

2020 Alexandria Complete Count Committee Work Program and Membership Roster
as of February 2020

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.

Work Program Schedule

<div> <div>Full Committee (including City staff)</div> <div>Subcommittee (including City Staff)</div> <div>Steering Committee</div> <div>Volunteer</div> <div>City Staff</div> </div>		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.

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

Steering Committee

Member	Organization
Councilman Canek Aguirre (Chair)	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.