

**MEETING MINUTES  
 CENSUS 2010 - COMPLETE COUNT COMMITTEE  
 FORT LAUDERDALE CITY HALL, 100 N. ANDREWS AVENUE  
 8<sup>TH</sup> FLOOR CONFERENCE ROOM  
 WEDNESDAY, OCTOBER 21, 2009 – 3:00 PM-4:00 PM**

<b>CENSUS CCC MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE 9/09 – 5/10</b>	
		<b>PRESENT</b>	<b>ABSENT</b>
Myrna Loy Currie	P	2	0
Nadine Hankerson	P	2	0
Bobby Henry, Sr.	A	1	1
Mark E. Ketcham, Vice Chair	P	2	0
George Mihaiu	P	2	0
Junia J. Robinson	P	2	0
Wiley D. Thompson	A	0	2
Jimmy Witherspoon, Chair	P	2	0

**STAFF**

Commissioner Bobby B. DuBose, District III  
 Tracy Roach, Aide to Commissioner DuBose  
 Deborah Rutkowski, Notary, Planning Assistant  
 Randall Robinson, Liaison, Planner II, Planning & Zoning Department  
 Petula Burks, Public Information Office Specialist  
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. Call to Order**

Chair Witherspoon called the meeting to order at 3:13 p.m. All stood for the Pledge of Allegiance.

**II. Review of Minutes**

The following corrections were made to the September 16, 2009 minutes:

- P. 2: change “concluding” to “concluded”
- P. 2: change “victims” to “victim’s”

**Motion** made by Mr. Ketcham, seconded Mr. Mihaiu, to approve the minutes of the September 16, 2009 minutes with corrections. In a voice vote, the **motion** passed unanimously.

### **III. Notarization**

Ms. Rutkowski was present to notarize documents for the Committee members.

### **IV. Review of Staff Tasks**

The “Liaison’s Report” included review of the following items:

- **Citywide Events List**

Ms. Burks stated that a list was put together of citywide events that occur regularly so that the Committee could decide where Census booths or tables should be placed. There is a Census display on the first floor of City Hall, which was requested by the City Commission. The display includes enlarged forms in English, Haitian, Creole and Spanish. The Public Information Office would like to have Census tables on each floor at City Hall and at all of the City Parks. A Census display would be set-up at 41 sites to reach every part of the community.

At 3:20 Tracy Roach from Commissioner DuBose’s office joined the meeting.

Ms. Burks continued that once the Census was mailed, there would be places in the City where people could go for assistance in filling out the survey and getting their questions answered. Committee members should give her office direction regarding where Census staff and tables should be located.

Chair Witherspoon directed the Committee to email information to Mr. Robinson regarding events that would be occurring in their communities.

Ms. Burks stated that the Public Information Office received direction from the City Commission and sent Census information to the Homeowners Associations (HOAs) in their monthly packets and by email for the last three months. Messages are also included on the back of City water bills and on the “on hold” messages for City Hall.

Chair Witherspoon stated that members should visit HOA meetings and explain the Census process rather than relying on homeowners to read about the Census. He thought the Committee should decide on a schedule to start visiting the meetings of the HOAs.

Mr. Mihaiu added he been putting Census information into the newsletters he sends.

Ms. Burks reminded the Committee members to direct their communications to Mr. Robinson in accordance with the Sunshine Law.

- **Ideas for Promotion in Various Focus Areas**

Ms. Burks added that the Public Information Office had met with the City Commissioner. Regarding promotion, they plan to do public service announcements on the radio with each City Commissioner appearing on different radio stations. These announcements would be free advertisement that would communicate why the Census is important to specific focus areas such as businesses, schools and kids.

- **Discussion of City Census Webpage**

Ms. Burks passed out a template showing the City website and gave the address ([www.fortlauderdale.gov/census](http://www.fortlauderdale.gov/census)). The website link is also shown on the homepage as a “featured item.” As the Committee makes decisions about items to promote, the website would be updated accordingly. Currently the web page includes basic information regarding why the Census is important, fact sheets, the survey in different languages, a video from the Census Bureau and a list of resources where additional information is available.

- **New Construction Program**

Mr. Robinson stated the new program would allow the City to add all addresses to the Census Bureau’s address list by Census day. He mentioned a larger program called LUCA (Local Update of Census Addresses) which would be discussed further at a future meeting. The LUCA program would challenge the Census Bureau’s list of addresses which could help the City develop greater coverage and penetration of hard-to-count areas.

Chair Witherspoon recognized the presence of Tracy Roach, Aide to Commissioner Bobby DuBose. He thanked her for visiting and attending the meeting.

## **V. Review of Current City Population Statistics**

Chair Witherspoon stated Mr. Robinson had assisted him with compiling a list for the Committee regarding population, including the number of kids, males and females. He encouraged the members to review the list to help them plan for events by knowing the age ranges of different groups.

Mr. Robinson stated that “next month” he would have the information regarding undercounted Census tracks to help the Committee tailor their efforts to promote the Census in those particular tracks.

Mr. Mihaiu suggested the Committee determine the specific groups that were undercounted in the past before they made an effort to go after groups that were

a lesser percentage of the undercount. He requested the list be emailed to the members ahead of time, which Mr. Robinson responded he would do. Mr. Mihaiu added that the City was undercounted in 2000, and the Committee would be able to tailor their efforts to promote the Census.

Mr. Ketcham stated that every city believes they were undercounted. Dr. Hankerson stated that a large part of undercount is households. She added that with a transient population, when forms were automatically printed for residents, the mailing information might no longer be correct, and there needs to be a determination of how to document those people.

Mr. Mihaiu inquired how much leeway or discretion a Census worker would have when trying to obtain accurate information from individuals.

Mr. Ketcham expressed ideas for groups that could be undercounted and how to approach those groups in the hard-to-reach population. For example, people who were assigned to attend meetings such as AA (Alcoholics Anonymous) or NA (Narcotics Anonymous), who may not have stable addresses.

Mr. Robinson recalled that Ms. Battle stated, “The Census counts every living person on American soil.” There was a method in place for people who do not have permanent addresses. Ms. Burks added that one of the suggestions was to partner with Broward Health to offer information where people go for health related assistance such as free clinics and the Office of Women, Infants and Children. The Committee could make recommendations such as having a Census staff person be at those locations once a week after the Census forms have been mailed.

Ms. Robinson mentioned hard-to-reach areas such as Women In Distress, the Immigration Office and the Juvenile Intervention Facility (JIF). She inquired if the Committee would be allowed to go to those agencies, the federal buildings and state offices, and have a table with someone present to physically assist the hard-to-reach individuals with filling out the surveys. She added the Police lobby might be a good location.

## **VI. Discussion of Action Plan (as per Complete Count Committee Guide)**

Ms. Burks stated it was a matter of reaching out to the community relations person at those locations and communicating to them what the City is doing in regards to the Census.

Mr. Robinson stated he believed that the Census Bureau would like the Committee to come up with the places and times for contact with hard-to-reach

individuals so that the Bureau could send Census workers to do the outreach. He added that he would get confirmation.

Ms. Robinson inquired about having Census workers at various government buildings. Mr. Ketcham believed staff from the Census Bureau, rather than Committee members, would have to gather information directly from individuals. Ms. Burks stated it had to do with confidentiality. She added that people would be hired to reach individual areas.

Ms. Burks stated Ms. Battle would decide who would work well at a particular location and send two to three people there. The Committee needed to make a list of locations and suggest how each location should be staffed, depending on the need. Ms. Battle would receive the list for review and give the Committee direction from that point.

Dr. Hankerson responded that members should “forge relationships” with individuals in the hard-to-reach groups and go to the locations where those groups congregate.

Mr. Robinson suggested the members email their list of suggested locations. Ms. Petula would add to their lists and Mr. Robinson would email the information to the members.

Ms. Robinson inquired what the Committee members were allowed to do and not allowed to do when meeting with people regarding the Census. Mr. Robinson responded the members could not do the “actual Census taking.”

Mr. Ketcham added that when Committee members, along with Census staff, meet with individuals, it would be appropriate to assist the individuals with completing their Census forms.

Mr. Ketcham felt it was important to start reaching out to churches right away. He suggested that a letter from the Mayor or Commissioner from a particular district be addressed to the churches and synagogues to encourage their participation in the Census.

Chair Witherspoon requested a list of churches for the City of Fort Lauderdale be provided to the Committee. Mr. Robinson stated he would follow-up to obtain that list.

Ms. Currie suggested placing a display table in the churches, as allowed, to promote the Census. She gave the example of the Grill at First Baptist and the pre-school area as good locations.

Ms. Robinson inquired about doing a promotion during the “Christmas Extravaganza” of First Baptist of Fort Lauderdale. Ms. Currie had spoken with “Pastor John” who was very agreeable.

Chair Witherspoon stated the Committee had a great deal of work to do to make sure the City would be well represented in the count. He asked the members for suggestions regarding an upcoming event to start with. Mr. Ketcham replied he wanted to be informed of the “unaccounted areas” before he made a suggestion.

Dr. Hankerson suggested the Little League season for reaching parents. Paraphernalia and literature could be distributed during the games since the parents “pack the parks between now and Christmas.”

Chair Witherspoon thought the Committee should approach the commission office within the parks. Dr. Hankerson added that Dave Miller is the superintendent and Barbara Barber is the assistant superintendent. Ms. Hankerson might be able to reach Ms. Barber and “try to build a campaign” to pass out literature regarding the Census. She then inquired where the literature would come from.

Ms. Burks responded that she had downloaded information from the Census Bureau to her computer. When she set-up the Census table on the first floor of the City Hall building, she printed out the information she needed. Regarding costs, they had applied for partnership monies from the Public Information and Parks and Recreation Departments. They were also seeking approximately \$3,000 per funding from the Economic Development and Planning and Zoning departments.

Regarding Parks and Recreation, there would be t-shirts printed for kids with “The top 10 reasons the Census is important to me” printed on them to remind parents of needs such as the Head Start Program, Title One, the school lunch program and good books. She added that during Florida Government Week, City Staff had been to the parks and explained the Census and its importance to kids.

Ms. Roach inquired whether the City had partnered with the School Board. Ms. Burks responded they would contact the School Board and provide information to them by email, which the School Board would then send to the principals of the schools so that the information would “come from one place.”

Chair Witherspoon mentioned the YMCA and Ms. Burks mentioned the Boys and Girls Club. Ms. Burks stated that some kids would receive overlaps of information and that her department was waiting for the Committee to give them direction on approaching those groups.

Mr. Mihaiu inquired about efforts to reach challenging citizens and residents, and possibly the Police Department could direct the Committee where to go. Ms. Robinson responded she would talk to one of the Assistant Chiefs to see how their offices could be resourceful.

Mr. Ketcham suggested reaching landlords, possibly using property licenses, with a letter that would explain the importance of having their tenants complete the Census surveys.

Chair Witherspoon inquired if there was an existing list of landlords. Ms. Burks responded that a letter was sent recently to 8,000 businesses that are registered in the City. Ms. Robinson stated there might be a list of landlords at the Police Department since there had been a landlord tenant training in the past. Mr. Robinson stated that if Ms. Robinson found out where the list had come from, he would try to get a current list of landlords.

Chair Witherspoon stated he and Ms. Currie would meet regarding churches in the community. They would compile a list and combine it with the list Mr. Robinson would provide and begin to reach the churches.

Dr. Hankerson brought up health care providers and hospitals.

Mr. Ketcham suggested the Covenant House. He thought that the Census Bureau should be able to provide direction on how reach places such as half-way houses.

Mr. Robinson stated he would email the undercounted tracks to the members and the Committee could “hit the ground” on a plan at the next meeting.

Ms. Currie inquired about the funding for the tables. Ms. Burks responded that the City was applying for funding provided by the Census Bureau. She said the City would use all of the resources available to provide tables where the Committee decides to place them around the City.

Chair Witherspoon recognized Commissioner DuBose who joined the meeting at 4:06 p.m.

Ms. Robinson suggested speaking with the School Resource Sergeant and possibly having a function where the School Resource Officers are located, such as a Census pep rally at Dillard High, Fort Lauderdale and Stranahan. She thought it could be difficult to get into the schools through the principals. Chair Witherspoon commented that he knew the three School Resource Officers.

Mr. Robinson suggested having a competition between the high schools.

Chair Witherspoon inquired if the Committee or City Staff should approach the schools. Mr. Robinson stated it was entirely appropriate for members to make the connection and the City could assist with having the Census Bureau decide what form the outreach should take.

## **VII. Conclusion**

Chair Witherspoon stated the members had come up with great ideas and he wanted to determine the appropriate time to start getting the information out, “not too soon, not too late.”

Mr. Robinson responded they had already started and would now be “ramping things up” and going full-force starting the first of the year. Mr. Ketcham reminded the Committee there would be advertising on a national and state level that would augment efforts to bring awareness regarding the Census. The people who watch TV would be “bombarded” by federal and state advertising. He added it was the Committee who needed to go out and find the hard-to-reach individuals.

Commissioner DuBose agreed and emphasized the importance of reaching the “hard to enumerate” groups. He stated that grassroots efforts were needed to go into those areas. He added there would be advertising on a national level and it was important to build momentum towards the national campaign, but not to rely on federal efforts to reach the hard to enumerate areas.

Ms. Robinson inquired if there was a way to partner with the schools to come up with a Census slogan or a Census rap song, which could help get young people involved.

Mr. Robinson and Dr. Hankerson responded positively to the idea. Dr. Hankerson stated members should come to the next meeting with specific plans regarding ideas and how to implement them. Her goal was to reach out to Parks and Recreation and create a relationship.

Commissioner DuBose thanked the members for the important work they were doing and added that he is on the Complete Count Committee for the Broward County League of Cities. They want to coordinate a Census Day throughout the county where each city would have a [theme] day once a month where everyone would wear red, for example. He stated he would send information he receives to the City Complete Count Committee for their ideas and coordination. He told the Committee members he is proud of them and that he and City Staff are committed to supporting their efforts regarding the Census Complete Count.

Ms. Currie stated that before the next Committee meeting she wanted to present the idea of a display table to her executive pastor at First Baptist Church. She

added that many people come into the sanctuary for rehearsals and that November through early December is a very “hot time.” The pastor had been very interested and she would like to be able to let him know when the table could be set up.

Ms. Burks stated she would set the table up when permission was given. Ms. Robinson volunteered to help.

Mr. Robinson directed the members to send communications to him and he would distribute information to all of the Committee members.

There being no further business to discuss, the meeting was adjourned at 4:19.

[Minutes prepared by Jennifer Picinich, Prototype, Inc.]