

## Committee Input – Workplan Crosswalk

During the Complete Count Committee Kick-off Meeting on Thursday, March 28, the Committee discussed two questions:

1. What subcommittees should we [the Complete Count Committee] have?
2. When do we engage residents?

City staff documented Committee members' responses on flip charts<sup>1</sup>.

The following matrix documents how Committee input from this meeting is reflected in the 2020 Complete Count Committee Draft Workplan dated April 25, 2019.

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<sup>1</sup> Images available online at:

<https://www.alexandriava.gov/uploadedFiles/planning/info/CommentFlipChartImages.pdf>

Text available online at: <https://www.alexandriava.gov/uploadedFiles/planning/info/CCCFipChartText032819.pdf>

Schedule			Committee Responsibilities				Subcommittees			Other location where topic is addressed
Phase I	Phase II	Phase III	1	2	3	4	Partnership	Communications and Marketing	Schools	
Clarity on the group's purpose and tasks										Purpose; Responsibilities

**Discussion question 1 - What subcommittees should we have?**

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

	Schedule			Committee Responsibilities				Subcommittees			Other location where topic is addressed
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<b>Discussion question 2 - When do we engage residents?</b>											
Immediately											alexandriava.gov/Census2020
Frequently	X	X									
At existing events		X			X		X				
Weekends – where ppl are – supermarkets, etc.		X			X		X				
Through kids – schools, recreation programs		X			X		X				
Media – local newspaper		X			X		X				
Timing early to get in before pres primary begins											Timeline
Yard signs		X			X						
Volunteer Alexandria and Medical Reserve Corps				X				X			
Outreach through City dep							X	X			
Health dept, n'hood clinics							X	X			
Public transp – signs on buses, etc.		X			X						
NOVA – artwork for promo materials		X			X						
Boards and Commissions		X				X	X				
Farmers Mkts		X					X				
Festivals - ARHA events, Santa		X					X				
School events		X				X	X				
AARP				X				X			
Service organizations				X				X			
FACE – parent liaisons ACPS				X						X	
Social media		X				X					
Kiosks at public library to fill out and reminders			X		X	X					
Established messaging for social media and other com.		X				X					
Laundromats		X		X							
Use existing Census materials		X									
Art centers and other art orgs		X		X				X			
Arts commission		X		X							
Padres Activos – Neighbors to friends				X				X			
Churches				X				X			
Elected officials				X				X			
Trusted messengers – human touch critical				X				X			