

**MIAMI-DADE COUNTY CENSUS 2020 TASK FORCE
CLERK'S SUMMARY AND OFFICIAL MEETING MINUTES
August 26, 2019**

The Miami-Dade County Census 2020 Task Force (the Task Force) convened on August 26, 2019 at the North Dade Regional Library Auditorium, 2455 NW 183rd Street, Miami Gardens, FL at 10:01 a.m. The following Task Force members were present: Dr. Jaime Anzalotta ,Mr. Ray Baker, Mr. Jerry Bell, Ms. Martine Charles, Mr. Glenn Cooper,, Mr. Juan D'Arce, Mr. Francisco Duberli, Dr. Steve Gallon III, Ms. Jessica Garrett Modkins, Ms. Amanda Gorski, Ms. Maria Ilcheva, Ms. Michelle Labagold, Ms. Michelle LaPiana, Ms. Carmen Layne-Powers, Mr. Donovan Lee-Sin, Ms. Victoria Mallette, Mr. Jorge Martinez, Dr. Tisa McGhee, Ms. Lynn Norman-Teck ,Mr. Jean Pierre, Mr. John Quick, Ms. Maria Alejandra Rivas, Mr. Ruban Roberts, Ms. Margaret Sanchez, Ms. Suzie Trutie, Mr. Phong Tony Vu, Ms. Jameka Windham, Ms. Jeannie (Tim) Wong and Chairman Esteban Bovo.

Ms. Maryam Borrego, Ms. Krystina Francois, Ms. Janet Herrera, Mr. Maurice Kemp, 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 acknowledged those organizations in attendance for today's meeting.

In response to Mr. Robert's question about updates from the funding agencies, Mr. Lee-Sin announced one hundred thirty-five (135) applications were under review and noted the funding determinations would be made in September. He added there may be an opportunity to re-open the pool of applicants if additional investors were located.

Reasonable Opportunity to be heard

Chairman Bovo opened the floor for a reasonable opportunity to be heard and seeing no one appear, he closed the floor to public comment.

Approval of Agenda and Meeting Minutes

A motion was made by Dr. Gallon to approve the August 26, 2019 Agenda and the July 08, 2019 minutes. This motion was seconded by Ms. Sanchez and upon being put to a vote, passed unanimously.

Census Strategies related to the Homeless Community, Elderly, and Diverse Communities

Miami-Dade County Homeless Trust

Ms. Victoria Mallette reviewed a PowerPoint presentation describing the goals of the Homeless Trust in relation to Census 2020.

Addressing Homelessness

- Crisis Housing (Emergency Shelter)
- Homeless Outreach
- Rapid Rehousing
- Support Services
- Transitional Housing
- Permanent Supportive Housing

Enumerating Homeless Biannually

- Point-in-Time Count (January)
- Summer Census (August)
- iCount (Youth Count)
- Homeless Surveys

Pre-Census Activities

- Identify homeless hot spots
- Establish count teams
- Train teams using mobile application
- Provide Incentives

Homeless Census

Enumerating Homeless Persons Biannually

- Sheltered
- Unsheltered

Census 2020

Enumerating Vulnerable Populations

- Creation of Continuum of Care (CoC)
- Census 2020 Working Group (July 2019)
- Representation from outreach, emergency shelter, permanent housing, domestic violence, veterans and youth
- Assist in identifying strategies to ensure that homeless and formerly homeless households in our continuum are counted

Targeted Populations

- Sheltered
- Housed
- Unsheltered

Targeted Outreach

- Homeless Trust Board, Committees and Workgroups
- Providers and Partners

Florida vs MDC vs CoC Response Rate

	2000	2010	2020
Florida	71%	74%	
Miami-Dade	70%	72%	82%
CoC			90%

The Miami-Dade Branch of the NAACP

Ms. Danielle Pierre reviewed a PowerPoint presentation and provided information about the National Association for the Advancement of Colored People (NAACP), their objectives and focus for the 2020 Census.

About the NAACP

Getting out the Count (GOTC) -Strategies for Outreach

- Inform
- Connect and Engage

Social Media Hashtags – #IMatterCountMe #GOTC #CensusSaturdays #USCensus #CountMeIn

Sign-up for Census updates at <https://naacp.org/fair-census>

- Mobilize and Activate
- Complete

Haitian American Chamber of Commerce

Dr. Jean Pierre reviewed a PowerPoint presentation and provided information pertaining to the Haitian community in Miami-Dade County and the 2020 Census.

2020 Census & Haitians

- Reaching hard to reach population of Haitian ancestry in Florida
- Education was/is the issue; the added online dimension
- Miami-Dade, Broward and Palm Beach the top (3) counties where people of Haiti ancestry live in Florida
- Top density areas of Haitian ancestry are In Miami-Dade County: Miami, North Miami, North Miami Beach, Miami Gardens, Kendall, Florida City, Homestead
- Communication
- Continue the Coordination
- Penetration goal of 90% in the Haitian communities

Coalition of Florida Farmworker Organizations

Mr. Arturo Lopez, Executive Director, Coalition of Florida Farmworker Organizations, advised the Coalition was faced with trying to count the undocumented community, which was the most difficult population to count. He mentioned the difficulty and fear associated with an accurate count for the 2020 Census, due to the current Presidential administration declaring war on undocumented immigrants. Mr. Lopez stated the Coalition participated in the 2000 and 2010 Census, but anticipated greater difficulty encouraging the undocumented immigrants and farmworkers to complete the 2020 Census. He noted they applied for funding from the Miami Foundation and efforts have been made to contact the agricultural industries and nurseries to

engage the agri-business to allow the Coalition to disseminate information at their farms and nurseries to encourage the workers to participate in the Census. Mr. Lopez added other events were scheduled in Florida City and Homestead with migrant service providers and additional activities at each of the farm worker locations to encourage the migrant and farmworker community. He also noted the Coalition's computer lab would be made available to assist with completing the census on-line.

Internal Services Department, Americans with Disability Act (ADA) Coordinator

Ms. Heidi Johnson-Wright reviewed a PowerPoint presentation and provided information about the importance of counting people with disabilities.

- Demographics Size
- Poverty
- Unemployment
- Lack of Affordable, Accessible Housing

ADA Act of 1990:

- The most broad-sweeping federal civil rights law protecting people with disabilities from discrimination
- Equal opportunity to participate
- Equal opportunity to benefit
- Receipt of benefits in the most integrated setting appropriate

Etiquette Tips

- Effective Communications
- Avoid outdated terms
- Avoid euphemisms

Center for Independent Living of South Florida

Mr. Woody Beckham announced their organization served anyone with a disability and the core services provided free of cost; excluding interpreting service included:

- Advocacy
- Information & Referral

- Peer Support
- Independent Living Skills
- Transitions: Community & Youth

Hispanic Affairs Advisory Board (HAAB)

Mr. Francesco Duberli, Chairman, Hispanic Affairs Advisory Board, reported the Board was created in 1992 as an advisory board for the Board of County Commissioners (BCC) regarding matters related to the Hispanic community. He stated the Census was a priority for the HAAB and commented the Hispanic community was extremely complex. Mr. Duberli pointed out that violence along with other social deterrents were affecting the Latino communities and would impact how the Census was addressed in these communities. He reported the HAAB created two committees to address the social restraints to ensure everyone in the Hispanic community was counted. Mr. Duberli commented victims of domestic violence, sexual assault and human trafficking was a major issue in the Hispanic community and reported meetings were held with organizations that service the Latino community to determine how to create safe spaces to ensure protected individuals were counted in the 2020 Census. He also announced the HAAB was hosting a pool of events; starting now until December to speak with the community to create a trusted environment and encourage full participation in the Census.

Commission for Women

Ms. Laura Morilla announced the Commission for Women was created in 1971 as an advisory board to the BCC on women's issues and advocated for the needs of women in the community. She noted the importance of funding received from the federal government as a result of the Census and stated the Commission for Women planned to have several events inviting the Census Bureau to disseminate information, and she also mentioned the distribution of information via their mailing list to numerous organizations in Miami-Dade County.

The Women's Fund of Miami-Dade

Ms. Kathy Andersen, Executive Director, reviewed a PowerPoint presentation explaining an integrated out-of-home and mobile device digital marketing campaign proposition to engage the highest hard to count (HTC) communities.

Getting The Right Message To The Right People In The Right Way To Ensure Participation

Census 101

2020 Census Barriers, Attitudes and Motivators Study

Road to the 2020 Census

Highest HTC'S & Internet

Mobile Technology and Home Broadband 2019

Outdoor Impact Campaign - Campaign Elements

- Roadside Billboards
- Roadside Digital Billboards
- Metrorail Shelter Billboards
- Metrorail Interior cards
- Bus Shelter Posters
- Cell Phone "Geo-Coded" Pop-Up Ads
- Miami Beach Exclusive Bus Exterior Wraps
- LED Trucks
- Using Facebook Groups or other Social Media Outlets

Aligned Action

- Enhancing Local and Regional Clusters of Stakeholders
- Convening High Level Leader Round Table

Monthly Impact Collaboratives

Convening community partners to identify issues and solutions

Aligned Action - Campaign & Convene to Count HTC –working with Community Partners

Alliance for Aging

Ms. Martine Charles reported the Alliance was a private non- profit Area Agency on Aging, and community leader responsible for serving as the focal point on aging in Miami-Dade and Monroe Counties. She advised the Alliance provided information and referral services, screening and eligibility assistance, Healthy Aging programs, and SHINE Medicare counseling.

Ms. Charles stated the Alliance administered state and federal funds awarded to contracted service providers, with the goal of helping to keep people at home and out of nursing homes. She announced the Alliance served a population of 607,000 older adults and noted these services were generally underfunded; therefore, getting counted was a very important strategy to meet the growing need that existed for this population. Ms. Charles specified the population they primarily served included low income, disabled, lived alone, and possessed one or more chronic illness. She informed the Task Force in 2018; 25,000 older adults benefitted from the services listed below:

- Meals
- Transportation
- Homemaker & Personal Care Services
- Recreation & Social Activities
- Legal Assistance
- Adult Day Care
- Respite
- Alzheimer's Support
- Access to Services
- SHNE program - provides free counseling on Medicare and Medicaid
- EHEAP - Emergency Home Energy Assistance for the Elderly Program
- Veterans –Directed Home & Community Based Services
- Elder Abuse Awareness
- Evidence-based Health Promotion Workshops

Ms. Charles mentioned the strategy they developed to promote Census awareness included face to face or telephonic contact which has proven to be successful with their client population. Other strategies noted by Ms. Charles included partnerships with various groups, active outreach programs, and distribution of Census information and materials at weekly events along with the placement of materials in their high traffic waiting area. She commented they would like to provide Census training for staff to equip them with the necessary tools and resources to reach the community.

Elder Affairs Advisory Board

Mr. Paul Hunt commented older people should be seen as a resource for issues related to aging. He recommended, to encourage elderly participation in the Census, benefits for them and their families should be emphasized. Mr. Hunt stated the message tailored for the elderly

should be short and sweet and offered his assistance to promote Census awareness in the elderly community.

Miami Vet Center

Mr. Jorge Martinez reviewed a PowerPoint presentation describing the Miami Vet Center.

- Readjustment Counseling Service
- Vet Center Mission
- Vet Center Values
- Vet Center Locations
- Vet Center History
- Vet Center Staffing and Eligibility
- Vet Center Services
- Vet Center Promote Easy Access
- Vet Center Services are Confidential
- How to Locate Your Nearest Vet Center – www.vetcenter.va.gov
- Local Vet Center Phone Numbers

Mr. Martinez noted the importance of the census to locate veterans geographically, assist in the quality of efforts to engage veterans, provide essential services such as mental health and offer funding to federal, local and non-profit organizations that work with the veteran community.

Military Affairs Advisory Board

Ms. Carmen Layne Powers & Mr. Gus Cruz reviewed a PowerPoint presentation and provided information about the Military Affairs Advisory Board.

- Mission Statement
- Focus
- Veteran Population
- Community Outreach
- Importance Of Involvement
- Accountability

Hot Topics

- Schools
- Housing Cost in MDC

Asian American Advisory Board – (AAAB)

Mr. Joshua Ho reviewed a PowerPoint presentation and provided information about the Asian American Advisory Board.

- About The AAAB
- Focus
- Cultural Advancement
- Economic Development
- Civic Engagement/Education
- Avenues We Are Getting Information From

Florida Asian Services

Ms. Jeannie (Tim) Wong stated Florida Asian Services was established in May 2018, and noted the three main objectives were:

- Citizenship and Civic Education Service
- Nonpartisan Voter Mobilization and Education
- Community Services and Outreach

She reviewed a PowerPoint presentation enlightening the Task Force on the Asian Outreach for the 2020 Census.

- Asian Population in Florida-Census 2010
- Census & Asian in FL
- Asian population for MDC has increased 18% since the 2010 Census.
- Challenges on Census
- Opportunities
- Census 2020 Strategies

Asian Partners on Census 2020

- Government/Government-Related Entities
- Community Based Organizations
- Businesses
- Faith Based Organizations
- Asian Language Schools
- Ethnic Media
- Translated Materials
- Cross Racial Contacts

Closing Remarks

Chairman Bovo commented in most of the presentations there was a recurring theme of using social media and suggested inviting an expert on digital media campaigns to attend the next meeting. He noted discussions for the upcoming meeting would include Millennials, Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ), and the business community. Chairman Bovo also mentioned the construction, restaurant and hotel industry would be addressed at the next meeting.

Mr. Roberts suggested inviting the president of the hotel association union to provide insight in this area.

Chairman Bovo announced staff sent out an email containing a guide to Census outreach efforts for MDC in an effort to reach smaller organizations. He reiterated the task Force was asked to prepare a report for the BCC and noted at the October meeting, the Task Force would determine how to move forward with providing direction to the BCC on the best way to communicate Census information. He advised the next meeting was scheduled for September 9, 2019 at the West Dade Regional Library and the invited organizations included: Barry University, Florida Memorial University, Florida International University, University of Miami, Miami-Dade College, St. Thomas University and the Greater Miami Chamber.

Adjournment

There being no further business, the Task Force meeting adjourned at 2:16 p.m.