



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#21-0009

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: January 05, 2021

TITLE: Resolution Dissolving the Complete Count Advisory Committee 2020
Decennial Census - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission approve a resolution dissolving the Complete Count Advisory Committee (CCAC) for the 2020 Decennial Census.

Background

On November 6, 2018, the City Commission approved a resolution (Exhibit 1) creating the Complete Count Advisory Committee. The role of the Committee was to publicize the importance of and participation in the 2020 Decennial Census for purposes of ensuring every resident of the City of Fort Lauderdale is counted.

The Complete Count Advisory Committee worked closely with Broward County, the Council of Fort Lauderdale Civic Association, business and neighborhood associations to increase the census count in the City of Fort Lauderdale. Committee members and City staff attended multiple events throughout the community to raise awareness of the campaign. Efforts to promote the census included the creation of a City census webpage, a social media campaign, bus bench ads, handouts and promotional giveaways at food distribution sites, census banners displayed at Parks, citywide, and a digital message board.

One highlight included a parade that sent the census committee along with Fort Lauderdale's Police and Fire vehicles throughout the hard to enumerate communities, creating excitement, handing out giveaways and signing up neighbors on the spot. In addition, the committee partnered with Homeowners Associations (HOA's) in a yard sign campaign to advertise census within their local communities. HOA's along with the help of City staff and volunteers, distributed over 20,000 door hangers in hard to enumerate communities.

The U.S Census 2020 concluded data collection on October 15th, 2020. The last updated self-response rates were as follows: National 67.0%, Florida, 63.8%, Broward County, 63.2%, City of Fort Lauderdale, 57.3% (Exhibit 2).

The Complete Count Advisory Committee's purpose has been fulfilled, and as a result, the committee should be dissolved via resolution. (Exhibit 3)

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Neighborhood Enhancement Focus area
- Goal 4: Build a thriving and inclusive community of neighborhoods

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community*.

Attachments

Exhibit 1 – Resolution No. 18-232

Exhibit 2 – Broward County Census Response Rate

Exhibit 3 – Resolution

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Charter Officer: Chris Lagerbloom, ICMA-CM, City Manager