



2010 Sunshine Census Statewide Complete Count Committee

Sixth Full Committee Meeting

Local Complete Count Committees



- Almost all counties and many municipalities have formed CCCs
- Obstacles cited for not forming CCCs:
 - Small size
 - Lack of resources
 - Lack of manpower

Integrated Public Awareness Campaign

- Solicitation issued on November 17, 2009, estimated award date has been extended from January 20, 2010.
- Focus on GRASSROOTS OUTREACH
- \$2.11 million campaign targeting the following hard-to-count populations:
 - American Indians
 - Asian-Americans and Pacific Islanders
 - Black (including African-American and Caribbean-American)
 - College and University Students
 - Persons with Disabilities
 - Hispanics
 - Homeless Persons
 - Part-time Florida Residents
 - Migrant Farm Workers
 - REDI Counties and Rural Areas of Critical Economic Concern

Monitoring and Targeted Outreach



- The goal of this effort is to target the census tracts with comparatively low response rates
- U.S. Census Bureau plans to post the Response Rates on their web site, www.2010census.gov

Timeline

- **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

Today



- Develop a 2-month action plan for census awareness in your community
 - By individual Committee member or as a subcommittee
 - Utilize resources on the U.S. Census Bureau's Web site
 - Utilize Grassroots networks in your community/sector