

**MEETING MINUTES
 CENSUS 2010 - COMPLETE COUNT COMMITTEE
 FORT LAUDERDALE CITY HALL, 100 N. ANDREWS AVENUE
 8TH FLOOR CONFERENCE ROOM
 WEDNESDAY, NOVEMBER 18, 2009 – 3:00 PM-4:00 PM**

CENSUS CCC MEMBERS	ATTENDANCE	CUMULATIVE	
		9/09 – 5/10	
		PRESENT	ABSENT
Myrna Loy Currie	P	3	0
Nadine Hankerson	P	3	0
Bobby Henry, Sr.	A	1	2
Mark E. Ketcham, Vice Chair	P	3	0
George Mihaiu	P	3	0
Junia J. Robinson	A	2	1
Wiley D. Thompson	A	0	3
Jimmy Witherspoon, Chair	P	3	0

STAFF

Randall Robinson, Liaison, Planner II, Planning & Zoning Department
 Petula Burks, Public Information Office Specialist
 Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

There was unanimous consensus to recommend that each district pre-agenda meeting have a display table promoting the Census.

I. Call to Order

Chair Witherspoon called the meeting to order at 3:12 p.m. All stood for the Pledge of Allegiance. Roll was called and it was determined a quorum was present.

II. Approval of Minutes, October 21, 2009

Motion made by Mr. Ketcham, seconded by Mr. Mihaiu, to approve the minutes of the October 21, 2009 meeting. In a voice vote, the **motion** carried unanimously.

III. Liaison Report

Ms. Burks presented a Census 2010 sample display board. She met with Gloria Battle regarding the funding process and explained that each department with a funding application would have a Partnership Agreement. She presented a copy of the Partnership Agreement. She added that the Committee can apply for

funding for promotional material to be used in the community when they do the “kick-off for the City.” The provided funding is \$2,999.00 per applicant.

Ms. Burks stated that October 18-24, 2009, was Florida Government Week for the City. Staff went into the City Parks during after school programs and talked about the importance of the Census for children. At the City Commission meeting on December 1, artwork by students would be shown at the meeting and in January the artwork would be displayed downstairs in City Hall.

Mr. Robinson stated that hiring for Census workers “is in full swing.” The first step for anyone interested in applying for a job is to go to the website and take the practice test before calling. The website is www.2010censusjobs.gov. Ms. Burks added there are brochures on the table on the first floor of City Hall describing Census positions.

Mr. Robinson reported that Commissioner DuBose is planning to convene with ministers and clergy to relay the importance of working with the Committee to spread the word about the Census. Mr. Robinson would let the Committee know when the date is set for that meeting in case Census Committee members want to attend.

Mr. Robinson attended the County Complete Count Committee meeting. He passed around the lyrics for the Census song that was sung at the meeting to the tune of “The Lion Sleeps Tonight,” from the movie “The Lion King.”

On January 5, 2010, which is “County Census Day,” county and municipal workers will be asked to wear red to help promote the Census.

IV. Presentation of Hard to Enumerate Census Tracts

The Committee discussed the hard-to-count percentage of 54 percent versus the mail return rate and how those numbers were determined. Mr. Robinson stated “anything over 30 percent is considered challenging.”

Mr. Mihaiu thought there should be a correlation between the “mail return rate” and the “hard-to-count” numbers.

Regarding over-count, Mr. Robinson stated that over-count is mostly due to college students and is usually a very small number. He listed the 12 criteria used to determine the hard-to-count score:

1. percent of 10 or more people per unit
2. percent of vacant units
3. percent of multi-unit buildings
4. percent of renters

5. percent of non-married couples
6. percent of units with no phone service
7. percent of non-high school graduates
8. percent of population below the poverty level
9. percent of people on public assistance
10. percent of unemployed
11. percent of “speakers other than English”
12. percent who moved in the previous two years

Mr. Ketcham discussed his concerns about the numbers on the hard-to-count list that was provided, and why those might not be correct. He thought maybe they should look at income levels to help determine the actual hard-to-count areas and target those areas more than affluent areas.

Mr. Robinson brought up the fact that there are many “snowbirds” in Broward County to be considered in the Count. He pointed out there were affluent areas with “less than satisfactory numbers for affluent Eastern areas” where there are a lot of “snowbirds,” such as Deerfield Beach. He thought the list was helpful to solidify the “hunches” the Committee has about where the hard-to-count areas are located.

Mr. Robinson reiterated that anything above 30 is considered challenging based on the HTC (hard-to-count) score. Dr. Hankerson thought the list was helpful, but there is other data to consider.

Mr. Robinson stated that at the federal level there is an integrated Tract Action Plan. The purpose is to target the hard-to-count tracts and determine how to best “get the word out” to those tracts. He wants to know how that “dovetails” with what the City’s Committee is doing. He expects the Plan to “come into action during the Census period.”

Regarding enumeration of transient populations, regional offices identify locations and have a special program to target where transient populations and homeless people congregate. Census workers are sent to count people in those areas.

Mr. Robinson added that an advance notice letter regarding the Census would be sent out before the actual Census forms are mailed. During the Census period, a “reminder postcard” would be sent to remind people to fill out and return their Census form. During the Census period, the return rate can be tracked daily for different municipalities and “stimulate competition between municipalities to further the cause of the Complete Count.” The information will be provided on a weekly basis for individual tracts.

Mr. Robinson referred to a display map that was brought for the members to examine and to consider what tracts the Committee would target.

Ms. Currie inquired about reaching people that are not particularly literate by using television or radio. Mr. Robinson thought the County had plans to promote the Census through television and radio. Mr. Ketcham agreed radio would be the best way to promote the Census. Chair Witherspoon also expressed agreement.

Mr. Mihaiu inquired if the advance mailing would help determine accurate mailings for the actual Census. Mr. Robinson stated that the mailings are sent by address, not by name.

Chair Witherspoon brought up the list of citywide events. Mr. Ketcham stated he had spoken to Sue Molnar and “she is the one with all the outside events between now and April 15th.” Ms. Burks responded that her office had already talked about some of those events, such as the Jazz Brunch, with the Parks and Recreation Department. For events that are “not City sponsored so to speak,” the Committee would have to go directly to whoever has the outdoor event agreement with the City.

Mr. Ketcham emphasized the importance of a list of upcoming events for the Committee to refer to and to make sure that Census workers are “stationed there.” He stated this list should be considered a “living document” that would be updated and referred to as they become aware of events. Mr. Ketcham went over his list of upcoming events and included estimations of attendance:

- Dec. 1 - Christmas on Las Olas
- Dec. 3 - Light up Sistrunk
- Dec. 5 - Cause for Paws Benefit 5K Walk, Victoria Park, 200
- Mar. 13-14, 2010, PRIDE South Florida, Oakland Park, 10,000
- 2010 Martin Luther King Day, “big presence”
- 2010 St. Patrick’s Day events
- Mar. 18, 2010 – AIDS Walk, “thousands”

Ms. Burks stated she would “pull from the City calendar the events that are listed.”

Mr. Ketcham added HAC (Homeless Assistance Center) as a category to reach. He also added that employees of hotels on the beach “tend to be in the hard-to-reach category.”

Chair Witherspoon suggested that a list be provided at each meeting of upcoming events so members can discuss among themselves who can attend and be able to plan their schedules accordingly.

Mr. Ketcham suggested adding the Homeowners Association meetings to the list.

Ms. Burks said the list provided to the Committee was also given to the City Commission “for their input as well.” She added that the Parks and Recreation Department would be doing more activities “with the kids” as the Census gets closer.

Mr. Witherspoon reminded members to email additional event ideas to Mr. Robinson.

Ms. Currie is negotiating the placement of the Census table at her church, which she discussed at a prior meeting. She inquired how much space would be needed for the display. Ms. Burks referred to the sample display board and said the City would work with whatever size table is provided.

Chair Witherspoon requested Census display tables at two upcoming events he is in charge of hosting at the War Memorial Auditorium:

- Dec. 12 - Byron Cage, a gospel recording artist and Dwayne Woods
- Jan. 30 - Fantasia

Mr. Mihaiu inquired “what is the objective of the display board?” Ms. Burks responded, “awareness.” Mr. Ketcham suggested the display board have a title in large letters stating “CENSUS.” Dr. Hankerson agreed, saying people would not spend a lot of time reading the information on the display board, especially in hard-to-enumerate areas. Ms. Currie suggested they use red lettering since red is the official color of the Census promotion. Ms. Burks took note of their suggestions.

Dr. Hankerson informed the members “football is run by outside agencies but they use Parks and Recreation as their facility of choice.” Her goal is to come up with something that is “trigger for them” rather than pamphlets that would “end up on the ground.” She thought using the Census job opportunity would be a good way to get the attention of people attending.

Chair Witherspoon added that the upcoming Little League Super Bowl “has a huge turnout, up to 10,000 people.” He stated he would obtain the definite date so the Committee could have t-shirts for the event. He thought all of the Committee members should attend the event, perhaps on a timeslot assigned schedule.

Dr. Hankerson shared the idea of using the Census jobs as an opportunity to reach people working on their GED or attending Adult Education classes. Information could be given to inform them about the Census and assistance

could be given regarding the practice test prior to the Census, which would perhaps “provide jobs for some of those people.”

Chair Witherspoon suggested that members wear t-shirts promoting the Census when they attend events.

Ms. Currie inquired when funding for the Committee would be available. Ms. Burks stated the Committee should make their request for particular funding, such as for t-shirts, which would then be presented to the appropriate vendor for pricing. She stated she would provide the application form to the Committee right away and when she receives it back from the Committee, she would then forward the application to Ms. Battle.

Dr. Hankerson mentioned Light Up the Tree at Carter Park on December 2. She suggested providing literature since it the event was approaching shortly.

Ms. Burks stated that some of the items on the list could be “moved forward on” now that the minutes had been approved from the last meeting.

Mr. Ketcham suggested mailing a letter to all landlords for them to display.

V. Discussion and Identification of Outreach Strategies

Mr. Ketcham stated, “to sum up” there would be a list provided at the next meeting that would be updated on an ongoing basis.

VI. Communications to the City Commission

Mr. Robinson stated that Commissioner DuBose has a table set-up at his Pre-Commission meetings, and that Ms. Burks has been attending. Since there are hard-to-count tracts in other districts as well, he suggested that other City Commissioners may want to do a Census display and have a Staff person present. The Committee decided to make the following suggestion to the City Commission:

There was unanimous consensus to recommend that each district pre-agenda meeting have a display table promoting the Census.

VII. Old/New Business

Committee members observed a large map coded by color and discussed how to better identify the areas they need to target. Mr. Robinson pointed out that Riverside Park is one of the most challenging areas, which might not be expected. Mr. Ketcham requested a list showing the hardest to reach to easiest to reach areas in order.

Dr. Hankerson stated the Committee needs the names of the neighborhoods identified so they have a better idea of where to go and “walk those areas.” She suggested looking at the voter turnout in the four districts from the last election and “measure that against the hard targeted areas of 2000 to assist in knowing which groups they are missing.”

Chair Witherspoon thanked the members, Ms. Burks and Mr. Robinson for their efforts to make sure the Census is a great success. He expressed that the Committee is working “to the best of their ability.” Mr. Robinson expressed his appreciation for the enthusiasm of the Committee.

The next meeting is scheduled for Wednesday, December 16, 2010.

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

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