

## 2010 Census Outreach Strategies Targeting Hard to Count and Minority Populations



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## Snapshot of Arlington

- 2008 Population – 374,417
- Minority Populations
  - Hispanic  
2000 - 18.3%  
2008 - 26.4%
  - Black  
2000 - 13.7%  
2008 - 16.1%
  - Asian  
2000 - 6.0%  
2008 - 7.8%



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## Hard to Count Areas

<p><u>Areas:</u></p> <ul style="list-style-type: none"><li>• East Arlington</li><li>• Central Arlington (Downtown area)</li></ul>	<p><u>Hard to Count Indicators:</u></p> <ul style="list-style-type: none"><li>• High % of renter occupied households</li><li>• High % of minority populations</li><li>• High % of movers w/in a 12 month period</li><li>• Large number of apartments (primarily in Central Arlington)</li><li>• A number of single-parent households (primarily in Central Arlington)</li></ul>
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**Outreach Strategies**

- Three subcommittees formed
  - Institutional
    - Work w/ ESL and Social Studies coordinators, churches, day cares
  - Business
    - Work w/ Supermarkets (e.g., Fiesta Marts), Chambers of Commerce, personal service businesses (e.g, check cashing establishments)
  - Community-Based (includes Hispanic and Asian focuses)
    - Work w/ various newspapers and radio stations, conduct educational interviews, use city avenues (e.g., water bill inserts)

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**Questions?**

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