

OCTOBER 2019

2020 CENSUS ACTION PLAN

MIAMI-DADE COUNTY 2020 CENSUS TASK FORCE

2020census.gov
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#MiamiDadeCounts – Miami-Dade County Census hashtag
#2020Census – U.S. Census branded hashtag
#CompleteCount-- U.S. Census branded hashtag

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INTRODUCTION

On January 23, 2019, the Board of County Commissioners approved Resolution No. R-72-19 (Resolution) creating the Miami-Dade County 2020 Census Task Force (Task Force). The Census Task Force is an advisory board consisting of 35 members led by Commissioner Esteban L. Bovo, Jr. and was charged with:

- (a) Conducting a comprehensive assessment of individuals likely to be undercounted in Miami-Dade County;
- (b) Identifying best practices, including outreach options, to address and curtail an undercount of hard-to-reach populations;
- (c) Identifying and recommending existing resources, such as federal, state, and local resources to assist in outreach campaigns and outreach events;
- (d) Identifying and recommending potential strategies to utilize internet access to assist hard-to-reach populations with completing the 2020 Census form;
- (e) Identifying and recommending potential strategies to collaborate with Miami-Dade County Public Schools and Miami-Dade County daycare centers to curtail an undercount of children; and
- (f) Compiling information and developing a comprehensive 2020 Census action plan, which shall include community-based and other strategies to ensure an accurate count of the Miami-Dade County population.

The Census Task Force had its first meeting on April 1, 2019 at the Miami-Dade County Main Library Auditorium followed by a press conference to kick off countywide efforts to develop and implement robust outreach that will motivate and encourage participation in the 2020 Census. The success of the census depends on everyone's involvement.

The Task Force met on the following days, at the following locations throughout Miami-Dade County and afforded the public the opportunity to participate:

- May 13, 2019- Miami-Dade County Main Library Auditorium
- June 10, 2019- Miami-Dade County Main Library Auditorium
- July 8, 2019- UF/IFAS Extension Meeting Room- Homestead
- August 26, 2019- North Dade Regional Library Auditorium
- September 9, 2019- West Dade Regional Library Auditorium
- October 7, 2019- Northeast Dade Branch Library Auditorium- Aventura
- November 4, 2019- Miami-Dade County Main Library Auditorium

The Task Force membership was comprised of 35 appointees from organizations reflecting the County's diversity. By incorporating each member's knowledge and expertise, the Task Force developed a campaign that can be implemented to target each community. The more informed

households are and the better their understanding is of the 2020 Census process, the more likely their participation will be.

The Task Force Chairman Esteban L. Bovo, Jr. conducted multiple presentations throughout the County encouraging municipal leaders to engage and promote the census. It is imperative municipalities are aware of the many County resources available to them for their census outreach. Task Force Chairman Bovo has also presented at different civic associations and community groups throughout the County. Success of the 2020 Census depends on community involvement at every level.

The Department of Regulatory and Economic Resources (RER) provided staff support to the Task Force. RER is also coordinating 2020 Census outreach Countywide. Staff from all County Departments have assisted in an effort to utilize the many outreach opportunities available through each Department's service outlets and communication forums. A Speakers Bureau was also established comprised of 117 County staff. The group is raising awareness of the 2020 Census by tabling County and community events and conducting informational presentations about the upcoming census in English, Spanish and Creole.

BACKGROUND

On October 21, 2010 the U.S. Census Bureau announced the final mail participation rates for 2010 Census for states, counties, cities, towns and neighborhoods. Data shows that 72 percent of households in Miami-Dade County filled out and mailed back their 2010 Census questionnaire, exceeding the participation rate achieved in the 2000 Census by two percentage points. The County's final 2010 Census participation rate of 72 percent was only two percentage points below the 74 percent participation rate for Florida and the United States.

The 2020 Census Task Force held multiple public meetings throughout Miami-Dade County in order to maximize the level of participation from every area and to ensure each unique community participated by either presenting or asking questions. The role of the Task Force was to gather as much information as possible from as many people as possible to assess what is needed to succeed in each community.

The Task Force optimistically envisions 100 percent participation, but discussed various goals ranging from 82 to 90 percent and strives to have every person counted in Miami-Dade County.

Pursuant to the Resolution, the Task Force focused on several topics and conducted detailed research to:

- Identify hard-to-count areas (areas with concentrations of hard-to-count populations that make counting them or enumeration of the area difficult); and
- Identify areas where special outreach and promotion efforts should be considered, such as areas with language barriers, high poverty levels, or where residents have been displaced due to natural disasters.

Each presentation allowed the Task Force to be informed of concerns unique to each hard-to-count community, which can directly translate to improved response rates.

The Task Force repeatedly heard the theme of use of a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count. Ultimately, we must work with leaders in each community to promote the Census Bureau’s “Trusted Voices” concept to reach hard to count populations.

HISTORY

The U.S. Census is a constitutionally mandated activity conducted every 10 years throughout the United States. Thomas Jefferson directed the first decennial census in 1790. As required by Article 1, Section 2 of the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior and was later named the Bureau of the Census and moved to the Department of Commerce and Labor.

What is the Census and Why is it Important?

The most familiar function of the Census Bureau is the decennial census, which is the population and housing count of all 50 states, the District of Columbia, Puerto Rico and the Island Areas, and occurs once every decade. However, the Census Bureau also measures the nation’s economy every five years in the Economic Census and they also provide comprehensive data about every state and local government in the nation every five years in the Census of Governments.

Additionally, the American Community Survey (ACS) is an ongoing national survey, sampling approximately 3.5 million addresses annually, providing vital information about our nation’s housing and people. ACS data assesses the past and present showing changes in the U.S. population and is used to plan for the future.

The census provides data that is used to: determine where to build new schools, hospitals and businesses; how federal funding is distributed; and how congressional seats are apportioned. Every person deserves to be represented, if you are not counted the population may not be properly represented. Completing the census is taking part in your civic duty by participating in our democracy and saying “I COUNT!”

Census Data and Confidentiality

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. The Census Bureau is required to keep respondent information confidential. Additionally, under Title 44, U.S. Code, individual records from the decennial censuses are confidential for 72 years. It is a felony for any Census Bureau employee to disclose any census information during or after employment, and the penalty for disclosure is up to five years imprisonment and/or a fine of \$250,000.

Census responses can only be used to produce statistics. Personal information, such as a social security number, bank account information or anything on behalf of a political party, will never be asked. Strict federal law protects your privacy and prohibits any law enforcement agency, including DHS, ICE, FBI and CIA, from accessing your personal information.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA).

In 2010, the U.S. Justice Department determined the Patriot Act does not override the law that protects the confidential census information. Additionally, no court of law can subpoena census responses.

The Census Bureau has implemented new initiatives for the 2020 Census. For the first time, you will be able to respond online, by phone or by mail. The Census Bureau has a robust cybersecurity program incorporating industry best practices and federal security standards for encrypting data. The Census Bureau's Internet Self Response operation was created in response to lessons learned from the 2010 Census, studies and reviews.

Census responses are safe, secure and protected by federal law.

When is the 2020 Census?

Census Day is April 1, 2020.

On April 1, 2019, the Census Bureau web site (2020census.gov) went live, providing resources in multiple languages. The Miami-Dade County 2020 Census Task Force had their kick off meeting and press conference on the same day.

In March 2020, the public can begin responding to the 2020 Census online. Replying by mail or phone will also be an option. Per the Census Bureau, the 2020 Census timeline will be as follows:

- March 12-20 an invitation to respond online will be sent;
- March 16-24 a reminder letter will be sent; If you don't respond:
- March 26- April 3 a reminder postcard will be sent;
- April 8-16 a reminder letter and paper questionnaire; and
- April 20-27 a final reminder postcard will be sent before in person follow-up.

In June through July 2020, census takers will go door to door to count people who have not responded to the 2020 Census.

By December 31, 2020, as required by law, the Census Bureau reports the population count and the apportionment of seats in the U.S. House of Representatives for each state to the President of the United States.

Federal Assistance Programs distribute funds based on the statistics derived from each decennial census. In essence we have **one** chance every 10 years to ensure our financial needs are met

for programs that impact our lives. This includes everything from public transportation services and roads to planning health and educational services for people with disabilities.

The George Washington University Institute of Public Policy published the "Counting for Dollars Project" identifying federal financial assistance programs relying on decennial census data to guide the geographic distribution of federal funds. The Institute identified approximately \$675 billion in federal funds distributed annually, which is approximately \$6.8 trillion over a decade or census period. Here are a few examples of financial assistance programs that the Institute found rely on decennial census data for funding:

- Head Start and Early Head Start programs;
- Title 1 Grants to Local Education Agencies;
- Special Education Grants (IDEA);
- National School Lunch Program;
- Medicare Part B (Supplemental Medical Insurance);
- Medical Assistance Program (Medicaid);
- Supplemental Nutrition Assistance Program (SNAP);
- Health Center Programs (Community, Migrant, Homeless, Public Housing);
- Section 8 Housing Choice Vouchers; and
- Section 8 Housing Assistance Payments Program.

Census data is used in Congressional Apportionment every decade. The numbers are used to determine how many congressional seats are allocated to each state. Decennial figures are also used by states and local officials in redistricting. The drawing of voting districts and congressional districts are heavily dictated by census data. As a result of the population Count in 2010, Florida gained two congressional seats.

Businesses use census data to decide where to build factories, offices and stores, which create jobs. Real estate developers use census data to make decisions on where to build new homes and revitalize old neighborhoods.

We have one opportunity every ten years, to claim federal funding that affects some of the most vulnerable in our community. Understanding the importance of this message is paramount to successfully having everyone counted. If we do not seize this opportunity, we will not receive our fair share of federal funding for the next ten years. Our next opportunity will not be available until 2030.

The Task Force acknowledges that time is of the essence and the need to reiterate the absolute importance that every person living in Miami-Dade County be counted. The Task Force is committed to making every effort in not only spreading this message but also supporting our community partners in delivering this message to every community within Miami-Dade County.

FINDINGS

Community Partners

The Task Force heard presentations from agencies that will partner with Miami-Dade County to serve as Community Partners to educate and inform their communities about the 2020 Census. The goal is to equip individuals and organizations with the information needed to inform their respective community on ways to promote participation in the 2020 Census. Educating Community Partners can translate into an outreach plan tailored to the unique characteristics of their community.

Strategies that are successful in one community may not be as successful in another. That is why partnerships are crucial to ensure the trusted members within each community are equipped with the information necessary. The census is easy, safe and important, and we need everyone to tell their family, friends and neighbors.

Grassroots community organizing efforts are critical to reach populations that have not responded well in previous censuses, or that may be historically undercounted in the census.

RER created maps with the undercounted areas in Miami-Dade County based on the County's response rate statistics from the 2010 Census. The link can be found at the below web address: <https://mdc.maps.arcgis.com/apps/MapSeries/index.html?appid=23aed48c2b1742efa9c06882919af6ec>

These maps can be used to identify areas where special outreach and promotion efforts should be considered. Hard-to-Count areas may, for example, have:

- Hidden or overcrowded housing;
- Populations that speak little or no English;
- Migrant and/or seasonal workers;
- New immigrant populations;
- People displaced by natural disasters such as floods, fires, and hurricanes;
- Off-campus apartments; and
- Lower levels of educational attainment.

2020 Census Action Plan

Over the course of six months, the Task force heard testimony from various Community Partners. Said testimony is the base for the Task Force's 2020 Census Action Plan. The Task Force was charged with:

- (a) Conducting a comprehensive assessment of individuals likely to be undercounted in Miami-Dade County;
- (b) Identifying best practices, including outreach options, to address and curtail an undercount of hard-to-reach populations;

(c) Identifying and recommending existing resources, such as federal, state, and local resources to assist in outreach campaigns and outreach events;

(d) Identifying and recommending potential strategies to utilize internet access to assist hard-to-reach populations with completing the 2020 Census form;

(e) Identifying and recommending potential strategies to collaborate with Miami-Dade County Public Schools and Miami-Dade County daycare centers to curtail an undercount of children; and

(f) Compiling information and developing a comprehensive 2020 Census action plan, which shall include community-based and other strategies to ensure an accurate count of the Miami-Dade County population.

The Task Force focused its deliberations on undercounted communities in our County and designated said topics for each meeting. By designating topics of discussion, the Task Force was able to invite Community Partners for presentations and additional input. Task Force member organizations also participated in presentations. Below is a table outlining the topics heard at each meeting, along with the Community Partner or Task Force member that presented on said topic:

June 10, 2019	Children Schools/Education Centers Daycares	<ul style="list-style-type: none"> • The Children's Trust • Early Learning Coalition • Miami-Dade County PTA and PTSA • Miami-Dade County Public Schools
July 8, 2019	Migrants Laborers Faith Based Communities	<ul style="list-style-type: none"> • Mexican American Council • Sant La, Haitian Neighborhood Center, Inc. • NALEO • Centro Campesino Farm Worker Center • Greater Miami Jewish Federation • Faith Community Baptist Church • Archdiocese of Miami
August 26, 2019	Homeless Community Diverse Communities Elderly Veterans	<ul style="list-style-type: none"> • Miami-Dade Homeless Trust • National Association for the Advancement of Colored People • Haitian American Chamber of Commerce • Coalition of Florida Farm Worker Organizations • Internal Service Dept., ADA Coordinator • Center for Independent Living of South Florida • Hispanic Affairs Advisory Board • Commission for Women • The Women's Fund of Miami-Dade • Alliance for Aging • Elder Affairs Advisory Board • Miami Vet Center • Miami-Dade County Military Affairs Board • Asian American Advisory Board

		<ul style="list-style-type: none"> • Florida Asian Services
September 9, 2019	Millennials LGBTQ Businesses	<ul style="list-style-type: none"> • Barry University • Florida International University • Miami-Dade College • University of Miami • St. Thomas University • Hispanic Affairs Advisory Board • Miami Super Bowl Host Committee • Greater Miami & The Beaches Hotel Association • Coral Gables Chamber of Commerce • Miami-Dade Gay & Lesbian Chamber of Commerce • Miami-Dade Coalition of Chambers of Commerce • Greater Miami Chamber of Commerce
October 7, 2019	Media Review Draft Report	<ul style="list-style-type: none"> • NBC6 • Telemundo51 • Community Newspapers • Univision23 • Black Owned Media Alliance • North American Economic Herald Media Group • Miami Gardens Observer

Following a thorough discussion on each topic, the Task Force has completed its comprehensive assessment and has identified the following communities as groups of individuals that will likely be undercounted in the 2020 Census:

- Children, specifically children five years and under;
- Immigrants, Migrant Farm Workers and Laborers;
- Homeless;
- Veterans, which has a large homeless community;
- Elderly and individuals in assisted living facilities or similar facilities;
- Persons with limited English proficiency;
- College or University students in Off-campus apartments;
- Millennials;
- LGBTQ community; and
- Persons with Disabilities.

In addition to conducting a comprehensive assessment of the individuals likely to be undercounted, the Task Force identified best practices to address the undercount in several of our hard-to-reach populations. Ultimately, the success of the 2020 Census depends on everyone's participation. One way to ensure success is to develop an outreach plan tailored to the unique characteristics of each community and work together with partners to implement the plan.

Generally speaking, grassroots community organizing efforts are needed in populations that have not responded well in previous censuses, or that may be historically undercounted in the census. Additionally, working closely with the Miami-Dade County Public Schools and daycare centers is imperative to curtail an undercount of children. Local households must be kept abreast of the various census operations before the response information is nationally circulated. The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of a successful enumeration in 2020.

Children, specifically children five years and under

- Background:
 - The Children's Trust announced it would create a funding pool to provide small grants to support culturally sensitive community based outreach strategies and countywide campaigns to increase participation in the census. The grant would run over the course of the next year beginning in July 2019 and the grant making would be facilitated by the Miami Foundation. Current partners include: 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 prospective funders.

- According to the Census Bureau, an estimated five percent of kids under the age of five were not counted in the 2010 Census. That translates to funding lost for about 1 million young children nationwide. The Early Learning Coalition (ELC), which administers a childcare subsidy program in Miami-Dade County, leads the childcare school aged program that serviced families at 200% below the family poverty level. The program provided childcare services to 20,000 parents and children in the County who needed to work or attend an educational program. ELC also administers the free Voluntary Prekindergarten Education Program (VPK), which is funded by the State of Florida, for all four year old children in the County. ELC indicated discussions and planning was underway to determine strategies to help families understand the importance of being counted in the 2020 Census. Additionally, ELC plans to work with the 1,400 contracted childcare providers and educate them on the importance of completing the census and urge them to share the information with the families.
 - Miami-Dade County Public Schools (MDCPS) is the 4th largest school district in the United States. The school district is comprised of 476 schools, inclusive of charter schools, and services 350,000 students. The MDSCPS reported it requested funding from the federal government, is collaborating with organizations such as the Council of Great City Schools and National Association of Latino Elected and Appointed Officials (NALEO) and school board associations on the census. It is also working towards an awareness campaign with potential partners and stakeholders in this effort.
 - The Miami-Dade County Parent Teacher Association (PTA) council includes 49,500 members divided among 250 local units ranging in size from 10-1000 members. The vast majority of local units are based in school sites. The PTA announced it would support the County's efforts to ensure the 2020 Census was accurate and every child was counted. The PTA offers countywide trainings throughout the year.
- Strategies:
 - Although children do not fill out the forms, there are common situations where young children are not counted. Examples are, the child splits time between two homes or the child lives with another family or with another relative such as a grandparent. We must emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there. The Miami-Dade County PTA and PTSA can assist with educating parents and teachers of the importance of the Census.
 - Organizations, such as the ELC, will play a vital role in educating families with children under the age of five. Through its childcare subsidy program and free VPK, the ELC can assist with outreach efforts for over 20,000 families and children throughout our County.
 - MDCPS is one of the key pieces into decreasing the undercount of children. The County can engage in targeted outreach through partnered town hall

meetings, creating internal work groups and attending PTA meetings. We must work towards educating parents, teachers, principals and all other stakeholders. The MDCPS can also assist with facilitating access to technology for completing the census online.

- In August 2019, the Census Bureau launched the New Statistics in Schools classroom activities and made available online at census.gov/schools providing resources for teaching and learning with real-life data.
- Below are a few unique situations the Census Bureau has identified, and a plan of action for each:
 - The child lives in a lower income household.
 - Explain that responding to the census determines funding for programs such as food stamps, the National School Lunch Program and the Children's Health Insurance Program. When children are not counted, these programs miss out on funding that is based on the number of children counted.
 - The child is a newborn.
 - Emphasize that parents need to include babies on census forms, even if they are still in the hospital on April 1. Encourage facilities providing services to newborns to remind parents of the importance of being counted.
 - The child lives in a household that is multigenerational or includes extended or multiple families.
 - Emphasize that all children, including nonrelatives and children with no other place to live, even if only there temporarily on April 1 need to be counted.
 - Spread the word that the census counts all people living or staying at an address, not just the person or family who owns or rents the property.
 - Explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, or a family with more people than what's listed on the lease) that they should count the children because the Census Bureau does not share any information so it can never be used against them.
 - The child lives in a household that rents or recently moved.
 - Encourage renters and recent movers to complete their census forms online or over the phone, right away. That way they do not need to worry about paper forms getting lost in the move.
 - Focus efforts on multiunit buildings that most likely are rentals.
 - The child lives in a non-English or limited-English speaking household.
 - Conduct outreach and create resources in non-English languages that highlight the importance of counting young children.

- The child lives in a household of recent immigrants or foreign born adults.
 - Work with community partners to conduct outreach, focusing on efforts on the community's gathering places like local grocery stores, places of worship and small restaurants.
 - Emphasize the Census Bureau's legal commitment to keep census responses confidential. They will never share information with immigration enforcement agencies like Immigration Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow the information to be used to determine eligibility for government benefits.

Immigrants, Migrant Farm Workers and Laborers

- Background
 - In Miami-Dade County, less than 15 percent of the voting population is of Haitian ancestry. Top density areas are in Miami, North Miami, North Miami Beach, Miami Gardens, Kendall, Florida City and Homestead. Sant La Neighborhood Center, Inc. presented on the Haitian American Complete County Committee's (HACCC) efforts to ensure a complete and accurate count of South Florida's hard to count Haitian Community. The HACCC continues to seek resources, but happily announced it received a grant from the Knight Foundation and expects to receive an additional grant from the Florida Blue Foundation. People of Haitian ancestry display most of the characteristics of hard to count communities such as:
 - Multi-family housing units and hidden housing;
 - Adults that are not high school graduates;
 - People below poverty - Households with public assistance income; and
 - Households with English as a second language.

The HACCC reported that radio is the most preferred channel of communication in the Haitian community. Additionally, the church remains a main rallying point in the Haitian community.
 - National Association of Latino Elected and Appointed Officials (NALEO) is spearheading its nation-wide Census 2020 campaign called "¡Hágase Contar!" They are also leading the "¡Házme Contar!" Campaign, which is focused on achieving a full count of very young Latino children between the ages of zero and five. Both campaigns will focus on regions with significant hard-to-count Latino communities and a notable undercount of Latino children. NALEO stated approximately 400,000 young Latino children ages 0-4 were left uncounted by the 2010 Census. The net undercount rate for young Latino Children was 7.1%, compared to 4.3 % for non-Latinos. NALEO is also curating an extensive social media campaign.
 - The Greater Miami Jewish Federation reported that there are approximately 123,000 Jewish people in the County, which 54% of the population is in North

Dade. Approximately 33% of the Miami Jewish adult population are foreign born. According to the Great Miami Jewish Federation representative, a few potential impediments are language barriers and a growing foreign born population.

- Centro Campesino is a community development corporation that empowers family and strengthens communities by providing affordable housing, homeownership and economic and educational opportunities. Centro Campesino wants to ensure a full and accurate Census count, particularly in the hard-to-count areas such as Florida City and Homestead.
- Archdiocese of Miami contains approximately 1.3 million Catholics, of which 750,000 were registered in the 109 parishes in Miami-Dade, Broward and Monroe Counties. In addition to the churches, the Archdiocese housed 48 elementary schools, 13 secondary schools and the only advanced accredited virtual Catholic school in the United States and also sponsored St. Thomas University and was home to Barry University. Three of the ministries tied to the Archdiocese are: the Office of Communications, Catholic Charities and Catholic Legal Services.
- Coalition of Florida Farmworker Organization expressed the difficulty the Coalition will face with getting a complete count for the undocumented community. The Coalition has several events scheduled throughout Florida City and Homestead to encourage the migrant and farmworker community. The representative also noted the Coalition's computer lab would be made available to assist with completing the census.

○ Strategies:

- Representatives from the Mexican American Council and NALEO stated the best way to approach the migrant community was to work in conjunction with trusted elected officials and community organizations.
- With respect to the faith based communities, the County must educate religious leaders. Each individual religious community has a different structure. For example, as stated above, the Archdiocese has several ministries, such as the Office of Communications and Catholic Legal services, which can assist in outreach efforts.
- Radio must also be utilized in outreach efforts. As stated above, certain communities, such as the Haitian community, still heavily rely on radio for their information.

Homeless

○ Background:

- People experiencing homelessness, whether in emergency shelters, transitional shelters, or non-sheltered locations, will be enumerated as part of the 2020 Census. The Census Bureau will partner with service providers to determine where we must count people experiencing homelessness.
- Homeless Census Targeted Populations

- Housed
- Sheltered (Emergency Shelter, Transitional Housing, Safe Haven, Domestic Violence Facility)
- Unsheltered (Places Not Meant for Human Habitation) Street; Car; Park; Abandoned Building; Bus or Train Station; Airport; Campground
- Strategies:
 - The organizations must identify homeless hot spots (transit, parks, law enforcement, libraries). Understanding homeless locations will allow for targeted outreach.
 - The homeless community must be informed on the importance of a complete count, such as more funding for programs they use.
- Action Taken:
 - In July 2019, the Miami-Dade County Homeless Trust created a continuum of Care Census 2020 Working Group. This working group will assist in identifying strategies to ensure homeless and formerly homeless households are counted.

Veterans

- Background:
 - The Miami Vet Center will assist with maximizing the number of Veterans in Miami-Dade County that will be counted during the 2020 Census. The plan includes networking strategies amongst three different types of organizations and agencies that provide direct services to Veterans and active duty members such as Reservists, National Guard, Coast Guard.
- Strategies:
 - Federal agencies such as the Department of Veterans Affairs, Healthcare for Homeless Veterans, Veterans Affairs Medical Center (VAMC), Veteran Benefits Administration, and the Department of Defense will provide direct services to Veterans and active military. Representatives from these agencies will be provided 2020 Census outreach materials and information that will be decimated to Veterans and active duty personnel with the purpose on educating and promoting participation on the upcoming 2020 Census.
 - Non-profit organizations (501c3s) such as the Veterans of Foreign Wars, American Legion, agencies that provide housing through the Supportive Services for Veteran families grants, etc. These agencies will receive educational materials they can provide their Veteran clientele and educate on the importance of the upcoming 2020 Census and how to be counted. Engagement of these agencies will include outreach to the Directors, Presidents, Commanders, and other senior staff members to ensure maximum participation by such agencies.
 - Colleges and universities that reside within Miami-Dade County boundaries (Barry University, Florida International University, Keiser, Miami-Dade College, etc.). Student Veteran Clubs at the for mentioned institutions of higher learning will provide information to the student Veteran population on the upcoming 2020 Census and assist by distributing 2020 Census materials amongst peers at their

respected campuses. 2020 Census materials will also be distributed at high visibility events (job fairs, seminars, tail gate gatherings, etc.) and be placed in Veteran centers or lounge areas dedicated for student Veterans at each campus.

Diverse Communities

- Background:

- The mission of the National Association for the Advancement of Colored People (NAACP) is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons. There are approximately 2,200 adult branches, youth councils, and college chapters in 50 states, 5 countries, and the District of Columbia. Locally there are two branches: Miami-Dade and South Dade, along with its Youth Council and College chapters. Communities of color have historically been undercounted in the United States. However, the NAACP is committed to ensuring the 2020 Census is a fair census. It has created its "Getting Out The Count" (GOTC) Strategies for outreach. The NAACP representative discussed its different methods of outreach, which include conducting "Census Teach-Ins", social media campaigns, registering for Census updates via online, and launching a #IMatterCountMe podcast.
- The Hispanic Affairs Advisory Board (HAAB) created two committees to address the social restraints to ensure everyone in the Hispanic community is counted. Additionally, victims of domestic violence, sexual assault and human trafficking are a unique subset within the Hispanic community. The HAAB reported meetings were held with organizations that service the Latino community to determine how to create safe spaces to ensure protected individuals were counted in the 2020 Census.
- The Commission for Women and the Women's Fund of Miami-Dade discussed the importance of increasing our outreach for women. The Commission for Women plans to have several events inviting the Census Bureau to disseminate information. The Women's Fund of Miami-Dade integrated out-of-home and mobile device digital marketing campaign proposition to engage the highest hard to count communities.
- Florida Asian Services reported that the Asian population in Miami-Dade County has increased by 18% since the 2010 Census. The Florida Asian Services has three main objects with respect to the 2020 Census' Citizenship and Civic Education Services; Nonpartisan Voter Mobilization and Education; and Community Services and Outreach. Similar to the other diverse communities, faith based organizations will play a pivotal role in the Asian community. The Florida Asian Services reported that it will partner with community based organizations, businesses, faith based organizations, language schools, and ethnic media.

- Strategies:

- Community organizations, such as the Coalition of Florida Farmworker Organization, can assist by allowing its community to use its computers to

complete the census form. As stated throughout, the internet component is a hurdle in the 2020 Census. However, having community partners open their doors to their communities can help towards a complete count.

- Organizations such as the NAACP and the Florida Asian Services demonstrate the importance of understanding each diverse community. For example, the NAACP plans to establish "Census Pop-Ups" at various locations within the targeted urban areas. The Faith Community Baptist Church also recommended visiting populated locations, like a park, to alleviate fears associated with the Census. (These types of organizations best understand how to create sub-coalition or establish grass roots efforts to target their respective community.)
- Language will be a hurdle for some of the diverse communities. We must work with organization to help either translate materials, or speak to their respective communities about the importance of the Census. The County translates its materials in Spanish and in Creole. The Speakers Bureau is also comprised of County employees that can speak Spanish and Creole.

People with Disabilities

- Background:
 - One in four Americans live with a disability. Individuals with disabilities are almost three times more likely to live in poverty than any other group. The Americans with Disability Act Coordinator and Center for Independent Living of South Florida spoke of the importance of counting people with disabilities.
- Strategies:
 - Working with organizations such as the Center for Independent Living of South Florida is imperative to capture the disability community. With respect to the blind community, only 5-10% of people who are blind can read and write in Braille. Therefore, we must work with organizations that assist with serving individuals with disabilities.

Elderly and individuals in assisted living facilities or similar facilities

- Background:
 - The Alliance for Aging, which serves a population of 607,000 adults, administers state and federal funds awarded to contracted service providers, with the goal of helping to keep people at home and out of nursing homes. The Alliance noted these services were generally underfunded; therefore, getting a complete count is imperative to meet the growing need. The population they primarily serve includes individuals with low income, disabled, or possess one or more chronic illness.
- Strategies:
 - While the aging community typically has a high participation count, it is important for the aging community to understand the direct correlation between funding to census statistics. Improving census participation in the aging

community can have a direct impact with increased funding for programs, such as the Alliance for Aging.

- Face-to-face communication will be the primary tactic, as we have found it to be more effective than electronic communications with our target audience.
- Through community outreach programs, with face-to face-contact with over 10,000 people annually, we will distribute flyers at events. Staff who attend community fairs will be trained internally to provide basic information to community members who attend the events.
- Educational materials will be placed in our waiting areas, which receive a substantial amount of daily foot traffic.
- Census 2020 tweets will be retweeted or posted on our Facebook account. Information will be distributed through our service providers –there are 13 Aging Network Providers offering meals at 72 sites capable of serving 7,998 elders per day. There are four congregate meals sites in Monroe County: Key West, Big Pine Key, Marathon, and Plantation Key, with a capacity to serve 190 elders each day. An additional 14 service providers deliver other home and community based services. We will distribute information to them, and request that they distribute information to their clients. Census 2020 materials will be distributed at public presentations and workshops delivered through SHINE and other programs.

College or University students, including Millennials

- Background:
 - Representatives from Barry University, Florida International University, Miami-Dade College, University of Miami and St. Thomas University spoke about their focus on the 2020 Census.
- Strategies
 - Several universities spoke of utilizing residence halls and off-campus student housing as an outreach vehicle. Another common theme was utilizing social media to boost student and millennial involvement.
 - Miami-Dade College spoke of engaging older students across all campuses by integrating the census into student leadership training, student clubs, workshops and retreats and sharing the information on social media platforms.

LGBTQ community

- Background:
 - A representative from the HAAB addressed matters pertaining to the most under served and marginalized members of the Latino LGBTQ community including the challenges associated with addressing highly marginalized members of their community.
 - The Miami-Dade Gay and Lesbian Chamber of Commerce quantified the size and scope of the LGBTQ community in commerce. For example, over 150 LGBTQ own business in the County.
- Strategies:
 - Both the HAAB and the Miami-Dade Gay and Lesbian Chamber of Commerce spoke of the importance of opening centers or creating safe spaces for completing

the Census to minimize the associated fear. Working with organizations, such as the HAAB and Survivor's Pathway, will help assist members in the LGBTQ community to get counted.

Businesses and Chambers

- Background:
 - One dozen Miami-Dade County Chambers of Commerce came together under the umbrella of the Miami-Dade Coalition of Chambers of Commerce to present on how our local Chambers can act as a middle entity to grow our County-wide participation rate. These eleven Chambers of Commerce, along with the Greater Miami Chamber of Commerce, stated they would broadcast Census information to its committees and companies and in turn, encourage employees to fill out the Census materials in a timely manner. In addition, the various Chambers will use local publications to publish op-eds on the importance of the Census to future funding and representation.
 - The Greater Miami and Beach Hotel Association (GMBHA) spoke about its different partners in the community and its diverse board. The GMBHA also plays a unique role with industry workers.
 - A representative from the Miami Workers Center reported an estimated 200,000 domestic jobs in the County, many of which were held by undocumented workers. Most live-in domestic workers do not understand where and how to be counted or even if they should be counted at all.
 - The Miami Super Bowl Host Committee (MSBHC) presented some of their outreach initiatives, including their efforts to recruit 10,000 volunteers. The Super Bowl will be attracting global media attention to Miami and the Host Committee's social media channels are a great way to reach a widespread demographic of our county.
- Strategies:
 - Tasking organizations, such as the GMBHA and the Miami Workers Center, with the right resources is key to alleviating fear and education undocumented hotel industry workers.
 - Additionally, Chamber of Commerce memberships should be utilized as an outreach tool.
 - The MSBHC will be making a monthly story post in their social media leading up to the Super Bowl encouraging people to participate in the Census, and pushing the hashtags: #MiamiDadeCounts #2020Census and #CompleteCount. They will also include messaging on the Census and including the link to [MiamiDade.gov/2020census](https://miamidade.gov/2020census) in their newsletter; and make an appeal at the Final Volunteer Orientation to their 10,000 volunteers.

Media

- Background:
 - Several media partners discussed the importance of broadcasting Census information through multiple platforms focusing on collaborative messaging to increase awareness of the importance of being counted.

- Strategies:
 - Univision 23's efforts are an inclusive approach involving all of their network shows, local stations, social media and digital platforms. A public service announcement campaign is scheduled to begin in January 2020.
 - Black Owned Media Alliance, representing 15 black owned media entities involving radio, television, magazines, newspapers and digital platforms, their membership consisted of Caribbean, Haitian and African-American media owners, noted that historically the community has been nervous of the Census, but indicated a unique opportunity as a Census partner to be a resource and disseminate information in a clear and concise manner.
 - The Miami Gardens Observer, specializing in working with non-profit, small businesses, family, civil and specialty groups, advised that they are currently providing Census information through their radio partners reaching an audience of one million people with their target market consisting of Caribbean and Asian Americans.
 - WPLG Local 10 News will incorporate public service announcements, editorials, as well as engaging their online and social media pages to promote the importance of completing the Census. The presenter agreed to host a town hall meeting in which the station's on air-talent would moderate a discussion on the upcoming census.
 - North American Economic Herald Media Group, which is specific to the Chinese community, announced they are working in partnership with other Asian media outlets to disseminate the Census message.

RECOMMENDATIONS

- Task Force member organizations and stakeholders attending Task Force meetings who have expressed an interest in sharing in Census awareness efforts should continue to implement these efforts after the sunset of the Census Task Force through their organizational structures to reach their respective client populations.
- All Task Force member organizations and interested stakeholders will receive a form titled **Miami-Dade County 2020 Census Partner Report**. This form will serve to document and memorialize partner organization efforts to promote Census awareness as articulated through presentations made to the Task Force.
- The Chairwoman of the Board of County Commissioners (BCC) appointed Commissioner Esteban L. Bovo, Jr. as the 2020 Census Liaison. The Census Liaison will serve as an informational resource between the BCC and all community partnerships and will work with partner organizations to ensure execution of their respective 2020 Census Partner Report plans.
- Through the Fiscal Year 2020-21 Budget, the Mayor recommended and the BCC adopted a set aside of \$500,000 from the Future Services Reserve for outreach and educational efforts relating to the 2020 Census. Allocation of these funds are to be presented to the BCC by the Census Liaison, and all allocations must be approved by the BCC.
- In addition to the above, the Census Liaison will engage in activities that will include but not be limited to:
 - Serve as a liaison between Miami-Dade County and various governmental entities such as federal, state and local governments regarding the 2020 Census;
 - Interface with all stakeholders in their efforts to build awareness of the importance of being counted;
 - Attend community events to spread the message of the importance of being counted;
 - Motivate Census response through social media, newsletters and any other means of communication;
 - Work to dispel myths and alleviate fears about privacy and confidentiality of census data;
 - Develop, implement and/or participate in activities to involve other local, state or federal governmental agencies in Census awareness efforts;
 - Encourage businesses, corporations and non-profits to become official sponsors of census activities;
 - Convene community partners as often as necessary towards these ends; and
 - Report periodically to the BCC regarding all 2020 Census related efforts.
- The County has established a website that offers valuable tools and information for outreach. This includes a robust and comprehensive marketing campaign with co-branded printed materials, fact sheets, posters, door hangers, and palm cards. Task Force member organizations and interested stakeholders are encouraged to avail themselves of these

resources. Please visit the following link for more information:

<http://www8.miamidade.gov/global/census2020/home.page>

- RER launched the Speakers Bureau earlier this year and has had a census presence at dozens of events throughout Miami-Dade County. Task Force member organizations and interested stakeholders are encouraged to engage in similar activities. County Speaker's Bureau staff is available for engagement at community events; requests for Speaker's Bureau staff should be submitted through the following link:
<http://www8.miamidade.gov/global/census2020/home.page>
- The United States Census Bureau Liaison, Community Partner Engagement Program, stated that the Miami-Dade County Census 2020 Task Force and website was being modeled around the nation and indicated that the Task Force was operating on the level of a State Complete Count Committee, not just as a County Task Force.

APPENDIX

Appendix A: Resolution No. R-72-19

Appendix B: Miami-Dade County 2020 Task Force Members

Appendix C: April 1, 2019 Task Force Meeting Materials

Appendix D: May 13, 2019 Task Force Meeting Materials

Appendix E: June 10, 2019 Task Force Meeting Materials

Appendix F: July 8, 2019 Task Force Meeting Materials

Appendix G: August 26, 2019 Task Force Meeting Materials

Appendix H: September 9, 2019 Task Force Meeting Materials

Appendix I: October 7, 2019 Task Force Meeting Materials

Appendix J: October 8, 2019 Board of County Commissioners Chairwoman Audrey M. Edmonson Memorandum - Appointment of 2020 Census Liaison-Commissioner Esteban L. Bovo, Jr.

Appendix K: A Guide for Your Census Outreach Efforts in Miami-Dade County

Appendix L: Calendar of Events to Date