

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 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. It will be augmented by a more detailed schedule of activities as the Committee develops more specific outreach strategies

Work Program Schedule

Full Committee (including City staff)	CY2019										CY2020					
Subcommittee (including City Staff)	FY2019			FY2020												
Steering Committee	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
Volunteer																
City Staff																
PHASE I: EDUCATION + ADMIN																
Hold Steering Committee meetings																
Hold full Committee meetings																
Identify groups to target for priority attention																
Develop strategies for communicating with hard-to-Count Populations prior to beginning of school year																
Develop a communications plan																
Develop and Manage Committee budget																
PHASE II: PROMOTION																
Produce promotional materials, including translated written materials																
Develop a social media campaign to encourage participation in the 2020 Census																
Coordinate outreach strategies with the Northern Virginia Region																
Distribute promotional materials																
Present on the 2020 Census at public meetings (to include boards and commissions, ACPS meetings, etc)																
Incorporate the 2020 Census into ACPS curricula																
Engage trusted messengers on how to discuss the 2020 Census																
Share information at community events																
Coordinate promotional material design with NVCC and ACPS																
PHASE III: MOTIVATION																
Provide opportunities for residents to respond to the 2020 Census online																
Coordinate volunteer and subcommittee activities across initiatives																

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

1. 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
 - Informing the Census Bureau's Northern Virginia Partnership Specialist of the Committee's outreach strategy, timeline, and activities
2. Manage the Committee. This will include:
 - Developing a communications plan
 - Developing a budget. The Committee has a budget of \$30,000, 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
Kendra Martello	Resident
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
Luisa Reyes	Campagna Center
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:

1. **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
2. **Communications and marketing subcommittee.** This subcommittee will be responsible for coordinating all communications and marketing materials, to include social media activity.
3. **Schools subcommittee.** This subcommittee will be responsible for managing the Committee's partnership with ACPS and other educational institutions.

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.