

**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS**

**WORKSHOP SUMMARY**

---

---

**Meeting Date:** August 27, 2019

**Department:** County Administration/Planning, Zoning & Building/Public Affairs

---

---

**I. EXECUTIVE BRIEF**

**Title:** 2020 Census Update

**Summary:** Palm Beach County's participation for awareness of the 2020 Census and involvement in activities and plans to promote the census will be presented. The presentation will be of the progress of work that has occurred and the planned outreach to occur by our Complete Count Committee (CCC) and partners regarding awareness for a complete count of the 2020 Census. Countywide (AH)

**Background and Policy Issues:** On January 15, 2019, the Board of County Commissioners (BCC) established the 2020 Census CCC. The CCC is comprised of governmental and community leaders and organizations to increase awareness and motivate residents to respond to the 2020 Census.

April 1, 2020 is Census Day. The U.S. Census Bureau's official goal is to ensure that "everyone is counted once, only once and in the right place." Mandated by the U.S. Constitution and conducted every 10 years since the first one in 1790, the census will seek in 2020 to accurately count some 140 million households and over 325 million people.

---

---

**Recommended by:**  8/16/19  
Department Director Date

**Approved By:**  8/22/19  
County Administration Date

## II. FISCAL IMPACT ANALYSIS

### A. Five Year Summary of Fiscal Impact:

Fiscal Years	2019	2020			
<b>Capital Expenditures</b>	-0-	-0-			
<b>Operating Costs</b>	-0-	-0-			
<b>External Revenues</b>	-0-	-0-			
<b>Program Income(County)</b>	-0-	-0-			
<b>In-Kind Match(County)</b>	-0-	-0-			
<b>NET FISCAL IMPACT</b>	-0-	-0-			
<b>#ADDITIONAL FTE POSITIONS (CUMULATIVE)</b>	-0-	-0-			

Is Item Included in Current Budget?                    Yes X    No  
 Does this item include the use of federal funds?    Yes      No X

**Budget Account No:**

Fund                                    Dept                                    Unit

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

### C. Departmental Fiscal Review:

---

## III. REVIEW COMMENTS:

### A. OFMB Fiscal and/or Contract Dev. and Control Comments:

Lisa R. [Signature] 8/20/19  
 KP                    OFMB                    (lin) 8/19  
 8/19

[Signature] 8/20/19  
 Contract Dev. & Control

### B. Legal Sufficiency

Anne [Signature] 8-21-19  
 Assistant County Attorney

### C. Other Department Review

\_\_\_\_\_  
 Department Director

**(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)**

# PALM BEACH COUNTY 2020 CENSUS UPDATE



**PALM  
BEACH  
COUNTY**



# 2020 CENSUS PROCESS

- Step 1: Local Update of Census Addresses (LUCA)
- Step 2: Participant statistical Areas Program (PSAP)
- Step 3: New Construction
- Step 4: Complete Count Committee (CCC)
- Step 5: Census day
- Step 6: Redistricting data
- Step 7: Outreach and Partners/Next Steps

# **STEP 1: LOCAL UPDATE OF CENSUS ADDRESSES (LUCA)**

- Local governments review residential addresses
- March 12 to June 30, 2018
- To help ensure accurate count in our County
- To help our County plan for future needs
- To use for redistricting at national, state & local levels
- To help distribute federal government funds annually (more than \$675 billion) for infrastructure, programs and services

# LUCA PARTICIPATION COUNTYWIDE

- 22 Cities Registered with Census
- 6 Cities Partnered with County
- 11 Cities not registered: Census will accept County's residential addresses for cities
- Each house equivalent to \$1,600 per person in PBC
- 2010 Census: County added 16,000 households

# **STEP 2: PARTICIPANT STATISTICAL AREAS PROGRAM (PSAP)**

- Delineate and identify high-growth areas
- January 2019 to May 2019
- Plan for future community needs
- Data used for grant applications to fund: community and regional development, education, agriculture, energy, and environmental programs, as well as other needed community improvements and enhancements.

# STEP 3: NEW CONSTRUCTION

- Update Census address list with new residential units built or potential buildout between March 1, 2018 and April 1, 2020
- September 2019
- Helps to ensure an accurate population count in our communities



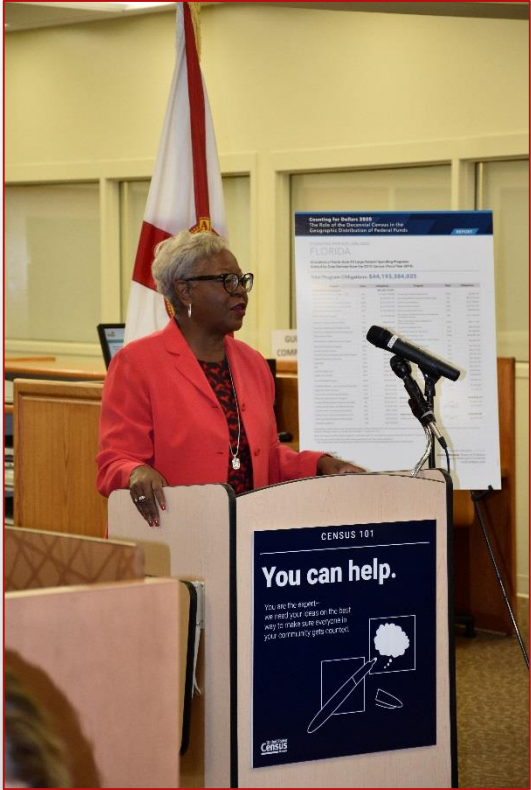
# **STEP 4: COMPLETE COUNT COMMITTEE (CCC)**

- To support and promote the 2020 Census
- Increase response rate
- Utilize local knowledge, expertise and influence
- Bring together a cross section of community members
- Community-based organizations

# CCC MEMBERS

- Government – County, League of Cities
- Education – School District, Colleges
- Faith-Based communities
- Media – Alternate Languages
- Community – League of Women Voters, HOAs, United Way, Urban League
- Business – Economic Council and Chambers
- CareerSource Palm Beach County

# ONE-YEAR KICKOFF CENSUS DAY – APRIL 1, 2020



# STEP 6: REDISTRICTING DATA

- **Key Dates:**
  - December 31, 2020, Census Bureau reports the population count and the reapportionment of congressional seats to the president
  - March 31, 2021, Data released for state and local redistricting
- **Census Data determines:**
  - where to build new schools, hospitals, and businesses
  - how federal funding is distributed
- In FY2016, Florida received \$44,193,384,025 through 55 federal spending programs guided by data derived from the 2010 Census.

# STEP 7: OUTREACH STRATEGIES

DEVELOPED A THREE-PHASE STRATEGY



COORDINATION  
AWARENESS  
PARTICIPATION



# MULTICULTURAL COMMUNITY

- SCHOOL DISTRICT
- COUNTY STAFF
- MUNICIPALITIES
- MEDIA
- BUSINESS OWNERS
- FAITH BASED
- YOUTH BASED
- NON-PROFITS



# SCHOOL DISTRICT

- An internal, cross-department School District CCC has been established, with a liaison to the County's CCC
- 2020 Census Curriculum Resource Center being created for teachers.
  - Using US Census “Stats in Schools” a variety of Standards-aligned lesson plans have been created for all grade levels
- Communications in many forms and languages are being developed
- Census Poster contest for students

# **GOVERNMENTAL PARTNERSHIPS**

**LEAGUE OF CITIES  
CLERK & COMPTROLLER'S OFFICE  
PROPERTY APPRAISER  
PUBLIC DEFENDER  
SHERIFF'S OFFICE  
STATE'S ATTORNEY  
SUPERVISOR OF ELECTIONS  
TAX COLLECTOR**



# YOUTH PARTNERSHIPS



- Birth – 22: Youth Services Department will coordinate with partners
- Children’s Services Council – share with funded programs
- Colleges, universities – Student Services/Student Activities
- Community-Based agencies – Focus at the local level
- Future Leaders – Target youth to encourage family participation



# TARGET MESSAGING

**Immigrants**

**Children Under 5**

**Disabled  
Disadvantaged**

**Low Income**

**No High School  
Diploma**

**Senior  
Citizens**

**Persons With  
Limited English**

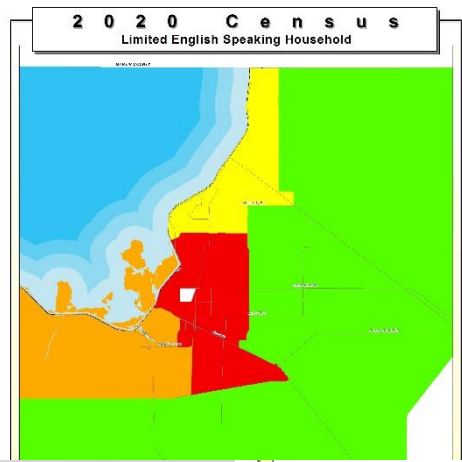
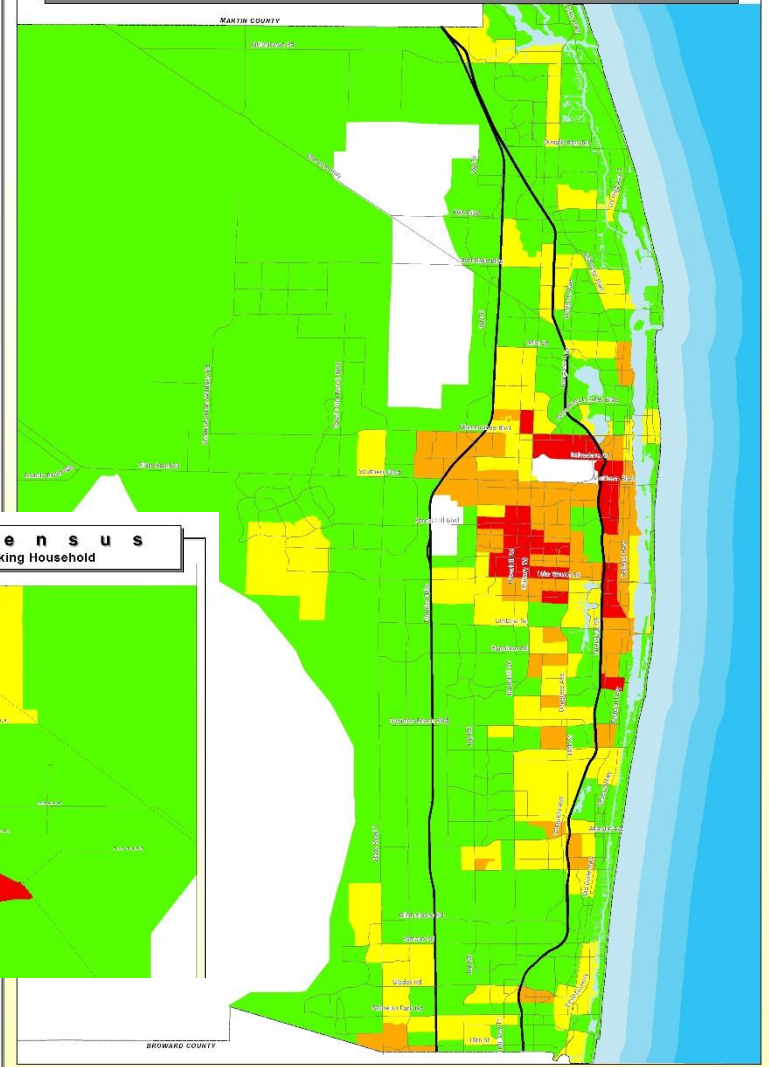
**Homeless**

**Renters:  
Young & Mobile**

**Ethnic  
Minorities**



# 2020 Census Limited English Speaking Households



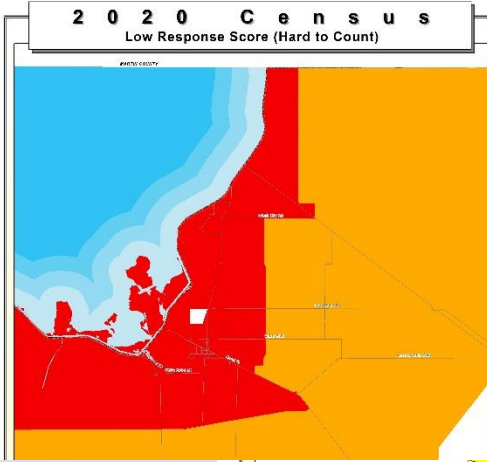
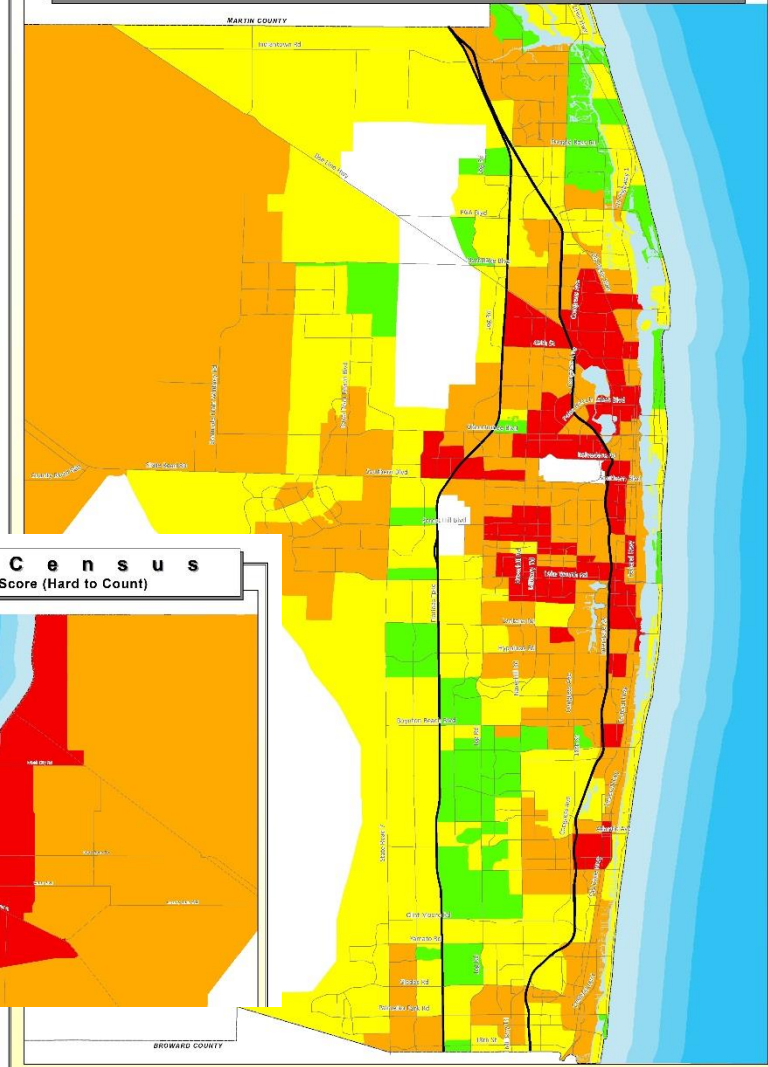
Map 10024  
County: PDC Planning Review  
Project: 2020 Census (2020-03)  
Source: 2020 US Census, Planning Review  
2020 Census AHS by tract  
Note: Map is not for use in presentation per contract.

**Limited English Households**

- Less than 4.0%
- 4.9% - 11%
- 12% - 21%
- Greater than 21%

Planning, Zoning & Building  
2020-03-24 10:07 AM  
Title: 2020 Census AHS by tract  
Printed: 03/25/2022

# 2020 Census Low Response Score (Hard to Count)

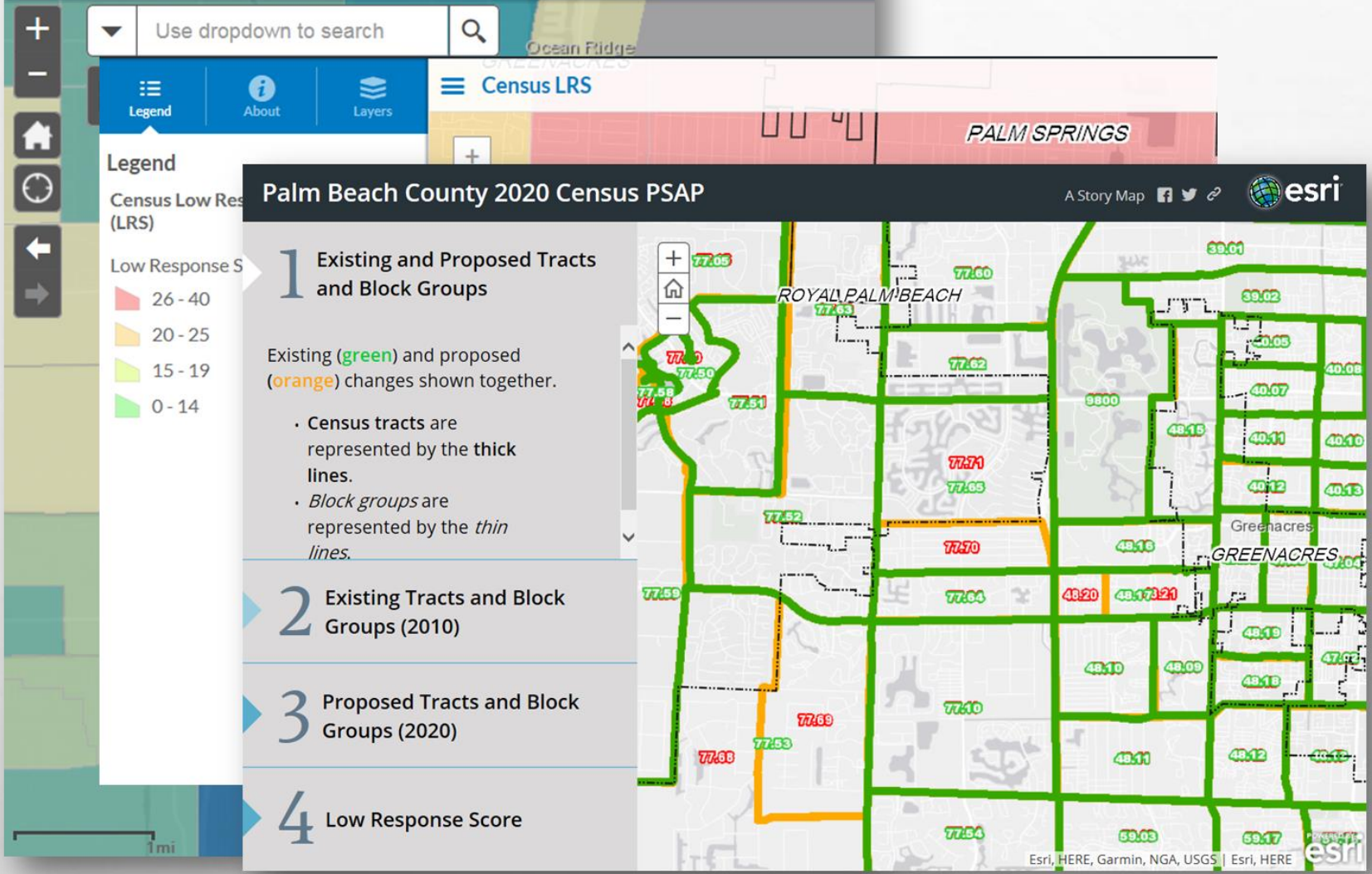


Map 10024  
County: PDC Planning Review  
Project: 2020 Census (2020-03)  
Source: 2020 US Census, Planning Review  
2020 Census AHS by tract  
Note: Map is not for use in presentation per contract.

**Low Response Score**

- Less than 11.1
- 11.2 - 16.6
- 18.7 - 26.2
- Greater than 26.3

Planning, Zoning & Building  
2020-03-24 10:07 AM  
Title: 2020 Census AHS by tract  
Printed: 03/25/2022



# 12 NON-ENGLISH LANGUAGES

(PBC)

- Spanish – 19.3%
- Haitian Creole – 6.0%
- Portuguese – 1.3%
- French – 1.0%
- Russian – 0.4%
- Tagalog – 0.4%
- Polish – 0.2%
- Vietnamese – 0.2%
- Japanese – 0.0%
- Korean – 0.0%

The graphic displays the 2020 Census tagline "Shape your future START HERE" in 12 different languages, arranged in a grid. Each language version includes the "United States Census 2020" logo and a call to action. The languages shown are: Arabic, Chinese Simplified, Chinese Traditional, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, and Tagalog. The English version is also included at the bottom right.

Language	Tagline
Arabic	لشكركم بالهدى ملاح مستقبلكم ابدؤوا من هنا >
Chinese Simplified	你我未来 由此展开 >
Chinese Traditional	你我未來 由此展開 >
French	Façonnez votre avenir COMMENCEZ ICI >
Haitian Creole	Prepare Avni W KOMANSE ISIT LA >
Japanese	未来のカタチ ここからスタート >
Korean	우리가 만드는 미래 지금 시작하십시오 >
Polish	Wpływaj na kształt swojej przyszłości ZACZNIJ JUŻ DZIŚ >
Portuguese	Construa o seu futuro COMECE AQUI >
Russian	Ваше будущее в ваших руках Сделайте первый шаг >
Spanish	Dale forma a tu futuro EMPIEZA AQUÍ >
Tagalog	Bigyang hugis ang inyong kinabukasan MAGSIMULA DITO >
Vietnamese	Định hướng tương lai KHỞI ĐẦU TỪ ĐÂY >
English	Shape your future START HERE >

# CENSUS INVITATION

- Will Be Mailed Out: Mid-March 2020
- One card per household
  - Every Family Member living at the address counts!
    - Grand & Great-grandparents
    - Parents & Guardians
    - Children
    - Extended Family
  - Everyone living at the address counts!
    - Multiple Families
    - Roommates
    - Caregivers

## RESPOND:

1. ONLINE
2. MAIL-BACK PAPER
3. TELEPHONE
4. IN-PERSON



# NEXT STEPS:

- ➔ Utilize current print, on-line and video materials, branding using logo
- ➔ Integrate into our operations
- ➔ County-wide activities:  
Parks & Libraries  
HOA participation

FREE ADMISSION

Lawn Chairs & Blankets Welcome

Canyon AMPHITHEATER

2020

## LEGENDS ON THE LAWN

### JEFF GRAINGER

CANYON AMPHITHEATER  
8802 Boynton Beach Blvd  
Boynton Beach, FL 33472

SATURDAY  
**JANUARY 4**  
7:00 PM-9:00 PM

Owned and operated by  
PALM BEACH COUNTY  
PARKS & RECREATION  
National Great Outdoors Award Winner

FLORIDA  
Palm Beach County  
Board of County Commissioners

PALM BEACH COUNTY  
CENSUS 2020

PBCPARKS.COM  
facebook.com/canyonamphitheater

In accordance with ADA provisions, this site remains available to all visitors. Please call 561-966-7043



# PALM BEACH COUNTY

## CENSUS 2020

1 2 3 4 5 6 7 8 9 10



**I Count, You Count, We All Count  
In Palm Beach County!**

