several suggestions for the 2020 Complete Count Committee:

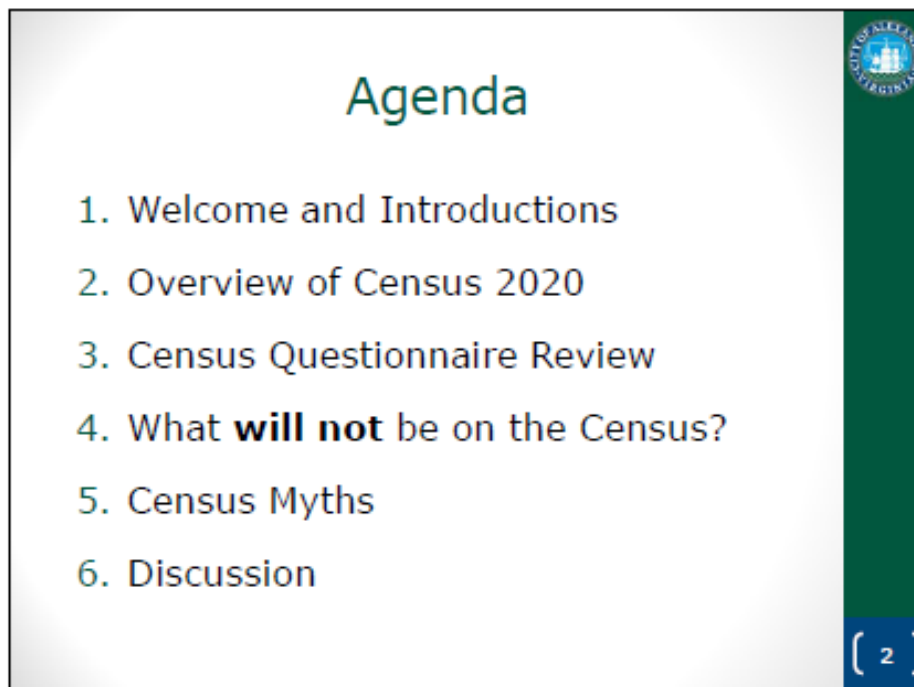
1. Start promoting the Census as early as possible. The 2010 Committee found strategizing, planning, organizing, and carrying out promotion to be time consuming.
2. Develop a budget as early as possible. This establishes financial constraints for the campaign and allows the Committee to plan within those limits.
3. Include as many City staff on the Committee's campaign as possible. The 2010 campaign relied heavily on a volunteer base beyond the three staff members on the Committee.
4. Giveaway items effectively attract public attention to the Census campaign but supplies in the 2010 campaign were depleted more quickly than anticipated. The Census Bureau provided giveaway items in 2010, but the number and type were lacking at times.
5. Establish partnerships with other organizations early in the campaign. Other organizations may provide volunteers, resources, and planning assistance for the Committee's campaign.
6. Prioritize recruiting volunteers who speak languages other than English to encourage foreign-born residents to complete and return the Census form.

Attachment 1: Census Ambassador Training Materials


Census Ambassador Training Slides



1



2




Training objective

This training will prepare you to:

1. **Explain** why the 2020 Census is important
2. **Encourage** residents to participate in the 2020 Census
3. **Respond** to concerns about the 2020 Census
4. **Refer** residents to City staff when asked a question you don't know how to answer

(3)

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Census 2020 Overview

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Why conduct a Decennial Census?

The Census is required in the US Constitution (Article 1, Section 2)

The goal is to count all residents once, only once, and in the right place

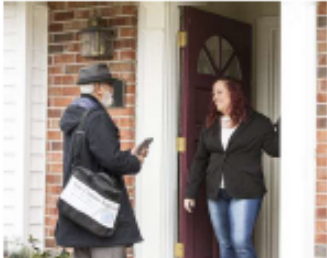




Photo credit: US Census Bureau




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When will the 2020 Census happen?



March 12 - 20, 2020	April 1, 2020	April 8 - 16, 2020	Early April - July 31, 2020
Residents receive a mail invitation to respond to the Census online	Census Day 2020	Residents receive a reminder letter and a paper questionnaire in the mail	Census enumerators follow up with households that have not responded




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How will the 2020 Census affect residents?

Participating in the Census:

- Ensures fair **representation** in the U.S. House of Representatives.
- Ensures that Alexandria communities get their fair share of the \$675 billion in **federal resources** allocated to state and local governments *each year*.
- Helps City departments and community-based organizations best **serve Alexandria communities**.




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How will the 2020 Census affect residents?


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.



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How will the Census Bureau **protect** individual information?

The Census Bureau is required, by law, to keep individuals' information confidential, even from other government agencies.

- The Census Bureau cannot share individual responses with anyone for 72 years after the data are collected
- Census workers are required to pass a security check, and are sworn to uphold a pledge of confidentiality
 - The penalty for violating the pledge is up to a \$250,000 fine and up to a 5-year prison term (Sec. 9, Title 13 of the US Code)

(9)

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Participating in the **2020 Census** to bring resources into your community!


In **March 2020**, every Alexandria household will receive an invitation in the mail to participate in the 2020 Census.

Responding to the Census is...

Safe.	• Personal information is confidential, even from other government agencies
Easy.	• Residents can complete the Census online, by phone, or by mail
Fast.	• Most households can complete the Census in only 6 minutes

(10)


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Census Questionnaire Review

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Household questions

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark (X) of that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark (X) ONE box.

- Owned by you or someone in this household with a mortgage or loan? (Include home equity plans)
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

(Form number removed)

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Individual questions

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? (Mark 'X' ONE box.)

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies one year or older, do not write the age in months. Write 0 as the age.

Age on April 1, 2020: Put numbers in boxes.

Years	Months	Day	Year of birth
[] [] [] []	[] []	[] []	[] [] [] []

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For #8a-c only, Hispanic origin are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, whether Hispanic, Latino, or Spanish origin -- PIR, for example, Guatemalan, Dominican, Colombian, Guatemalan, Spanish, Ecuadorian, etc.

9. What is Person 1's race?

(Mark 'X' one or more boxes AND print origin.)

White -- Print, for example, German, Irish, English, Italian, Cubanese, Egyptian, etc.

Black or African Am. -- Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native -- Print name of enrolled or principal tribal group, for example, Navajo Nation, Blackfoot Tribe, Navajo, Akwe:kon, Alaska Village of Bethel, Inupiat Traditional Government, Haida Nation Community, etc.

Chinese Vietnamese Native Hawaiian


Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian -- Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander -- Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race -- Print race in origin




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Group Quarters and Homeless Enumeration


Not everyone in Alexandria lives at a private residence.

- These individuals **will not** be responsible for completing a 2020 Census form
- The Census Bureau will count folks in *group quarters* by contacting an administrator for the group quarters facility. Group quarters include:
 - Correctional facilities
 - Group homes
 - College dormitories
 - Shelters
- Homeless individuals are either counted at a shelter, or where they are encamped.




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What **will not** be asked on
the Census?




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The Census Bureau will not
ask for residents':

- Citizenship status
- Immigration documentation
- Social Security number
- Bank account or credit card information
- Money or donations



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Report suspected fraud

If a resident mentions that they have been asked for these data:

1. Contact your local Census Bureau representative (800-923-8282)
2. Contact Sierra Latham, who will alert other Census Ambassadors

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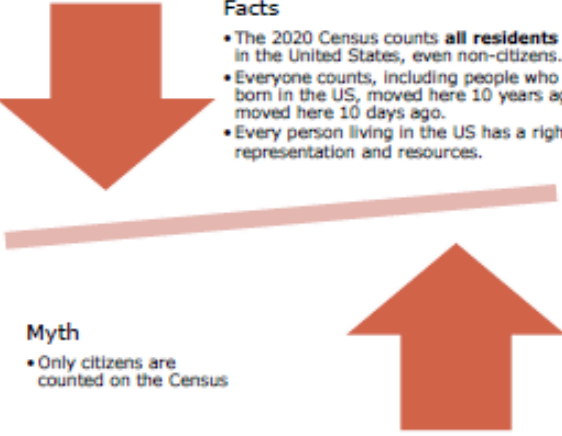
Census Myths

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Who is counted?



Facts


- The 2020 Census counts **all residents** living in the United States, even non-citizens.
- Everyone counts, including people who were born in the US, moved here 10 years ago, or moved here 10 days ago.
- Every person living in the US has a right to representation and resources.

Myth

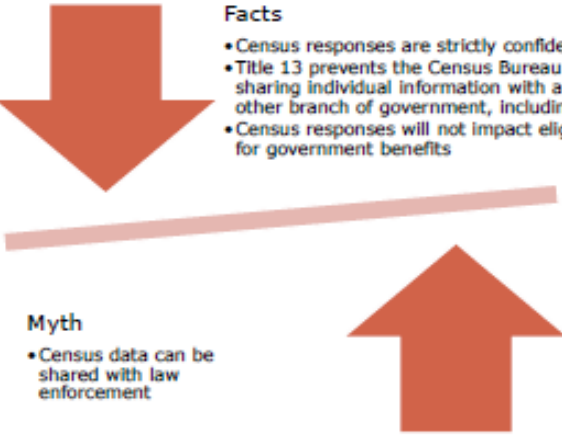
- Only citizens are counted on the Census

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Who can access Census data?



Facts

- Census responses are strictly confidential.
- Title 13 prevents the Census Bureau from sharing individual information with any other branch of government, including ICE
- Census responses will not impact eligibility for government benefits

Myth

- Census data can be shared with law enforcement

(20)

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How long is the Census form?

Facts

- On average, it takes 6 minutes to complete the Census for your entire household
- The Census form only contains 9 questions

Myth

- It will take a long time to complete the Census



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In which languages will the Census be available?

Facts

- People can respond online and on the phone in 13 languages
- The Census Bureau will provide language guides for 59 additional languages

Myth

- I need to be able to read English to complete the Census



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How does the Census help my community?

Fact

- Census data are used to fund programs that serve everyone, such as schools and roads

Myth

- I don't get anything from responding to the Census




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Discussion

What questions or concerns do you have?
What myths have you heard about the Census?
What ideas do you have for how to reach out to your community?



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Census 2020 Reference Guide

United States Census 2020


About the Census

Every 10 years, the US Census counts every resident in the United States. Participating in the Census brings resources into your community and guarantees that you and your household will have fair representation in government. For every person missed in the Census, your community loses about \$12,000¹ in federal funding over the following 10 years.


How the U.S. Census Affects Your Community




Representation. Determines how many legislators Virginia has in the U.S. House of Representatives.



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



Community Funding. The City of 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.

✓ **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.

How is Alexandria Preparing for a Complete Count?


The City of Alexandria is committed to making sure that all residents are counted in the 2020 Census.

Alexandria City Council established a Complete Count Committee with Resolution 2842. The Committee consists of Alexandria residents, City staff and community organizations who will encourage all residents to participate in the 2020 Census.




The City's Census team is working to develop tools and materials to share information about the 2020 Census, and will be hosting events in your neighborhood to discuss more about the Census.

Find out more about how to participate at alexandriava.gov/Census2020, including opportunities to:

- Volunteer to participate in Census activities.
- Partner with the Complete Count Committee on behalf of your organization.
- Share your comments about the Census.
- Ask a question.



For more information, visit alexandriava.gov/Census2020

@alexandriavagov #AlexCounts

11/1/2019

CENSUS TIMELINE

March 12-20
Residents receive an invitation to respond online.

APRIL 2020

April 1
Census Day 2020 begins

April 8 – 16
Residents receive a reminder letter and paper questionnaire.


April 20 – June 30
Census enumerators follow up with households that have not responded.

JUNE 30, 2020




Frequently Asked Questions

Who should respond to the Census?	Every person living in the United States is required to respond to the Census, regardless of citizenship or immigration status. When you respond to the Census, make sure to count every person in your household. This includes family members of all ages, as well as roommates who are unrelated to you.
What information does the Census collect?	The Census will ask how many people live in your home; whether your home is owned or rented; and each resident's name, sex, age, ethnicity, and race. The Census will also request a telephone number in case they have any follow-up questions about your responses.
How will the Census Bureau keep my information safe?	Under federal law (Title 13), the Census Bureau and all Bureau personnel may not share census responses identifying individuals with the public or other federal agencies, including immigration authorities and other law enforcement. Your response also cannot be used to determine whether you are eligible for government benefits. Census data are shared in aggregate to prevent individual responses from being identified by third parties. Individual responses may not be released to the public for 72 years.
Can I respond in a language other than English?	<ul style="list-style-type: none"> You can respond online in 12 languages, including Spanish, Arabic, French and Tagalog. You can respond over the phone in 59 languages. Paper forms will be available in English, Spanish and Braille. The Census Bureau is also preparing guides in 59 languages and a video in American Sign Language.
Who is Hard to Count in the Census?	Some residents are more difficult to count in the Census, and so run the risk of being undercounted. When certain groups are systematically undercounted, it is more likely that the City will not provide adequate resources to their communities. Areas with low self-response scores are considered hard-to-count. The following types of persons are considered hard to count: <ul style="list-style-type: none"> • Young children • Non-English speakers • Homeless populations • Undocumented immigrants • Renters • Veterans • Special needs populations • Racial and ethnic minorities • LGBTQ+ individuals

For more information, visit alexandriava.gov/Census2020



United States
Census 2020

@alexandriavagov
#AlexCounts

11/1/2019

Other printed materials

1. Sample 2020 Census Internet Self Response Invitations
2. Sample 2020 Census Questionnaire¹
3. English 2020 Census Questionnaire Guide²
4. George Washington University Institute of Public Policy's Counting for Dollars 2020 Fact Sheet for Virginia³

¹ <https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>

² <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>

³ https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_VA.pdf

Attachment 2: Partner Outreach Guide

Initial outreach conversation guide

I'm serving on the City of Alexandria's Complete Count Committee, which is tasked with encouraging all residents in the City to participate in the 2020 Census.

1. Why Census is important
2. State that we want to partner with organization
3. List of 4 ideas for ways to partner
 - Ambassador
 - Flyer for each case manager/one-on-one case worker
 - Integration into existing outreach
 - Brochures
4. Ask about upcoming events where we can promote the Census

Follow-up guidance

After you have established a partnership, you will be responsible for maintaining that partner relationship. At a minimum:

- Immediately after your conversation, share a list of upcoming events with Sierra for incorporation into the events calendar (if applicable)
 - Share any notes from the partner on how they would like the Committee to conduct outreach at the event
- At least monthly, follow up on the following as applicable:
 - Whether a representative from the partner organization has participated in Census ambassador training
 - Whether the partner needs additional print materials
 - Whether the partner needs guidance on how to incorporate Census promotion into existing outreach
 - If the partner has any upcoming events at which the Committee could share information about the 2020 Census

Attachment 3: Outreach Event Coordinator Guide

Outreach Event Coordinators (“Coordinators”) are members of the Complete Count Committee (CCC) who are responsible for organizing and managing community outreach events. These events are intended to connect with residents by “meeting them where they’re at”, and should prioritize event opportunities in hard-to-count communities. Upcoming events will be maintained on the [2020 Census CCC Google Calendar](#), and CCC members can volunteer to coordinate an event using [Sign-up Genius](#).

During the **Promotion Phase** (which extends through the end of January 2020), the focus of events will be on educating residents about the 2020 Census. The **Motivation Phase** will begin in February 2020, and the focus of events will be on encouraging residents to participate in the Census.

Coordinators will be responsible for:

1. Initiating contact with a point of contact (POC)
2. Determining volunteer staff needs for the event
3. Coordinating logistics on the day of the event
4. Managing the event

Initiating contact with a POC

The Coordinator is responsible for identifying an appropriate POC for an event, and initiating contact with that person. *For events managed by a third-party organization*, the POC should be an event planner or representative from that organization. *For events that we are organizing ourselves*, the POC should be a representative from the space in which we are hosting the event, such as a facilities or events coordinator.

During these conversations, make sure to establish the following:

- When the event will take place (date and time), when our volunteers will be able to arrive to set up, and when our volunteers will be expected to leave.
- How much space we will have. If space is tight, discuss which materials would make the most sense in the context of the event. We will have:
 - Retractable banners
 - Brochures
 - One-page flyers
 - Giveaways
- If the event organizer or facility will provide a table, booth, or chairs.
- How many volunteers the POC would recommend.
- How volunteers should accommodate event attendees. For instance:

- What languages (other than English) volunteer staff should speak?
- What concerns does the organization believe event attendees might have about the Census?
- Are there any materials that the coordinator would recommend to draw attendees' attention?
- Who the Coordinator should contact with questions on the day of the event.

Determining volunteer staff and resource needs for the event

Based on the conversation with the POC, determine:

- How many volunteer staff you will need.
 - As a best practice, volunteer shifts should typically last between 2 and 6 hours to avoid fatigue.
- Which resources you will need at the event, including retractable banners, printed signs, brochures, flyers, and giveaways.

Sierra or another City staff person will arrange volunteers and resources for the event, and confirm ahead of the event.

Coordinating logistics for the event

At least 24 hours before the event:

- Confirm that we will have space with the POC
- Confirm volunteer staff assignments with City staff
- Coordinate materials delivery or collection with City staff

On the day of the event:

- Set up materials at the event
- Brief volunteers ahead of the event on what to expect from event attendees, based on your conversation with the POC
- Debrief volunteers after the event to identify questions or concerns raised by event attendees about the 2020 Census
- Collect remaining materials after the event, and clean up the event space

Following the event:

- Return remaining materials to City staff

Managing the event

During the event, the Coordinator is responsible for managing volunteer staff and troubleshooting any problems. As part of this component:

- Have fun! If you and your volunteers are excited about the 2020 Census, more people will want to engage you in conversation.
- Make sure volunteers are focusing on sharing information about the 2020 Census and are adhering to the CCC's messaging.
- Assist volunteers with any difficult questions about the 2020 Census that they don't know how to answer.
- When you don't know how to answer a question, encourage the person to ask their question at alexandriava.gov/Census2020. Offer to take down their question and contact information if they would prefer.
- Contact your City staff person if you do not know how to handle a situation.

Attachment 3. Marketing and Communications Work Program

Marketing and Communications

WORK PROGRAM: Dec-July

Working Draft 12.18.2019

