

**MIAMI-DADE COUNTY CENSUS 2020 TASK FORCE  
CLERK'S SUMMARY AND OFFICIAL MEETING MINUTES  
JULY 8, 2019**

The Miami-Dade County Census 2020 Task Force (the Task Force) convened on July 08, 2019, at the University of Florida (UF)/Institute of Food and Agricultural Sciences (IFAS) Extension, 18710 SW 288 Street, Homestead, Florida at 10:15 a.m. The following Task Force members were present: Mr. Ray Baker, Mr. Jerry Bell, Mr. Juan D'Arce, Mr. Francisco Duberli, Ms. Krystina Francois, Ms. Jessica Garrett Modkins, Ms. Michelle Labagold, Ms. Michelle LaPiana, Ms. Carmen Layne-Powers, Ms. Victoria Mallette, Mr. Jorge Martinez, Mr. Jean Pierre, Ms. Maria Alejandra Rivas, Mr. Ruban Roberts, Ms. Margaret Sanchez, Ms. Suzie Trutie, Mr. Phong Tony Vu, Ms. Jeannie (Tim) Wong and Chairman Esteban Bovo.

Dr. Jaime Anzalotta, Ms. Maryam Borrego, Ms. Martine Charles, Mr. Glenn Cooper, Dr. Steve Gallon III, Ms. Amanda Gorski, Ms. Janet Herrera, Ms. Maria Ilcheva, Mr. Maurice Kemp, Mr. Donovan Lee-Sin, Dr. Tisa McGhee, Ms. Lynn Norman-Teck, Mr. Zachary Rinkins, 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.

Chairman Bovo announced that Ms. Lubby Navarro has been promoted and working directly with the United States Census Bureau and the National Association of Latino Elected and Appointed Officials (NALEO) has appointed Ms. Margaret Sanchez as her replacement.

**Reasonable Opportunity to be heard**

Chairman Bovo opened the floor for a reasonable opportunity to be heard and the following persons appeared:

Ms. Allison Sardinias, 40 NW 3rd Street, Miami, appeared on behalf of The Miami Foundation.

Mr. Craig Johnson, 11885 SW 216 Street, Goulds, appeared on behalf of Trinity Empowerment Center.

**Approval of Agenda and Meeting Minutes**

A motion was made by Mr. Phong Tony Vu to approve the July 08, 2019 Agenda and the June 10, 2019 minutes. This motion was seconded by Ms. Carmen Layne-Powers and upon being put to a vote, passed unanimously.

## **Census Strategies related to Migrants, Laborers, and Faith Based Communities**

### **Mexican American Council (MAC)**

Ms. Maria Garza, Mexican American Council (MAC) advised the council formalized in the 1990's and the purpose was to reduce the dropout rate of children of migrants. She reported the dropout rate was 85% and today it was less than 10%. Ms. Garza noted the MAC provided services such as:

- College Career Prep programs at Robert Morgan Senior High, South Dade Senior High, Homestead Senior High and Miami Community Charter School.
- Scholarships
- Family Empowerment Component
- Adult Literacy Component and Citizenship
- Homestead -Miami Mariachi Conservatory program

Ms. Garza stated everyone who resides in this country should be counted and expressed concern with the citizenship question being included on the census questionnaire. She opined the jobs offered by the Census Bureau should be given to young adults and professionals in the local communities. In response to Chairman Bovo's question, Ms. Garza recommended the best way to approach the migrant community was to work in conjunction with trusted elected officials and community organizations.

### **Sant La, Neighborhood Center, Inc.**

Ms. Gepsie M. Metellus advised this organization has been involved in the census since 2000 in an effort to assist the Census Bureau by providing guidance, information and strategies on how to engage the Haitian community.

A power point presentation was reviewed describing the work of the Haitian American Complete Count Committee 2020 (HACCC).

### **Goals of the HACCC 2020**

- Ensure the complete and accurate count of South Florida's Haitian community
- Alignment of local partners vested interests in ensuring an accurate count
- Deployment of culturally and linguistically sound outreach and media strategies
- Creation of effective messaging
- Coordination of local efforts
- Addressing culturally specific barriers and fears linked to the Census
- Reducing duplication of efforts
- Monitoring and addressing rumors
- Trusted Partners
- Alignment of Resources

### Partner Sectors

- Neighborhood Providers
- Community Based Organizations (CBO)
- Faith Based Organizations
- Haitian Media Partners
- Miami-Dade Municipalities
- Professional Organizations

### HACCCC 2020 Sub-Committees

- Intergovernmental
- CBO
- Child Count
- Senior Citizen
- Business
- Media Communications/ Outreach
- Youth /Millennial Engagement
- Interfaith
- Fellows Program

Ms. Metellus advised HACCCC met monthly and indicated adequate resources were needed to meet the desired goals of the committee. She reported HACCC was actively seeking resources, but noted a grant was received from the Knight Foundation and an additional grant was expected from the Florida Blue Foundation. Ms. Metellus implored the Task Force to pay attention to the bad side of technology and the attempts to depress the count, instill fear and urged them to dispel the associated fear within the community.

Chairman Bovo applauded the work accomplished by the HACCC and asked them to share their information with the Task Force.

Responding to the question regarding the challenges faced within the community, Ms. Metellus noted challenges were anticipated and they talked to their clients on a non-formal basis to gather information about their knowledge and familiarity concerning the Census. She mentioned their tag line informing the community not to be intimidated and emphasized the importance of participating in the Census.

### **National Association of Latino Elected and Appointed Officials (NALEO)**

Ms. Margaret Sanchez, NALEO Census Regional Manager, reviewed a power point presentation and handout for the campaign “¡Hágase Contar!”

### **What is The ¡Hágase Contar! Campaign?**

- The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

- The ¡Házme Contar! Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.
- Nationally, the ¡Hágase Contar! Census 2020 campaign will provide partners with a number of resources, including:
  - “Train-the-trainer” workshop opportunities;
  - State of the Census 2020 briefings;
  - Campaign material and promotional information;
  - Public awareness events and informational panels;
  - Digital and traditional media efforts;
  - National bilingual information and referral hotline – 877-EL-CENSO (877-352-3676); and
  - Website: <http://www.hagasecontar.org>

#### Importance of Counting All Children in 2020 Census

- The census consistently undercounts children younger than age 5 at a much higher rate than any other age group.
- The 2010 Census failed to count almost one million children ages 0-5.
- Approximately 400,000 young Latino children ages 0-4 were left uncouned by the 2010 Census.
- The net undercount rate for young Latino Children was 7.1%, compared to 4.3 % for non-Latinos.
- Five states- California, Texas, Florida, Arizona and New York accounted for 72% of the national net undercount of young Latino children.
- The undercount of young children means less federal funding for key federal assistance programs.

#### Social Media Posts and Graphics

On April 1st National Census Day of Action, NALEO encouraged everyone to post or tweet about the importance of Census 2020 and they have included sample language and campaign graphics to help you get started and recommended the use of the hashtag #HagaseContar to track and share posts.

TWITTER: @NALEO

FACEBOOK: [www.facebook.com/naleo.org](http://www.facebook.com/naleo.org)

INSTAGRAM: @naleoedfund

OFFICIAL CAMPAIGN HASHTAG: #HagaseContar

Ms. Sanchez encouraged the Task Force to recommend any ideas or events for NALEO to attend to share Census information. In response to Mr. Roberts’ question, Ms. Sanchez advised the efforts made to target migrant farmworkers entailed working with the trusted organizations and providing them with

information notifying the community about the benefits of completing the Census. She added they were working with approximately 480 organizations in an effort to circulate information to the community.

### **Greater Miami Jewish Federation (Federation)**

Ms. Michelle Labgold, Chief Planning Officer, reported the Federation was the central Jewish Organization in Miami-Dade County (MDC) that raised funds to build communities in Miami and to support local and global programs. She also reported the Federation builds capacity by working with partner agencies and convened all of the local Jewish organizations. Ms. Michelle Labgold announced every ten years the Federation conducted a demographic study of the Jewish community and the last study was done in 2014 providing the following information:

#### **Community Demographics**

- 123,000 Jewish people in MDC
- 54% – North Dade
- 30% - South Dade
- 15% - Miami Beach

She advised the Miami Jewish population was diverse with 33% of adults being foreign born.

#### **Potential impediments**

- Growing foreign born population
- Language Barriers
- Citizenship Issues
- Older Adults
- Vulnerable Population

#### **Potential Strategies**

- Network of Agencies
- Community Outreach
- Encourage participation in the Census

In response to Chairman Bovo 's question, Ms. Labgold stated when trying to reach places of worship it would it be advantageous to provide information to clergy as well as relaying information from a Task Force member.

### **Centro Campesino Farm Workers Center**

Ms. Barbara Cesar reported Centro Campesino was founded in 1972 to address the deplorable conditions of migrant workers and today was a community development corporation that empowers family and strengthens communities by providing affordable housing, homeownership and economic

and educational opportunities. She advised Centro Campesino wanted to ensure a full and accurate Census count particularly in the HTC areas such as Florida City and Homestead. Ms. Cesar announced Centro Campesino served from Central Florida to Monroe County.

#### Associated Community Challenges

- Citizenship question
- Slow and inadequate funding
- Distrust in the federal government

Ms. Cesar stated Centro Campesino had history with Census outreach in the HTC communities and noted they were collaborating with the Census Coordinator for special populations to reach their 2020 Census goals.

#### Outreach Efforts

- Focus on children ages 0-5
- Acknowledged split households
- Addressing foreign born population
- Targeting African-American and Haitian communities

She noted other factors to consider ensuring an accurate count included the migrant worker population and college students. Ms. Cesar indicated the community should be educated on the various ways they could participate and she also explained the benefits of radio and television in the proper language, as another tool to inform the community about the importance of completing the questionnaire and being counted in the 2020 Census.

#### Faith Community Baptist Church

Pastor Richard P. Dunn, II opined fear was the biggest deterrent to getting an accurate Census count which had a domino effect on budgets. He recommended the Task Force visit the parks and other heavily populated locations to provide Census information and alleviate the fear associated with the current administration.

Chairman Bovo stated it was critical for faith based organizations to work together to provide information to the community.

Pastor Dunn suggested having a forum with the faith based organizations and ask the pastors or clergy to designate an individual to assist with this task.

#### Archdiocese of Miami

Ms. Maria Rivas announced the Archdiocese of Miami contained 1.3 million Catholics of which 750,000 were registered in the 109 parishes in Miami-Dade, Broward and Monroe Counties. She noted these parishes were served by 227 archdiocese and religious priest and mass was celebrated in a dozen languages including English, Spanish, Creole, Igbo, Portuguese, Italian, and French. Ms. Rivas reported

the Archdiocese housed forty-eight (48) elementary schools, thirteen (13) secondary schools and the only advanced accredited virtual Catholic school in the United States and it also sponsored St. Thomas University and was home to Barry University. She reported three of the ministries tied to the community were: the Office of Communications, Catholic Charities and Catholic Legal Services. Ms. Rivas advised the Office of Communications contacts the different parishes and used various media outlets to reach the community; Catholic Charities was known for their different programs to help families, children, and the elderly and served individuals from all ages and backgrounds; Catholic Legal Services provided professional immigration services to South Florida refugee and immigrant communities, attorney representation for the Immigration and Naturalization Service, pro-bono services to individuals and families who qualify based on income eligibility status and the availability of resources. She recommended the best way to reach the pastors was to contact the Director of Communications to assist with broadcasting the message to the community.

### **General Discussion**

Mr. Roberts recommended convening a meeting with the organizations that were currently performing the previously mentioned tasks and develop partnership strategies to eliminate duplication of services and to also support them via funding.

Ms. Gomez advised MDC had available resources via staffing and materials to provide to community organizations and she mentioned the Response Outreach Area Mapper (ROAM) tool used to see the pattern of low response rates and geographic locations. She reported more than one hundred (100) county employees have been trained to be speakers for promotional events and she announced speakers could be requested to speak at community meetings, via email or the website. Ms. Gomez stated the training materials were available to all of the organizations.

Mr. Quick pointed out the application funding cycle for the Miami Foundation was underway and urged the Task Force take advantage of this funding source.

Chairman Bovo noted the county would go through a budget process and stated this was a priority for MDC. He agreed that all media outlets should be utilized to reach the community and stated he was not opposed to adding additional meetings to gather more information before the deadline to be included in the report submitted to the Board of County Commissioners.

Mr. Francisco Duberli expressed concern about women and children who were victims of domestic violence and wanted to ensure they have access to fill out the census forms. He encouraged all the organizations to develop a strategy for providing safe spaces for the victimized individuals.

Chairman Bovo asked staff to add at the next meeting, advocates for victims of crime which may include the State Attorney's Office.

Ms. Metellus announced domestic violence (DV) shelters have their own process and commented the County should understand their process for counting purposes.

Mr. Duberli suggested educating, training and providing Census information to the DV council.

Ms. Barbara Cesar recommended reaching out to local server providers.

Ms. Jeannie Wong noted challenges with reaching out to the Asian faith based communities and commented outsiders would not be received without connections due to their close knit circle. She advised the Florida Asian Services attended events and festivals and were allowed to speak to a mass number of people and provide Census information. Ms. Wong announced Florida Asian Services would conduct Census training for the Asian faith based community and provide education and training that could be conveyed to the members.

Ms. Layne-Powers suggested the Archdiocese of Miami contact the Knights of Columbus and the Veterans of Foreign Wars (VFW) to assist with publicizing Census information.

Ms. Julia Lee, Intern with the Asian American Advisory Board, advised she was a student at University of Virginia and stated she was a first generation American. She informed the Task Force she was the translator for her household and encouraged the Task Force to reach out to college students of immigrant families and stressed students and young professionals have a voice as well. Ms. Lee informed the Task Force she was creating a Census Ambassador program to engage students to reach out to their families and she would also like to create an opportunity for different cultural organizations to unite to address this universal issue.

Chairman Bovo announced the organizations scheduled to speak at the September meeting to be held at the Westchester Library included Barry University, Florida International University, Florida Memorial University, St. Thomas University, Miami-Dade College and the intent was to speak to students and address various issues.

Pastor Dunn also mentioned most ethnic faith based groups have a council and suggested the Task Force contact those councils to set up coordinated efforts for public outreach.

Ms. Guneet Moihdeen, Intern with the Asian American Advisory Board, advised they have compiled resources specific to the Asian American community and she recommended compiling a list of local organizations that have close involvement with families and the community. She explained many Asian American families were trusting of their community, but very suspicious of outside organizations.

Ms. Stephanie Solovei, appeared on behalf of the Office of Commissioner Daniella Levine Cava and stated the importance of outreach to non-profit organizations.

Chairman Bovo announced non- profit organizations have been invited and were welcome to attend all Task Force meetings.

Ms. Gomez advised Task Force members were invited to obtain the training county employees have received and noted the Census Bureau encouraged the Task Force to make information available for organizations to use to benefit their specific population. She also requested feedback from the Task Force on how the training could be optimized.



Mr. Vu asked if there was a base presentation MDC could provide to the Task Force members to customize to their specific organizations.

Mr. Jorge Martinez suggested inviting the Student Veterans Associations to participate in these tasks to multiply the efforts of delivering the message to the community.

Chairman Bovo advised the next meeting would be held on Monday, August 26, 2019 at the North Dade Regional Library, located at 2455 NW 183 Street, Miami Gardens, FL 33056. He announced the topics included Census strategies related to the homeless, diverse and elderly communities, and domestic violence advocates. Chairman Bovo noted the invited organizations included: The Homeless Trust, MDC Military Affairs Board, Miami VET Center, The National Association for the Advancement of Colored People (NAACP), Haitian American Chamber, The Black Affairs Advisory Board, Asian American Advisory Board, Florida Asian Services, Commission for Women, Community Relations Board and The Alliance for Aging. He informed the Task Force members to email any additional attendees to staff prior to the next meeting.

### **Adjournment**

There being no further business, the Task Force meeting adjourned at 12:25 p.m.