




- **CONTINUOUS NOW THROUGH APRIL 1, 2020: ORIGINAL 2020 CENSUS PSA ADVERTISING IN ENGLISH, SPANISH AND VIETNAMESE**
- **Oct. 18-20:** Publish 2020 Census listicle and job recruitment events article on the City's website and share on social media 
- **Week of Nov. 4 (Renee creates graphic from Sarah PDF):** \$800 billion each year is allocated to the states based on the data you provide in the Census. Texas receives more than \$59.4 billion each year - that's \$2,132 for every Texan!
- **Week of Nov. 11 (Renee creates graphic from Sarah PDF):** If we don't count just 1% of Texas residents, nearly \$300 million each year is diverted to other states. This means missing out on funding for: Family Services, Education Programs, Healthcare, Transportation Infrastructure and Housing Initiatives
- **Week of Nov. 18 (use one of Renee's Everyone Counts graphics):** The Census is REQUIRED. Once every decade, the federal government conducts a Census of the entire population of the United States as mandated by the US Constitution - we haven't missed one since 1790!
- **Week of Dec. 9 & 16** Mayor & City Council video messages
- **HOLIDAY BREAK** – Social media engagement plummets for us here. It might be a good time to re-push Kyle's 2020 Census listicle and the PSA.

- **Week of Jan. 13:** *Ask Arlington* episode with Jay Warren hosting and Sarah Stubblefield as the guest **(Cynthia Cruz will join if approved by Regional Census team)**
- **Week of Jan. 20:** Emotional 2020 Census Video showcasing Arlington’s cultural diversity that has multiple people saying “Everyone Counts” in different languages **(will also be boosted/advertised on social media and YouTube)**
- **Week of Jan. 27 (use one of Renee’s Everyone Counts graphics):** The Census is EASY. While you may be used to the paper form, for the first time in 2020 you will also be able to respond online from any device, or over the phone in 13 languages.
- **Week of Feb. 3 (use one of Renee’s Everyone Counts graphics):** The Census is CONFIDENTIAL. The Census Bureau is not permitted to share your personal information with any other agency or organization. Each Census worker takes a lifelong oath to keep your information private, at risk of a \$250,000 fine and up to five years in jail.
- **Week of Feb. 10 – (use one of Renee’s Everyone Counts graphics):** The Census is SAFE. The Census will not ask for your Social Security number, bank, or credit card accounts numbers. There is also a robust cybersecurity program to protect your data.
- **Week of Feb. 17 (Renee probably needs to create something new here):** 10 questions, 10 minutes, More for Arlington. For more information, visit www.arlingtontx.gov/2020Census or www.2020census.gov
- **Week of Feb. 24:** Re-push 2020 Census Data in Action graphic or create new one (or both)
- **March 1 (one month out):** Change the City’s Facebook profile picture and cover photo to remind people about participating in the 2020 Census