

Miami-Dade County 2020 Census Updates

Tuesday, May 5, 2020
Board of County Commissioners

The logo for the United States Census 2020 is centered on a teal square background. It features the text "United States" in a smaller font above "Census" in a large, bold font, with "2020" below it in a large, bold font.

United States[®]
Census
2020

Miami-Dade 2020 Census Updates

- Updates from the US Census Bureau
- Countywide Media Plan
- Efforts by Miami-Dade County
- Outreach Efforts by Census Liaison
- Outreach Efforts by CBOs



Updates from the Census Bureau

The Census Bureau has extended the window for field data collection and self-response to October 31, 2020, which will allow for apportionment counts to be delivered to the President by April 30, 2021, and redistricting data to be delivered to the states no later than July 31, 2021.

The logo for the 2020 U.S. Census, featuring the text "United States Census 2020" in white on a blue background.

U.S. Department of Commerce Secretary Wilbur Ross and U.S. Census Bureau Director Steven Dillingham Statement on 2020 Census Operational Adjustments Due to COVID-19

APRIL 13, 2020 — The 2020 Census is underway and more households across America are responding every day. Over 70 million households have responded to date, representing over 48% of all households in America. In light of the COVID-19 outbreak, the U.S. Census Bureau is adjusting 2020 Census operations in order to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from federal, state and local authorities.
- Ensure a complete and accurate count of all communities.

Countywide Media Plan

Social media has become more important due to COVID-19. Total potential estimated reach in March & April of 1.9 million. Actual comments, likes, shares, and clicks are approximately 505,000.

The image shows a social media post from Miami-Dade County Government dated March 31 at 9:31 AM. The post text reads: "Right now is a perfect time to complete the 2020 Census. Population data collected during the census will impact #OurCounty's growth & development over the next 10 years. Respond to the Census online, over the phone or by mail. #GetCounted #MiamiDadeCounts". Below the post is a video player for the 2020 Census. The video player has a dark blue header with "United States Census 2020" and "FAQ". The main content area has a white background with a blue Miami-Dade County logo in the top right. The text says "Welcome to the 2020 Census" followed by a bulleted list: "It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.", "It's safe, secure, and confidential. Your information and privacy are protected.", "Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.", "Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government." To the right of the list is a blue button that says "Shape your future START HERE >". Below the list is a "Getting started:" section with a bulleted list: "You must complete your questionnaire once you begin. If you leave the questionnaire online, by phone or mail.", "Do not use the back, forward, or home buttons within the questionnaire to navigate.", "You must allow for the use of cookies on your device. For more information, or to manage your cookies, please visit our website." At the bottom of the video player is a dark grey bar with a play button, a progress bar, a volume icon, and a full screen icon. The number "4" is centered at the bottom of the video player.

Miami-Dade County Government
March 31 at 9:31 AM · 🌐

Right now is a perfect time to complete the 2020 Census. Population data collected during the census will impact #OurCounty's growth & development over the next 10 years. Respond to the Census online, over the phone or by mail. #GetCounted #MiamiDadeCounts

United States
Census 2020 FAQ

Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire online, by phone or mail.
- Do not use the back, forward, or home buttons within the questionnaire to navigate.
- You must allow for the use of cookies on your device. For more information, or to manage your cookies, please visit our website.

**Shape your future
START HERE >**

Start Questionnaire

MIAMI DADE COUNTY

MIAMI DADE COUNTY



United States
Census 2020

Shape your future
START HERE >

4



Countywide Media Plan

Below PSAs were broadcast on Channels 7 & 23 and used in County social media posts. 491 total PSAs to run through May.



MiamiDade County RER  @Mi... · 5d 

We're counting on you to get counted!
An accurate census count ensures we get a fair share of federal funding. You can still shape your future from home by completing the [#2020census](#) today at [my2020census.gov](#) or by calling 844-330-2020 [#MiamiDadeCounts](#)



MiamiDade County RER  · 3/25/20 

We're counting on you to get counted!
An accurate census count ensures we get a fair share of federal funding. You can still shape your future from home by completing the [#2020census](#) today at [my2020census.gov](#) or by calling 844-330-2020 [#MiamiDadeCounts](#)

MiamiDade County RER  · 3/26/20 

¿Quieres hacer algo desde casa que marque la diferencia en tu comunidad?
Dale forma a tu futuro y completa hoy el Censo 2020 en [my2020census.gov](#) o llama al 844-468-2020 para garantizar que se cuente a Miami-Dade y reciba la distribución justa de fondos federales.



112K views



11.8K views



134K views

Countywide Media Plan

Media campaigns continue through May 2020.

Media Buy Rollouts	Rollout Date
YouTube Ads	13-Jan
Connected TV	13-Jan
Gas Station TV	1-Mar
Radio PSAs	9-Mar
Out of Home Media	17-Feb
Online Display Banners	5-Feb
Gmail ads	5-Feb
Search Engine Marketing	15-Jan
Native Advertising	1-Mar
Newspapers/Print	1-Feb
Community Periodicals (CPP)	1-Mar
TV PSAs	10-Feb

The screenshot shows the News 7 Miami website interface. At the top, there is a navigation bar with categories like NEWS, WEATHER, SPORTS, and ENTERTAINMENT. A weather widget shows 85 degrees. A breaking news banner reads "MIAMI-DADE ORDERS USE OF FACE MASKS INSIDE GROCERY STORES, RESTAURANTS, PHARMACIES". Below this is a banner for "Complete the Census" with the United States Census 2020 logo. The main content area features a video player for a news article titled "2 South Florida healthcare workers die of coronavirus-related complications", posted 4 hours ago. To the right is a "TRENDING" sidebar with stories such as "Costco to give priority access to first responders, healthcare workers" and "Free temporary housing in Miami provided for Jackson Health System staff". Below the video player is a "THE LATEST" section with two articles: "MIAMI-DADE | MIAMI-DADE RESIDENTS ORDERED TO WEAR FACE COVERINGS INSIDE BUSINESSES" (2 hours ago) and "BROWARD | STATE ANNOUNCES NEW MOBILE-FRIENDLY ONLINE APPLICATION TO FILE FOR UNEMPLOYMENT BENEFITS" (14 hours ago).

Efforts by Miami-Dade County

OMB Grant Mail with census messages sent to an estimated 13,682 weekly, beginning mid-March.

Grant Opportunities ▸ **Inbox x**

Miami-Dade County <gov@info.miamidade.gov> [Unsubscribe](#) Thu, Apr 9, 7:01 PM (13 days ago) ☆ iamidade.gov > [Unsubscribe](#) Mar 27, 2020, 7:01 PM to me ▾

MIAMI-DADE COUNTY GRANTS **United States Census 2020** **MIAMI-DADE COUNTY GRANT MAIL**

Grant Opportunities ▸ **Inbox x**

April 9, 2020

[The Census is here and](#)
The data collected during the 2020 Census will impact so many of the vital programs that our community depends upon. Several key federal programs use census data to determine its allocations to states and communities. These programs' allocations to Florida in 2019 totaled over \$7.6 billion. Some of these programs are: National School Lunch Program; Supplemental Nutrition Program for Women, Infants and Children; Supplemental Nutrition Assistance Program; Children's Health Insurance Program; Medicaid, Child Care and Development Block Grant; and Head Start and Early Head Start. Our County is counting on you and everyone in our community to #GetCounted.

Miami-Dade County <gov@info.miamidade.gov> [Unsubscribe](#) Thu, Apr 16, 7:01 PM (6 days ago) ☆ to me ▾

MIAMI-DADE COUNTY GRANTS **United States Census 2020** **MIAMI-DADE COUNTY**

April 16, 2020

[Your response to the 2020 Census matters](#)
Data collected during the 2020 Census will impact so many of the vital programs that our community depends upon. Several key federal programs use census data to determine its allocations to states and communities. These programs' allocations to Florida in 2019 totaled over \$7.6 billion. Some of these programs are: National School Lunch Program; Supplemental Nutrition Program for Women, Infants and Children; Supplemental Nutrition Assistance Program; Children's Health Insurance Program; Medicaid, Child Care and Development Block Grant; and Head Start and Early Head Start. Our County is counting on you and everyone in our community to #GetCounted.

MIAMI-DADE COUNTY

Shape your future START HERE >

United States Census 2020

Efforts by Miami-Dade County

Employees count too!
Census messaging was sent to 23,000 employees in a recent e-newsletter and the below census message was included on all paystubs.

Snapshot of Employee Newsletter:



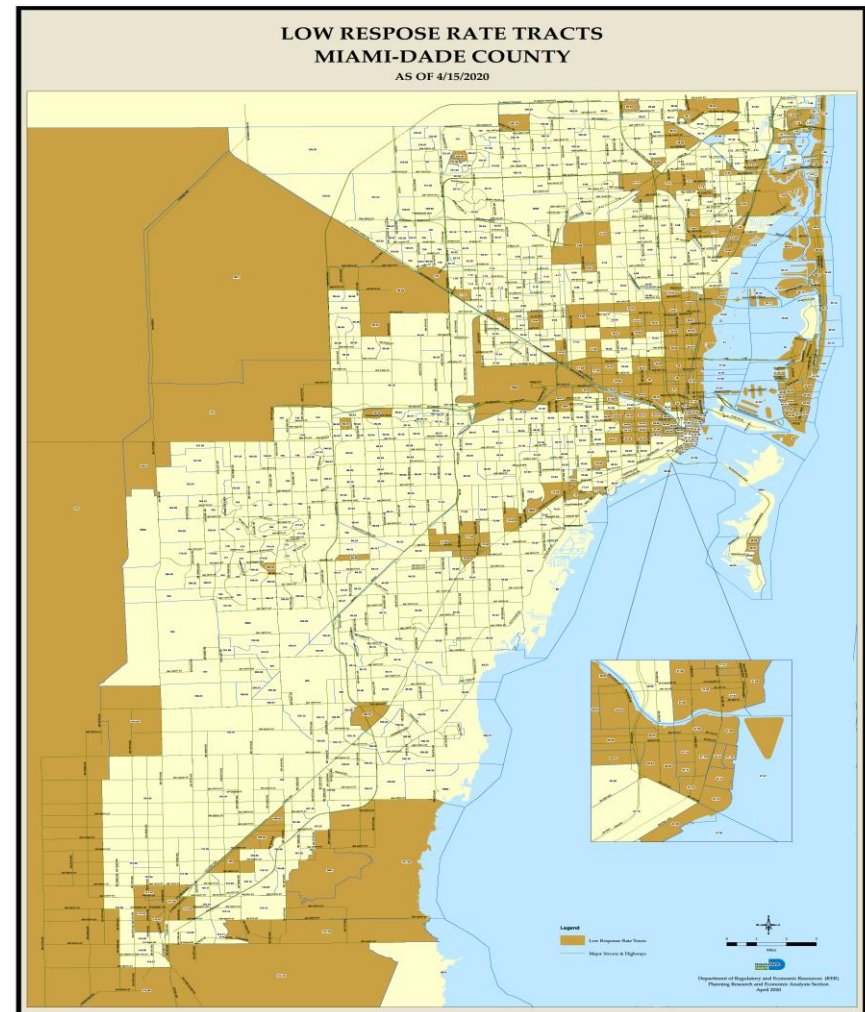
The screenshot shows a newsletter header with a blue and green background. The main heading is "WHAT'S NEW" in large white letters. To the right is the Miami-Dade County logo. Below the header, the date "April 13, 2020" is displayed. The main content area features the "United States Census 2020" logo on the left and a text block on the right. The text block is titled "Get counted in the 2020 Census" and contains the following text: "The Census is here! By now, you should have already received the Census in the mail. If you haven't done so already, it is very important that you respond. Respond by phone, mail or [online](#) today and help make sure that everyone in our County gets counted."

Snapshot of Paycheck Message:

Mission Statement: "Delivering excellent public services that address our community's needs and enhance our quality of life"
CENSUS DOLLARS = COUNTY SERVICES ANSWER YOUR 2020 CENSUS!
REPORT FRAUD, WASTE AND ABUSE TO THE INSPECTOR GENERAL 305-579-2600

Efforts by Miami-Dade County

- RER translates census response data into maps and documents.
- RER's Census Outreach Coordinator provides these tools to CBO grantees.
- RER continues to provide assistance from 311 transferred calls regarding the census. Calls range from 4-7 per day with various questions on the census.
- RER will continue to engage organizations and businesses in hard-to-count areas, beyond those that received County grants, to involve them in safe and social-distant plans on reaching their communities with census messaging.



Efforts by Miami-Dade County

Libraries continue to promote the census via:

- Weekly e-newsletter to approximately 400,000 subscribers plus an exclusive message on Census Day, April 1.
- As of April 21, over 2,000 census palm cards handed out at drive-thru unemployment application pickups.



**April 1
is
National
Census Day**

Make sure you're counted!

Complete the 2020 Census
online today.

You can also complete
your questionnaire by
phone or by mail.

When completing the
census, you will include
everyone living in your
home on April 1, 2020.

For more information, visit
2020Census.gov.

**Census data impacts
funding for resources like:**

- Libraries
- Schools
- Hospitals and Health Clinics
- Head Start
- School Meal Programs
- Public Transportation
- Housing Assistance
- Medicare
- Supplemental Nutrition Assistance Program
- Fire Departments
- Roads and Highways
- Community Centers

Public
Miami-Dade
Library
System

MIAMI-DADE
COUNTY

United States
Census
2020



Efforts by Miami-Dade County

RER has collaborated with the Parks Department to distribute census materials at the following food distributions beginning on April 21 on a weekly basis, until further notice:

- 4/21: Tropical Park – 640 Cars
- 4/21: Homestead Air Reserve Park – 447 Cars
- 4/24: Greynolds Park - 640 Cars



Efforts by Miami-Dade County

RER works with Communications to maintain and update the census website with information and resources.

Outreach Efforts by Census Liaison

Commissioner Bovo continues to provide municipalities, partners, and stakeholders with information on the census and updates on self-response rates such as these snapshots from a recent e-newsletter:

Municipal Participate Rate Report Card

Self Reporting Response Rate by Municipality
Miami-Dade County

Rank	Municipality	Response Rate 04/6/2020	Response Rate 04/13/2020	Percentage Difference	Rank	Municipality	Response Rate 04/6/2020	Response Rate 04/13/2020	Percentage Difference
1	Palmetto Bay	58.0%	60.8%	2.8%	18	Florida City	38.6%	41.2%	2.6%
2	Pinecrest	55.3%	58.5%	3.2%	18	Medley	39.5%	41.2%	1.7%
3	Miami Shores	54.4%	57.6%	3.2%	18	North Miami	37.4%	41.2%	3.8%
4	Cutler Bay	49.1%	52.7%	3.6%	21	Golden Beach	38.3%	40.7%	2.4%
5	Biscayne Park	50.3%	52.6%	2.3%	22	Homestead	37.7%	40.6%	2.9%
5	Miami Springs	49.7%	52.6%	2.9%	23	North Miami Beach	38.2%	40.5%	2.3%
7	Miami Lakes	49.0%	52.3%	3.3%	24	West Miami	36.9%	39.8%	2.9%
8	Coral Gables	47.0%	49.8%	2.8%	25	Key Biscayne	35.2%	37.9%	2.7%
9	Virginia Gardens	46.7%	49.4%	2.7%	26	Bay Harbor Islands	33.8%	36.8%	3.0%
10	El Portal	44.9%	49.2%	4.3%	27	Miami	33.1%	35.9%	2.8%
11	Miami Gardens	46.1%	49.0%	2.9%	28	Aventura	32.3%	34.6%	2.3%
12	Hialeah	44.0%	48.0%	4.0%	29	North Bay village	29.9%	32.6%	2.7%
13	South Miami	44.6%	47.2%	2.6%	30	Indian Creek	25.0%	30.6%	5.6%
14	Hialeah Gardens	42.5%	46.4%	3.9%	31	Surfside	27.8%	29.5%	1.7%
15	Sweetwater	41.5%	44.6%	3.1%	32	Miami Beach	25.6%	27.8%	2.2%
16	Doral	40.8%	44.4%	3.6%	33	Sunny Isles Beach	19.8%	21.4%	1.6%
17	Opa-Locka	40.7%	43.2%	2.5%	34	Bal Harbour	15.1%	16.7%	1.6%

Green represents top 10 municipalities with most increase

Miami-Dade County Census Digest



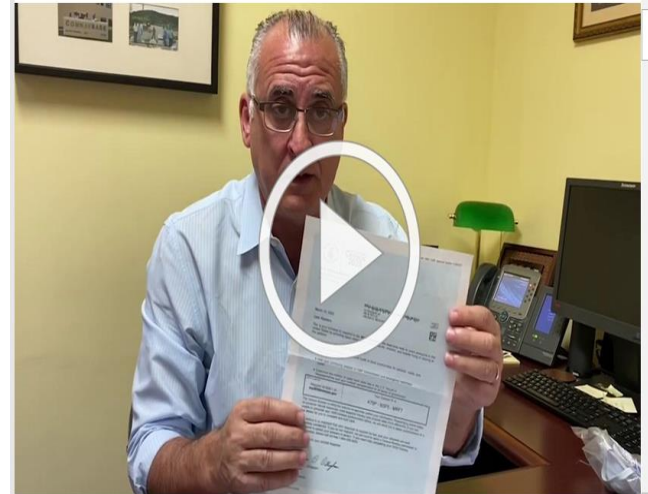
County Commissioner Esteban "Steve" Bovo, Census Liaison <bovo@...>
To Gomez, Lourdes (RER)



11:04 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

How to complete the 2020 Census with Commissioner Esteban "Steve" Bovo



Outreach Efforts by Census Liaison

- Commissioner Bovo's office has conducted Zoom meetings and conference calls with partner organizations, Census Task Force members, municipalities, and organizations that receive CBO funding from the County to continue to promote the census.
- The most recent meeting on April 14, 2020 invited Marilyn Stephens of the Census Bureau to provide updates on their modified timeline due to the COVID-19 pandemic.

Miami-Dade County's 2020 Census Efforts

HAVE YOU COMPLETED YOUR CENSUS?

Visit [My2020Census.gov](https://my2020census.gov)

Every 10 years, the U.S. Census Bureau conducts a census to determine the number of people living in the United States. The census provides the basis for distributing billions of dollars in federal funding to support services and infrastructure in communities across the Country.

Miami-Dade County encourages every resident to participate in the Census to ensure proper representation in Congress and a fair share of federal funds for schools, hospitals, roads, public works and other vital programs.

Outreach Efforts by Census Liaison

On March 21, 2020 an Automated Countywide Text message was sent in English, Spanish and Creole reminding residents:

“As we self-isolate, remember to complete the Census - my2020census.gov or 844-330-2020. Thank you and stay safe.”



Outreach Efforts by Census Liaison



March 12th Press Conference to Kick-off the census invitation mailer, held in the SPCC Building on the 2nd Floor Courtyard. This is an example of one of the many events spearheaded by Commissioner Bovo to bring attention to the census.

Univision PSA in Spanish



Outreach Efforts by Census Liaison



COMMISSIONER ESTEBAN L. BOVO, JR.
MEMORANDUM

111 NW First Street, Suite 320 Miami, Florida 33128 Tel. (305) 375-4831 Fax (305) 375-2011

TO: Honorable Audrey M. Edmonson, Chairwoman
Honorable Rebeca Sosa, Vice Chairwoman
Members, Board of County Commissioners

DATE: March 20, 2020

FROM: Honorable Esteban L. Bovo, Jr., Commissioner
Miami-Dade Board of County Commissioners

RE: 2020 Census Updates

March 20th census
message to Commission

It's imperative we continue to stress the importance of the 2020 Census during this unprecedented time. The novel Coronavirus (COVID-19) is a perfect example of why we need to make sure our community is properly funded. Now, more than ever, we need to make sure Miami-Dade is counted! The Bureau recently reported more than 18 million households have responded to the 2020 Census nationwide.

Below are a few key 2020 Census operations updates:

1. **Initial Correspondence.** 92% of households should have received or will receive an initial invitation to respond to the 2020 Census in the mail between March 12 - 20. The remaining 8% will receive the questionnaire in the mail. The Bureau identified households that may have limited or no access to internet. Between March 16-24, households may receive a reminder mailer. Official Bureau correspondence will include the official 2020 Census logo and "Share your Future" tagline.
2. **Message from the Census Bureau regarding COVID-19.** The Bureau announced it will pause its field operations for two weeks. Until further notice, Census takers will begin visiting households that have not responded in late May. Currently, the planned completion date for data collection for the 2020 Census is July 31, 2020. Click [here](#) to see the full message.
3. **Language Assist.** The Census is available in 12 different languages. Visit 2020census.gov to view the different languages or click [here](#) for a full list of phone numbers. Note, households can complete their Census questionnaires by calling those numbers.
4. **Census Operations for College Students.** College students living in on-campus housing are counted through their university as part of the Bureau's Group Quarters Operation, which counts all students living in university owned housing. In general, students in colleges and universities temporarily closed due to the COVID-19 virus will still be counted as part of this process even if they are home on census day, April 1. Click [here](#) to see the Bureau's recent update.
5. **Census Self Response Rates.** Once households start completing the census form, the Bureau will be publishing [self-response rates](#) for each community, city, county, and state. Also, visit the County's 2020 Census [maps](#) for County specific information.

The key message right now for anyone with questions about how COVID-19 will affect the 2020 Census: It has never been easier to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker.

Please feel free to contact my office if you have any questions or concerns. Our office is here to make sure Miami-Dade Counts!

Outreach Efforts by Census Liaison

April 1 – Census Day!

- Virtual Press Conference
- NBC6 Skype interview with Jackie Nespral



Commissioner Esteban Bovo, Jr.

April 1 at 6:25 PM · 🌐

Spoke with Jackie Nespral of NBC6 via Skype about #CensusDay & the opening of a FREE #COVID19 testing drive-thru site for Northwest Dade residents aged 65 or older who are experiencing symptoms of the #coronavirus. Senator René García & I worked tirelessly to bring this site to #Hialeah.



Commissioner Esteban Bovo, Jr.

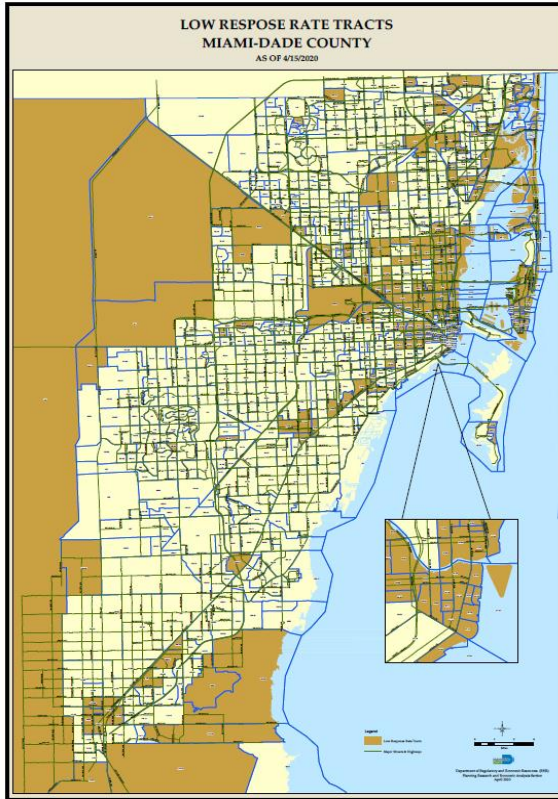
April 1 at 2:34 PM · 🌐

Held a #2020Census virtual press conference about #CensusDay! As the Census Liaison of #OurCounty, we've been working for over a year to ensure a full & complete U.S. Census Bureau count in hard-to-count areas. Today, let's ensure that #MiamiDadeCounts.



Outreach Efforts by Census Liaison

Commissioner Bovo sends information on response rates, such as those displayed below, to census stakeholders and partners on a weekly basis through his e-newsletter. On April 20th, the Commission received this information with a personal message.



COMMISSIONER ESTEBAN "STEVE" BOVO

Dear Colleague,

Miami-Dade County achieved a 72 percent final participation rate in the 2010 Census. This number demonstrates we are not reaching all corners of our County, which is detrimental to our County's future. By working together, we can achieve a higher participation rate in 2020. It is imperative we continue to stress the importance of the 2020 Census during this unprecedented time. The novel Coronavirus is a perfect example of why we need to make sure our community is properly funded.

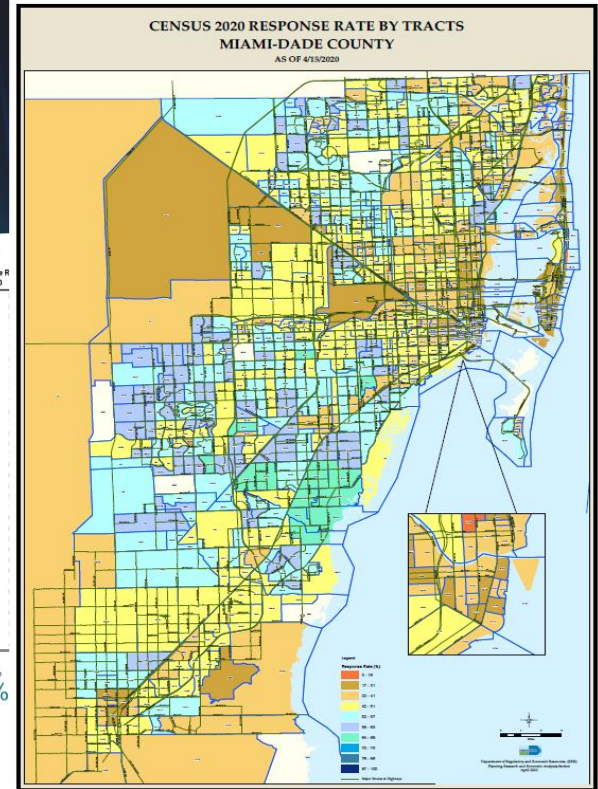
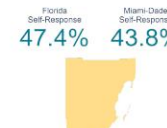
Together, we can get to a complete count!

Sincerely,

Esteban "Steve" Bovo

2020 Census Response Rate by Municipality
Miami-Dade County

Rank	Municipality	Response Rate 04/15/2020	Response R 2010
1	PalmBeach	81.7%	
2	Miami Shores	69.6%	
3	Pinecrest	59.9%	
4	Biscayne Park	54.7%	
5	Miami Springs	53.3%	
6	Cutter Bay	53.5%	
7	Miami Lakes	53.6%	
8	Coral Gables	51.0%	
9	El Portal	51.0%	
10	Virginia Gardens	50.3%	
11	Miami Gardens	50.0%	
12	Hawah	48.9%	
13	South Miami	48.3%	
14	Hawah Gardens	47.5%	
15	Sweetwater	45.6%	
16	Doral	45.2%	
17	OakLocka	43.8%	
18	North Miami	42.6%	
19	Melroy	42.2%	
20	Florida City	41.9%	
21	Golden Beach	41.8%	
22	Himelwood	41.5%	
23	North Miami Beach	41.3%	
24	West Miami	40.3%	
25	Key Biscayne	39.0%	
26	Bay Harbor Islands	37.6%	
27	Miami	36.7%	
28	Aventura	35.6%	
29	North Bay Village	33.3%	
30	Indian Creek	30.6%	
31	Surfside	30.2%	
32	Miami Beach	28.4%	
33	Sunny Isles Beach	22.0%	
34	Bal Harbour	17.1%	



Outreach Efforts by CBOs

- On 12/17 and 1/22, these 23 organizations were awarded funding for census outreach efforts in Miami-Dade County.
- 20 Grantees have entered into agreements.
- Grant agreements will be extended, if needed, to allow CBOs more time for outreach given the COVID-19 emergency.

Family Central, Inc.
Centro Campesino
The Children's Village Inc. (d/b/a The Resource Room)
We Count!, Inc.
Haitian Neighborhood Center, Sant La Inc.
Branches, Inc.
Family Action Network Movement
Catholic Charities
United Way of Miami-Dade, Inc.*
Catalyst Miami, Inc.
Urban Health Partnerships, Inc.
Opa-Locka Community Development Corporation
Educate Tomorrow, Corp
Latinos United in Action Center, Inc.
Overtown Youth Center, Inc.
NHT Communities
South Florida PBS, Inc.
Three Virtues Organization, Inc.
Community Rightful Center, Inc.
Haitian American Chamber of Commerce of Florida (HACCOF) Foundation, Inc.*
Center of Information & Orientation, Inc.
Victory for Youth, Inc.
Association of Exchange and Development of Activities and Partnership, Inc. (AEDAP)

Outreach Efforts by CBOs

- RER's Census Outreach Coordinator communicates regularly with the grant-funded CBOs on the progress of their outreach.
- Due to COVID-19, the majority of organizations with plans to provide in-person outreach have shifted to virtual methods of outreach whether that be converting marketing efforts to social media or sharing their census message with their clients via phone or online.



Outreach Efforts by CBOs

The following slides provide updates from County grant-funded CBOs on their activities pre and/or during the COVID-19 emergency:

Opa-Locka Community Development Corporation

- Continuing with weekly e-Newsletter.
- Census information session to Leadership Miami.
- Met with Amazon, Branches, Catalyst Miami, Sant La, Dream Defenders, Teen Upward Bound on census.
- Participated in PBS interview on census.
- Census “stretch” with seniors at Charles Hadley Park.

**YOUR COMMUNITY
IS COUNTING ON
YOU TO TAKE
THE CENSUS**
ONLINE - MAIL - PHONE

[OLCDC.ORG/2020CENSUS](https://olcdc.org/2020census)



United Way

- Trained their staff to train providers and grantees on importance of disseminating census information to their customers and clients.

2020 Census & United Way Miami



- **Community Outreach Kit**
 - Audiences – Parents/Guardians, Providers, Rest of World (ROW-Miami)
- **Miami-Dade County Grant**
 - Phase 1 Contents – One pagers, social media assets in three languages (English, Spanish, Kreyol)
 - Production of toolkit, printing, additional asset creation, staff time
 - Phase 2 Items – rack card, retractable signs, fast facts posters
- **Downloadable Assets & Link to Census Form**
 - Visit URL unitedwaymiami.org/2020census



Catalyst Miami, Inc.

- Created a home-based phone bank for Census Day (April 1) that reached 5,000 clients and encouraged census participation.
- Use social media to post short videos about the census.
- Ads on Haitian radio and TV.
- Distributed fabric masks with census branding on it.
- Added census information to e-mail signatures.

Outreach Efforts by CBOs

Branches, Inc.

- Including census materials in each free-meal given to individuals (1,500-2,000 given per week).
- Remind those receiving tax preparation assistance to complete their census.
- Distributed about 10,000 envelopes with census message.



South Florida PBS, Inc.

- Created and aired news programs and video promotions on the census
- Created English and Spanish PSAs on census.
- Aired Sesame Street's census promotion.



Family Action Network Movement

- Implemented a phone bank using volunteers to contact their clients.
- Use social media (Facebook, Instagram and Twitter) to promote the census.
- "Bwa FAMM" Radio show aired on Sundays to educate Haitian community on the importance of the census.
- Flyer distribution pre-COVID19:



Outreach Efforts by CBOs

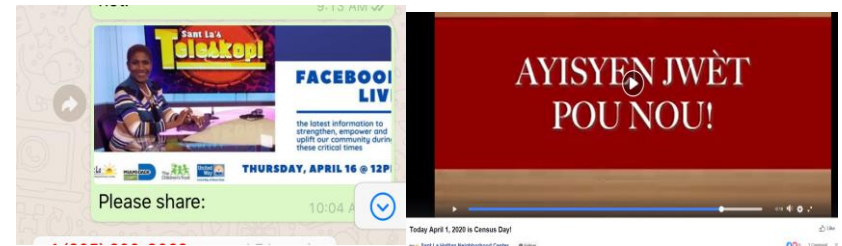
We Count!

- Disseminating census messaging via radio spots and promotions on 97.7 FM in South Dade that is tailored to the various immigrant populations. Spots are broadcast in the various languages spoken by the farmworkers in the area.



Haitian Neighborhood, Sant La Inc.

- Launched a media and radio campaign aired on Island TV, Radio MEGA, and WLQY.
- Social media platform disseminating census messaging with posts and videos in English and Creole.



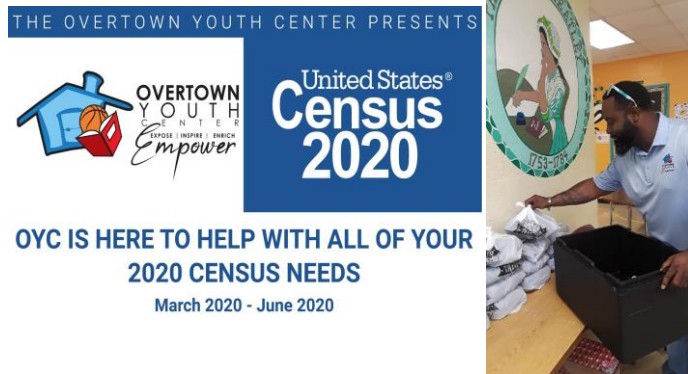
Catholic Charities

- Incorporated census message into meetings with parents of the children in their day care centers.

Outreach Efforts by CBOs

Overtown Youth Center

- Flyers and information given at food distributions.
- Social media postings on census.
- Census hotline to help those without technology.



Latinos United in Action Center, Inc.

- Census information given during food distribution efforts to roughly 500 families on April 24; a second one is scheduled for May 2.
- Café con Census event pre-COVID19:

Workshop with parents and volunteers who will support our "Cafe con Census" initiative and will promote the importance of being counted.



National Housing Trust (NHT) Communities

- Giveaways for residents who have completed their census.
- Door-to-door distribution of flyers in English, Spanish, and Haitian Creole.
- Have postponed their community gatherings during COVID-19 but shifted to virtual services for residents which include checking in on them and reminders to complete the census.

Outreach Efforts by CBOs

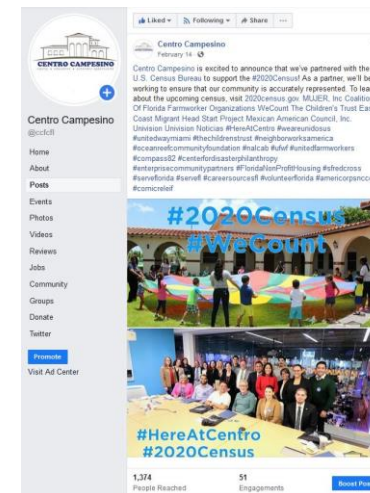
The Children's Village Inc. dba The Resource Room

- Door to door census flyer dissemination.
- Shifted census outreach efforts to "table talks" via Zoom due to COVID-19.



Centro Campesino

- Utilized social media and partnered with the 2020 Farmwork Collaborative to post :30 second videos with a call to action on the census.
- Recorded and televised Town Hall meeting at Univision studios.



Association of Exchange and Development of Activities and Partnerships, Inc. (AEDAP)

- Outreach via radio stations WKAT and AM 1700.
- Census presentation at Haitian churches.

Outreach Efforts by CBOs

Family Central, Inc.

- Provided census training to all staff.
- Emphasizing census importance on social media.



WE ALL COUNT!

APRIL 1ST, CENSUS DAY

WWW.MIAMICENSUS.ORG



Victory for Youth

- Promoting the census within the "Share Your Heart" application that offers local/community resources and services. The app links directly to the census.
- Passing out census information at drive-thru food distributions.

United States
**Census
2020**



COVID-19 Updates	Make a Referral	Helplines	Helpful Websites
CENSUS 2020	Local Events	Around Us Miami-D...	Around Us - Broward
Messages	Notes on Family VI...	Church Online	Share Your Heart

Urban Health Partnerships, Inc.

- Conducted virtual Zoom trainings for all community liaisons related to completion of 2020 Census.
- Over 500 residents have been contacted and provided information on the census.

COMPLETE THE CENSUS FOR BETTER SCHOOLS, HOSPITALS, AND THE OVERALL WELLBEING OF OUR COMMUNITY.



I COMPLETED THE CENSUS

BECAUSE _____

MY2020CENSUS.GOV

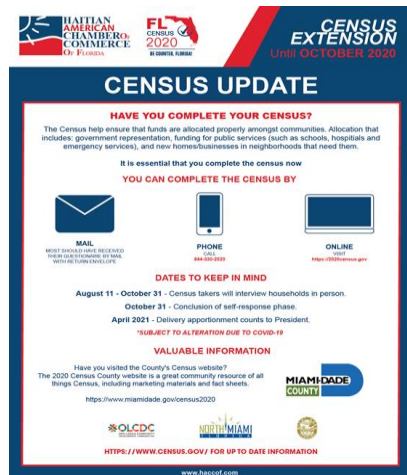
#TOGETHERWECOUNT #CUENTACONMIGO #KONTEMWEN



Outreach Efforts by CBOs

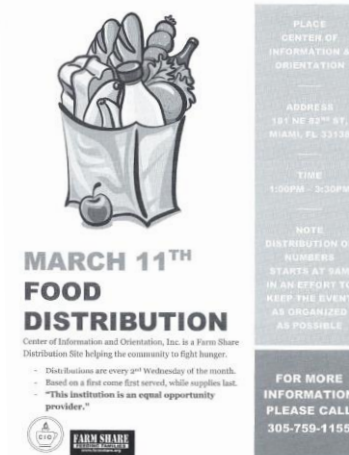
Haitian American Chamber of Commerce of Florida Foundation, Inc. (HACCOF)

- On Monday, March 9, 2020 a Census 2020 Digital Town Hall was held at 7 pm.
- Haitian American Complete Count meeting held on Saturday, March 14, 2020 in North Miami.
- Created informational flyer linking to Miami-Dade.



Center of Information & Orientation, Inc.

- Distributed census information at 2 food distributions in February and March.
- Census messaging on Haitian radio.



Thank You!

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