

2010 CENSUS

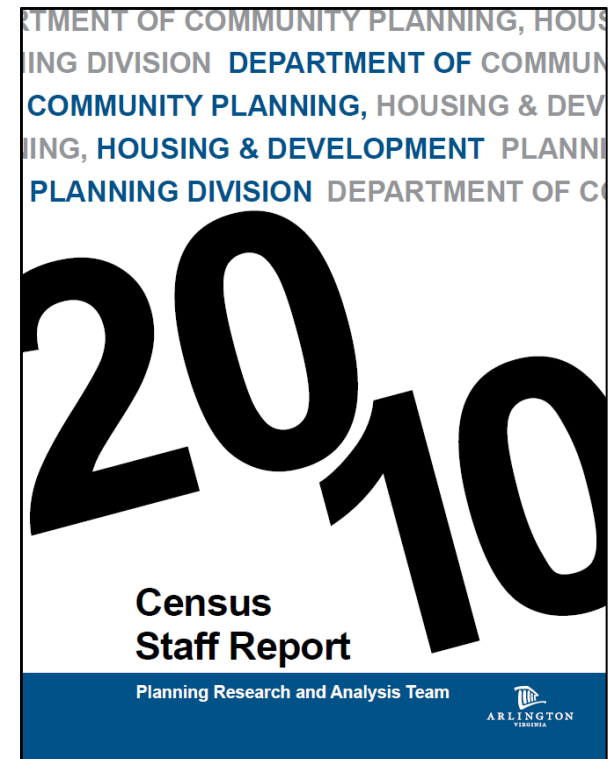
Arlington let's get counted!

Staff Report

Community Planning, Housing and Development
Planning Division
October 26, 2010

Key Findings

- 2010 Census Staff Report
 - “Arlington, Let’s Get Counted!” was a success by counting 3,500 more households in 2010 than in 2000 in the mail back participation.
 - This success was due to the creative outreach campaign conducted by the Complete Count Committee and County staff, and also the support of the County Board through Board Liaison Walter Tejada.
 - A substantial increase in mail back participation occurred in the lowest participating tracts in the 2000 Census.



2010 Census Goal

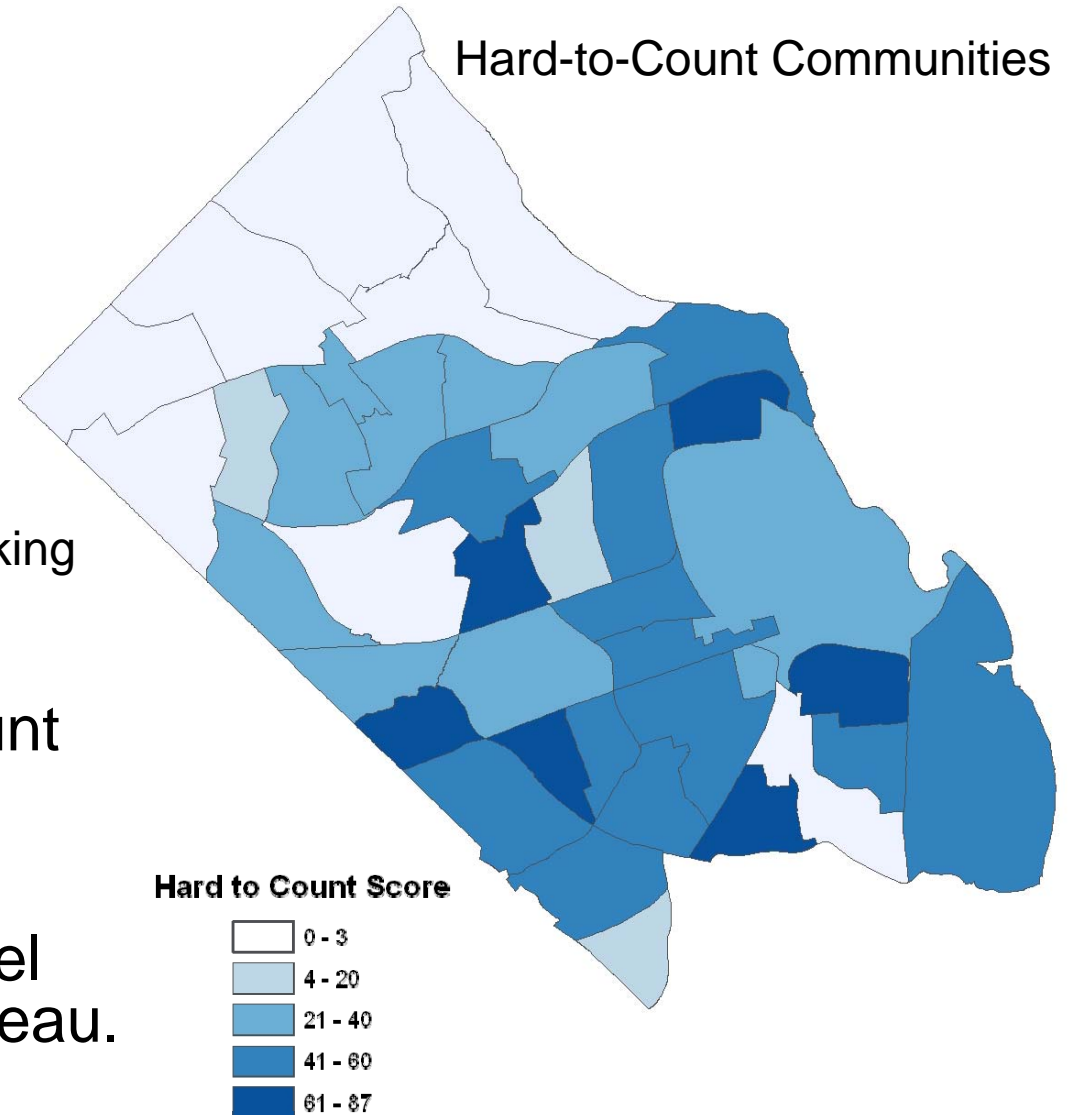
Count every Arlington County resident
as of April 1, 2010.

"Arlington will be a diverse and inclusive world-class urban community with secure, attractive residential and commercial neighborhoods where people unite to form a caring, learning, participating, sustainable community in which each person is important."

— Arlington County Board

Arlington, Let's Get Counted!

- Challenged staff to be creative by constrained budget
- Two prong outreach approach:
 - Internet and Social Networking
 - Personal Interactions
- Focused on hard-to-count communities.
- Arlington's outreach strategy used as a model by the U.S. Census Bureau.



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- Internet and Social Networking
 - Dedicated County web space
 - Almost 200 followers on Twitter.
 - Made connections to community organizations and groups through Facebook and Twitter



- Personal Interaction
 - Series of three forums
 - June 2009
 - October 2009
 - March 2010 (Latino Round Table)
 - Presentations
 - Community Groups
 - Civic Associations
 - Schools
 - Community Events
 - Workshops
 - Multicultural Events

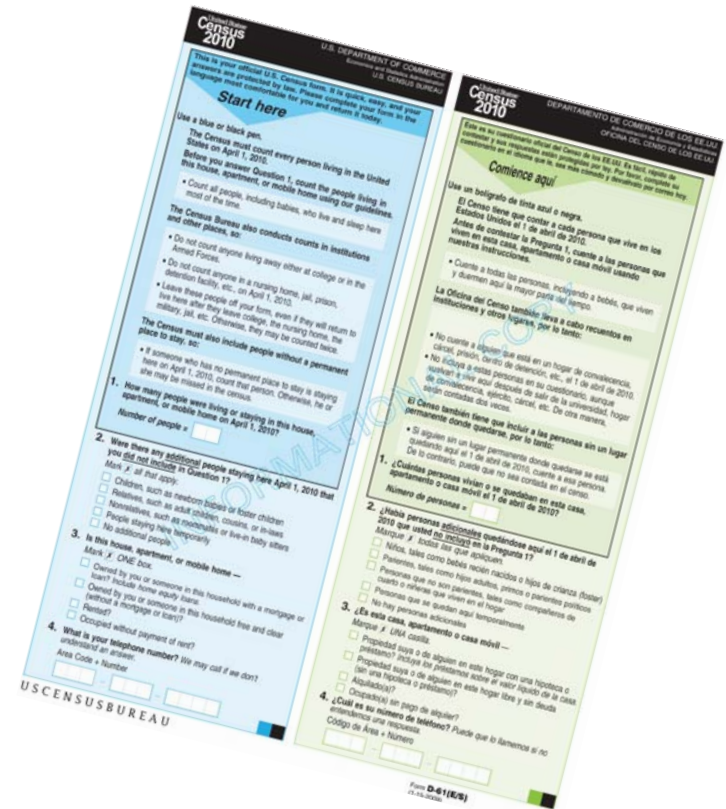


- Complete Count Committee
 - Co-Chairs
 - James Whittaker
 - Leni Gonzalez
 - 40 volunteer members
 - Activities
 - Census in Schools
 - Canvassed Neighborhoods
 - Worked with local media
 - Fairs, parades, workshops and community events.

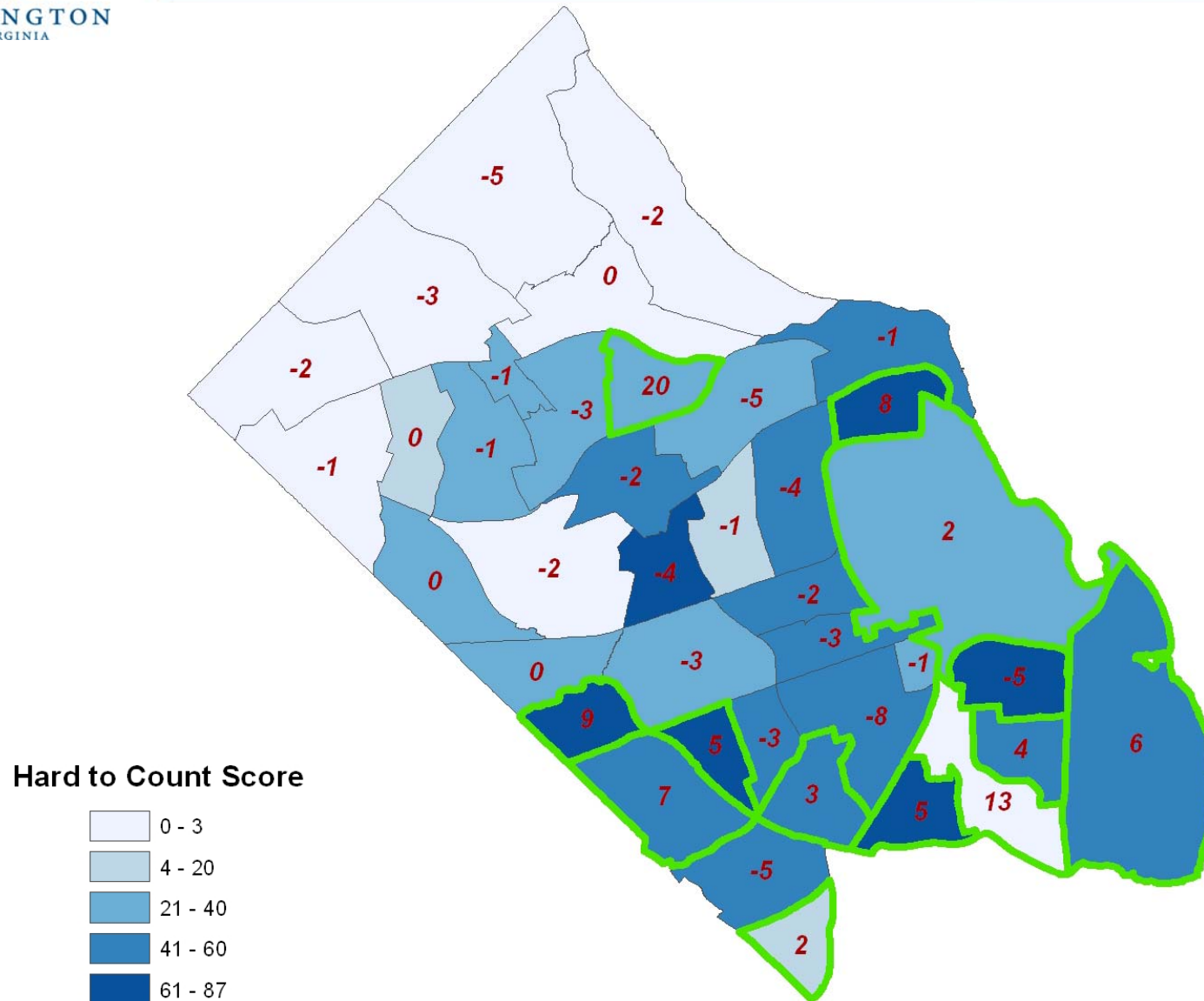


Mail Back Participation Results

- **74%** Mail Back Participation Rate
- **3,500** more households mailed back their questionnaire compared to the 2000 Census.
- Increased participation in hard-to-count communities



Mail Back Participation Results



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Mail Back Participation Results

Mail Back Participation Rate *(as of April 27, 2010)*

	2000	2010	Change
Arlington County (CCC)	75	74	-1
City of Alexandria (CCC) (\$)	72	73	+1
Fairfax County (CCC)	81	76	-5
City of Falls Church	81	77	-4
District of Columbia (CCC) (\$)	66	69	+3
Montgomery County (CCC)	79	78	-1
Virginia (CCC)	73	76	+3
Nation	72	72	0

(CCC) = Established Complete Count Committees

(\$) = Financial Assistance

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Lessons Learned

- A Complete County Committee is essential.
- Manager appointed committee gave staff flexibility to add new members.
- County Board support is essential.
- Outreach activities should be conducted in conjunction with other County events.
- More emphasis needs to be placed on non-hard-to-count areas.

Thank you Complete Count Committee!

- Thanks to the volunteer members of the Complete Count Committee!
 - Census in Schools
 - Canvassed Neighborhoods
 - Worked with local media
 - Participated in fairs, parades, and community events.

