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Minutes

2010 Sunshine Census Statewide Complete Count Committee

Full Committee Conference Call

November 13, 2009

1:00 P.M. - 3:00 P.M.

Conference Call: (888) 808-6959

Conference code: 7517473

Statewide Complete Count Committee Members on Conference Call:

Mayor Richard Crotty of Orange County COMMITTEE CHAIR

Alexis Tibbetts, Florida Association of District School Superintendents

Allen Douglas, National Federation of Independent Businesses

Carol Westmoreland, representing President Carmine Priore, Florida League of Cities

Courtney Heidelberg, Florida Department of Highway Safety and Motor Vehicles

Dan Krassner, Florida Chamber of Commerce

Davin Suggs, Florida Association of Counties

Diane McCain, Florida Board of Governor's State University System

Jamie Bullock, representing Bryan Vaughn, Governor's Commission on Disabilities

Joe Quetone, Florida Governor's Council on Indian Affairs

Lance Lozano, Florida United Businesses Association

Leilani Fontanilla, Filipino-American Organizations in Central Florida

Lois Herron, AARP

Marina Pavlov, Florida Association of Nonprofit Organizations

Marytza Sanz, Latino Leadership Inc.

Mayor Pegeen Hanrahan, League of Mayors

Michele Taylor, Florida Catholic Conference

Rebecca Rust, Florida Agency for Workforce Innovation

Steve Murray, Florida Department of Veterans Affairs

TC Wolfe, representing Belinda Keiser, Keiser University

CONTACT US

By Mail:

Office of Governor Charlie Crist
State of Florida
The Capitol
400 South Monroe Street
Tallahassee, FL 32399-0001

By Telephone:

Citizen Services Hotline: (850) 488-4441
(Office hours are 8:00 a.m. to 5:00 p.m. Eastern Time)

By Fax:

(850) 487-0801

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Statewide Complete Count Committee Legislative Delegates on Call:

Representative Hazelle Rogers, District 94
Representative Perry Thurston, District 93

Governor's 2010 Sunshine Census Staff on Conference Call:

Ayla Anderson, Government Analyst, 2010 Sunshine Census Initiative
Clyde Diao, Governor's Liaison of the 2010 Census

Other Persons on the Conference Call:

Cris Martinez, Legislative Committee on Intergovernmental Relations (LCIR)
Lavon Williams, Orange County Complete Count Committee
Pam Schenker, Florida Legislative Office of Economic and Demographic Research
Vesselka McAlarney, Florida Agency for Workforce Innovation

The call began at 2:05 p.m.

Chairman Richard Crotty opened the meeting by thanking everyone for their hard work in creating awareness of the 2010 Census in their communities and dedication to the 2010 Sunshine Census Statewide Complete Count Committee.

Ayla Anderson gave an update from the Governor's Office. She stated that the integrated public awareness solicitation should be available very soon and is in the final stages of review. She stated that the Governor's Office is still receiving information from the Census Bureau on where local complete count committees are located across the state. She mentioned that Cris Martinez, Legislative Committee on Intergovernmental Relations (LCIR), contacted her about reaching out to the local governments and asking them whether or not they have formed local complete count committees.

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Cris Martinez presented the idea of placing a survey on LCIR's Web site aimed at counties and cities, asking them if they have formed or plan to form a local complete count committee.

Representative Hazelle Rogers asked what the timeline would be on feedback from the survey.

Cris Martinez said that a two week timeline would be feasible.

Pre-census Programs Update:

Rebecca Rust started off the briefing on pre-census programs. She stated that the Florida Agency for Workforce Innovation houses the Florida Census Data Center. The New Construction program, the Targeted Non-Sheltered Outdoor Locations program and the Local Update on Census Addresses (LUCA) program are the programs to be discussed today. She thanked the Governor's Office, Legislative Office of Economic and Demographic Research, Florida League of Cities, Florida Association of Counties and the House Office on Reapportionment for the follow-up effort in first phase of the New Construction program.

Vesselka McAlarney followed Rebecca Rust's comments by going into detail on the New Construction program and the Targeted Non-Sheltered Outdoor Locations program. She began by speaking about the first phase of the New Construction program, the follow-up effort. This effort assists the Census Bureau by encouraging local governments to sign up for the program. Local governments had already received a letter from the Census Bureau informing them of the program. The follow-up effort was done by e-mail and phone. The deadline for local governments to sign-up for this program was October 7, 2009. Before the follow-up effort, 250 cities and 44 counties had not responded to the Census Bureau. During the follow-up effort, of the 63 Florida counties invited by the Census Bureau to sign-up for the program, 44 will participate, eight will not participate and 11 did not respond. Of the 385 cities in Florida that were invited by the Census Bureau, 155 will participate, 118 will not participate and 112 did not respond. She stated that cities and counties choose not to participate because 1) they did not have any new housing construction since address canvassing that occurred during the summer of 2009, 2) they did not have the software capabilities or 3) they did not have the appropriate staff.

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Vesselka McAlarney went on to talk about phase two of the New Construction program. This phase is currently going on and will continue until January 2010. During this phase, the cities and counties that signed up for the program send the Census Bureau a list of the New Construction addresses. She stated that cities and counties have only 45 days from the date of receipt of instructions on how to submit the New Construction addresses until the date of submission. Thus far, the Census Bureau has not contacted the Florida Agency for Workforce Innovation for follow-up assistance in this phase.

Vesselka McAlarney spoke about the Targeted Non-Sheltered Outdoor Locations program next. This program is intended to identify where the homeless populations in Florida live. The Census Bureau will send enumerators to the locations identified by this program to conduct the census. In September 2009 there were 30 Florida cities, counties and/or homeless coalitions that did not send in the Targeted Non-Sheltered Outdoor Locations in their area. The Florida Agency for Workforce Innovation enlisted the help of the Florida Department of Children and Families Office on Homelessness to encourage these cities or counties to respond.

Representative Hazelle Rogers asked for an example of a targeted non-sheltered location.

Vesselka McAlarney said that a non-sheltered location is anywhere a person or people live— such as a car, van or a campsite.

Pam Schenker gave a brief overview and update of the Local Update of Census Addresses (LUCA) program. LUCA was put into place by the Census Bureau to ensure the Bureau's Master Address file is accurate and complete. Over 200 governmental entities enrolled in the LUCA Program in the fall of 2007 and spring of 2008. Most of these governmental entities signed-up for the most "in-depth" LUCA participation, where the local government can add, edit and delete addresses from their represented area on the Master Address File. The address records were processed by the Census Bureau earlier this year. To verify the addresses, Address Canvassing took place from March to July 2009. The Highest Elected Official and LUCA Liaison of the cities and counties that signed up for the most "in-depth" LUCA participation are preparing for the current phase, the feedback appeal stage. The feedback appeal stage is run by an Independent Temporary entity

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set-up by the Office of Management and Budget, the LUCA Appeals Office. The LUCA Appeals Office will mail feedback materials such as address summary lists, full address lists, paper-maps and Geographical Information System software, to the local governments depending on the level of participation they signed up for, between October and December 2009. In the beginning of the feedback appeal stage, governments were given 30 days to mail back their appeal materials. As of November 19, rather than having to appeal within 30 calendar days of their receipt of the LUCA feedback materials, governments now have 45 calendar days from receipt of the materials to appeal. Extensions beyond 45 days cannot be accommodated.

Business Subcommittee Update:

Allen Douglas reported he notified the members of the National Federation of Independent Businesses (NFIB) about becoming partners with the U.S. Census Bureau. He has not received any feedback from the members although he asked them to send their partnership forms to Ayla Anderson.

Ayla Anderson said she has not received any feedback from NFIB members, although they could have sent their partnership form directly to the Census Bureau.

Allen Douglas said the communication with the Bi-National Chambers of Commerce is crucial. He reported that other members of the Statewide Complete Count Committee have attempted to reach them but he is not sure of their response.

Leilani Fontanilla said that the Asian-American Chamber of Commerce of Central Florida is one of the many Asian Chambers that have partnered with the Bureau. She said she is not sure if the chambers are members of the Bi-National Chambers of Commerce, but the Asian Chambers are involved.

Dan Krassner said that it seems there are three different routes a business can take to become a partner with the Census Bureau, through the Statewide Complete Count Committee, through the U.S. Census Bureau Partnership Specialists and local complete count committees. He said during his contact with different chambers across the state, many seem to be involved with the 2010

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Census effort. He asked if there were any way to obtain a comprehensive list of the 2010 Census partners in Florida from all three channels of communication.

Ayla Anderson said that thus far the Census Bureau has not shared a partnership list with the Statewide Complete Count Committee, but she will ask again.

Representative Hazelle Rogers said that there doesn't seem to be a central location in Florida that is keeping track of the Partnership Support Program Funding to the state. She recommends the Statewide Complete Count Committee find a way to document the census awareness funds from the federal government that are allocated to the Florida effort.

Ayla Anderson said that Marilyn Stephens from the Census Bureau might be able to better answer that question. **Since Marilyn did not join the call, Ayla Anderson followed up with her later. Marilyn indicated that the amount of money allocated to Florida for census awareness is a non-issue.

Community-based Subcommittee Update:

Leilani Fontanilla said that the Asian-American 2010 Census Outreach is going to be incorporated in many community events and health fairs over the holidays. She said that the Census Bureau may be running out of promotional materials and not all of the organizations she works with have become partners have received Partnership Support Program funds, but they are creating awareness anyway. She said the purpose of the Census is driving them, even without the funds.

Marytza Sanz said her organization, Latino Leadership, is working with seven counties: Orange, Osceola, Lake, Seminole, Brevard, Polk and Volusia and connecting with the Latino community leaders. The community leaders are working together to brainstorm the best ways to reach the Hispanic communities in their areas. These community leaders are, in turn, training other people to go into the field and reach the community members on the ground level. Many of the organizations involved in this program are creating "census corners" in their offices and community centers to disseminate census information.

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Representative Hazelle Rogers shared with the group the 2010 Census awareness effort that is taking place in Broward County. She said that all 31 cities are engaged in the census effort. There is an extensive effort to reach the Caribbean community in Broward County. The message that the Broward County Complete Count Committee is using stresses confidentiality of census information. On March 1, 2010, all the cities in Broward County will be engaging in a Census awareness activity.

Lavon Williams from the Orange County Complete Count Committee shared with the group what they are doing in Orange County. They are reaching out to ethnic and minority hairdressers and barbers. They are placing Census informational materials at these locations. They are also using flea markets as outlets for census awareness.

Education Subcommittee Update:

Lavon Williams asked if there were anyone on the call who could send her a list of the private and independent higher education institutions in the Orange County area.

TC Wolfe said he could compose a list and send to Ayla Anderson who can forward it to all interested parties.

Ayla Anderson gave an update on the *Census in Schools* program. She said the *Census in Schools* materials have gone down to the teachers and many classrooms have Census Maps located in them. She said that she is giving a short presentation to the Florida Parent and Teacher Association Convention in Orlando on November 14, 2009. A member from the Orange County Complete Count Committee will be there with 2010 Census information and promotional items as well.

Lavon Williams recommended that the Statewide Complete Count Committee reach out to the Florida Student Association, a non-partisan statewide [organization](#) of university students formed in 1976 to represent the interests of students of the [State University System of Florida](#). It is composed of the Student Body Presidents of all 11 Florida's public universities and their respective staffs.

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Diane McCain said the president of the University of North Florida student body is a member of the Board of Governors and the Chair of the Florida Student Association. She said she would send his contact information to Ayla Anderson.

Marina Pavlov recommended reaching out to DECA, an association of marketing students at the high school level. She said this organization has ties to the education community and the business community and could be effective in spreading census awareness among both communities.

Ayla Anderson said she would reach out to the Florida Department of Education and try to find a point person in the department for DECA activities.

Faith-based Subcommittee Update:

Michele Taylor said that the Florida Catholic Conference is communicating partnership and Partnership Support Program information to the local dioceses and parishes. She said it has been hard to get a handle on exactly who has partnered with the Census Bureau and who has not. Many partnerships may not have come through the state level; they may have been established at the local level. She added that a comprehensive list of partnerships already established would be helpful.

Government Subcommittee Update:

Carol Westmoreland spoke about the Webinar hosted by the Kidd Group that was aimed at local government officials and their staff members. She said the real benefit of the Webinar was that people knew where to go to receive information on the census, and it educated them the consequences of an undercount.

Davin Suggs said the Florida Association of Counties received positive feedback as well. He said some local complete count committees had the entire committee watch the Webinar.

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Media Subcommittee Update:

Ayla Anderson said that there have been some resignations to the media subcommittee due to the imminent posting of the integrated public awareness campaign RFP solicitation.

Lois Herron said that AARP plans to run articles on the 2010 Census in their electronic newsletters as soon as they receive information to post.

Ayla Anderson said the Census Bureau's 2010 Census Web site, <http://2010.census.gov/2010census>, has short write-ups on the census. These write-ups are available to "drop-into" newsletters, download or print.

Representative Hazelle Rogers asked for someone to explain the status of the 2010 Sunshine Census integrated public awareness campaign RFP solicitation.

Ayla Anderson said it is not posted yet, but the Statewide Complete Count Committee and the legislative delegates will be informed when it is posted on the Vendor Bid System.

Representative Hazelle Rogers asked who drafted the RFP.

Ayla Anderson said the Executive Office of the Governor (EOG). The EOG has taken the input from the Statewide Complete Count Committee into consideration during the drafting process.

Representative Perry Thurston asked the approximate date of release.

Ayla Anderson said it is the final stages of review and should be posted within a week.

Representative Perry Thurston asked how long the respondents would have to respond to the RFP.

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Ayla Anderson said the minimum requirement by statute is 10 working days. The complexity of the integrated public awareness campaign has been taken into consideration when developing the timeline for responses.

Representative Hazelle Rogers inquired about the resignation of members to the Statewide Complete Count Committee and asked if the resignations were to allow them to bid on the RFP.

Ayla Anderson said that although there are no legal or ethical prohibitions preventing members of the 2010 Sunshine Census Statewide Complete Count Committee from submitting a response to the solicitation or subcontracting with a respondent, such an action may be perceived as a conflict of interest. Thus, in order to avoid even the appearance of a conflict of interest, the Governor's office requested that members of the 2010 Sunshine Census Statewide Complete Count Committee resign if the association, organization or entity they represent plans to submit a proposal or subcontract with a respondent to the solicitation.

Representative Hazelle Rogers asked where she could find the final recommendation to the EOG from the media subcommittee.

Ayla Anderson said that the media subcommittee had not formally submitted recommendations to the EOG, but their input can be read from the minutes of the Statewide Complete Count Committee meetings. She added that input for the integrated public awareness campaign was considered from all the subcommittees, not just the media subcommittee.

General Discussion:

Ayla Anderson said the next Statewide Complete Count committee meeting will be on Wednesday, January 20, 2010, at Valencia Community College's Criminal Justice Institute in Orlando.

Representative Hazelle Rogers recommended that on March 1, 2010, a press release be issued by the Statewide Complete Count Committee asking each local government to dedicate an activity to census awareness during the month of March, creating on "big bang" around the census.

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Ayla Anderson said that sounded like a good idea.

The meeting ended at approximately 3:15 p.m.

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