

Miami-Dade County 2020 Census Updates

Monday, August 31, 2020
Board of County Commissioners

The logo for the United States Census 2020 is displayed within a teal square. It features the words "United States" in a smaller, white, sans-serif font, followed by a registered trademark symbol (®). Below this, the word "Census" is written in a large, bold, white, sans-serif font, and "2020" is written below it in the same large, bold, white, sans-serif font.

United States®
Census
2020

Miami-Dade 2020 Census Updates

- Updates from the US Census Bureau
- Response Rates
- Countywide Media and Communications
- Efforts by County Departments
- Efforts by Census Liaison
- CBO Contract Updates
- CBO Activities



Updates from the US Census Bureau

On August 3, the Census Bureau announced that field data collections will end by September 30 (*rather than October 31*) and a revised deadline to the President of the United States of December 31.

Statement from U.S. Census Bureau Director Steven Dillingham: Delivering a Complete and Accurate 2020 Census Count

AUGUST 03, 2020
RELEASE NUMBER CB20-RTQ.23

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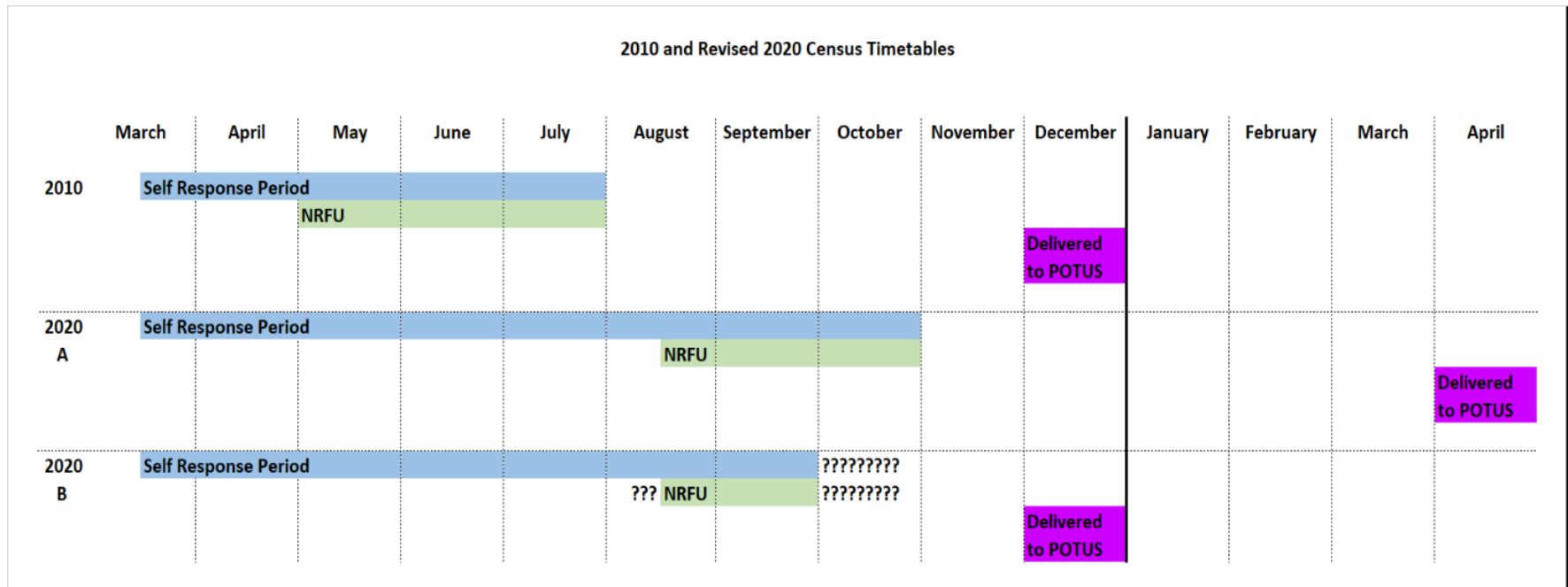
AUGUST 3, 2020 — The U.S. Census Bureau continues to evaluate its operational plans to collect and process 2020 Census data. Today, we are announcing updates to our plan that will include enumerator awards and the hiring of more employees to accelerate the completion of data collection and apportionment counts by our statutory deadline of December 31, 2020, as required by law and directed by the Secretary of Commerce. The Census Bureau's new plan reflects our continued commitment to conduct a complete count, provide accurate apportionment data, and protect the health and safety of the public and our workforce.

- **Complete Count:** A robust field data collection operation will ensure we receive responses from households that have not yet self-responded to the 2020 Census.
- We will improve the speed of our count without sacrificing completeness. As part of our revised plan, we will conduct additional training sessions and provide awards to enumerators in recognition of those who maximize hours worked. We will also keep phone and tablet computer devices for enumeration in use for the maximum time possible.
- We will end field data collection by September 30, 2020. Self-response options will also close on that date to permit the commencement of data processing. Under this plan, the Census Bureau intends to meet a similar level of household responses as collected in prior censuses, including outreach to hard-to-count communities.

Updates from the US Census Bureau

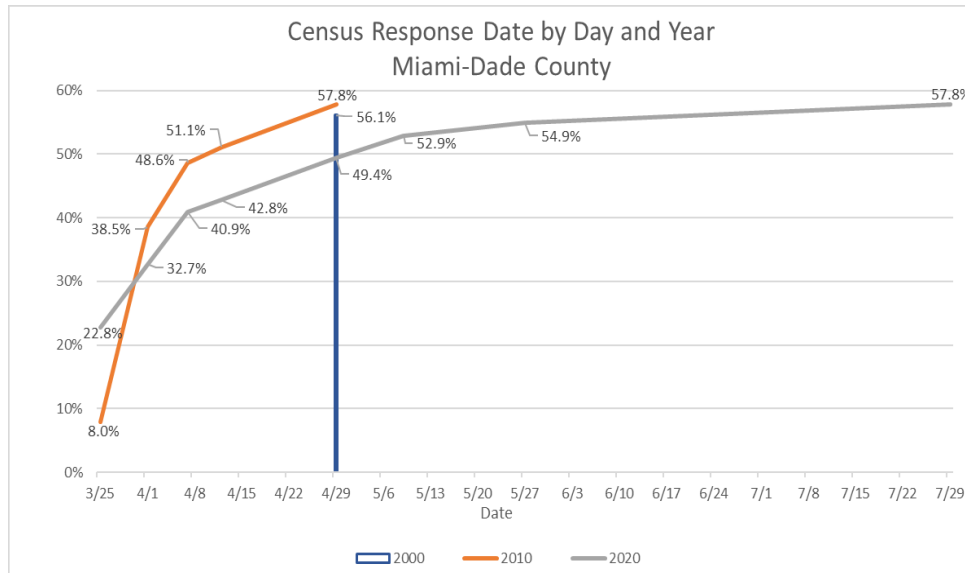
In-person non-response is underway in Miami-Dade County with hundreds of enumerators knocking on doors.

2010 and Revised 2020 Census Timetables



Response Rates

Miami-Dade County's response rate was 57.8 % at the beginning of the non-response follow up in both 2010 and 2020. All but one municipality experienced a fluctuation in their rate of response.



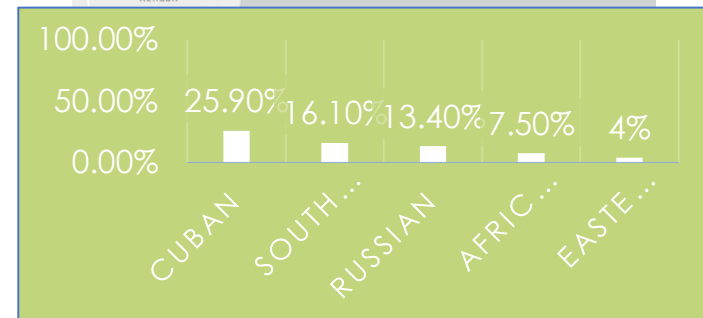
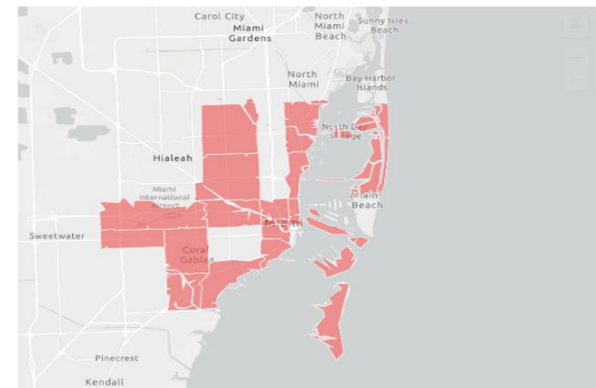
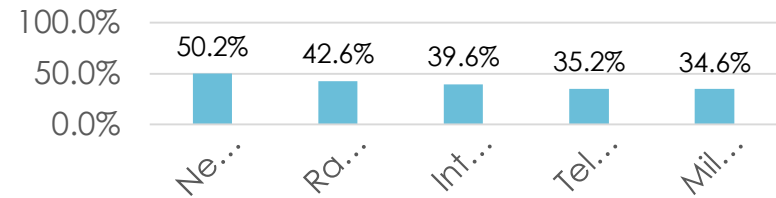
Census 2000, 2010 and 2020 Participation Rates by Area and Date
United States, Florida, Selected Counties and Municipalities

	2000*	2010*	2020		Difference
		As of April 29th	As of July 29th		Between July 29th 2020 and April 29th 2010
Country and State					
United States	60%	60%	63%		2%
Florida	58%	60%	60%		-1%
County					
Broward	56%	58%	59%		1%
Miami-Dade	56%	58%	58%		0%
Palm Beach	58%	60%	61%		0%
Municipality					
Aventura city	51%	44%	47%		2%
Bal Harbour village	40%	35%	27%		-8%
Bay Harbor Islands town	56%	54%	52%		-3%
Biscayne Park village	59%	59%	68%		9%
Coral Gables city	63%	61%	65%		4%
Cutler Bay town	N/A	59%	71%		11%
Doral city	N/A	57%	58%		1%
El Portal village	51%	57%	63%		6%
Florida City city	42%	47%	53%		6%
Golden Beach town	51%	59%	61%		2%
Hialeah city	65%	67%	64%		-3%
Hialeah Gardens city	64%	67%	65%		-2%
Homestead city	48%	49%	54%		5%
Indian Creek village	26%	49%	44%		-4%
Key Biscayne village	46%	50%	51%		1%
Medley town	69%	70%	65%		-5%
Miami Beach city	43%	44%	39%		-4%
Miami city	52%	54%	49%		-4%
Miami Gardens city	N/A	60%	64%		3%
Miami Lakes town	N/A	66%	69%		3%
Miami Shores village	63%	65%	75%		10%
Miami Springs city	62%	62%	70%		8%
North Bay Village city	52%	51%	45%		-6%
North Miami Beach city	51%	54%	55%		1%
North Miami city	48%	54%	57%		3%
Opa-locka city	43%	54%	54%		0%
Palmetto Bay village	N/A	65%	76%		11%
Pinecrest village	67%	65%	74%		9%
South Miami city	59%	59%	63%		3%
Sunny Isles Beach city	43%	39%	30%		-9%
Surfside town	49%	49%	42%		-8%
Sweetwater city	65%	70%	63%		-6%
Virginia Gardens village	N/A		67%		
West Miami city	66%	66%	56%		-11%

Countywide Media and Communications

The Communications Department created marketing collateral, conducted analysis, procured media buys, leveraged partnerships, and provided support to various entities of county government throughout the census campaign, with the majority of media buys and efforts conducted from January thru April. Where possible, promotional efforts have been extended, to synchronize the messaging with the US Census Bureau's revised reporting deadline of September 30, 2020

Media Usage



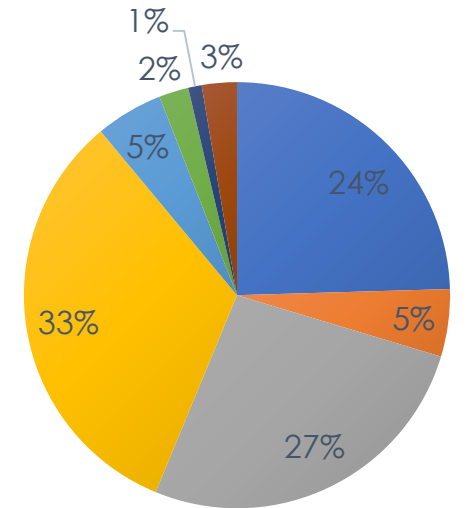
Samples of analysis pictured.

Countywide Media and Communications

Overview of Ad Campaign Results

To promote the 2020 Census, a multimedia campaign ran from January to April 2020 with **46,270** ads in English, Spanish and Creole across traditional and non-traditional media alike (TV, Radio, Print, Social, Digital and Out of Home) that yielded the following:

- **56.8 million** total impressions
- **1.3 million** total video views
- Ads in newspapers totaling **755,104** in circulation
- **459,678** impressions of interviews
- **78,134** clicks to the County Census website directly from ads

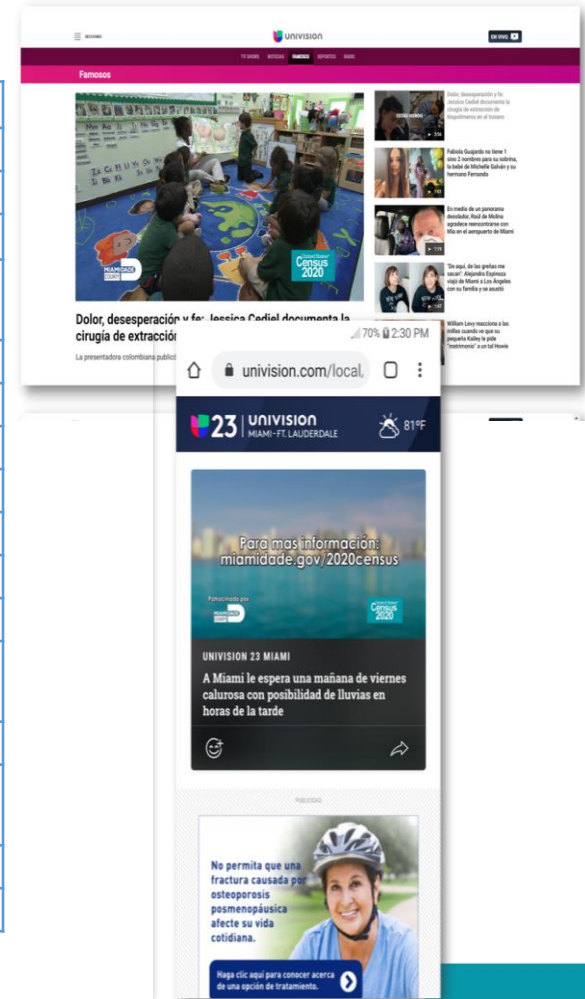


- TV Media Partnerships
- Gas Station TV (GSTV)
- Radio
- Out of Home Media (OOH)
- Social Media
- Online Display Banners
- Gmail
- YouTube/Connected TV

Countywide Media and Communications

Results overview of reaches and impressions of Countywide ads throughout the census marketing campaign:

Form of Advertisement	Reach or Impression
20 Billboards	8.8 Million Impressions per Month
Transit Ads (1,115 Pieces)	31 Million Impressions
32 Newspaper Ads in 3 Languages	651,558 Circulation
13 CPP Newspaper Ads in 3 Languages	103,500 Circulation
Digital Banner Ads	1.2 Million Viewable Impressions
Digital YouTube Ads	1.78 Million Impressions
Digital Gmail Ads	219,944 Impressions
Digital Search Term Related Ads	101,099 Impressions
Connected TV/Smart TV Ads	562,837 Impressions
Social Media Ads	Nearly 2 Million Unique Impressions
Content Marketing-Native Ads	822,402 Impressions
:30 and :15 Radio Ads in 3 Languages	At least 8 Million Reached
681 Spots through TV Partnerships	14.25 Million Views
WSVN and Univision TV Partnership	459,678 Impressions
Gas Station TV	925,936 Impressions
44 Statics Ads on Taxis	N/A



Countywide Media and Communications

The below **305,138** promotional and collateral items were ordered through Communications to support the census:

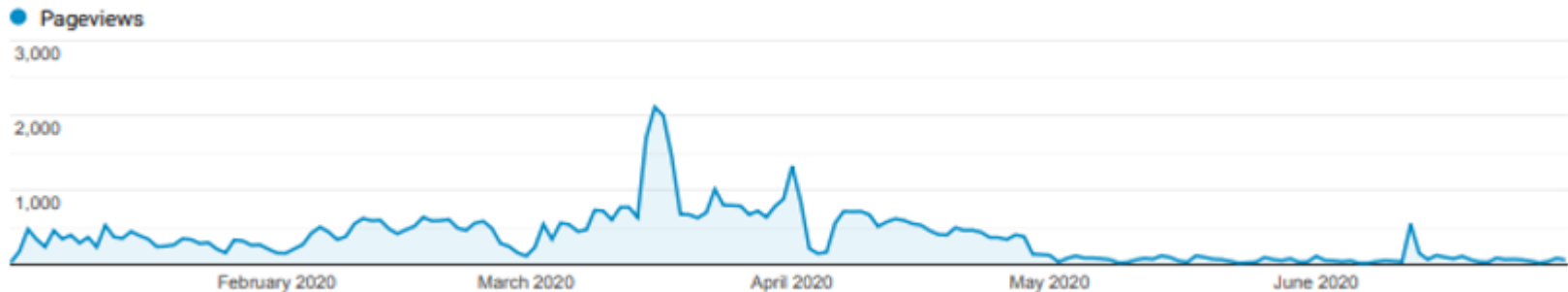
- **60,550** Flyers
- **170,611** Palm Cards
- **35,045** Door Hangers
- **25,500** Custom Inserts
- **6,000** T-Shirts
- **4,412** Posters
- **3,000** Water Bottles
- **20** Custom Tabletop signs and/or IG Frames



Countywide Media and Communications

The **miamidade.gov/2020census** website serves as the informational hub for community messaging and included marketing resources for partners and the general public. Beginning in May, online advertisements began directing to the my2020census.gov website as to foster completion of the questionnaire.

The County page has been viewed a total of 66,089 times with an average time of 03:05 spent on the page.



Countywide Media and Communications

2020 Hurricane Guide

- Census message was incorporated in the nick of time at the onset of the pandemic when the census had just extended its timeline.
- **1.1 million** total tri-lingual guides printed
- **1,015,459** direct mailed to all Miami-Dade County home addresses
- **80,000** placed at County locations including libraries, parks, and other County facilities
- **10,000** placed at Dade County Federal Credit Union branches
- A census ad was also in the 2019 Hurricane Guide



Efforts by County Departments

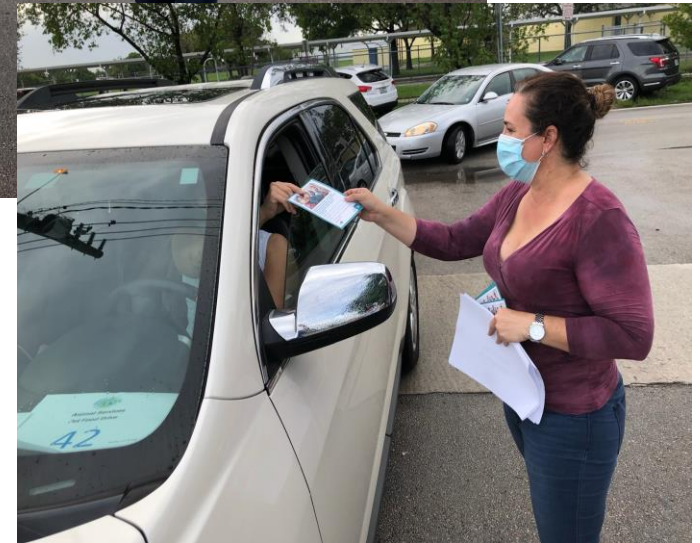
County Departments have taken innovative approaches to supporting their communities and disseminating census messaging amidst the COVID-19 challenges. Strategies engaged in to promote the census have come by the way of **increased social media postings, incorporating census handouts in drive-thru opportunities, distributions, etc.** The next few slides contain examples of such engagements.



Efforts by County Departments

Animal Services

- Conducted 8 drive-thru pet food giveaways that provided census materials to **4,133** families in response to COVID-19.
- Census materials continue to be given out at the shelter's wellness clinic and with adoption kits. Between the main Animal Shelter and the Homestead Clinic, another approximate **4,300** people view and/or receive information per week.



ASD 4th Drive Thru Pet Food Drive at Lake Steven's park in Miami Gardens

Efforts by County Departments

Community Action and Human Services

- On May 22 and May 28, CAHSD staff delivered 412 meals to seniors not a part of the Elderly Meal Delivery Program that included census palm cards with each box.
- 140 palm cards in meals provided at the Kingdom Building Prophetic Worship Center Food Distribution on June 10, 2020 at the Culmer Community Resource Center.
- **9,652** pieces of census materials distributed, so far, through weekly food drives, adult day care centers, victim prevention centers, rehabilitative centers, etc.
- Through CAHSD's COVID-19 meal program, census materials are included with weekly deliveries.



Efforts by County Departments

Libraries

In-Library Promotion

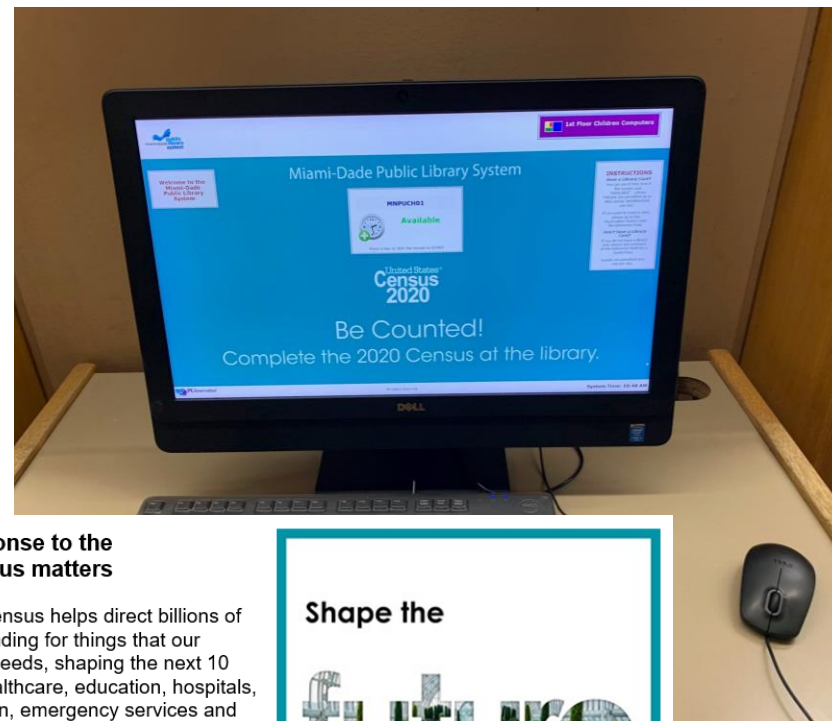
- Census is promoted on the **2,000** public computer screens, with a reminder to take the census. When customers log into their computer session, there is also a separate census box and link to the online questionnaire
- MDPLS continues to distribute census palm cards and display posters at all libraries. Until recently materials were included with hold items, picked up curbside during COVID-19 operational shifts.

Social Media from June 29-August 21

- Twitter – 8 posts
- Facebook – 7 posts
- Instagram – 6 posts

Recent MDPLS E-Newsletters

- August 7, 2020 - Census banner linking to questionnaire (**407,777** recipients)
- August 18, 2020 – Story in newsletter linking to questionnaire (**408,487** recipients)



Your response to the 2020 Census matters

The 2020 Census helps direct billions of dollars of funding for things that our community needs, shaping the next 10 years for healthcare, education, hospitals, transportation, emergency services and infrastructure.

The new deadline for completing the 2020 Census is **September 30**. It only takes about 10 minutes to finish the questionnaire. Go online to my2020census.gov and complete the census today!

Need Wi-Fi or computer access? Visit any [MDPLS library location](#) to log on.



Efforts by County Departments

PROS (Parks)

Food Drives in Response to COVID-19

Census information has been distributed with the weekly food drives since April, for a total of **35,579** pieces distributed.

- June 18-August 19: **20,047** flyers distributed
- May 28-June 17: **7,357** flyers distributed
- April 21-May 27: **8,175** flyers distributed

Social Media Reach

Facebook (August 2019 – August 2020) 21 posts with an average reach of 420.5.

Instagram (May 2020 – August 2020) 9 posts with an average reach of 1,377.5.

Twitter (August 2019 – August 2020) 15 “Native” (non-retweet) census posts.



ParkLife Email Newsletter

August: 7,997 opens & 5 Census link clicks

July: 7,744 opens & 7 Census link clicks

March: 4,989 opens & 4 Census link clicks

February: 4,950 opens & 5 Census link clicks

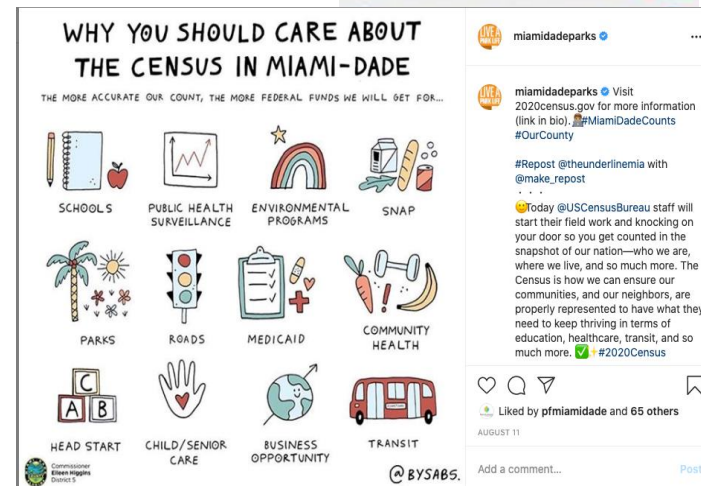
January: 4,877 opens & 20 Census link clicks

December: 4,833 opens & 20 Census link clicks

2 in November: 8,174 & 23 Census link clicks

2 in October: 8,676 opens & 9 Census clicks

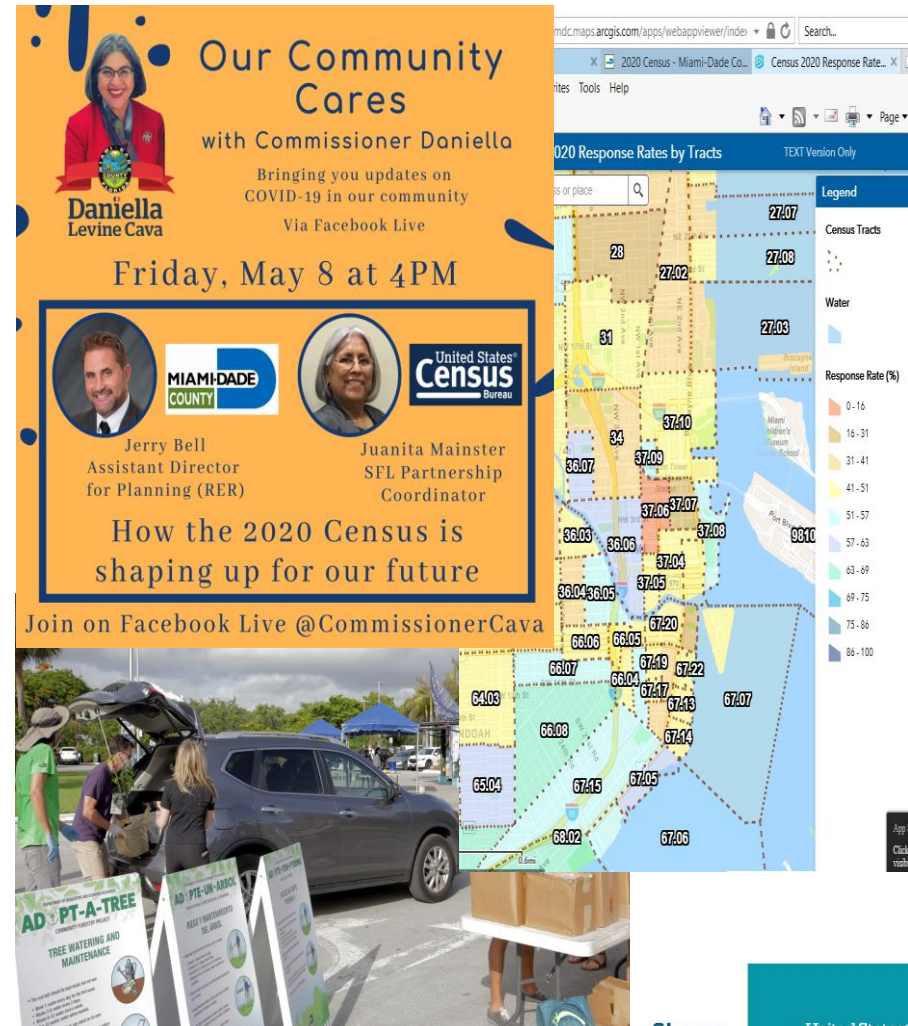
September #2: 4,355 opens & 7 Census clicks



Efforts by County Departments

Regulatory and Economic Resources

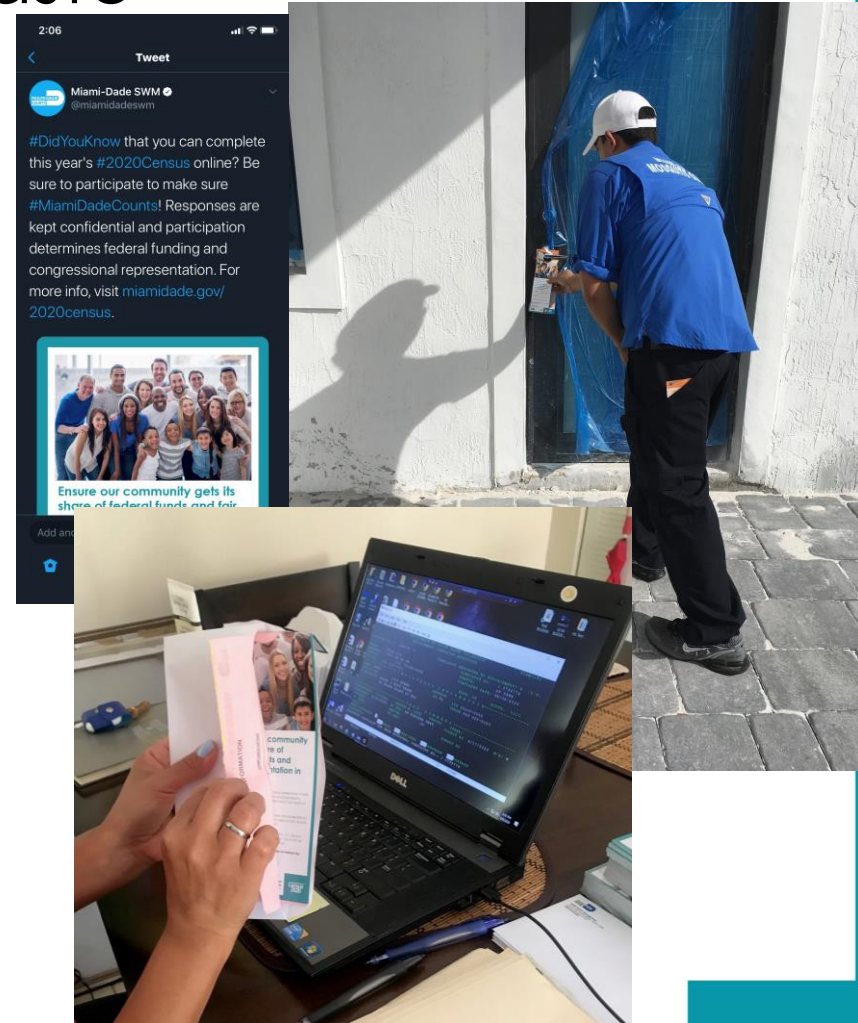
- Overall support with maps including an interactive, online response rate tool was created through the Planning Division.
- RER has continued to provide response rates to partner CBOs on a weekly basis, even through COVID-19
- During the DERM Adopt-a-Tree Drive-Thru, **400** flyers were handed out. Another plant giveaway is planned for September.
- Office of Resilience included the census in their Resilient305 Strategies.
- As part of the emergency order compliance checks for businesses, **1,927** census flyers were distributed.
- Approximately **11,500** door hangars left at residents and commercial sites through the PIC operations.



Efforts by County Departments

Solid Waste

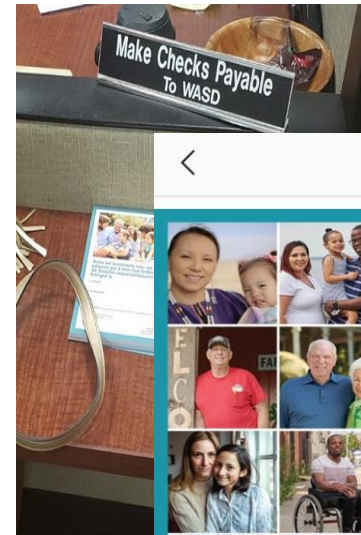
- Mosquito Control has continued to leave door hangars when conducting inspections as well as engaged their social media outlets.
- Enforcement staff including census insert with recent mailings, while working remotely due to COVID-19 (as pictured).
- Posters and flyers remain up at facilities and disseminated where possible.
- **36** social media posts and counting since January 2020.



Efforts by County Departments

Water and Sewer

- Continuing weekly social media promotions through the end of the 2020 Census with approximately **11,839** likes, impressions, reaches, etc. across Facebook, Instagram or Twitter from 8/17 to 6/29.
- Inclusion in July-September 2020 Pipeline customer newsletter.
- Approximately **5,000** door hangers placed by field staff.
- 420,000** customers received a census message on their bill, twice, for potential views of **840,000**. The second inclusion was in response to the census timeline extension due to COVID-19.
- Signage remains placed 4 WASD offices.



Miami-Dade Water and Sewer Department
P O Box 026055
Miami, FL 33102-6055

Name:
Account Number:
Billing Date:
Due Date:

Billing Inquiries (hours 8:00 AM - 7:00 PM) 305-665-7477
Report any hazardous conditions to 305-274-6272
Water Conservation Program Information- Call 311

Page 1 of 3

MIAMIDADEWATER
Posts

2020 Census

Shape your future
START HERE >

United States
Census 2020

View Insights

Promote

Account	Consumption in CCF	Consumption in Gallons
730	20	1,460

9.82
0.32
\$10.24



7 likes

miamidadewater It is important that we are all counted. The demographic details from the Census assist public health officials in many different ways. Go to: 2020census.gov for more information.

Efforts by County Departments

Status on Departments not Pictured

- **Aviation** – Prior to COVID-19, the census was displayed throughout all monitors.
- **Corrections and Rehabilitation**– Spring 2020 newsletter went to **5,000** people with census message on it. Posters remain up at facilities (MLK Office Building and Metro-West Detention Center).
- **Cultural Affairs**– Census messaging in social media posts and 2020 Golden Ticket.
- **Information Technology** – Census poster in Lobby of Data Processing and Communications Center.
- **Internal Services** – Posters remain installed at SPCC, OTV, Parking Garages, and Fleet Shops.
- **Elections** – Posters remain up at entrance/lobby of Headquarters. They are limited due to Fl. Statutes.
- **Finance**– More than **28,000** households reached in the “Save Our Seniors Homeowner’s Relief Fund” Letter and vendor payments included census message insert with an approximate **40,000** mailings.
- **Fire Rescue** – Census social media posts as signage in fire houses is limited.
- **Juvenile Services** – Promoting census during at least **8** events in near future. From March 16-August 24, **559** flyers have been distributed directly to youth during the emergency coronavirus orders.
- **Human Resources** – Posters and palm cards remain posted. Social media posts continue through end of the census.
- **Homeless Trust** – The Homeless Trust is communicating with the U.S. Census Bureau regarding their five Quarantine and Isolation sites dedicated to persons experiencing homelessness. Additionally, the Trust has provided locations where unsheltered persons reside for enumeration which will be counted between September 22-24. In February 2020, Camillus House hosted a census job fair as the U.S. Census Bureau was recruiting. The Trust is also a liaison with the Bureau and other, private shelters.
- **Medical Examiner** –Census posters and flyers posted in the lobby.
- **Office of Management and Budget** – Has provided consistent, at minimum, monthly updates on the importance of the census as well as sharing resources for CBOs to better disseminate the message. Grant mail reaches about **15,000** weekly.
- **Police** – Posters and palm cards remain posted at district stations. Social media posts continue through end of the census.
- **Public Housing and Community Development** – Collateral remains available at sites with the potential of reaching **9,298** households.
- **Seaport** – Posters in Terminals B, C, D, E, F, G, & J and social media posts.
- **Tax Collector** - The Tax Collector requested collateral to remain placed in all **25** private tag agencies and at Downtown County Tax Collector until the census deadline.
- **Transit** - Census promotion has been extended until September 30th, where space is/was available, such as on bus & rail interior ads, bus shelter ads, promotion on app, posters in facilities, exterior ads/bus wraps, Metrorail platforms, facilities, and social media.

Miami-Dade County employees have, so far, provided approximately 5,779 in-kind hours towards 2020 Census efforts.

Efforts by Census Liaison

The Board of County Commissioner's Census Liaison, Commissioner Esteban L. Bovo, Jr., continues to share the importance of completing the census with the community at-large. Below is a sample of activities engaged in since the onset of COVID-19.

Frequency/Time	Effort
Weekly	Miami-Dade County Census Digest and E-mails to each Municipal Mayor with Census Response Rates and Maps
Daily	Social Media Posts and Retweets
May & June	Weekly Food Distributions with 2020 Census material dissemination in the Cities of Homestead, Miami and Hialeah
July & August	Weekly Food Distributions with 2020 Census material dissemination in the Cities of North Miami Beach and Miami Gardens
July	Assisted City Council member with Census information to assist in the creation of the Hialeah Complete Count Committee
July	Distributed PPE and Census material to seniors in Hialeah (Multiple events)
August	Distributed Census Material at Back to School Events
August	Began to disperse message with change in deadline from October 31 to September 30



Commissioner Bovo has been interviewed multiple times on various radio/tv stations that include MegaTVLive, EstrellaTV, RadioLuz, Radio Mambi, EVTVMiami and Actualidad Radio via zoom/telephone to discuss the census as well as COVID-19 matters.

Efforts by Census Liaison



Commissioner Esteban Bovo, Jr. ✓

Yesterday at 3:31 PM · 🌐

...

Although 75% of households in our nation have been counted in the #2020Census, only 59.1% of households in #OurCounty have responded to the census. We need to ensure #MiamiDadeCounts before Sept. 30th.



Commissioner Esteban Bovo, Jr.

15 mins · 🌐



...

📺 Tune in to WLRN Sundial NOW as I talk with Luis Hernandez about the impact of #COVID19 on the #2020Census & #OurCounty's reopening measures. 📺



U.S. Census Bureau ✓ Yesterday at 12:15 PM · 🌐

75 percent of households have been counted in the #2020Census. Explore response rates across the United States at <https://2020census.gov/en/response-rates/nrfu.html>.



11

3 Comments 1 Share

Efforts by Census Liaison



July 25th Distribution of Census Materials in Hialeah.

Efforts by Census Liaison



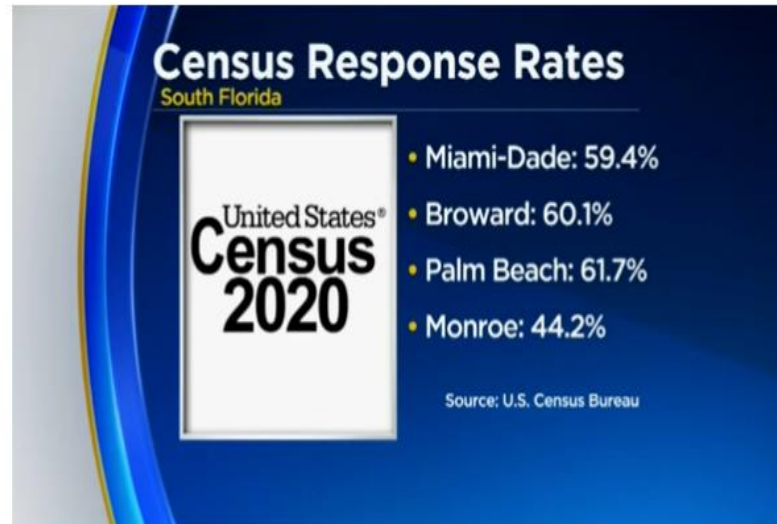
Efforts by Census Liaison

After Low Response Rate, Miami-Dade County Urgent Plea For Residents To Fill Out 2020 Census

By Brooke Shafer August 26, 2020 at 12:09 pm Filed Under: Brooke Shafer, Census 2020, Local TV, Miami News



By Brooke Shafer August 26, 2020 at 12:09 pm Filed Under: Brooke Shafer, Census 2020, Local TV, Miami News



Efforts by Census Liaison



COMMISSIONER ESTEBAN BOVO JR.
MIAMI-DADE BOARD OF COUNTY COMMISSIONERS
DISTRICT 13

www.miamidade.gov/district13/

FOR IMMEDIATE RELEASE:
August 26, 2020

CONTACT: Nikki Whiting
786-717-8607

2020 Census Press Conference hosted by Commissioner Bovo and municipal mayors at Jackson Memorial Hospital

The U.S. Census Bureau is ending all counting efforts for the 2020 Census on September 30, a month sooner than previously planned. Test updates to the bureau's plans are part of efforts to accelerate the completion of data collection and apportionment. Miami-Dade County is currently at a self-response rate of 59.4 percent. On Wednesday, August 26, 2020, at 9 a.m., Census Liaison Esteban "Steve" Bovo will be hosting a press conference at Jackson Memorial Hospital regarding the newest deadline to respond.

Due to the 2020 Census, residents can impact funding for health care facilities like the Jackson Health System in Miami-Dade County, Commissioner Bovo said. "Our community is at risk of losing millions of dollars in funding if our residents do not complete the census by the deadline. We need everyone to respond. We need to be joined by City of Miami Mayor Francis Suarez, Village of Key Biscayne Mayor Michael Davey, City of North Miami Mayor Philippe Bien-Aime and other municipal mayors whose cities also have a low self-response rate. Our community needs to respond to the heroes on the front lines of COVID-19 – doctors, nurses, and health professionals."

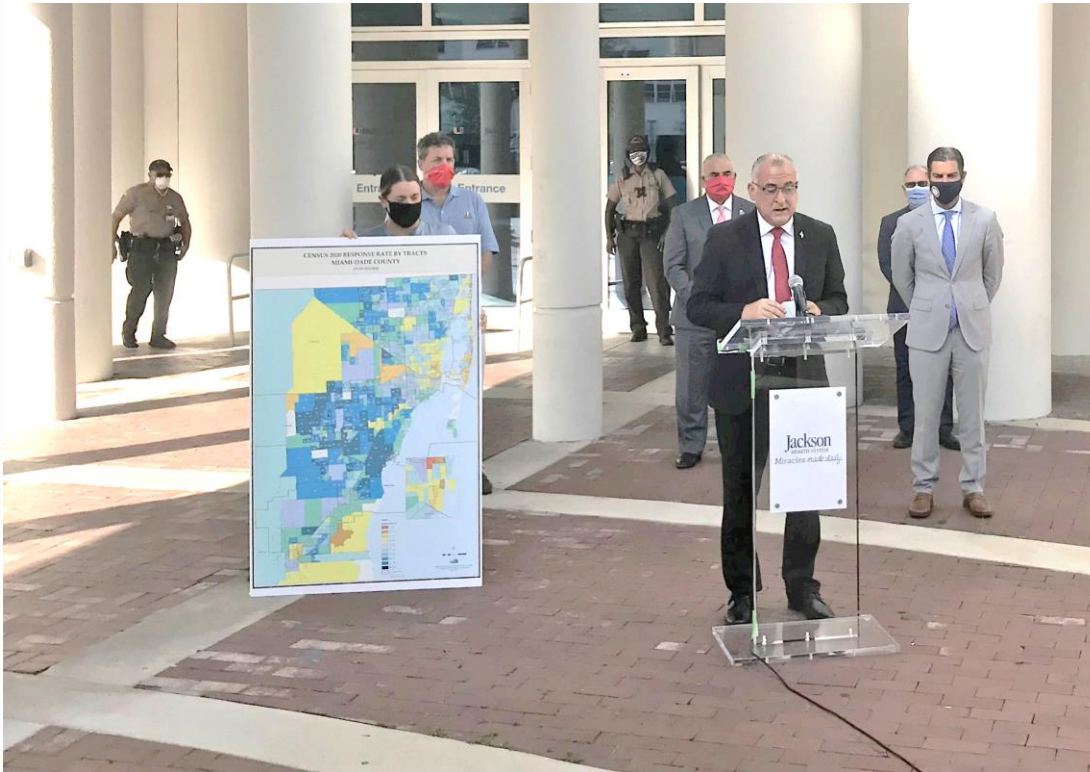
Commissioner Esteban "Steve" Bovo, Mayor Francis Suarez, Mayor Michael Davey, Mayor Philippe Bien-Aime, and other

will attend the 2020 Census Press Conference regarding updated deadline.

The press conference will be held on Wednesday, August 26, at 9:00 a.m.

The press conference will be held at Jackson Memorial Hospital - Ryder Trauma Center, 1800 NW 10th Avenue.

###



CBO Contract Updates

The following organizations executed no-cost contract extensions through September 30, 2020:

- Branches, Inc.
- Catalyst Miami, Inc.
- Catholic Charities
- Centro Campesino
- Educate Tomorrow
- Family Action Network Movement
- Family Central
- Haitian Neighborhood Center/Sant La
- Opa Locka Community Development
- The Children's Village, Inc. (d.b.a. The Resource Room)
- United Way of Miami-Dade, Inc.
- We Count!, Inc.

As of August 25th, RER has processed \$156,812 in payments.

CBO Contract Updates

- The following organizations entered in to no-cost contract extensions through September 30, 2020 and received additional funds that were reallocated*:
 - Center of Information and Orientation, Inc.
 - Haitian American Chamber of Commerce of Florida (HACCOF) Foundation, Inc.
 - NHT Communities
 - Overtown Youth Center, Inc.
 - South Florida PBS, Inc.
 - Victory for Youth, Inc.
- The following organizations have fulfilled their contract obligations and spent their allotted funds:
 - Latinos United in Action Center, Inc.
 - Urban Health Partnerships, Inc.
 - Three Virtues Organization, Inc.

**Funds were reallocated to these organizations from two CBOs that were awarded per resolution but were not able to execute the agreement or fell out of compliance.*

CBO Activities

Opa-Locka Development Corp.

- Launched #AvoidtheKnockCampaign.
- More than **4,000** census door hangers were strategically placed in the community including hard to count areas such as low-income housing developments.
- Partnered with City of Opa-Locka to provide magnetic car signs for Code Enforcement and Public Works vehicles highlighting benefits of census participation.
- Printed **1,000** census-branded face masks and distributed them throughout the community, including at low income housing developments, corner stores, food distributions and more.



The Children's Village Inc. (dba The Resource Room)

- Census information to parents of children (ages 0-5) across 3 childcare centers with emails and text messages that reached **275** households.
- Sponsored the "Census Pays" contest in partnership with 103.5 The BEAT radio station that encouraged high schoolers to use their social media to promote census participation. There were estimated **thousands** of people who heard the census announcements in partnership with Stichiz at 1 pm.
- Pop up census table was set up in the Honey Hill neighborhood and reached approximately **200** people in a month.



CBO Activities

Urban Health Partnerships

- Flyers to housing communities in Allapattah, Little Havana and Overtown.
- Established 3 phone banking centers.
- Partner organizations passed out **100** flyers and holding Census 2020 information sessions with participants.
- **6,955** people have been contacted across the different channels or networks.
- "Activating Miami Community During Covid-19" interactive webinar held in May 2020. Each of the communities broadcasted the webinar (through social media) that was delivered in English, Spanish, and Creole. The webinar had a total of **588** views.

United Way

- Collaboration with Kiwanis International to reach families and members about the census by newsletter and radio.
- Recalibrated social media ads to target undercounted municipalities by zip code.
- Leveraged COVID-19 relief food distributions and hygiene kit distributions to share census information in food boxes (over **28,000** food boxes April-July and TBC diaper/hygiene supply kits).
- Target contributor and non-contributor segments via email (**108,000** constituents) over last month.
- Collaborated and secured Op-ed in Community Newspapers (as pictured).

RANPLI RESANSMAN
AN POU PI
BON LEKÒL,
LOPITAL, AK
BYENNÈT
AN JENERAL
NAN KOMINOTE
NOU AN.



MIAMI'S
COMMUNITY
NEWSPAPERS



CREATING GENUIN

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As the census deadline draws near, everyone is counting on you

By Community News Releases - August 17, 2020



CBO Activities

Centro Campesino Farmworker Center

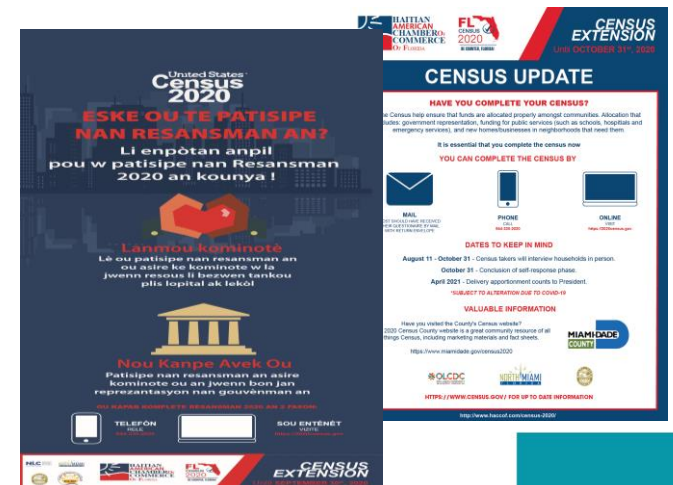
- Centro Campesino's 2020 Florida Farmworker Collaborative reached over **30,000** people with positive census messaging and outreach.
- Food distributions to **5,020** with census message.
- **800** families called or personally engaged with census education and response assistance.
- **500** households were visited with PPE to deliver census information and assistance.
- Census radio campaign aired in Radio Poder 97.7 FM and WAFZ 92.1 "La Ley" with an approximate reach of **225,000** listeners in Spanish & Mayan, **8** messages aired **378** times in Spanish & Mayan.



Haitian American Chamber of Commerce of Florida (HACCOF)

Foundation

- Disseminated census information through phone banks to over **15,000** residents.
- Creole census promotion via prominent local radio stations.
- Visited operating businesses in North Miami to assist employees and customers in filing out the census.
- Census flyer distributions during food distribution and local markets.
- Joined forces with the Florida Immigrant Coalition to conduct English/Creole radio promotions.



CBO Activities

Center of Information and Orientation

- Collaborated with the City of North Miami Beach and reached over **1,500** households to complete the 2020 Census.
- Utilized radio spots three times a week for public service announcements to reach more than **30,000** residents in the hard to count areas of Little Haiti, North Miami Beach, and North Miami.
- Distributed over **4,500** flyers throughout the community targeting homes, restaurants, laundromats, and other essential businesses that were open highlighting the importance of completing the census.
- Case managers followed up on contacts made assuring them it was safe to complete the census and its benefits.

Catalyst Miami

- Distributed over **200** census-branded masks to 3 community partners depicting a positive census message in English, Spanish and Haitian Creole.
- Sent eblasts to more than **2,000** members of the client/partner base.
- Catalyst Miami's direct service team incorporated census survey completion language and resources in **57** virtual appointments in June.
- Created and distributed **120** disaster kits with census branded masks and pledge cards to the community.
- Census reminders and resources are included in every community team bi-weekly meeting and weekly phone banks, reaching approximately **160-300** members.
- Conducted a presentation for **22** leadership participants on "telling your story" with a census message.
- Completed language and resources in **129** virtual appointments in May.

MEN POUKISA RESANSMAN AN BON POU OU E POU KOMINOTE A

Li trè enpòtan po w ranpli kesyonè resansman an. Resilta Resansman ap ède kominote w jwen plis lajan pou Lopital, Klinik, Lekòl, pou sèvis ijans, e pou lòt sèvis ke kominote w beswen. Resilta yo [ka fe'w](#) ou genyen plis reprezantasyon nan gouvènman.

Nan (5) sink minit ou ka ranpli kesyonè sou kantite moun kap viv nan adrès w. Ou ka ranpli fòm nan sou Konpitè, intènèt: my2020census.org, osnon ou ka rele Center of Information & Orientation nan nimero sa a: (305) 759-1155 chak jou de Lendi a Vandredi, de nevé di maten jiska sinkè aprè midi. Yo pa mande w si w sitwayen meriken, rezidan, osnon si ou pa geyen papey imigrasyon.

Pa blie ti moun yo. Ti moun yo se [moun yo ye tou](#).

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United States*
Census
2020

MIAMI-DADE
COUNTY



CBO Activities

Branches

- Canvas migrant camps and census tracts with low response rates in Homestead and Florida City to provide computers and assistance with positive messaging to growers and agricultural industry leaders.
- Census outreach through TV programming and interviews.
- Daily radio outreach with partner programs.
- Increased social media presence through Branches' Facebook Live every Thursday at 12 pm.
- Popular Haitian-American artists, musicians and 20 Haitian pastors disseminated and promoted census information.
- Relied on staff's networks to share census messages through **70** WhatsApp channels and ads in 3 languages on various social media platforms.
- Assisted over **500** residents with the completion of census applications online and at VITA Tax Walk-up Window.
- Door-to-door distribution of palm cards and yard signs in HTC areas.
- Distributed **351** VITA Envelopes with census information in 3 languages throughout entire tax season.
- Created virtual button for census call campaign and sent to Branches participants for technical assistance with census questionnaire.



Educate Tomorrow

- Over **400** students were reached to complete the census.
- Over **2,000** clients have been reached via social media.
- **5** trainings were held via Zoom on the importance of completing the census; more than 75 students were in attendance.

CBO Activities

Haitian Neighborhood Center, Sant La Inc.

- Census media radio and television outreach on Island TV, 1700AM, 1230 and 1580 three times daily, seven days a week. Over **540** Radio ads have been completed year to date.
- Census outreach activities have reached **1,645** clients.
- Through the phone bank, more than **120** clients are reached and approximately **80** applications completed monthly.

South Florida PBS

- Created current news program about census.
- Created video promos to promote census.
- Air promo's on channels WXEL and WPBT.
- Promote census on all social media platforms.
- Created English and Spanish public service announcements promoting the census
- Promoted Sesame Street census promos.

Victory for Youth

- Food distribution for **28,000** households monthly that distributes census flyers in collaboration with Miami-Dade County CAHSD Centers.
- Through the Share Your Heart app, census participation is promoted with over **400** visits monthly.

Catholic Charities

- Census information is disseminated through the network of early childhood and education centers operated by Catholic Charities.
- Outreach to parents via phone calls, email, social media to assist clients with the completion of the census online.
- Census posts from the Archdiocese of Miami, City of Miami, Commissioner Bovo, Miami-Dade County and Homeless Trust are shared on the Catholic Charity social media pages.
- 2020 Census information notifications shared with teachers and staff for **923** to date.
- Reaching out through different partnerships and informing the community about accessing the ability to complete the census through the Catholic Charities Family Enrichment Center.
- Community partnerships facilitating meetings on strategic means of engaging and reaching the targeted population required to assist with the number of census completed applications through person and remotely.

CBO Activities

Latinos United in Action

- Emphasized social media (Facebook and Instagram) campaign as well as on-line newspaper ads.
- WhatsApp groups with an outreach of approximately of **250** people.
- Organization's website latinosunidos.org was redesigned to promote Census 2020 participation.
- Participation every Sunday in a five-hour radio program (Radio Miami 1450 - WOCN - AM 1450 - Miami, FL) reaching approximately **2,525** residents
- On-going distribution of census flyers during food-drive activities.
- Reached over **8,486** residents through Census public awareness and outreach.

Overtown Youth Center

- Distributed over **700** cooked meals on a weekly basis since March to date; Census material was distributed with meals to constituents in the community.
- Over **2,500** boxes of pantry items have been distributed to community members in which census material included.
- **14** information social media posts have been posted to disseminate census information reaching approximately **7,000** followers.
- On May 29, activated Miami community engagement Zoom with breakout sessions to help residents complete the census and reached over **600** residents.

National Housing Trust (NHT) Communities

- Onsite staff conducted community-wide wellness checks by phone and email that reached **1,116** households from May through August to identify and address barriers to census participation
- **492** residents with barriers to in-home internet computer access were scheduled individual appointments to complete the census at the computer lab.
- **895** households received census-related material through e-newsletters and property social media pages.

CBO Activities

Family Central

- Promoted census information through uninterrupted early childhood services to **1,000** families via remote/virtual setting.
- Every parent with a child 0-5 years old in the HIPPY, Nurturing, Incredible Years, Family Services and JUMP START program completed the census application for a total of **1,200** households.
- Childcare centers that remained open during COVID-19 were distributed information and scheduled appointments to help parents complete the census.
- The Benefits Enrollment program delivered groceries to over **350** households weekly for the last **20** weeks in which census information was distributed and appointments were scheduled to complete the census. Through the BE program, all current and former families with children 0-5 years old completed the census.

We Count!

- New census announcements in Spanish and **5** indigenous languages for a total of **739** spots were aired.
- At every point of contact, in-office and over the phone, census information and assistance was provided.
- Conducted public awareness activities; Facebook Live with Univision and an online virtual townhall with local celebrities.
- Assisted **140** clients in completing the census at the We Count! computer lab.

Three Virtues

- In May, conducted census Information outreach phone conference. The **663** attendants were from the community at-large, church leadership, community members, migrant workers, refugee/laborers, the elderly, and millennials logged in.
- In June, delivered food pantry and census information in English, Spanish and Haitian Creole. Over **200** families were served in the hard to count South Dade migrant and farmworker communities.

Thank You!

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