

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2010	2011	2012	2013	2014
Capital Expenditures	\$ -0-	\$0	-0-	-0-	-0-
Operating Costs	-0-	-0-	-0-	-0-	-0-
External Revenues	-0-	-0-	-0-	-0-	-0-
Program Income (County)	-0-	-0-	-0-	-0-	-0-
In-Kind Match (County)	-0-	-0-	-0-	-0-	-0-
NET FISCAL IMPACT	<u>* -0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
# ADDITIONAL FTE POSITIONS (Cumulative)	<u>0</u>				

Is Item Included in Current Budget? Yes _____ No _____
 Budget Account No.: Fund _____ Depart: _____ Unit _____
 Object _____ Program: _____


B. Recommended Sources of Funds/Summary of Fiscal Impact:

C. Departmental Fiscal Review: _____

III. REVIEW COMMENTS:

A. OFMB Fiscal and/or Contract Development and Control Comments:

* No fiscal impact


 OFMB
 (Handwritten initials and date: 3/15/10)

 Contract Development and Control

B. Legal Sufficiency:

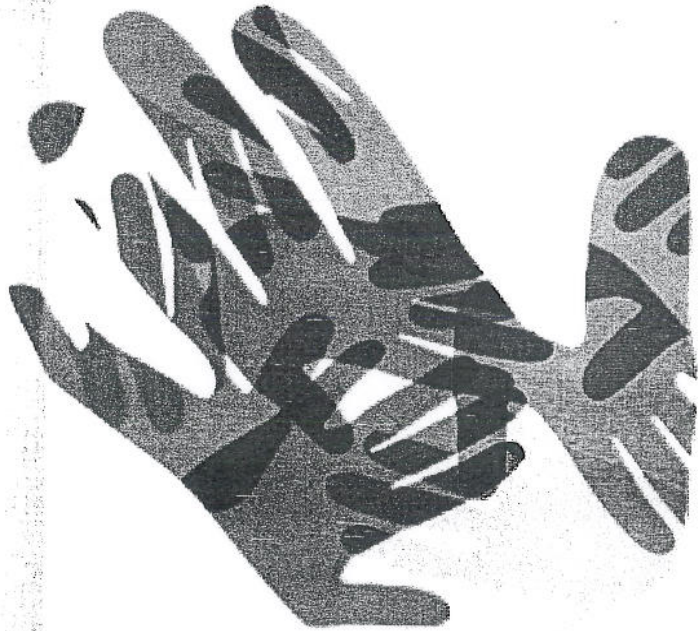

 Assistant County Attorney 3-17-10

C. Other Department Review:

 Department Director

This summary is not to be used as a basis for payment.

2010 CENSUS: IT'S IN OUR HANDS



United States™
**Census
2010**

USCENSUSBUREAU



www.census.gov/2010census

Combined Efforts of our
Executive Steering Committee &
Complete Count Committee

Regarding Census Awareness and Outreach

Municipalities

Education

Community/Glades Area

Faith Based

Business

Media

2010 Census Partners

Commissioner Jeff Koons
Chairman

Executive Steering Committee

Palm Beach County
Verdenia Baker

League of Cities
James Titcomb

U.S. Census
Marilyn Stephens

Glades Liaison
Michael E. Jackson

PBC School District
Kris Garrison

United Way
Upendo S. Phillips

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

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

United States[®]
**Census
2010**



IT'S IN OUR HANDS

**CENSUS PARTNERS
PUBLIC INFORMATION PLAN**



Palm Beach County
Board of County Commissioners

**Community
Outreach**

Media Relations

**Web Site
Development**

**Alternative
Language Outreach**

Direct Advertising

MUNICIPALITIES OUTREACH

City of Greenacres

Intensive census campaign involving several methods to communicate to over 17,000 residents and businesses

Town of Haverhill

Town Hall is an authorized census questionnaire assistance center. On March 24, the town is hosting a "Neighborhood Blitz Meeting" sponsored by the U.S. Census Bureau. At the annual town picnic on March 20, the Census Bureau was featured with a display table.

Town of Hypoluxo

The town is using the presidents of its homeowners' associations as a Complete Count Committee.

MUNICIPALITIES OUTREACH

Town of Juno

Formed a Complete Count Committee consisting of residents and business owners. The census is featured in newsletters and on the website. Presentations have been made to home and condo owner associations. Town Hall has been offered as a job testing site for census jobs and will host census workers to answer questions.

City of Lake Worth

Complete Count Committee has produced promotional material in English, Spanish, Finnish and Creole for display businesses, churches and schools. Extensive outreach to the Haitian, Maya, Canadian and 'snowbird' communities.

City of West Palm Beach

Census awareness meeting for nonprofit organizations and community groups. Weekly radio spots targeting the Hispanic community. Promoted on West Palm TV. Assisting census workers with homeless enumeration. Census Tour Bus featured at Super Clematis event.

EDUCATION EFFORTS

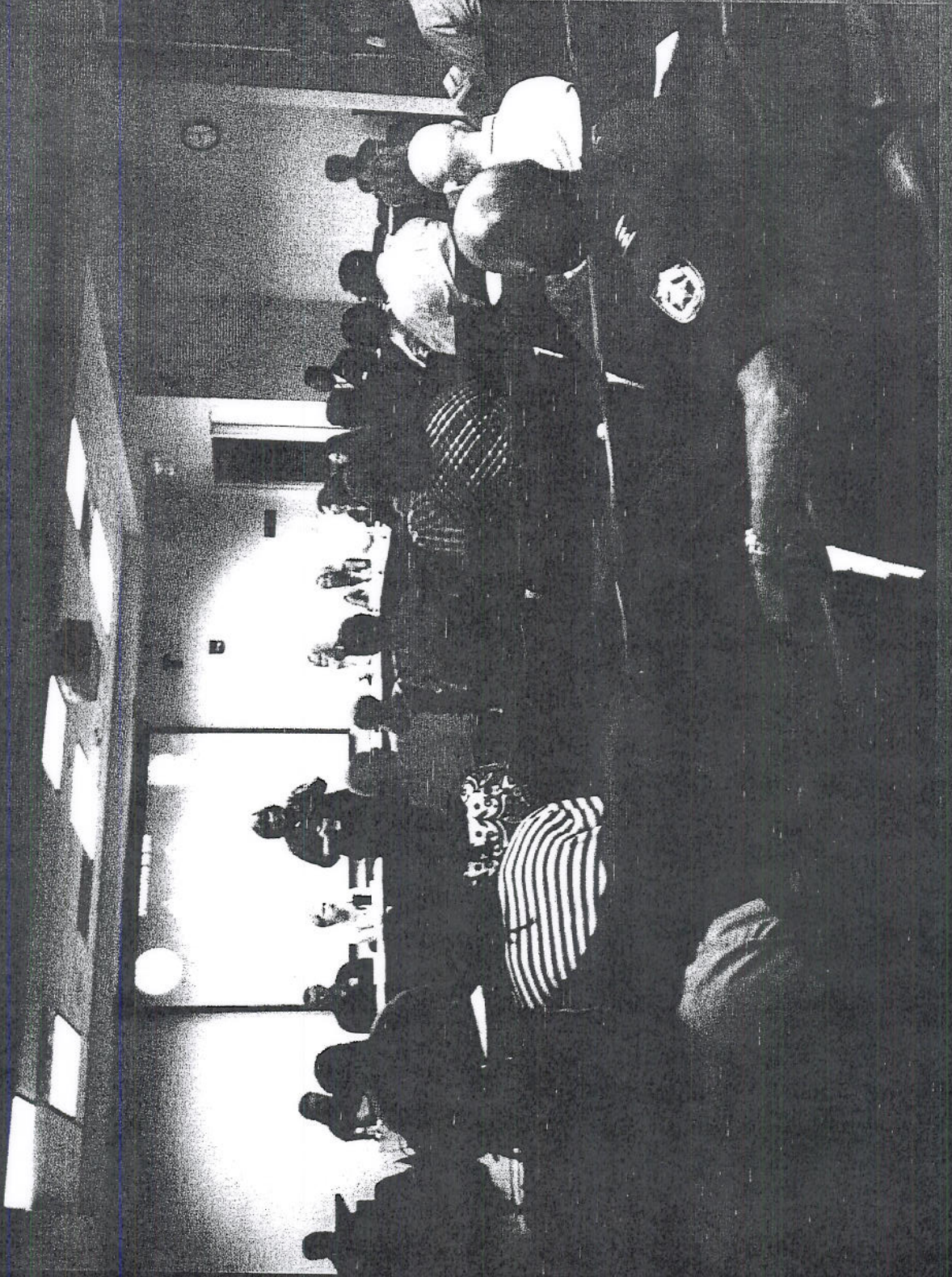
- Superintendent issued a callout to parents and employees
- Principals received talking points for their messaging to parents and employees
- Messages posted out on schools marquees
- Outreach includes local colleges and universities, especially those with dormitories
- Sites have been provided for training and “Be Counted” centers
- Created a District Census Web site for lesson plans that includes documents of interest, many in three languages

COMMUNITY EFFORTS

has served as the community central location for the following activities:

- Community meetings for leaders and concerned residents to foster participation in the complete count process
- Several job trainings sessions (pre-test) and job testing sessions attracting hundreds of job seekers
- Formal staff training of new census workers
- Distribution of printed information promoting participation
- Presentations and lead discussions by President & CEO with community organizations and groups
- Email blasts to over 6,000 contacts encouraging participation

OCR COMMUNITY MEETINGS



GLADES AREA

OCR/City of Pahokee /U.S. Census Bureau hosted a 2010 Census meeting with the following:

- Hispanic Faith Leaders
- Property Owners (also from Belle Glade)
- East Coast Migrant Head Start organizations
- Redlands Christian Migrant Association - New Hope
- RCMA Child Care Center

FAITH BASED

- With our Faith Based Committee Chair, we communicated with over 350 houses of worship regarding the importance of the Census
- Attended Pastor's Association of PBC meeting

HAITIAN/CREOLE OUTREACH

- Partnered with Disaster Recovery Coalition to reach out to the Haitian community following the Haiti earthquake

HOMELESS COUNT

- PBC Human Services Homeless Outreach Team is assisting U.S. Census workers for a successful count of homeless individuals

BUSINESS

- Partnering with Local BDB, chambers, business organizations to get the word out to their employees and customers

MEDIA

- Taped *County Connection* on 2010 Census: 30 minute show/46 broadcasts
- Created PSAs for census jobs and form completion in English, Spanish and Creole
- Monitored the national census advertising efforts. Comcast has a census tutorial guide in multiple languages available On Demand
- Reinforced the census message during the monthly media meetings in Palm Beach County
- Leverage has been our greatest benefit – “Census on Palm Tran” (60 second video)

CONTINUING EFFORTS

- Monitor Real Time Census Participation Rate
--Hard to Count and Under counted areas
- Insert reminders in County Water Utilities bills
- Posters for public buildings and libraries
- Continue to transmit messages electronically to all types of industry and to our residents
- Continue to collaborate with our community partners