



## Memorandum

**Memorandum No: 20-096**

**Date:** October 8, 2020

**To:** Honorable Mayor and Commissioners

**From:** Chris Lagerbloom, ICMA-CM, City Manager

**Re: Raise the Census Count Fort Lauderdale**

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We would like to keep you informed of a new strategic campaign to improve the Census response rate for the City. Staff has considered the need to improve outreach within the extended period for response, which ends on October 31, 2020.

Yesterday, individuals from Neighborhood Support, Information Technology Services and Strategic Communications met to develop a prompt campaign to broaden reach and target non-English speakers and geographical low response rate areas from our community. According to Census.gov, 33.7% of the population is foreign born, 31 % is Hispanic or Latino origin. Moreover, there are approximately 110,890 Haitian Creole speakers that reside in Broward County. Currently, there are nine census tract areas that have 50% response rate or less.

The planned demographic-targeted campaign aims to share language-specific content to these audiences to provide awareness and motivate individuals to complete the critical civic duty of the census count. The following activities will be fulfilled in the coming weeks:

- **Virtual Town Hall Meetings:** Staff will host two virtual town hall meetings in Spanish and Creole languages. Promotions for the meetings are being performed and planned dates are Thursday, October 15, at 6 p.m. (Spanish) and Saturday, October 24, at 10 a.m. The virtual town hall meetings will hold foreign-language-speaking staff and regional Census Office staff members. Each meeting will hold a brief presentation, followed by a question and answer session. Participants will be able to join via Zoom, Facebook, or YouTube.
- **Elected Officials Video:** A short video will be produced featuring members of the City Commission encouraging the Census completion. Strategic Communications staff will be reaching out to each of you to schedule a mutual convenient time.
- **Targeted Social Media Ad Campaigns:** Additional foreign-language digital media content will be developed and shared across the City's official social media channels. Social media host algorithms are very effective at reaching targeted audiences. Demographic and geographical target campaign ads will be purchased to reach specific audiences within the Fort Lauderdale zip codes.

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- **Las Olas Art Fair Participation:** Staff will be coordinating participation in the upcoming Las Olas Art Fair that will take place on Saturday, October 17 and Sunday, October 18. Volunteers and census enumerators will be present to encourage Census completion.
- **Additional Partnerships:** Staff will continuously seek partnerships with local Spanish and Haitian influence radio stations to leverage the message to targeted audiences.

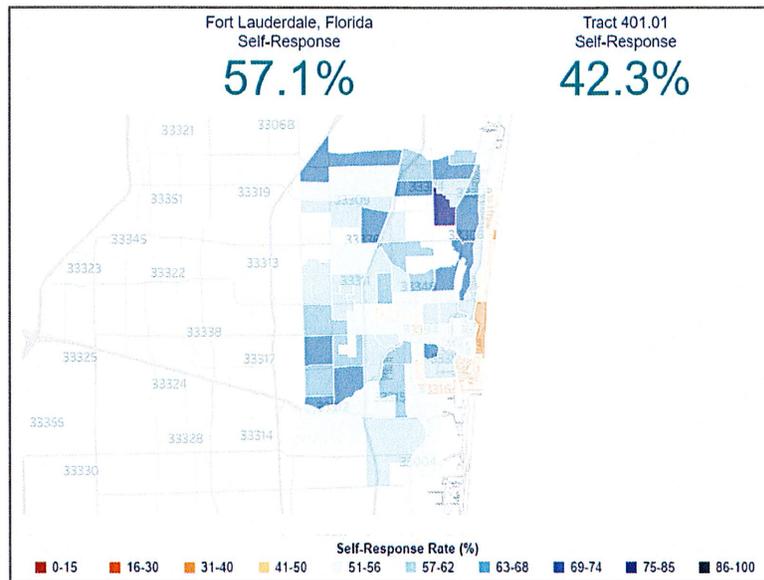


Figure 1: Current Response Rate map from 2020Census.gov

We look forward to improving the Fort Lauderdale response rate, currently at 57.1%. We also ask that you reshare, amongst your individual channels, our efforts once they become available on our City social media pages. If you have any questions or any feedback, please feel free to contact me.

- c: Tarlesha W. Smith, Esq., Assistant City Manager  
Greg Chavarria, Assistant City Manager  
Alain E. Boileau, City Attorney  
Jeffrey A. Modarelli, City Clerk  
John C. Herbst, City Auditor  
Department Directors  
CMO Managers