

MIAMI-DADE COUNTY CENSUS 2020 TASK FORCE  
CLERK'S SUMMARY AND OFFICIAL MEETING MINUTES  
MAY 13, 2019

The Miami-Dade County Census 2020 Task Force (the Task Force) convened on May 13, 2019, at the Miami-Dade Public Library Auditorium, 101 West Flagler Street, Miami, Florida, at 10:16 a.m. The following Task Force members were present: Dr. Jaime Anzalotta, Mr. Ray Baker, Mr. Jerry Bell, Ms. Maryam Borrego, Ms. Martine Charles, Mr. Glenn Cooper, Mr. Francisco Duberli, Ms. Krystina Francois, Dr. Steve Gallon III, Ms. Amanda Gorski, Dr. Maria Ilcheva, Ms. Michelle LaPiana, Ms. Carmen Layne-Powers, Mr. Donovan Lee-Sin, Dr. Tisa McGhee, Ms. Jessica Garrett Modkins, Ms. Lubby Navarro, Ms. Lynn Norman-Teck, Mr. John Quick, Mr. Ruban Roberts, Mr. Phong Tony Vu and Chairman Esteban Bovo. The following members arrived later during the meeting: Mr. Juan D'Arce, Ms. Victoria Malette, and Dr. Jean Pierre. Ms. Janet Herrera, Mr. Maurice Kemp, Ms. Michelle Labagold, Mr. Jorge Martinez, Mr. Zachary Rinkins, Ms. Maria Alejandra Rivas, Ms. Suzie Trutie, Ms. Jameka Windham, Ms. Jeannie (Tim) Wong and Mr. Edgar Wright were absent.

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

**Welcome**

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

**Reasonable Opportunity to be heard**

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

## **Approval of Agenda and Meeting Minutes**

A motion was made by Vice-Chairwoman Lubby Navarro to approve the May 13, 2019 Agenda and the April 1, 2019 minutes. This motion was seconded by Mr. Glenn Cooper and upon being put to a vote, passed unanimously.

## **U.S. Census Bureau Presentation by Rafael “Ralph” D. de la Portilla, M.S., Partnership Specialist, Field Division/Atlanta Regional Census Center**

Mr. de la Portilla advised the census has been conducted every ten years since 1790 and this was the first electronic or digital census. He stated the goal of Census 2020 was to count everyone only once, and in the right place.

He reviewed a power point presentation and highlighted the following information:

### **Impact to Your Community**

- Political Representation
  - ~Census is constitutionally mandated for re-apportionment of Congress
  - ~Census results are used for Redistricting at national, state, and local levels
- Money/Economic Impact
  - ~Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

### **Florida Response Rate vs Miami-Dade County**

	<u>2000</u>	<u>2010</u>
Florida	71%	74%
Miami-Dade	70%	72%

## **2020 Census Design**

- Motivate People to Respond
- Establish Where to Count
- Count the Population
- Release Census Results

## **Privacy and Confidentiality**

Mr. de la Portilla declared the Census was easy, safe and important and Under Title 13, the information collected by the Census Bureau remained protected for seventy-two years.

## **Census Bureau Collects a Wide Variety of Data Surveys**

- Demographics
- Business and Industry Data
- Government Data
- Geographic Levels

## **Census Data Used in Many Ways**

- Forecasting Future Transportation Needs
- Determining Housing Assistance and Rehabilitation Loans
- Assisting tribal, federal, state and local governments in planning and implementing programs and services.

## **2020 CENSUS New Initiatives**

- Ability to respond via phone or internet
- Eliminating paper and incorporating the use of handheld data collection devices.

Mr. de la Portilla announced on March 12, 2020, the United States Postal Service (USPS) would begin mailing post cards to 95% of every household in the United

States. He stated by March 15, everyone should have received the first mailing inviting individuals to participate on line or to call the toll free number to request a paper questionnaire. Mr. de la Portilla noted subsequent mailings would be sent to non-responsive households and staggered mailings would be delivered during the months of March and April.

Ms. Lourdes Gomez asked Mr. de la Portilla to explain the support offered by the Census Bureau that would be provided to the Task Force and other community groups.

In response to Ms. Gomez, Mr. de la Portilla provided the following information:

### **Geographic Partnership Programs**

- Local governments are the best sources for address and boundary data

### **2020 New Construction Program**

- Local Update of Census Addresses (LUCA)
- New Construction
- Boundary and Annexation Survey (BAS)
- Participant Statistical Areas Program (PSAP)

### **Response Outreach Area Mapper (ROAM)**

- Web Application - <https://ww.census.gov.roam>
- An interactive map to identify areas that typically have low response rates for censuses and surveys
- Community planners and local officials can use ROAM to plan, focus, and allocate resources for the 2020 census
- Provides tract-level data

### **How the Census Bureau Will Support You**

- Provide staff from regional offices to work directly with each Complete Count Committee

- Provide information and assist in forming committees and subcommittees, and participate in local events and activities
- Provide a guide for 2020 Census Complete Count Committees
- Launch a robust communications campaign
- Frequent meetings as the date approaches

Mr. Fritz, United States Census Bureau, Miami North hiring manager, advised the need for mass recruitment to ensure the required manpower was obtained to accomplish the goal of achieving a complete count in Miami-Dade County. He asked the Task Force members to inform everyone about applying for the United States Census Bureau careers.

Ms. Gomez reported at the last meeting, links were posted on the United States Census Bureau website and she also noted the links were available on the Miami-Dade County website for use as a platform to engage the community.

In response to Ms. LaPiana's question, Mr. de la Portilla advised the census postcard would be in English and Spanish, but pointed out it would be available in six different languages upon request.

In regards to the hiring process, Mr. de la Portilla informed the Task Force members the majority of the hiring for the first major operation would occur this summer.

Mr. Ruban Roberts inquired about the strategy to reach single family homes that housed multiple families to acquire an accurate count.

Mr. de la Portilla stated this issue was addressed very well during 2010 and indicated the techniques used during the 2010 census would also be applied for the 2020 census. He added there would be a full blown advertising campaign, but noted the bureau charged the various community task forces to inform the community about the importance of responding to the census.

Mr. de la Portilla reported the handouts provided to the Task Force members and complete count groups were available to provide reassurance to the community pertaining to the safety of completing the census.

Responding to the question concerning transient residents, Mr. de la Portilla mentioned there were residency rules and technically a person was counted in the location where they resided for six months and a day, but stated ultimately

the resident decided where they were counted. He reported census data was usually a plus or minus two percent and based on the response rate received; the bureau would conduct non-response follow-up. Mr. de la Portilla advised after no response follow-up had been effected proxy interviews with neighboring addresses would take place to obtain information. He stated the last case scenario was to default to the last data reported for that specific household.

### **Identify Topics and Assign Tasks to be Addressed at Future 2020 Census Task Force Meetings**

Chairman Bovo announced the June 10<sup>th</sup> meeting would be the last meeting held in this region and subsequent meetings would take place in the community to focus on specific areas and he asked the Task Force members to nominate Dr. Steve Gallon as a 2nd Vice-Chair. A motion was made by Ms. Navarro to nominate Dr. Gallon as 2nd Vice-Chair of the 2020 Census Task Force. This motion was seconded by Ms. Francois and upon being put to a vote, passed unanimously.

Chairman Bovo stated the major area of concern was to reach children under the age of five (5) and commented the School Board should have robust involvement in this process. He announced Dr. Gallon would chair the June 10<sup>th</sup> meeting to concentrate exclusively on issues concerning school age children and younger and programs for children. Chairman Bovo further announced the Miami-Dade County School Board, Florida Charter School Alliance, Miami-Dade County Public Library System, The Children's Trust, the United Way and other associated agencies should be prepared to participate in the discussion.

Chairman Bovo announced Ms. Navarro would chair the July 8, 2019 meeting which would be held at the UF-IFSA. He stated the focus would be on developing a plan for the migrant laborers and faith based communities. He mentioned key organizations included National Association of Latino Elected and Appointed Officials, Hispanic Coalition, Hispanic Affairs Advisory Board, Hispanics Against Discrimination, The Archdiocese, and the Miami Jewish Federation.

Chairman Bovo advised the August 26, 2019 meeting would address the homeless and diverse communities and noted the meeting would be held at the North Dade Regional library with him as chair. He commented the agencies that should be prepared to discuss this matter included the Homeless Trust, Miami-Dade Military Affairs Board, Veterans Affairs, National Association for the Advancement of Colored People (NAACP), Haitian American Chamber, Elderly Affairs, Black Affairs

Advisory Board, Asian American Advisory Board, Commission for Women and the Community Relations Board.

Chairman Bovo reported he would also chair the September 9, 2019 meeting to be held at the West Dade library and the topics for discussion would address millennials, Lesbian, Gay, Bi-sexual, Transgender and Queer (LGBTQ), business community. He stated the participating agencies included: Barry University, Florida International University, Florida Memorial University, Miami-Dade College, University of Miami, St. Thomas University, and the Greater Miami Chambers and Miami-Dade Chamber.

Chairman Bovo noted the last meeting was scheduled for October 7, 2019 and a determination would be made on the information that should be presented to the Board of County Commissioners to adopt the plan submitted by the Task Force. He mentioned upon implementation of the plan, the hardest work would occur during the months of January, February and March leading up to the census date. Chairman Bovo commented he would be encouraging every city to form their own task force, but noted this Task Force would include all areas of Miami-Dade County (MDC) and would try to participate in the activities of every city in MDC.

Ms. Gomez stated the county departments were assembling a speaker's bureau to display signs and provide handouts in various county offices, informing the public about the safety, security and importance of completing the census. She mentioned additional resources and links would be available on the Task Force website for each organization to use as they see fit.

In response to Mr. John Quick's suggestion about inviting private VPK providers to the June 10<sup>th</sup> meeting, Dr. Gallon agreed and commented organizations who represented infant, children and youth should be identified and asked to become collaborative conduits in this endeavor.

Mr. Donovan Lee-Sin reported there was a group of local funders who were also reaching out to national resources to pool funds to support neighborhood organizations for census outreach.

Chairman Bovo pointed out the youth and recreational leagues should also be invited to participate in the upcoming discussion. He encouraged the Task Force members to focus on key areas that address school age children, children ages 5

and under and be prepared to have that information available for the next meeting.

Ms. Gomez announced the future meeting dates and topic mentioned by Chairman Bovo would be provided via email and asked each organization to be prepared to discuss their specific topics. She mentioned the Miami-Dade County Task Force website contained electronic copies of the information presented by the Census Bureau and she also pointed out the county's version of the ROAM application would be available by the next meeting.

Chairman Bovo suggested the members use the power points presented to disseminate information throughout the community.

### **Adjournment**

There being no further business, the Task Force meeting adjourned at 11:25 a.m.