



CITY OF FORT LAUDERDALE

**COMPLETE COUNT ADVISORY COMMITTEE
MEETING MINUTES
Tuesday, July 28th | 5:30 – 7:00 P.M.
Fort Lauderdale City Hall, 100 N. Andrews Avenue
Commission Chambers**

Board Member	Attendance	Present	Absent
David Brown, Chair	P	10	0
Dana Somerstein, Vice-chair	P	6	4
Ann Mihaio	P	9	1
Luke Harrigan	P	7	1
Jeffrey Thompson	P	9	1
Christopher Smith	P	3	7
Stephanie Rosendorf	P	7	3
Corey Thiel	P	8	2
Evan Goldman	P	2	0

Sept. 2019 -October 2020

As of this date, there are 9 members appointed to the Committee, which means 5 would constitute a quorum.

STAFF

Junia Robinson, Staff Liaison, Administrative Supervisor

Monique Damiano, Senior Strategic Communication Specialist

Jamie Opperlee, Prototype, Inc.

Communication to City Commission

The Complete Count Advisory Committee requests the following from the City Commission:

that the Commission pass a proclamation at the August 18th Commission meeting designating the months of August, September and October 2020 to be census “raise the count” participation months in the City of Fort Lauderdale, and

the committee also requests that each Commissioner take a photo or selfie during the months of August, September or October and make a public post encouraging the community’s participation in the census.

Motion made by Dana Somerstein, seconded by Evan Goldman. In a voice vote, the motion unanimously passed.



CITY OF FORT LAUDERDALE

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**COMPLETE COUNT ADVISORY COMMITTEE
MEETING MINUTES**

Tuesday, July 28, 2020 | 5:30 p.m.

**Fort Lauderdale City Hall, 100 N. Andrews Avenue
Virtual Meeting**

COMMITTEE MEMBERS PRESENT

Chair David Brown

Vice Chair Dana Somerstein

Evan Goldman

Luke Harrigan (arrived at 5:42 p.m.)

Ann Mihaiu

Stephanie Rosendorf-Diaz (arrived at 5:56 p.m.)

Christopher Smith

Corey Thiel

Jeffrey Thompson

STAFF

Junia Robinson, Staff Liaison

Monique Damiano, Public Information Office

Mark A. Swanson, U.S. Census Bureau

Angel M. Gomez, Broward County Public Schools

Jamie Opperee, Prototype, Inc.

COMMUNICATION TO CITY COMMISSION

Motion made by Vice Chair Somerstein, seconded by Mr. Thompson, to send the following communication to the City Commission. In a voice vote, the **motion** passed unanimously.

Ask the City Commission to:

- At the August City Commission meeting, pass a proclamation that August, September, and October 2020 be designated as Census Raise the Count Months in the City of Fort Lauderdale.
- The Committee also requests that each Commissioner take a photo during the month of August, September, or October and make a public social media post encouraging the community's participating in the Census.

I. Pledge of Allegiance | Call to Order

The meeting was called to order at 5:35 p.m.

Junia Robinson, Staff Liaison, outlined the process for participation in the virtual meeting.

II. Roll Call and Introductions

Jamie Opperee, Prototype, Inc., called roll and stated a quorum was present.

Nine (9) members are appointed, five (5) are required for quorum.

III. Approve Meeting Minutes (June 17, 2020)

Motion made by Vice Chair Somerstein, seconded by Mr. Thompson, to approve the June 17, 2020 minutes as presented. In a voice vote, the **motion** passed unanimously.

IV. Broward County Public Schools (BCPS) Census Report/Update – Angel M. Gomez, Governmental Affairs, BCPS

Chair Brown updated regarding the current Census response numbers and work to do. He stated enumeration would start on August 11. He noted the City Commission did not pass the proclamation sent to them by the Committee in March.

Ms. Robinson explained the City Commission is not doing proclamations at this time.

Chair Brown stated he would like to make changes to language and send the communication with the request.

Luke Harrigan joined the meeting at 5:42 p.m.

Angel M. Gomez, Governmental Affairs, BCPS, gave a brief PowerPoint presentation, created with the assistance of Jose Perez in BCPS Marketing and Communications.

Mr. Gomez stated Census information had been shared by BCPS constantly since the last quarter of 2019.

The Committee and Mr. Gomez discussed communication methods utilized to reach out to students.

Mr. Gomez explained BCPS is a trusted voice with parents, making them more comfortable getting information from BCPS based on their experiences. He stated this made the schools an important partner in increasing Census rates and outlined targeting of messages.

Continuing, Mr. Gomez shared samples of handouts and a screenshot of the Census information included on the BCPS website. He stated messaging was targeted specifically and included a multi-language outreach.

Mr. Gomez stated BCPS houses each type of hard to enumerate group, so efforts are made to reach out to each group utilizing trusted voices. He discussed ways in which staff has worked with partners in the community, including working with interfaith leaders and public service announcements.

Mr. Gomez noted he would take any suggestions from the Committee back to BCPS staff for review.

Chair Brown asked how the CCAC could be sure School Board Members and principals can take advantage of the opportunity to make robocalls themselves.

Mr. Gomez stated they are distracted with other issues, but he would send an email to the remind the principals of schools that serve Fort Lauderdale to remind them. He noted they are willing to help.

Monique Damiano, Public Information Office, noted there is a robust section on the City's website for children and schools and a page with quick links and encouraged Mr. Gomez to borrow resources.

V. U.S. Census Bureau Response and Updates – Mark A. Swanson, U.S. Census Bureau

Mark A. Swanson, U.S. Census Bureau, provided a brief update. He shared current Census response rates, including:

- National – 62.6 percent
- Florida – 62.6 percent
- Broward County – 58.4 percent
- Ft. Lauderdale – 52.5 percent

Mr. Swanson stated door-to-door enumeration efforts will begin in August. He explained the Mayor, Police Department, and City Manager's Office will be notified.

Continuing, Mr. Swanson stated a postcard mailing had just been completed to 34.4 million households across the Country which had not responded. He said emails would be sent to city blocks of households with response rates of 50 percent or less, and possibly texting non-responders. He explained responses could be submitted through the end of October.

Ms. Damiano stated she continues to receive non-response postcards and notices despite having responded early in the process. She asked what direction to provide others in the same situation.

Mr. Swanson said to just ignore the follow up.

Ms. Damiano stated people would have the opportunity to opt out of emails and texts if they have already responded.

VI. Census Communication and Outreach Updates – Monique Damiano

Ms. Damiano reported on staff activities since the last meeting. She shared notes on the newly launched Count for Fort Lauderdale campaign, including advertising in a variety of publications and HOA newsletters. She stated a yard sign was designed and 500 were printed. She noted CCAC members could contribute by managing signs in their own neighborhoods.

Continuing, Ms. Damiano shared a list of other ways information was getting out to the community, including utility bills messaging in August and a stuffer in September, Mayor's messages, the City websites, social media, hold messages, call taker polling, targeted messages on Next Door, and a mailing to Flagler Village.

Ms. Damiano stated staff is compiling data on Census tracts with no change for several weeks, and ideas will need to be brainstormed to give those neighborhoods a nudge.

Vice Chair Somerstein thanked Ms. Damiano and Ms. Robinson for all the hard work during a difficult time to keep Census top of mind.

Vice Chair Somerstein reported Greenspoon Marder is working on a Census Day, including creating videos with partners and staff on why they completed the Census and why it is important.

Ms. Damiano stated Committee members can submit photos with their reason for completing the Census and she will share them on 2020 Census Push Florida and the City's social media.

Chair Brown asked if the Committee could be alerted when enumerators are being sent into a community so they can bolster the effort.

Mr. Swanson stated he was not sure but would ask.

Chair Brown said he believed it would be helpful to try to prepare people that enumerators are coming out beginning August 11.

The Committee and staff discussed customer service call takers sharing Census information and messaging.

Ms. Mihaiu asked if HOAs had been responsive.

Ms. Robinson responded that some had been.

The Committee and staff discussed snowbirds in the area and the impact on counts.

Vice Chair Somerstein stated she had reached out to the Chamber of Commerce and not received a response back.

Ms. Mihaiu noted she and Ms. Rosendorf-Diaz had made contact, and the Chamber wanted County-wide messaging rather than City specific messaging. She stated they were including information in their weekly newsletter.

Vice Chair Somerstein stated she had hoped the Chamber would help to corral large businesses to hold Census Days or similar.

Ms. Damiano asked if anyone had ideas for targeting students during the first week of school with going back to school completely virtually.

Mr. Thompson suggested a competition for young people who make the most creative videos on why people should complete the Census.

Ms. Damiano stated they would need to work out logistics and ask legal about waivers. She encouraged him to share ideas for a theme and ideas.

VII. Committee Member Updates/Reports

Chair Brown reiterated his interest in sending the Census proclamation to the City Commission. He noted he understands they are swamped but need something to advocate when they are ready.

Ms. Robinson encouraged a communication and shared the previous request to wear t-shirts and hold a Census Day.

Ms. Damiano asked if the communication could be tied to Raise the County messaging.

Vice Chair Somerstein stated a lot of people don't realize April 1 was not the only day they could complete the Census.

The Committee and staff discussed wording for the communication and requests to be made of the City Commissioners.

Ms. Mihaiu suggested adding wording to ask photos to be shared wearing the City's Census t-shirts.

Ms. Robinson stated she could provide the shirts.

Ms. Damiano encouraged the Committee to also take photos in the Census shirts and send them to her to share on social media.

Motion made by Vice Chair Somerstein, seconded by Mr. Thompson, to send the following communication to the City Commission. In a voice vote, the **motion** passed unanimously.

Ask the City Commission to:

- At the August City Commission meeting, pass a proclamation that August, September, and October 2020 be designated as Census Raise the Count Months in the City of Fort Lauderdale.
- The Committee also requests that each Commissioner take a photo during the month of August, September, or October and make a public social media post encouraging the community's participating in the Census.

Chair Brown asked Mr. Smith for his input on whether the Committee could reach out to those running for office in Fort Lauderdale and ask that they add a point about the Census and getting counted to their materials.

Vice Chair Somerstein asserted they should be careful it doesn't come across as a City endorsement by allowing the use of the logo.

Mr. Smith stated it was prudent to ask the information to be included similar to the way they encourage people to fill out an application for an absentee ballot. He said he would be sending out an email on another subject and would share the information.

Ms. Robinson announced yard signs are available in her office, and identification badges had been sent out.

Chair Brown said he would be putting up signs outside of early voting locations in Fort Lauderdale to generate additional interest.

Mr. Harrigan asked for an update on Haitian radio advertising.

Ms. Rosendorf-Diaz stated media purchases had been made on a County level, including on Haitian radio. She noted there are restrictions due to budget.

Ms. Robinson asked that Committee members attend the August 18 City Commission meeting to answer any questions that come up about the communication.

Vice Chair Somerstein stated there is an attorney speaking on WAVES 1170 Caribbean radio discussing the Census each week.

Ms. Robinson asked if anyone had contacts with the Caribbean newspapers. She stated she would follow up via email.

VIII. For the Good of the City of Fort Lauderdale

None.

IX. Adjourn

Ms. Robinson stated the next meeting would be August 25.

There being no further business to come before the Committee at this time, the meeting was adjourned at 7:10 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by C. Parkinson, Prototype, Inc.]