

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: September 15, 2009 [] Consent [X] Regular [] Workshop [] Public Hearing
Department: Administration
Submitted By: Administration
Submitted For: Administration

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: The Census Partners Public Information Plan for Palm Beach County to promote the 2010 Census as defined by the Executive Steering Committee for Palm Beach County.

Summary: The census, mandated by the U.S. Constitution, is completed every ten years to count every person living in the United States, and the next census occurs in 2010. Census questionnaires will be mailed or delivered to every household in the United States in March 2010. Residents are expected to provide information that is accurate for their household as of April 1, 2010. Census data is used by the federal government to distribute Congressional seats to states, to make decisions about what community services to provide, and to distribute \$400 billion in federal funds to local, state and tribal governments each year. The County's Executive Steering Committee, comprised of Palm Beach County staff and representatives of the League of Cities, School District, United Way, Glades Liaison, Urban League (also a member of the Statewide Complete Count Committee) and U. S. Census Bureau, has endorsed the Census Partners Public Information Plan for Palm Beach County ("Plan"). The Plan includes a community outreach strategy that will reach every possible resident of the County. The Steering Committee has identified a list of individuals who and groups that will be asked to form a Complete Count Committee ("CCC") to implement the locally-based outreach and awareness campaign that is part of the Plan for the 2010 Census. Countywide (SF)

Background and Policy Issues: Federal monies are often appropriated based on the population of Palm Beach County. It is, therefore, a benefit to the County to assure that every person is counted in the upcoming census. In addition, census data provides insight into the profile of this large and diverse county. Under the Plan, the CCC will work with the Executive Steering Committee to promote the 2010 Census by using their knowledge, influence and resources to educate residents within communities on the importance of getting a complete count in the 2010 Census.

Attachments:

- 1. Census Partners Public Information Plan for Palm Beach County

Recommended By: _____

Department Director

Date

Approved By: _____

Deputy County Administrator

Date

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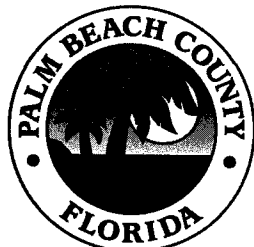
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United States[®]
Census
2010



IT'S IN OUR HANDS

**CENSUS PARTNERS
PUBLIC INFORMATION PLAN**



Palm Beach County
Board of County Commissioners

2010 Census Partners Public Information Plan For Palm Beach County

Purpose: The purpose of the partnership with the US Census Bureau is to support the Bureau in its efforts toward ensuring that everyone in our County is counted as part of the 2010 census.

Partnership Proposal: The County's Executive Steering Committee, comprised of Palm Beach County staff and representatives of the League of Cities, School District, United Way, Glades Liaison, Urban League (also a member of the Statewide Complete Count Committee) and U. S. Census Bureau, has endorsed the 2010 Census Partners Public Information Plan for Palm Beach County. This proposed Plan focuses on implementing locally-based outreach and awareness campaigns for the 2010 Census. This plan includes a community outreach strategy that will reach every possible resident of the County to ensure that every resident in all areas is counted. Additionally, the Steering Committee has identified a list of individuals and groups who will be asked to form a Complete Count Committee ("CCC") to implement the locally-based outreach and awareness campaign that is part of the Plan for the 2010 Census.

Executive Steering Committee for Palm Beach County: The mission of the Executive Steering Committee is collectively their efforts will impact the awareness of the 2010 Census to count every resident in order to receive our fair share of federal revenue and congressional representation. Members are:

Verdenia Baker, Palm Beach County

James Titcomb, League of Cities

Marilyn Stephens, U.S. Census

Michael E. Jackson, Glades Liaison

Kris Garrison, PBC School District

Upendo Shabazz Phillips, United Way

Patrick Franklin, Urban League (member, Statewide Complete Count Committee)

PBC Support Services:

Houston L. Tate, Office of Community Revitalization

Channell Wilkins, Community Services Department

Bruce Thomson, Planning, Zoning and Building

Lisa De La Rionda, Public Affairs Department

Complete Count Committee: A Complete Count Committee (“CCC”) will be established to implement the Census Partners Public Information Plan for Palm Beach County. The Committee is comprised of representatives from government, education, business, faith-based, media and community-based organizations. Below is a list of CCC partners identified to be included:

Government

- Board of County Commissioners
- PBC League of Cities

Education

- PBC School Board
- PBC School District
- Education Commission
- Universities
- Colleges
- Private schools

Business

- Business Development Board
- Chambers of Commerce
- Business community

Faith-Based

- Faith-based community
- PEACE organization
- Caribbean Community

Media

- Local TV stations
- Local radio stations
- Local newspapers (daily, weekly)
- Comcast

Community

- United Way
- Urban League
- Hispanic Resources
- Homeowner’s Associations
- Disaster Recovery Coalition
- Family Empowerment Coalition
- Refugee Services
- Children’s Service Council

2010 Census Partners

Commissioner Jeff Koons
Chairman

Executive Steering Committee

Palm Beach County
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League of Cities
James Titcomb

U.S. Census
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PBC Support Services
Houston Tate
Channell Wilkins
Bruce Thomson
Lisa De La Rionda

Complete Count Committee

Government
Board of County Commissioners
PBC League of Cities

Education
PBC School Board
PBC School District
Education Commission
Universities
Colleges
Private Schools

Business
Business Development Board
Chambers of Commerce
Business Community

Faith-Based
Faith-based Community
PEACE
Caribbean Community

Media
Local TV, radio
Local newspapers
Comcast

Community
United Way
Urban League
Hispanic Resources
Homeowners Associations
Disaster Recovery Coalition
Family Empowerment Coalition
Refugee Services
Children's Service Council

The census, mandated by the U.S. Constitution, is completed every ten years to count every person living in the United States, and the next census occurs in 2010. Census questionnaires will be mailed or delivered to every household in the United States in March 2010. Residents are expected to provide information that is accurate for their household as of April 1, 2010. Census data is used by the federal government to distribute Congressional seats to states, to make decisions about what community services to provide, and to distribute \$400 billion in federal funds to local, state and tribal governments each year. Special emphasis and actions will be taken to address undercounted and hard to count segments of our community. The following actions are to be implemented within each segment of the CCC.

The objectives of this plan are to:

1. *Create an intensive communication plan that reaches every possible resident of the County.*
2. *Create a plan that municipalities and non-governmental organizations can adapt to their own needs.*
3. *Increase awareness of the Census and its impact on County budgets, services and congressional districts.*

The target audiences for these objectives are residents of Palm Beach County.

The strategies to implement the public information plan include conducting aggressive outreach to:

1. Generate awareness of what the Census is and why it is done.
2. Educate residents on how they benefit everyday from federal dollars which are distributed based on population numbers.
3. Offset negative stereotypes of the Census and explain why everyone needs to be counted; including homeless and lower socio-economic tier residents.

The plan identifies opportunities for all partners to utilize media relations, speaking engagements, online outreach and other community relations strategies to:

1. Provide a constant stream of information to residents about the Census.
2. Attempt to keep information, news stories, County employees and the like, in the forefront of the public agenda while reinforcing the need for everyone to be counted.

The opportunities may be executed by conventional and unconventional methods and avenues of communication to encourage interest in the census by developing a variety of tools for presenting the key messages about the census and its impact of what community services to provide.

The tactics suggested in this plan detail how to effectively communicate the issue to provide an overall positive view of the Census and need for the process. Specific tactics include: Community Outreach, Media Relations, Collateral & Web Site Development, Direct Advertising (no budget allocated) and Alternative Language Outreach.

Community Outreach: Community Outreach is conducted through Town Hall Meetings and Community Events. Beginning in fall 2009, in town hall meetings, Countywide Community Revitalization Team meetings and community events are prime opportunities to include outreach on the census. Press releases to media on meetings and events could be generated, as well as follow-up phone calls to media to attend meetings. The outreach efforts can be adapted and modified to each event as appropriate.

Speakers Bureau is an excellent opportunity using experts from the Census Bureau along with community representatives to speak at appropriate regional speaking opportunities beginning in fall 2009. Key participants in this bureau would include elected officials, Census Executive Steering Committee, CCC and appropriate county staff.

Mechanisms to communicate the Speakers Bureau to the community includes phone calls, letters, personal communications or other solicitations to businesses, communities, service organizations, educational, political groups, or others to secure speaking engagements on the Census.

Full implementation of census messaging will be available on the Community Bulletin Board on PBC TV Channel 20. The 2010 Census will be incorporated into existing programming and as well as programming will be produced and dedicated to the Census in Spanish and Creole. Public Service Announcements will be produced highlighting the Census and distributed through various media outlets.

Social Media platforms such as Twitter and Facebook are options to distribute facts and figures along with links for more information directly to the residents of the County who have signed up to follow/friend all Census partners.

Media Relations: Consistent with any media campaign, the media – newspapers (daily and weekly), television, radio and the Internet will be an important component of the program to communicate any and all happenings about the Census.

Public information activities are a prime opportunity to communicate current events regarding the Census and capitalize on media opportunities that offer a chance to deliver key messages. The use of relevant press releases and facts and figures about how Palm Beach County benefits from the Census would keep the story in the news.

Collateral and Web Site Development: Staff who regularly communicate with residents should have a fact sheet containing not only facts about the Census, but also dates and what to look for on Census Day. This resource could also be used by smaller media groups or reporters. Much of the information can be taken directly from Census publications. Public Affairs and the Office of Community Revitalization will host a Census Web site and maintain and update the site with current information.

A reoccurring method to communicate to residents is through newsletters. Public Affairs will utilize our Count-e-News to deliver the latest information about the Census. Residents sign up online on the County home page or through the Public Affairs Department to receive E-newsletter. This method can be applied by Census partners.

Palm Beach County currently hosts a Census Web site. As the Census messaging continues, the site will be updated and refreshed with Census news, facts, videos, and a countdown clock to April 1, 2010. Census partners may also incorporate messaging into their Web sites.

Direct Advertising (No budget allocated): Advertisements on radio that play during the peak driving times offer a means of directing listeners' attention to other sources or messaging information on the Census. Short 15 second ads can be independent or coincide with local traffic reports. Newspapers and TV are other methods of advertising local information regarding the Census.

Alternative Language Outreach: Outreach is planned in Spanish, Creole, and for the hearing impaired. Public Affairs translate vital information to our residents in alternative languages in both print and video. In coordination with the Census alternative language materials, Public Affairs will dedicate our Nuestro Hogar (Spanish) and Koze Edikasyon (Creole) shows to the Census beginning in fall 2009. Web site postings of Census messaging will be translated into Spanish and Creole.

Conclusion: An integral part of achieving a complete and accurate count in the 2010 Census is identifying, communicating and inspiring hard-to-count groups to participate. Members of the County's Executive Steering Committee and the Complete Count Committee are teams of community leaders that speak the language of their community, and utilize local knowledge, expertise and influence to implement a census awareness campaign targeted to inspire others to take action and participate in the 2010 Census. Together our partnership efforts ensure that every resident in all areas is counted.