



Are You Ready for the 2020 Census Count?



Our Presenters



Denise Barrett-Miller
City of Weston, FL



Pam Solomon
City of Weston, FL



Ryan Hunt
City of Arlington, TX



THE CITY OF WESTON

YOUR WORLD IS HERE SM

- Incorporated 1996
- Pop. 67,314 (April 2019 – UF)
- Located in South Florida
- Top Rankings for Safety, Family-oriented
- 50% Hispanic/Latino origin (ACS, 2017)
- 60% Speak a Language other than English at home (ACS, 2012-2016)



**KICKOFF AT 4TH OF JULY PARADE
THEME: BE AN EVERYDAY HERO!
JULY 4, 2019**

THE
CITY OF WESTON

Our Vision is Clear. Everyone Counts.



United States®
Census
2020

BANNERS, COLLATERAL AND GIVEAWAYS

THE CITY OF WESTON

Our Vision
is Clear



Everyone
Counts

Census Day is
April 1, 2020

WestonFL.org/Census2020
#BeCounted

United States®
Census
2020



Be a Hero!



- The U.S. Constitution requires a population count of everyone living in the country every 10 years. Your participation is required to ensure an accurate count.
- By participating in Census 2020, you are helping your community obtain its fair share of \$700 billion in Federal funds for vital programs.
- Census data impacts programs such as education, emergency preparedness, roadway improvements and healthcare.
- It's safe and secure, and census data is protected by law.
- Be counted despite your immigration status. It's safe, secure, and census data is protected by law.

**Census Day is
April 1, 2020**

**United States®
Census
2020**

WestonFL.org/Census2020 #BeCounted

¡Sé un héroe!



- La Constitución de los EE. UU. requiere un conteo de la población cada 10 años. Tu participación es obligatoria para asegurar un conteo preciso.
- Al participar en el Censo 2020, ayudarás a tu comunidad a obtener lo que le corresponde de los 700 mil millones de dólares en fondos federales para financiar programas vitales.
- Los datos del censo afectan programas como la educación, la preparación para emergencias, el mejoramiento de carreteras, y el cuidado de salud.
- Participar en el censo es seguro y los datos están protegidos por la ley.
- Hazte contar sin importar tu estatus migratorio. Participar es seguro y los datos están protegidos por la ley.

**Día del censo
1 de abril, 2020**

**United States®
Census
2020**

WestonFL.org/Census2020 #HazteContar



ENGAGE STAFF, STUDENTS, PARENTS...



STRATEGIC MESSAGING SIGNAGE IN COMMISSION CHAMBERS





OUTREACH AT CITY EVENTS

USE YOUR RESOURCES

Local High School: A Wealth of TALENT!

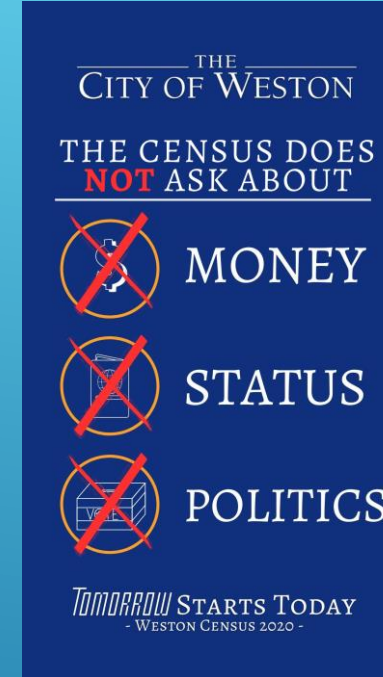
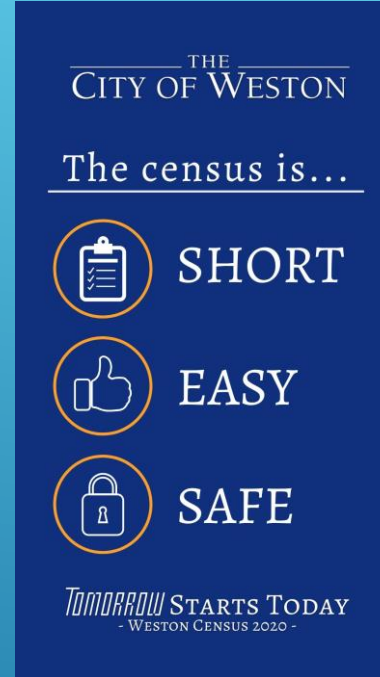
Cypress Bay High School

Cambridge AICE Media Studies Classes

Students developed media campaigns targeting:

- Millennials
- Seniors, or
- Hard to enumerate (specifically South Asian community)

SAMPLE CAMPAIGN



Sample Facebook post and Instastory for Instagram developed by a student

VIDEO CAMPAIGN

Use Trusted Voices

THE
CITY OF WESTON

cen·sus
/ˈsensəs/ noun

*An official count or survey of
a population, typically recording
various details of individuals.*

THE CITY OF WESTON

cen·sus

/ˈsensəs/ noun

*An official count or survey of
a population, typically recording
various details of individuals.*

WHAT YOU CAN DO NOW

It's ACTION time. Census mailing in homes, March 12–20

- Use existing communication channels to deliver message.
- Use Census Bureau resources at:

<https://2020census.gov/en/partners/outreach-materials.html>

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

EASY AND FREE Ways to Spread the Word

- On hold message on phone systems
- Messages and bulletins on cable TV, social media, before events like MOVIES in the PARK, Commission Meetings
- EVERY SINGLE Newsletter, every city publication
- Water bill insert
- Local YMCA – they have an internal TV bulletin system
- Articles in local publications

HARD TO ENUMERATE

Culturally, Ethnically, Linguistically Diverse

- Working with County's Subcommittee
 - Seek help from a trusted leader
 - Find ways to connect
 - Host an outreach meeting to bring community leaders together
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.

SOCIAL MEDIA



Twitter, Nextdoor,
Facebook and Instagram

WestonFL.org/Census2020

- Drive people to this page from social media channels
- Provide updated content regularly
- Access to resources from USCB and Broward County



ENGAGEMENT



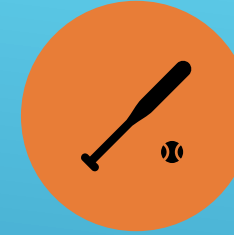
LOCAL CLERGY
"CENSUS
SUNDAYS"



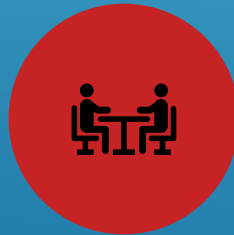
HOMEOWNERS
ASSOCIATIONS



ROTARY CLUBS &
ORGANIZATIONS



SPORTS LEAGUES –
ANY GROUPS YOU
KNOW!



SPEAK AT THEIR
MEETINGS



ATTEND EVENTS



CARDS FOR
DAYCARE
BACKPACKS

City of Arlington, Texas 2020 Census Marketing Campaign

#ArlingtonCounts2020

#AmericanDreamCity

Arlington, Texas: The American Dream City

- 48th largest city in the country with close to 400,000 residents
- Adopted *The American Dream City* branding in June 2014
- WalletHub recently ranked Arlington 13th most diverse “large city” in the country (38th overall)
- English, Spanish and Vietnamese languages have received a heavy focus for our outreach strategy based on population data
- Internal committee made up of two members of our city's communications staff, three members of our Office of Strategic Initiatives



Everyone Counts in Arlington

- Launched social media campaign in November 2018
- Facebook, Twitter, Instagram and Nextdoor
- Developed overall theme in 2019, with a strategic social media plan enacted/implemented in October working with our citizen Complete Count Committee



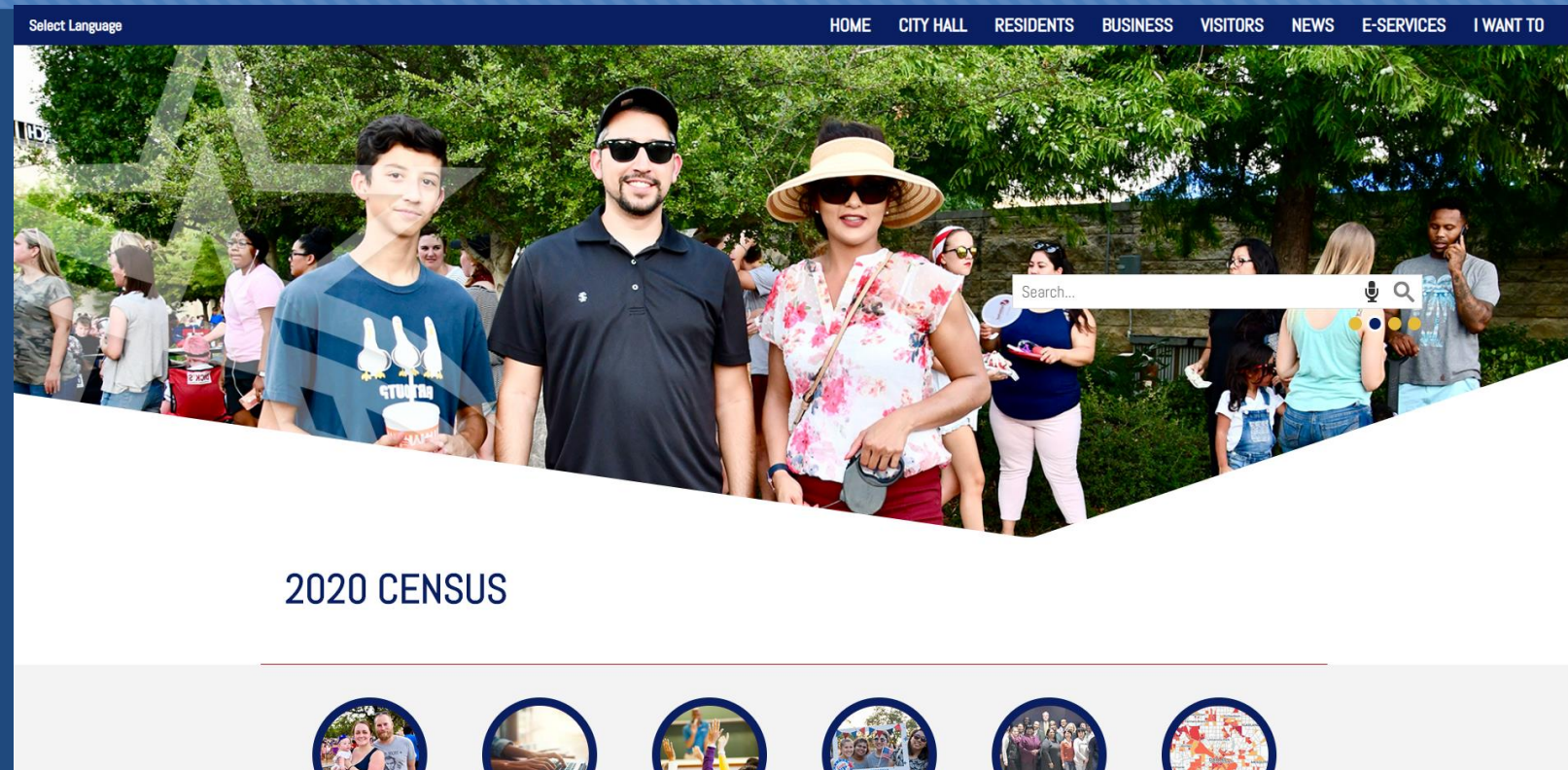
**EVERYONE
COUNTS**

#ARLINGTONCOUNTS2020

2020CENSUS.GOV

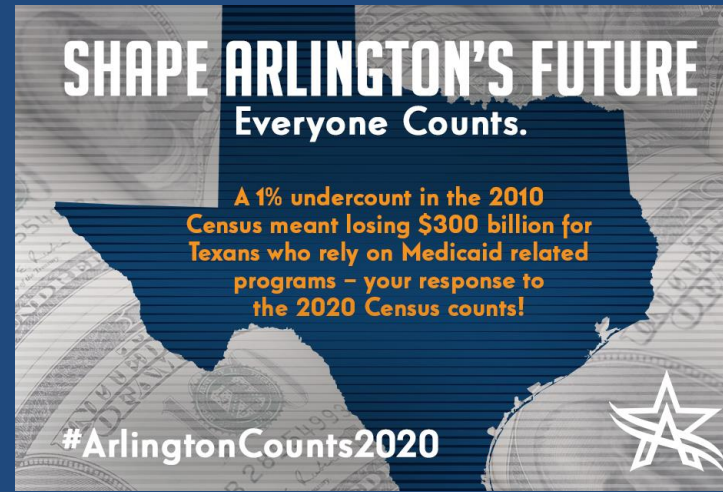
Arlington Census Website

- Created a webpage specifically dedicated to 2020 Census materials in Arlington:
arlingtontx.gov/2020census
- Marketing resources, Census Committee information, data and maps, FAQs, news feed, video content, etc.
- Links to website translations in Spanish and Vietnamese



Social Media Graphics

- Consistent branding throughout the campaign
- Capitalized on holidays (Halloween pictured here)
- Utilized key data to highlight the community impact of completing the 2020 Census
- Created a content calendar to ramp up marketing from October 2019 – April 2020 (1-2 posts per week on social media)



Video Content

- Ask Arlington interview with Sarah Stubblefield, our internal committee chair
- Call to action video with Mayor and Council highlighting the importance of filling out the Census and the benefits to the Arlington community
- Two in-depth 2020 Census PSAs: one that is more informational and another that pulls at the heartstrings/goes for an emotional pull



1st Census PSA (September 2019)

- Script/video editing by Office of Communication
- Available in English, Spanish and Vietnamese (utilized members of our Complete Count Committee)
- English: 41,000+ views
- Spanish: 26,000+ views
- Vietnamese: 16,000+ views
- Facebook Ads/YouTube



2nd Census PSA (February 2020)

- Script/video editing by Office of Communication
- Utilized City staff, members of the Complete Count Committee, UT Arlington student for talent
- Features English, Spanish, Vietnamese, Mandarin and Arabic languages
- 42,000+ views
- Facebook Ads/YouTube



Lessons Learned/Takeaways

- With 2020 Census invitations hitting mailboxes across the country in about a week, now is the time to hit ground running with marketing materials ☺
- Design messaging to promote how easy it is to respond, safety/security (which has seen the most community concern/engagement), community benefits, potential funding, etc.
- With limited staff/resources, rely on free marketing materials available at www.2020census.gov.
- Every community event is an opportunity to educate/raise awareness for the 2020 Census. Rely on your citizen committees!



Questions

Denise Barrett-Miller, dbarrett@westonfl.org

Pam Solomon, psolomon@westonfl.org

Ryan Hunt, ryan.hunt@arlingtontx.gov

