

MIAMI-DADE COUNTY CENSUS 2020 TASK FORCE
CLERK'S SUMMARY AND OFFICIAL MEETING MINUTES
JUNE 10, 2019

The Miami-Dade County Census 2020 Task Force (the Task Force) convened on June 10, 2019, at the Miami-Dade Public Library Auditorium, 101 West Flagler Street, Miami, Florida, at 10:14 a.m. The following Task Force members were present: Dr. Jaime Anzalotta, Mr. Jerry Bell, Mr. Juan D'Arce, Ms. Krystina Francois, Dr. Steve Gallon III, Dr. Maria Ilcheva, Ms. Carmen Layne-Powers, Mr. Donovan Lee-Sin, Ms. Victoria Mallette, Dr. Tisa McGhee, Mr. Jean Pierre, Mr. Zachary Rinkins, Ms. Maria Alejandra Rivas, Mr. Ruban Roberts, Ms. Suzie Trutie, Mr. Phong Tony Vu, Ms. Jeannie (Tim) Wong and Mr. Edgar Wright and Chairman Esteban Bovo.

Mr. Ray Baker, Ms. Maryam Borrego, Ms. Martine Charles, Mr. Glenn Cooper, Mr. Francisco Duberli, Ms. Jessica Garrett Modkins, Ms. Amanda Gorski, Ms. Janet Herrera, Mr. Maurice Kemp, Ms. Michelle Labagold, Ms. Michelle LaPiana, Mr. Jorge Martinez, Ms. Lubby Navarro, Ms. Lynn Norman-Teck, Mr. John Quick and Ms. Jameka Windham were absent.

In addition to Task Force members, the following staff members were present: Assistant County Attorney Suzanne Villano-Charif; Ms. Lourdes Gomez, Deputy Director, Regulatory and Economic Resources; Ms. Bia Marsellos, Administrator, Intergovernmental Affairs; Ms. Larisa Aploks, Strategic Initiatives Manager; and Deputy Clerk Tawana Parker, Office of the Clerk of the Board.

Welcome

Chairman Bovo welcomed everyone to the meeting, followed by the Pledge of Allegiance.

Reasonable Opportunity to be heard

Chairman Bovo opened the floor for a reasonable opportunity to be heard. Seeing no one appear Chairman Bovo closed the public hearing.

Mr. Ruban Roberts suggested Task Force members be given the opportunity to convey topics they would like to explore or discuss in further detail.

Chairman Bovo agreed with Mr. Roberts' suggestion and advised staff to add this section to the next agenda.

Approval of Agenda and Meeting Minutes

A motion was made by Vice-Chairman Dr. Steve Gallon III to approve the June 10, 2019 Agenda and the May 13, 2019 minutes. This motion was seconded by Ms. Carmen Layne-Powers and upon being put to a vote, passed unanimously.

Attendance Requirement to serve on County Boards - Section 2-11.39, Code of Miami-Dade County

Assistant County Attorney Suzanne Villano-Charif reviewed the attendance requirements and noted members would be deemed absent if not present for at least seventy-five percent of the meeting. She highlighted the Florida Sunshine Law statute does not permit calling in by speaker phone as participation; she also advised members would not be counted for quorum or allowed to vote on any matters via telephone.

Miami-Dade County Undercount Area Maps Presentation – Department of Regulatory and Economic Resources

Mr. Robert Hesler, Planning Section Supervisor, Regulatory and Economic Resources (RER), presented an interactive map that was developed by the Information and Technology Department (ITD) and RER Department utilizing the United States Census Bureau Response Outreach Area Mapper (ROAM) as a tool to see the pattern of low response rates and geographic locations. He noted based on staff analysis, there were seven key variables from those included in the United States Census Planning database that were highly correlated with projected low-response rates for Miami-Dade County (MDC) in the 2020 Census. Mr. Hesler revealed the variables included no high school diploma, English not spoken well by residents fourteen years and older, non-owner-occupied properties (renters), multi-family housing, median household income, poverty and non-Hispanic black populations. He offered assistance with navigating the ROAM program and pointed out the RER department also compiled a Profile of Children in MDC and 2020 Census Response Probability which was provided to the Task Force members.

Dr. Jaime Anzalotta asked what plan of action the Task Force would be able to implement upon reviewing the data.

Dr. Gallon inquired whether critical areas which encompassed high density populations and low response rates had been identified and whether a strategy had been determined for those specific areas.

In response to the questions raised, Mr. Hesler replied there was a wealth of data available for use on the ROAM website to target specific variables. He also stated the Task Force was a diverse group and each member may want to focus on their own target audience and recommended using the map as an interactive tool to focus on their specific interest.

Responding to Dr. Gallon's question, Mr. Hesler stated each census tract can be identified and generate low response rates locations via the ROAM program.

Ms. Gomez stated resources were available through the maps to use collectively, but noted the MDC version of ROAM was constructed this way to allow anyone the capability to use the map to benefit their particular organization.

Several questions were raised by Task Force members regarding the plan of action and coordinating the use of data amongst various organizations.

Chairman Bovo advised the information would be shared with the League of Cities, which was in charge of creating their specific task force councils and added the MDC Task Force would assist as needed. He

pointed out to build this approach and actively campaign, the participation of the Task Force was very critical to ensure the 2020 census was successful.

Ms. Krystina Francois inquired about the message that should be conveyed when marketing the 2020 census campaign.

Dr. Maria Ilcheva asked if it was possible to overlap Community Based Organizations (CBO) to reach the impacted communities.

Chairman Bovo reiterated the map was a tool to help ascertain the most impacted areas in MDC.

Mr. Roberts inquired about engaging CBOs and asked if they would be compensated due to their limited resources.

Ms. Gomez advised direct funds were not available, but mentioned the strategy employed by the County attempted to harness the existing communications outlets such as service counters and various community meetings attended by county staff. She announced existing staff was being convened to educate the public on the census and available information would be provided via the census website. Ms. Gomez reported printed posters and materials would be accessible, and she pointed out the goal was to have a unified message to provide to the local community. In regards to compiling a CBO list, she mentioned an attempt would be made to provide the information by the next meeting; but noted the possibility of having an incomplete list due to the lack of knowledge of all the CBOs in MDC.

Mr. Lee-Sin suggested using the 211 help line to locate many of the CBOs registered in MDC.

Census Strategies related to Children, Schools/Education Centers and Daycares

Dr. Gallon announced presentations would be made by several children organizations and noted these presentations would help to answer four questions:

- Who are they
- What they do
- Who they serve
- How can they help with this process

The Children's Trust - Mr. Donovan Lee-Sin, MPA, Public Policy and Community Engagement Officer

Mr. Lee-Sin announced the Children's Trust embarked on a collaborative effort to create a funding pool that would provide small grants to support culturally sensitive community based outreach strategies and countywide campaigns to increase participation in the census. He stated the goal of the project was to ensure everyone was counted and commented this effort was complimentary and supportive of the MDC 2020 Census Task Force efforts. Mr. Lee-Sin reported the current partners included: Census Equity Fund; Early learning Coalition of Miami-Dade and Monroe Counties; The Health Foundation of South Florida; The Johns S and James L Knight Foundation; The Miami Foundation; The Children's Trust; United Way of Miami-Dade County; The Wallace H. Coulter Foundation; along with other perspective funders. He commented the collaborative group effort would be challenging, but noted The Children's Trust aim

was to ensure support, mobilize trusted community organizations throughout the county, educate families and advocate for their participation and completion of the census. Mr. Lee-Sin informed the Task Force members the partnership efforts would be moving forward next month, the grant would run over the course of the next year beginning in July and the grant making would be facilitated by the Miami Foundation.

Early Learning Coalition (ELC) - Ms. Jackye Russell, Senior Vice President

Ms. Russell advised the ELC administered the childcare subsidy program in Miami-Dade and Monroe Counties. She stated the childcare school aged program was an income based program that serviced families at 200 % below the family poverty level. Ms. Russell reported this program provided childcare services to 20,000 parents and children in MDC who needed to work or attend an educational program. She announced the ELC also administered the free Voluntary Prekindergarten Education Program (VPK) funded by the State of Florida. Ms. Russell noted the VPK program was available to all four year old children in MDC; it was not income based and serviced 2000 children.

Ms. Russell indicated discussions and planning was underway to determine strategies to help families understand the importance of being counted in the 2020 Census. She mentioned in addition to working with the Miami Foundation, the ELC has met with other interested organizations to brainstorm ways to reduce the undercount in MDC.

Ms. Russell announced the ELC's plan was to work with the 1400 contracted childcare providers and educate them on the importance of completing the census and urge them to share the information with the families. She also mentioned service centers in Miami Gardens, central Miami and Cutler Bay area to assist families with completing the on-line application.

Miami-Dade County Parent Teacher Association (PTA), Parent Teacher Student Association (PTSA) - Nancy Lawther PH.D., President

Ms. Lawther advised the PTA was the oldest and largest volunteer child advocacy association in the nation. She stated the MDC PTA council included 49,500 members divided among 250 local units ranging in size from 10-1000 members and also noted the vast majority of local units were based in school sites. Ms. Lawther announced their mission was to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. She further announced the PTA would support the county's efforts to ensure the 2020 census was accurate and every child was counted. Ms. Lawther invited the Task Force to give a presentation at any of the five general membership meetings which encompassed an attendance rate of 400 PTA leaders. She stated along with the membership meetings, countywide training was also staged throughout the year. Ms. Lawther mentioned the challenges associated with the personal nature of some of the proposed census questions, but noted the PTA looked forward to working with the Task Force to achieve the common goal of an accurate 2020 census count.

Miami-Dade County Public Schools (MDCPS) Presentation - Iraida Mendez-Cartaya, Associate Superintendent

Ms. Mendez-Cartaya reviewed a power point presentation and provided the following information:

MDCPS by the numbers

- 4th largest school district in the nation
- 34 municipalities
- Countywide School District
- Nine (9) School Board member districts
- 476 schools inclusive of charter schools
- Serve more than 350,000 students
- 7000 homeless students
- 100 countries represented
- 56 languages spoken
- 21 adult centers serving 70,000 adult students
- Serve 10,000 early childhood students
- 21% English language learners students
- 69% economically disadvantaged students
- 10% exceptional student education students
- 67% Hispanic
- 24% Black
- 8% white
- 1% other ethnicities

Actions to Date

Ms. Mendez-Cartaya announced the MDCPS Board had requested funding from the federal government, opposed the citizenship question, collaborating with the Council of Great City Schools, National Association of Latino Elected and Appointed Officials (NALEO), and school board associations on this matter. She stated an awareness campaign was being developed and the Board was identifying potential partners and stakeholders in this effort.

Strategies

- Engaged in targeted outreach via:
 - Town hall meetings
 - PTA Meetings
 - Advisory Committee Meetings
 - Educating parents, teachers, principals and other stakeholders
 - Social Media and Marketing Campaign
 - Maximize the use of district resources
 - Facilitate access to technology for parents via schools
 - Collaborate with strategic partners
 - Create an internal work group across bureaus

Ms. Mendez-Cartaya stressed the importance of trusted community leaders and individuals conveying the message about the significance of completing the census. She pointed out some challenges associated with the start of on-line testing for middle and high school students in March, the citizenship question, as well as previously mentioned budget constraints, but commented MDCPS looked forward to partnering with the task force in this endeavor.

General Discussion

Dr. Gallon distributed a handout regarding the school board agenda item scheduled to be heard at the June 19, 2019 board meeting requesting the commitment of the full board in support of the 2020 census efforts.

In response to Mr. Edgar Wright's question, Ms. Mendez-Cartaya advised parents would have access to computers in the media centers, but measures would be in place to ensure there were no conflicts during the testing period. She also advised there was a system in place to check visitors entering the schools, but indicated logistical details would be updated in the future.

Responding to the question raised by Dr. McGhee, Ms. Russell advised the kiosks were currently operational in the service centers and were being used by parents for other services. She noted the census bureau website and other information would be added and parents would have convenient access to the kiosks.

Ms. Francois asked if any research was done post 2010 census to determine the reason for the undercount in MDC.

Ms. Mendez-Cartaya advised the Council of Great City Schools identified a major factor occurred with the multiple family household not counting all children. She announced based on the feedback more effective strategies were being developed.

Mr. Pierre suggested engaging the tech savvy teenagers to assist with encouraging their family and friends to complete the census.

Chairman Bovo asked MDCPS about the possibility of incorporating within the curriculum a civic week to discuss the importance of the census.

Ms. Mendez-Cartaya informed Chairman Bovo there was a curriculum built around this matter during the 2010 census.

Chairman Bovo enquired how the Task Force should navigate if confronted with the citizenship question.

Mr. Lee-Sin advised the Children's Trust approach was to engage those trusted organizations in the community to dispel the apprehension about completing the census.

Ms. Russell commented the ELC parents were familiar with addressing citizenship issues and noted their message would be crafted similar to the message conveyed to parents when applying for services for their children.

Ms. Gomez advised the uniform messaging that should be used by the Task Force and community organizations was listed on the census bureau website along with details regarding the laws ensuring residents were safe and secure to complete the questionnaire.

Mr. Vu mentioned trust was the critical issue to get the community to participate in the census and stated the Asian American Advisory Board would be happy to share strategies used to reach out to various groups and schools in the community.

Ms. Layne-Powers suggested MDCPS incorporate the census in the curriculum by making it a history lesson.

Mr. Juan D'Arce also suggested using the mandates from the State of Florida to educate the children on the importance of the census and he also asked if MDCPS correlated with charter and private schools.

Dr. Gallon mentioned that MDCPS had presented two pathways including commitments to outreach and the expansion of census awareness via tailored lessons taught through the curriculum. He clarified the mandates mentioned earlier were not ordered by the State of Florida, but were initiatives done at the district level. Dr. Gallon also clarified that charter schools were bound by the same curriculum pursuant to state statute, but MDCPS did not have direct control over the charter schools and he mentioned private schools were a totally different dynamic.

Chairman Bovo noted the next meeting would be held on July 8, 2019 at the University of Florida (UF)/ Institute of Food and Agricultural Sciences (IFAS) and the topics for discussion included migrants, laborers and the faith based community. He advised the meeting would be chaired by Ms. Navarro and the presenters included the Hispanic Coalition, Hispanic Affairs Advisory Board, Spanish American League against Discrimination, Archdiocese of Miami, Greater Miami Jewish Federation and other associated organizations.

Adjournment

There being no further business, the Task Force meeting adjourned at 11:52 a.m.