



*Minutes
2010 Sunshine Census Statewide Complete Count Committee
Sixth Full Committee Meeting
January 20, 2010
11:00 a.m. - 2:00 p.m.
Valencia Community College's Criminal Justice Institute
8600 Valencia College Lane Orlando, FL 32825*

Statewide Complete Count Committee Members in Attendance:

Chairman Richard Crotty, Mayor of Orange County COMMITTEE CHAIR
Bryan Vaughn, Governor's Commission on Disabilities
Candace Lankford, Florida School Board Association
Courtney Heidelberg, Florida Department of Highway Safety and Motor Vehicles
Imam Muhammed Musri, Islamic Society of Central Florida
Joe Quetone, Florida Governor's Council on Indian Affairs
Kathy Thrumston, Florida Parent and Teacher Association
Leilani Fontanilla, Filipino-American Organizations in Central Florida
Maria Pinzon, Hispanic Services Council
Rabbi Merrill Shapiro, Temple Beth Shalom
Shirley Caban, representing Linda Grisham, Florida Department of Education Adult Migrant Program and Services
Steve Murray, Florida Department of Veterans Affairs
Vesselka McAlarney, representing Rebecca Rust, Florida Agency for Workforce Innovation

Statewide Complete Count Committee Members and Legislative Delegates on the Conference Call:

Alexis Tibbetts, Florida Association of District School Superintendents
Carol Westmoreland, representing President Carmine Priore, Florida League of Cities
Lois Herron, AARP Florida
Michele Taylor, Florida Catholic Conference
Patrick Franklin, Urban League of Palm Beach County
Representative Hazelle Rogers, District 94
Representative Perry Thurston, District 93

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Legislative Members on Conference Call:

Representative Gwen Clark-Reed, District 92

Governor's 2010 Sunshine Census Staff in Attendance:

Ayla Anderson, Government Analyst, 2010 Sunshine Census Initiative
Bob Sparks, Executive Deputy Chief of Staff
Clyde Diao, Governor's Liaison of the 2010 Census

U.S. Census Bureau Staff in Attendance:

Marilyn Stephens, Partnership Coordinator, Team Leader

Other Attendees and Guests:

Betty Holness, Volusia County Government
Julieann Cruz, Filipino-American Organizations in Central Florida
Lavon Williams, Orange County Government
Petra Solimon, Florida Council on Indian Affairs
Saji John, Orlando Regional United Malayalee Association
Tiana Davis, Orange County Government

Ayla Anderson thanked everyone for attending the sixth 2010 Sunshine Census Statewide Complete Count Committee meeting and introduced the Committee Chairman, Mayor Richard Crotty.

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Mayor Richard Crotty said he was excited about the work that has been done on the 2010 Sunshine Census thus far and stated that now is the time to move into high gear. The Orange County Complete Count Committee created census awareness at the Martin Luther King parade in Orlando and continues to reach out to ethnic barbershops and beautician salons. The Orange County Complete Count committee is also creating awareness at grocery stores, on utility bills and local radio. He concluded by thanking everyone at the statewide and local level for their participation in the 2010 Census awareness effort.

Ayla Anderson gave an update from the Governor's office. She stated that the Legislative Committee on Intergovernmental Relations (LCIR) issued a survey asking local governments if they have formed a local complete count committee, and if not, when they plan to or what is their reason for not forming one. Many municipalities and some counties responded to the survey, which was posted on LCIR's Web site. The survey did not result in a comprehensive list, but provided information on why some local governments chose not to form complete count committees (CCCs). Over three quarters of the counties (about 16) that answered the survey have formed complete count committees and the municipalities (about 109) that answered were basically split. Some of the reasons stated for not forming local CCCs are municipality is working with the county CCC, lack of resources, and small size of county/municipality.

Ayla Anderson said that during the 2009 legislative session, the legislature appropriated \$2.8 million for the 2010 Sunshine Census Initiative. On November 17, 2009, the Executive Office of the Governor posted a \$2.1 million Request for Proposal (RFP) for the 2010 Sunshine Census Integrated Public Awareness Campaign. The RFP is broken down into 12 award categories:

1. American Indian
2. Asian-American and Pacific Islander
3. Black, including African-American and Caribbean-American (Southeast, South Central, and Southwest Florida)
4. Black, including African-American and Caribbean-American (East Central, Northeast, North Central, Northwest, and Tampa Bay Florida)
5. College and University Students
6. Disabled Persons, including Disabled Veterans

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7. Hispanic American (Southeast, South Central, and Southwest Florida)
8. Hispanic American (East Central, Northeast, North Central, Northwest, and Tampa Bay Florida)
9. Homeless Persons, including Homeless Veterans
10. Part-time Florida Residents
11. Migrant Farm Workers
12. Rural Counties and Rural Areas of Critical Economic Concern

Potential contractors were asked to demonstrate their ability to involve businesses, faith-based groups, community organizations, elected officials, grassroots and ethnic organizations in targeting hard-to-count segments of Florida's population and increase participation in the 2010 Census. The anticipated award date was scheduled for today, January 20, 2010, but due to the volume of proposals, it will be extended.

Ayla Anderson continued by stating that there will be a second outreach effort called "targeted awareness." It will take place during March 22, 2010 – May 3, 2010. This effort will target census tracts that are showing a comparatively low response rate. During the 2000 Census, Florida contracted with Florida State University to monitor the response rates from the census tracts in Florida and provide the local complete count committees with thematic maps. It was up to the local governments if they implemented "targeted awareness" to the tracts showing a low response rate. During the 2010 Census, the U.S. Census Bureau is providing the service of monitoring response rates; the program is called the "Take 10" Initiative, http://2010.census.gov/partners/pdf/toolkit_take10_overview.pdf. Data will be displayed online through an interactive map. The Bureau will post the response rates on their Web site from the national level all the way down to the tract level. The online map tool will allow users to download the whole dataset each day. Geographic areas include: Nation, State, County, Incorporated Places, Consolidated Cities, Municipality, Minor Civil Division, American Indian Areas, and 2010 Collection Tracts. There will be an effort by Florida to implement "targeted awareness" among the census tracts that are showing a low response rate.

Representative Hazelle Rogers asked if there was a specific date and time the award announcement will be postponed to.

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Ayla Anderson said she didn't know exactly, but the date will be posted on the Vendor Bid System by 5:00 p.m. today.

Representative Hazelle Rogers stated that she is very disappointed the winning contractors could not be announced today. She asked if the "targeted awareness" component to the 2010 Sunshine Census Initiative will be an RFP process as well.

Ayla Anderson said that the "targeted awareness" will likely go through a public bidding process.

Representative Hazelle Rogers said that with the recent events in Haiti, it might be difficult to obtain an accurate count of the Haitian population in Florida. They are one of the largest migrant communities in Florida and it might pose difficulty to bring their attention to the census. There might be a need for funds to be specifically allocated toward this effort.

Ayla Anderson described the census timeline of the coming months:

- **January 2010:** Census Bureau begins Integrated Public Awareness Campaign and Road Tour
- **February 2010:** Sunshine Census Public Awareness Campaign Begins
- **March 2010:** Census Questionnaires arrive in the mailbox
- **April 1, 2010:** Census Rally in the Capitol Courtyard
- **April 2010-July 2010:** Door-to-door enumeration

Ayla Anderson stated that the focus of the meeting today is for each subcommittee, as individual members or as a whole subcommittee, to develop a two-month 2010 Census action plan. She pointed out the various toolkits that are available on the U.S. Census Bureau's Web site, <http://2010.census.gov/partners/toolkits/> and said how useful they were for community census awareness.

Ayla Anderson introduced Candace Lankford, the president-elect for the Florida School Board Association and member of the 2010 Sunshine Census Statewide Complete Count Committee. Candace Lankford is also very active in the local census outreach effort in Volusia County.

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Candace Lankford stated that she wanted to show the Statewide Complete Count Committee what Volusia County and their cities are doing to create census awareness in their communities. She introduced Betty Holness, the outreach manger and Volusia County census Liaison for the 2010 Census.

Betty Holness said that the 16 cities in Volusia County are actively involved in the county's complete count committee. She said that the people shown in the Volusia County 2010 Census marketing campaign are members of the community. Flyers are customized to each city and a PowerPoint presentation has been put together so the cities can use it at city meetings and functions. The marketing campaign contains messages including, "Everything we do is affected by the census (transportation, education, public safety, etc.)"; "The questionnaire takes only minutes to fill out"; and "Filling out your census questionnaire is required by law." A lot of the promotional materials show what the 2010 Census questionnaire looks like, inform residents when to expect the form, and stress the confidentiality of their information on the census questionnaire.

The campaign is targeting the hard-to-reach populations. They have placed 15 billboards around the county, placed census ads in the front, back and interior panels of buses, and have placed outreach materials such as posters and flyers in public libraries. The campaign is also working with the five colleges in Volusia County and has customized materials for each. They have two Web sites, one in English and one in Spanish, www.volusiacounts.org and www.volusiacuenta.org. They are also working with housing authorities and mailers to mail-out information to churches, child day care centers and businesses. The movie theaters in Volusia County air public service announcements before the beginning of movies.

Leilani Fontanilla asked how Volusia County plans on reaching out to the homeless population.

Betty Holness said they are in the process of indentifying where the homeless population congregates. They plan on reaching out to soup kitchens and supplying them with census information. They also plan on having many of these locations become "Be Counted" sites.

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Marilyn Stephens commended Volusia County for their efforts. She said the Atlanta Region held a historically black college and Hispanic student summit over the weekend of January 16, 2010, and Bethune Cookman College, located in Volusia County, demonstrated the “best practice” among any other college campus in Florida.

30 MINUTE LUNCH BREAK

Marilyn Stephens greeted everyone and gave an update from the U.S. Census Bureau. She said she brought faith-based packets for everyone. If members of the committee want to request more, they can. There are 200 per box.

Marilyn Stephens spoke about the 2010 Census National Neighborhood Blitz, “March to the Mailbox.” This will entail one million volunteers, and they will target specific tracts deemed hard-to-count. The dates this will take place are March 25-March 27. Once the hard-to-count tracts are identified, the Bureau will ask complete count committees to assist in recruiting volunteers. The volunteers will be equipped with baseball caps, t-shirts and noise makers.

Marilyn Stephens spoke about jobs for the 2010 Census. She said that they are still in the recruiting phase and have not starting hiring for the second phase yet. She said that a person’s name does not show up in the database of potential employees unless they have passed the background check. This is the reason for some people not being contacted for jobs.

Marilyn Stephens addressed the concern over counting Haitian-Americans and refugees during the 2010 Census. Since there are likely quite a few families that may have extra people in their households due to the disaster in Haiti, the message is still to count everyone living in the household as of April 1, 2010, Census Day.

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Marilyn Stephens addressed the Partnership Support Program (PSP). She said the program was swamped with applications and they are just now reviewing applications dated back to October. She said the first step to the PSP applications begin approved is the regional staff vetting them and ensuring all the required documents and information are located in the application. The next step is the vetted applications go the final approval location in the Midwest. She added that the PSP applications are reviewed as a region, not just Florida, and the Atlanta region has the largest workload in the United States, there is no way to fund every organization that applies.

Leilani Fontanilla noted that her organization, Filipino-American Organizations in Central Florida, has been partnered with the Census Bureau since February 2009, and they have not received any funds from the PSP.

Marilyn Stephens said she would look into it and asked that Leilani send her an e-mail.

Marilyn Stephens spoke about the 2010 Census Road Tour, <http://2010.census.gov/2010census/roadtour/>, which kicked off on January 4, 2010. The regional vehicles are smaller than the national vehicle, which is a semi-truck. The regional and national vehicles will be at the Pro Bowl and Super Bowl in Miami. Marilyn said she would try to supply Ayla Anderson with a two-week Florida Road Tour schedule on a regular basis. On February 2, 2010, the regional vehicle will be at North Miami Senior High School for a Census in Schools kick-off event. Marilyn stated that she would like all school districts to have Census in Schools kick-off event, especially at schools in communities with large hard-to-count populations. The Census Bureau is asking every school to host a "Census Week," in which some activities and lesson plans will involve the 2010 Census, <http://www.sunshinecensus2010.com/censusInSchoolsWeek.aspx>. She stated that the census is a family project and encourages schools to send home take-home census materials with the students. The Census in Schools Week is recommended to be held before April 1, Census Day. The advanced letter will be sent to households informing them that their census questionnaire is on the way during March 9-15. During the week of March 15-17, the census questionnaires will be mailed to the households nationwide.

Lavon Williams with the Orange County Complete Count Committee said that they were planning on have a local canvassing day as well. She said it would be more efficient to coordinate that day with the 2010 Census National Neighborhood Blitz.

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Marilyn Stephens addressed the concern of the term “Negro” as one of the selections for question number nine on the census questionnaire. She said this is not something new, there were a lot of questions about the term during the 2000 Census as well. The reality is that a large portion of the Black population in America still identify with that term. During the 2000 Census, a large segment of the population still wrote the term “Negro” on the questionnaire, even though it was already one of the selections. Most of the people who identify with the term are under age 65. Question number nine was a hot topic at the historically black college and Hispanic student summit over the past weekend. She said that many of the students interpret the term as negative. Marilyn asked the students to do some research and explore the history of the term. Marilyn stated that the term will be reviewed over the next decade and may or may not appear in the 2020 Census. The census is an evolutionary process. She said when she was a child, the choices were white, black, or other. She mentioned that there is a test being done during the 2010 Census, testing the race choices of Haitian and Nigerian. She stated she does not know which areas of the country these questionnaires will be sent to.

Candace Lankford asked if the Census in Schools Week can be in April because immediately after FCAT season, there is Spring Break.

Marilyn Stephens said the last week of February would be best. She said that schools dedication to Census in Schools Week can be as simple as one day, or one announcement the whole school receives, such as, “We are a Census in Schools School and are dedicated to achieving an accurate count during the 2010 Census.”

SUBCOMMITTEE BREAKOUT SESSION: The focus of the meeting today is for each subcommittee, as individual members or as a whole subcommittee, to develop a two-month 2010 Census action plan.

Community-based Subcommittee Action Plan:

1. Public Awareness- To obtain all the informational and promotional materials available from the U.S. Census Bureau and disseminate them among our various community networks.

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2. Public Education- Address how the census information affects people on an individual level and how it affects their neighborhood. Address the fears associated with filling out the census questionnaire and stress confidentiality of information. Inform the community to properly identify a Census Bureau employee, to protect the safety of the resident and employee.

Faith-based Subcommittee Action Plan:

1. Every clergy person in the state should receive a faith-based packet from the Census Bureau. The packets contain all the tools the faith communities in Florida need to reach out to their constituents, i.e. drop-in announcements, key messages, articles, bookmarks, and brochures.
2. To encourage faith-based locations to become Questionnaire Assistance Centers and “Be Counted” Sites.
3. To organize 2010 Census speakers to ministries across the state.

Government Subcommittee Action Plan: During the breakout session, Marilyn addressed the question, “How are people in group quarters and military personnel counted?” Here is a link to the answer,

http://2010.census.gov/partners/pdf/brochure_HowPeopleAreCounted.pdf.

1. Work with the Governor’s office to plan a meeting with the communication directors of the all state agencies, to facilitate census awareness to state employees and constituents.
2. Publish articles in the Florida Department of Highway Safety and Motor Vehicles (FDHSMV) employee e-newsletter and the Department of Veteran Affairs newsletter.
3. Recommend FDHMSV driver license locations across Florida to become “Be Counted” Sites.

Meeting Adjourned at 2:00 p.m.

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