2020 CENSUS
BEST PRACTICES SHOWCASE

DECEMBER EDITION

U.S. CENSUS BUREAU ATLANTA REGION
GEORGE GRANDY JR. - REGIONAL DIRECTOR
OLCDC’s My Census Counts Coalition
The Journey Through Census 2020

Editor’s Note: The Opa-locka Community Development Center (OLCDC) exemplifies an organization that received and granted funds to maximize the spread of information about the 2020 Census in Miami-Dade County. This organization started its work in 2019 and continued through October 2020. Phillip Tavernier, a community organizer, submitted this narrative. The Atlanta Region thanks OLCDC. Job well done.

The 2020 Census had many twists, turns, and startling circumstances. With valued support from our funders, The Florida Counts Committee, The Miami Foundation, Miami Dade County, and The National League of Cities; the OLCDC’s My Census Counts Coalition (MCCC) pivoted, provided real service to the community, and stayed the course to deliver the best Census count possible for our community. Our campaign could be summed-up in 3 phases; Pre-COVID 19, COVID 19, and COVID 2.0.

Pre-COVID: We devised and began implementing an in-person events-driven plan with three major components. The first component was “Bridging the Digital Divide.” By opening our Tech Hire Center for Census workshops and trainings, we were also letting community members use the computers there to complete the Census with trained OLCDC staff, if needed. We would also be lending our laptops and tablets to community groups to set-up mobile assistance sites to facilitate Census questionnaire completions at their locations and events. The second component was developing “Strategic Partnerships” to help other groups and organizations maximize their reach to constituents by supporting their events, trainings, and outreach. And the last component was “Spreading the Word” about the importance of completing the Census via all grassroots and digital marketing means available to us.
With the onset of COVID 19, the closing down of public places, and diminished face-to-face contact, we pivoted our activities away from in-person events and workshops toward hyper-targeted grassroots activities, heavy social media, digital content production, and events. Here are a few highlights of the OLCDC’s My Census Counts Coalition (MCCC), Census 2020 campaign.

A. Bridging the Digital Divide
1. Produced 10 original Census videos that captured the importance of the Census through parody, comedy, and celebrity.

2. For the first time in history, the Census questionnaire was offered to be completed online. So, the OLCDC launched and used #CyberCensusDay as an opportunity to remind residents about the Census, ways to take it, and the deadline. According to Facebook analytics the #CyberCensusDay movement reached and engaged a total of 29,120 people while the 2-hour Happy Hour event had an average of 175 people logged-on.)

B. Strategic Partnerships
1. Gave six individual Mini Grants of $500 to local CBOs to do Census outreach: (Circle of Brotherhood, Dream Defenders, The Resource Room, Youth NAACP, Breaking the Cycle, Teen Upward Bound)

2. Worked in conjunction with Town Center and Magnolia North Apartments staff to distribute Census masks and literature through their rental offices. In addition, we canvassed those complexes and several others to distribute more than 3,000 #AvoidTheKnock doorhangers.
C. Spread The Word

1. Gave out over 7,000 Census palm cards via the Health In the Hood Drive Thru Pantry every Tuesday and Thursday of every week for five months at the OLCDC Campus.

2. Distributed 1,000 Census-emblazoned COVID-19 Masks via local businesses (barber shops, convenience stores), events, and apartment complexes.

3. Provided six people with temporary employment via the Census Outreach Expansion Project that resulted in them sending out 85,000 text messages and earning a welcomed household income boost.

With the gradual opening of public places, the OLCDC’s MCCC entered the COVID 2.0 phase of the campaign. While continuing the digital marketing campaign and spreading the word, with trepidation and COVID-19 guidelines in place, we began incorporating face to face outreach. We hosted several community outreach events while supporting local businesses that yielded real and tangible results:

1. Dinner and the Census at Family Christian Association of America with food provided by Crabman 305 (approximately 50 Census Questionnaires completed over a 2 day period)
2. Census outreach at Homestyle Restaurant (More than 30 Census questionnaires completed on site that day in four hours.)

3. Census School Supply Giveaway: Children received school supplies, residents completed the Census and took a “I Took the Census, How About You” yard sign to put in their yards (250 yard signs distributed throughout the community)

4. In conjunction with HACC and several other CBOs, we organized and executed the first ever multi-city Census Carnival Caravan that went through Opa-locka, North Miami, NMB, and ended in Little Haiti. According to the weekly Census data, there was a .3 percent boost in Census self-response in Opa-locka after several weeks of little to no self-response increases.

With the deadline changes, the life-threatening COVID-19 issues, and all the headaches that they entailed, we also managed to hang up seven 4’ x 8’ banners around the city, develop 10 partnerships with other CBOs and municipalities, earn 16 Census media appearances on some of Miami’s most popular radio stations and galvanize 30-plus brave-hearted volunteers on five separate occasions to canvass the community and bring the Census message door to door; all the while producing and/or participating in 17 events. With a generation-defining health pandemic and civil unrest capturing the attention of 2020, the efforts to get a complete and accurate count in “hard to count communities” for the 2020 Census became brutally complicated. But through it all, the OLCDC team trekked through the challenges and provided real service to the community and stayed the course to deliver the best Census count possible for our community.
Editor’s Note: The Redlands Christian Migrant Association, based in Immokalee, touched people throughout Florida with spreading the word about the 2020 Census. Its wide reach was important for one of the hard-to-count communities. This is a recap submitted by community Relations Manager Clay Hollenkamp. The Atlanta Region thanks RMCA for being a great partner.

Redlands Christian Migrant Association (RCMA) operates child development centers and charter schools in rural, low-income areas of 21 Florida counties serving over 6,500 children every day. The overwhelming majority of those we serve are the children of Latino farmworkers. As the 2020 Census neared, we realized that RCMA would be uniquely able to make a significant contribution to the complete count effort through our direct, daily contact with three of the most often undercounted groups: low-income families, children under five years old and immigrants.

Our efforts aimed to educate our community about what the census was, why it mattered to them and what they should expect during the census count. This is a stressful time for immigrants and a government agency asking for personal information is going to be viewed skeptically at best. But with the help of our local Census Bureau representative, we created newsletters, flyers, social media posts and videos. Until the pandemic no longer allowed it, a Census Bureau representative attended parent meetings all over Florida and spoke to those we serve in their native language and assured them that the US Census was both important and safe. As we approached the summer and so many people were out of work, RCMA began a massive, statewide food distribution program. We handed out thousands of bags of shelf stable food along with fresh fruit and vegetables. With every bag came a flyer about the Census. Center staff and teachers bought into our message and promoted it as often as possible. No parent phone call was complete until the Census was discussed. Since we couldn’t hold in person events, we ran radio campaigns in Spanish and Mam, a Central American indigenous language, to reinforce the message and reach even those who did not bring their children to our centers or schools. In short, it was a full-organization effort.

As the end of the counting drew near, many center coordinators proudly announced that 100 percent of the families at their center had completed the Census. Today, we can state that more than 6,000+ families served by RCMA completed the 2020 US Census. This a testament to the dedication of the RCMA staff and the U.S. Census Bureau but even more so to the sense of civic responsibility of those families who took the time to learn about the Census and to assure that their community was accurately represented.
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Spokeswoman Susan Racher said Florida Counts started in 2019. The initiative brought together a unique mix of philanthropic, civic, and activist institutions that wanted to increase the state’s self-response rate from 2010. Early indications are they achieved that goal. Florida’s 2010 self-response rate was 63 percent. The 2020 self-response rate is 63.8 percent.

The seven organizations are the Florida 501 c3 Civic Engagement Table, the Community Foundation for Palm Beach and Martin Counties, Florida Nonprofit Alliance, Florida Philanthropic Network, New Florida Majority Education Fund, the Wallace H. Coulter Foundation, Urban League of Broward County, and Ventus Charitable Foundation.

Racher, Vice President and CFO of the Walter H. Coulter Foundation, said funders wanted a coordinated effort for the 2020 Census, to fill in the gap caused by Florida’s decision to forego a statewide push. Organizers believed that structure would be effective in bringing in their goal of raising local funding to match the national funding the group attracted.

“Wouldn’t it be great if we coordinate to attract grants and bring in organizations that had already been funded,” Racher said. “We felt it would be a good coalition to pool resources ... bringing national information down to nonprofits and grassroots organizations.”

Because of their work, they attracted several national donors, which brought in $1 million. Florida-based donors raised $750,000.

In addition to attracting donors, the initiative held nine training sessions to educate grantees and local officials; launched a media program to inform major newspapers around the state about the importance of the census; collaborated with digital, radio, and TV media outlets to inform them and the communities they serve about the critical financial impact on the state of Florida of getting a complete count.
“When we started our work, the level of Census literacy in the state was not that great, especially among the thought leaders and the media,” Racher said. “It wasn’t on people’s radar screen.” To overcome that hurdle, Florida Counts partnered with the Conroy Martinez Group public relations firm to get free media that generated articles, op-eds, and headlines to raise their mission and profile.

Among the 67 organizations that received grants are Girl Scouts Gateway Council, NAACP, Meals on Wheels South Florida, Mi Familia Vota, The Arc of Tampa Bay, The First Coast Leadership Foundation, and the Urban League of Palm Beach County. The organizations were diverse in mission and location, but all represented “trusted voices in their communities.”

The grantees conducted effective and memorable projects. Racher pointed out some of the tactics to engage others. All organizations did census outreach, and some provided social services.

“The League of Women Voters in Palm Beach County coordinated with leagues around the state, and did an awful lot of work efficiently,” Racher said. “A number of organizations did phone banking, texting, tele-town halls, and virtual events.” She noted that WUCF radio station in Orlando created and broadcast some of the earliest 2020 Census advertisements. Also, she said, farm Share set up MQA sites around Florida and Miami-Dade Public Schools collaborated with Florida Counts and the Census Bureau to have census staff at all their food distribution sites.

Racher said she’s happy with the results as 37 counties substantially exceeded their 2010 self-response rates despite the impact of the COVID-19 pandemic. She added that there is great interest nationally in sustaining the strong community coalitions that were formed to facilitate the census count, and that she is hopeful that the great relationships formed by this initiative will continue. Other states have inquired about their work.
“We touched millions of people in Florida,” she said. “The results were good. We moved the needle for the first time in 30 years.”

The Atlanta Region thanks Florida Counts Census 2020 for creating a funding initiative that allowed civic and grassroots organizations to reach people in neighborhoods across the state. We salute you as our partner.
Florida Counts Grants Recipients

All Peoples Day
Asian American Federation
Asian American Federation of Florida South Region
Avanse Ansann
Black Votes Matter
Centro Campesino Farmworker Center
Common Cause Florida
eMgage Foundation
Engage Miami
Equal Ground Education Fund
Equal Ground Education Fund(The Black History Project)
Esperanza
Faith in Florida
Farm Share
Farmworker Coordinating Council
Florida Literacy Coalition
For the Children
Foundation- Miami-Dade Public Schools)
Girl Scouts of Gateway Council
Glades Initiative
Goodwill Industries of Southwest Florida
Haitian American Comm. Coalition
Hispanic Business Initiative Fund of FL inc(Prospera)
Hispanic Federation
Hispanic Unity of Florida
Housing Partnership
Jump for Joi, Inc.
Latinolustice
League of Women Voters Education Fund Palm Beach
League of Women Voters of Florida (Orlando)
League of Women Voters of Miami-Dade County
League of Women Voters of Palm Beach County
Meals on Wheels South Florida
Mi Familia Vota

Miami Workers Center
Miami-Dade PTA
Michael Grady and the New Gulf Coast Choir
NAACP
National Congress of Black Women
National Congress of Black Women, I c.-Orlando Chapter
Opa-Locka Community Development Corporation
Organize Florida Addendae
Organize Florida(Fl Inst of Reform & Empowerment)
Parker Street Ministries
Path to College
Pinellas County Urban League
Real Women Radio Foundation
Sant La, Haitian Neighborhood Center
Student ACES
The Arc of Tampa Bay
The Arc of the Bay
The Black Collective
The Black Commission
The Children’s Campaign
The Common Ground Project
The Common Ground Project/Florida Voices for Health
The First Coast Leadership Foundation
The Lord’s Place
The Ridge Area Arc
The Thriving Mind aka Miami Fndn for Mental Health
United Way of Brevard County
University of Central Florida WUCF-TV
Urban League of Palm Beach County
WeCount
West Atlantic Redevelopment
Women Alliance of Miami
Women Talk Black
The Nonprofit Center of Northeast Florida is a vital support system for local nonprofits in the Greater Jacksonville area and surrounding counties. For the 2020 Census cycle, the center provided vital financial assistance to several agencies in their service area.

The Center formed the Northeast Florida Complete Count Committee to serve as an umbrella component for its census outreach activities. It also created a Census 2020 Action Center to train local nonprofit and community groups to reach people, concentrating on hard-to-count communities, and hired a coordinator to oversee the project. Their specific focus was on families with children under age 5, immigrants and refugees, families with limited or no internet access, senior citizens, and the LGBTQ community.

Also, Dr. Standralyn Terry was hired to oversee the project.

Through May 31, 2020, the center awarded more than $40,000 in mini-grants to programs engaged in direct community outreach to encourage residents to participate in the 2020 Census.

Among those that received grants:

**Elder Source** developed “Operation Kindness” to provide local seniors with much-needed care packages of meals and essential supplies during the current pandemic. In addition to these essential items, Operation Kindness provided an opportunity to encourage seniors to complete the 2020 Census. Census reminders came in the form of stickers attached to the home-delivered meals as well as mailed postcards. This outreach effort spanned the five-county Northeast Florida area.

**The Safe Future** Foundation held a drive-through community baby shower for new and expectant mothers. Advertising for this event reached all of Duval County, with specific additional outreach to three zip codes in Jacksonville with low response rates in the previous Census counts. The drive through baby shower provided important supplies such as diapers and formula as well as themed treats just like a traditional baby shower would have. Each participant was offered the opportunity to complete the census on a thoroughly sanitized tablet as their trunk was being loaded up with their baby shower gifts.
The Sister Hermana Foundation held a “Count Me In” event at the International Brotherhood of Electrical Workers Local 177 Union Hall in Jacksonville’s Eastside. With the help of volunteers from Bring It Home, DEM Kids Foundation, Northeast Florida Human Trafficking Coalition and, Dr. Albert Chester, the event, attended by more than 300 people, provided the opportunity for participants to complete the 2020 Census on iPads and have lunch.

First Coast Taekwondo promoted the completion of the Census among First Coast Taekwondo member families as well as the congregants of neighboring churches and residents of the Oak Hill neighborhood on Jacksonville’s Westside. First Coast Taekwondo provided iPads to complete the 2020 Census in their lobby. As a result of their efforts, First Coast Taekwondo reports that more than 2,000 people engaged with their Census display.

The Atlanta Region thanks the Nonprofit Center of Northeast Florida for funding local organizations and being a great 2020 Census Partner.
The Melbourne-Palm Bay Alumnae Chapter of Delta Sigma Sorority Inc. is known for its award-winning social action work. The members took on the 2020 Census as a project and went to work in a big way despite the COVID-19 pandemic.

Sandra Pelham, chair of the chapter’s Social Action Committee, was featured in a published article for sounding alarms about a lack of participation in their service area.

“So after she learned that certain parts of Melbourne and Palm Bay had not returned their surveys and was not going to be counted in the numbers for the Census, Pelham and her Sisters of Melbourne-Palm Bay Alumnae Chapter of Delta Sigma Theta Sorority, Inc., other organizations, and members of the Divine Nine decided to hit the streets of South Melbourne and Palm Bay to encourage residents to complete their survey or call the 800 number to be counted,” the article stated.

Chapter President Hyla Plummer said there was an urgency to get the word out.

“We needed to ensure the people in this area understand the importance to get the numbers up,” Plummer said. “The numbers were low. We were like, ‘what can we do to help?’”

The members put on their masks and went door to door in neighborhoods in Melbourne and Palm Bay.

The chapter did three walking events. The second walking tour was in conjunction with the city of Melbourne, the Divine Nine sororities and fraternities, and other organizations.

Plummer said the chapter also collaborated with local churches. They set up tables at one church during its food giveaway event and handed out flyers with 2020 Census information. At a second church, they gave out backpacks filled with school supplies and census materials.

The Melbourne-Palm Bay Alumnae also caught the attention of local media. They were featured in the Orlando Sentinel, Florida Today and Ebony News.

The Atlanta Region of the U.S. Census Bureau salutes the chapter for its work in spreading the word about the 2020 Census.
Walking for the Census
Melbourne-Palm Bay Alumnae Chapter
Delta Sigma Theta Sorority, Inc.

Invites the Divine Nine and Other Community Organizations to Join Us in a Walk For Census 2020

August 22, 2020 at 8:30 AM
Mt. Mariah Missionary Baptist Church
10711 Dr. Harvey Riley St NE Palm Bay, FL 32907

Mayor Kathy Meehan will Kick off the Walk

Come Out and Join Us!
Let’s Make Sure Everyone is Counted!

Contact Sandra Pelham (321) 774-1779

#CommunityStrong

Melbourne-Palm Bay Alumnae Chapter
Delta Sigma Theta Sorority, Inc.

"Every resident of our community counts and deserves to be counted. An accurate census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads, public transportation, hospitals and other facilities," said Mayor Kathy Meehan. Mayor Meehan is pictured here with Marco Bentley and Andrea Scott, members of the Melbourne-Palm Bay Alumnae Chapter Delta Sigma Theta Sorority, Inc., at the August 22 walking for the Census outreach event. Respond to the Census online today at 2020census.gov or call toll-free 1-844-330-2020.
What is the Boundary and Annexation Survey?
The Boundary and Annexation Survey (BAS) is the primary way that local, county, and tribal governments ensure that their legal boundaries—and consequently, their official population counts—are correctly recorded with the federal government. Every year, governments use the BAS to update their legal boundaries and official names.

In the BAS, governments report official name changes, (dis)incorporations, and (de)annexations. Governments can also update boundaries, features, and landmarks for:

- Cities, towns, boroughs, and villages (incorporated places)
- Townships and towns (minor civil divisions)
- Counties (or county equivalents)
- Consolidated cities
- Roads and other applicable linear features

How does the BAS benefit you?
Legal boundaries determine your government’s population count every year in the American Community Survey and the Population Estimates Program. Many government agencies and other groups use population counts to determine the allocation of funds. Responding to the BAS ensures that your local government has the best data available for its decision-making processes, and that it receives all of the funds for which it is entitled.

In addition, our boundary records are publicly available and used by many other federal agencies, researchers, and the public. Because the U.S. Census Bureau is responsible for tracking America’s legal boundaries and population data, geographic updates that you provide to us ripple out in numerous important ways.

Accurate boundary records directly affect the quality of life in your community.

Find forms, information, and materials about the BAS online at <www.census.gov/programs-surveys/bas.html>.

Contact us at <geo.bas@census.gov> or 1-800-972-5651.
Responding to the BAS is easy.
The Census Bureau provides multiple free, user-friendly methods for responding to the BAS.

Paper option
BAS participants can request free paper maps from the BAS Web site.

Basic digital option
The Geographic Update Partnership Software (GUPS) is a free, customized Geographic Information Systems (GIS) tool that will be available during the BAS. It was specifically developed for people who do not have geographic training or are not experienced GIS users.

Advanced digital option
Experienced GIS users can update boundaries in their own GIS. The Census Bureau provides free GIS files in shapefile format on its Web site, along with digital update guidelines. Governments can update those shapefiles in their GIS and use them to respond to the BAS.

To make responding to the BAS as easy as possible, we’ve created a YouTube channel with videos to walk you through the survey.

BAS Schedule
December: The Census Bureau e-mails annual response information to BAS contacts with instructions for participation.

March 1 (first deadline): Legal boundary updates (not including nonlegal boundary corrections) sent by this date are included in the next Population Estimates Program and American Community Survey shapefiles and population estimates.

May 31 (final deadline): Boundary updates sent by this date will appear in the next year’s BAS shapefiles.

Will the Census Bureau contact my government for the BAS program?
Every year, the Census Bureau will send the BAS to key contacts for every government affected by the survey:

• The government’s highest-elected official, such as the mayor or county executive.
• A GIS staff, planner, clerk, or other contact that the government instructs us to contact.
• The relevant state-level official.

Visit <https://tigerweb.geo.census.gov/tigerwebmain/TIGERweb_main.html> to see the existing boundaries that we have on file for your community, visit the Census Bureau’s online map application at <https://tigerweb.geo.census.gov/tigerwebmain/TIGERweb_main.html>.

Toy Makers by State

Total Number of U.S. doll, toy, and game manufacturing establishments: 560

Source: 2014 County Business Patterns, NAICS 33993
# Festive Names

Selected Places With Festive Names in the United States

(Population estimates as of July 1, 2019)

<table>
<thead>
<tr>
<th>Place</th>
<th>Population</th>
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<td>Mount Holly, N.C.</td>
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<tr>
<td>Holly Springs, MS.</td>
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<tr>
<td>Snowflake, AZ.</td>
<td>5,995</td>
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<tr>
<td>Santa Claus, IN.</td>
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<td>North Pole, AK.</td>
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<td>Noel, MO.</td>
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<td>Unity, OR.</td>
<td>70</td>
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</tbody>
</table>

<www.census.gov/programs-surveys/popest.html>
Have a Safe & Wonderful Holiday Season!