



Census 2020 Presentation to City Council Legislative Meeting

February 25, 2020

Outreach activities
to date

50
Events
Complete

- Presentations at:
 - ACPS Parent Coffees
 - NVCC's MLK Day of Service
 - Community-based organization meetings, such as ACHSO and AHAAC
- Tabling at community events, such as:
 - Elementary and middle school back to school nights
 - Tenants and Workers' Annual Meeting
 - Alexandria 2020 Housing Summit
- Flyer distribution at
 - Community-based organizations
 - Community events
 - Local businesses
- Census Ambassador Training

Summary of Activity, by Month

2019										2020					
M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
★		★	★			★		★		★	★	★	★	★	★
				★	★	★	★	★	★	★	★	★	★		
									★	★	★	★			
					★	★	★	★	★	★	★	★	★	★	

- ★ – Committee meeting
- ★ – Subcommittee meeting
(Marketing and Communications, Schools, Partnerships, and Outreach)
- ★ – Census Ambassador Training
- ★ – Outreach events

Upcoming outreach activities

- Banners in parades
 - St. Patrick's Day (March 7)
- Flyer, brochure, and poster distribution
 - Tabling at events
 - City facilities
 - Community-based organizations
 - Local businesses
- Social media and eNews promotion
- Census Day Promotion (April 1)

Promotional materials include:



- Flyers and brochures
- 11" x 17" posters
- Volunteer buttons and t-shirts
- Giveaways, such as stress balls and pens
- DASH bus posters
- WMATA bus and metro ads (coordinated throughout the DC region)
- PSAs developed by TC Williams' video production team

Partner Community-Based Organizations

- **ACPS**
- **ACT for Alexandria**
- **AHDC**
- **ARHA**
- Campagna Center
- **Carpenter's Shelter**
- Casa Chirilagua
- **Child and Family Network Centers**
- DASH
- Hunger Free Alexandria
- Islamic Relief USA
- **League of Women Voters**
- **Northern Virginia Community College**
- Senior Services of Alexandria
- **Tenants and Workers United**
- Volunteer Alexandria

Budget

(\$80,000 total)

Spending category	Amount spent to date	Total amount allocated
Giveaways (e.g., stress balls, keychains, pens)	\$ 684	\$20,000
iPads and accessories	\$6,404	\$6,040
Volunteer buttons and t-shirts	\$964	\$1,600
Print materials (e.g., flyers, banners)	\$337	\$20,000
Media ads (e.g., video PSAs, bus ads, paid social media)	\$2,540	\$17,360
Meeting materials and refreshments	\$560	\$3,000
Translation and interpretation services	\$3,390	\$12,000
TOTAL	\$13,786	\$80,000