



Orange County
***Every Body
Counts!***

Board of County Commissioners
September 22, 2020



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Counts!**

Discussion Outline

- Background
- US Census Timeline/Revisions
- Complete Count Committee
- Response Rates





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Census 2020

- United States Constitution mandates a count of the population every 10 years
 - Count everyone once, only once, and in the right place
 - Political Representation
 - Fiscal Impact (\$1.5 Trillion)
 - Services that benefit





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Census 2020

- Privacy and Confidentiality
 - Census employees take a lifetime oath to protect the respondent's data
 - Felony to disclose information (Title 113, U.S. Code)
 - Census Bureau encrypts information, limits access, and monitors systems
 - Will NOT request
 - Full social security number
 - Money or donations
 - Credit/debit or banking info

United States
**Census
2020**

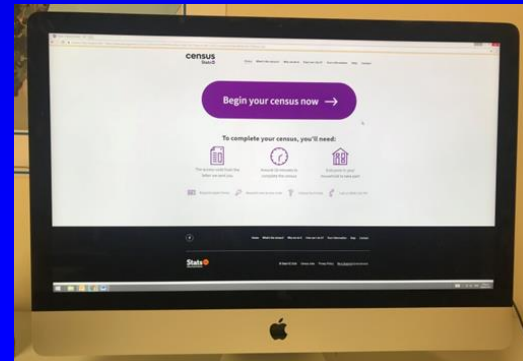




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Census 2020

- Responses by internet, phone and mail
- March 2020 - Census postcards mailed
 - Coronavirus pandemic shutdown
- April 1, 2020- Official Census Day
- **September 30 - Current deadline**





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US Census 2020 Timeline

On or Between	Action
March 12-20	Invitation to Respond Online
March 16-24	Reminder Letter
	If You Haven't Responded Yet:
March 26-April 3	Reminder Postcard
April 8 – July 31	Reminders and Paper Questionnaire sent to non-responding homes
August 7 – September 30	Census Takers Go To Homes Mobile Assistance Sites



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Census 2020

Challenges

- First digital survey
- Citizenship question/Immigration
- Pandemic
- Constant timeline changes
- Policy and program communication
- General mistrust



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Census 2020

Complete Count Committee

- Melvin Pittman, Chair
- Jenny Gallego, Vice Chair





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Census 2020

Complete Count Committee Composition

- Informal Committee - grassroots
- Fluid participation
- Diverse representation
- Timeframe: May 2019 – Oct 2020





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Census 2020

Complete Count Committee Objectives

- Coordinate with Local Census Bureau Office
- Provide training for members
- Conduct marketing and outreach
- Identify historically undercounted tracts and populations
- Monitor response rates





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Census 2020

Complete Count Committee Strategy

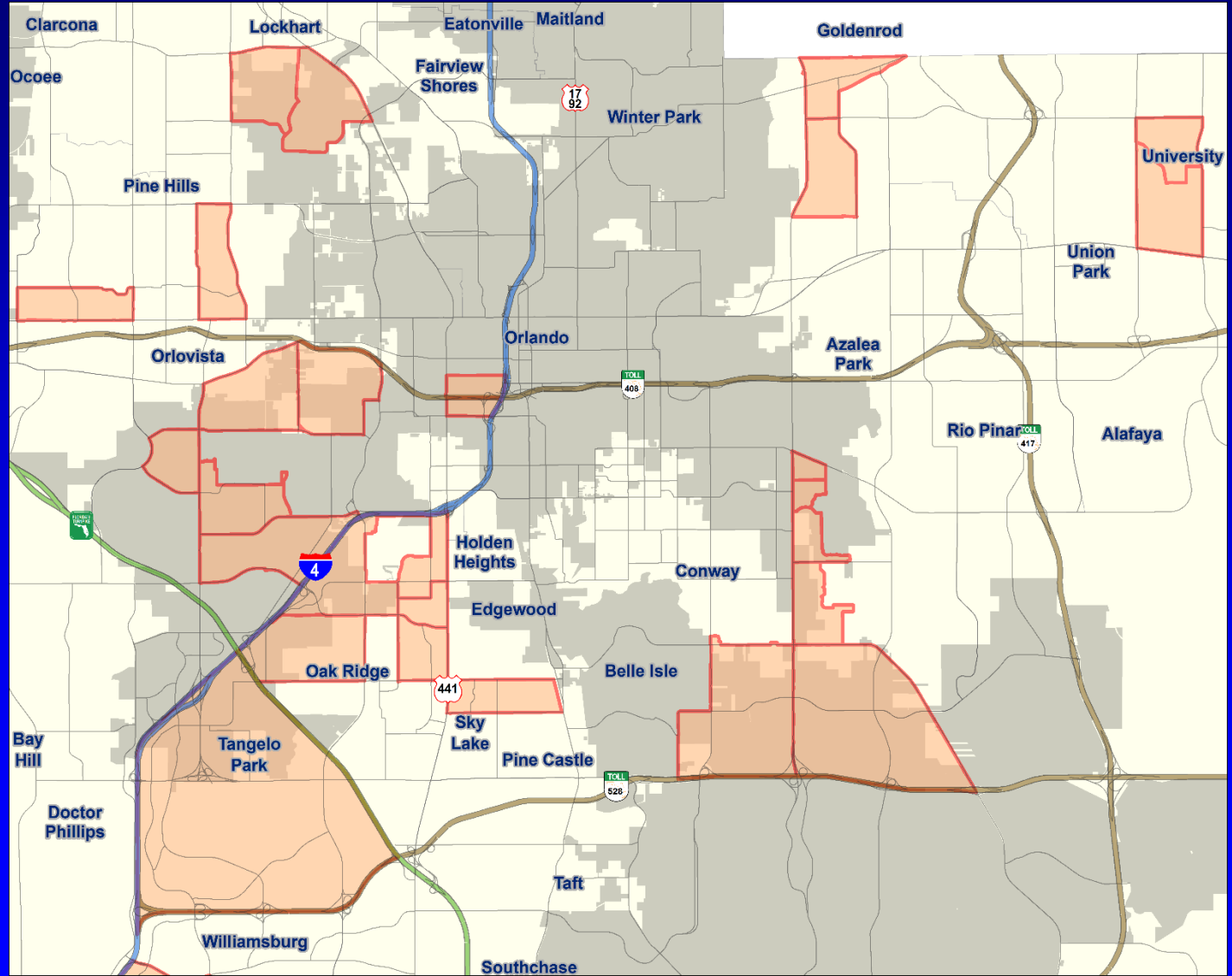
- 2010 Historical Data Analysis
- 2020 Action Plan Developed
- Historically Undercounted Populations
- NALEO Volunteer Trainings
- Workshops and Events
- Promotional Materials
- Mass and Social Media
- Advertisements
- Computer Labs and Kiosks





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Historically Undercounted Areas





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Census 2020

Complete Count Committee

Focus - Historically Undercounted Groups/Persons

- Low income Census Tracts
- Latino/Hispanic, Black/African American, and Caribbean households
- Migrant community
- Homeless and transient persons
- Small children (Esp. 2-5 year old's)
- Senior population





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Census 2020

Complete Count Committee Outreach

- Website and social media
- Marketing handouts (English, Spanish and French Creole)
- Advertisements with OTV, Entravision, Urban and Haitian television radio, newsprint and billboards
- Kiosks located at 7 county community centers
- Coordinated with local libraries
- Lynx sponsored bus and shelter advertisements
- Signage at parks and COVID testing sites and yard signs
- Phone bank and texting campaigns
- Media interviews and PSAs



Census 2020

Complete Count Committee Outreach

- Attend meetings, festivals, and events
- Secured nonprofit and business partners
- Coordinated with municipalities and adjacent counties
- Utility bill stuffers
- Vehicle magnets on county vehicles
- Census Countdown Canvassing and Celebration, March 7th
- Virtual Town Halls
- Outreach to faith institutions
- Outreach at food drives and COVID19 test sites



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Census 2020

Complete County Committee Outreach

- Census in the Schools
- Universities and Colleges
- Group Quarters
- Homeless and Precariously Housed
- Faith/Worship Centers
- Senior Organizations
- Libraries
- Neighborhood Organizations
- Civic groups/nonprofits



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Census 2020

Complete Count Committee

Partners

HOAs and neighborhood leaders

Elected Officials

Constitutional Officers

League of Women Voters

Orange County Healthy Start Coalition

Neighborhood Improvement Group

Orlando Realtors Association

Homebuilders Association

National Association for Latino Elected Officials

Mi Familia Vota

Brazilian, Columbian, Mexican and Ecuadorian Consulates

Hispanic Federation

Lynx

Orange County Library

Hispanic Chamber of Commerce



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Census 2020

Complete Count Committee

Partners

Orlando Magic

Central Florida Urban League

Winter Park Health Foundation

Boys and Girls Club

YMCA

Florida Counts

Central Florida Regional Housing Trust

CommUnity Hope Center

Local news mass media (broadcast and print)

Faith based organizations

Second Harvest Food Bank

Orlando Housing Authority

Municipalities and adjacent counties

Orange County employees

One Heart



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Census 2020

Complete Count Committee

Partners

Greater Haitian Chamber of Commerce

Feed Hope Now

Orlando Arab Support

Orange County Black Caucus

REACH

Orlando Regional Realtor Association

Heart of Florida United Way

Asian American Chamber of Commerce

Indian American Chamber of Commerce

West Orange Chamber of Commerce

Islamic Society of Central Florida

Voice of Indonesian in Florida (VIDA-Florida)

African American Chamber of Commerce

Seniors First

OCPS



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Census 2020 Response Rates

United States

- **Self Response - 66.1%**
- **Total enumerated - 95%**

Florida

- **Self Response - 62.8%**
- **Total enumerated - 92%**



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Census 2020 Response Rates

County	2020 State Rank	2020 Self Response
Orange	#22	63.5%
Osceola	#39	56.7%
Seminole	#1	72.0%
Brevard	#7	70.4%
Lake	#24	63.2%
Polk	#31	61.0%



Area	2010 Self Response	2020 Self Response	State Rank
Orange County	62.3%	63.5%	#22
Edgewood	72.5%	77.8%	#12
Belle Isle	74.9%	76.8%	#18
Windermere	66.6%	73.9%	#34
Ocoee	69.5%	71.1%	#61
Winter Garden	69.9%	72.6	#49
Winter Park	71.5%	70.4%	#65
Apopka	69%	68.5%	#83
Maitland	65.7%	64.7%	#132
Oakland	66%	62.5%	#148
Orlando	59.2%	58.7%	#188
Eatonville	56.2%	48.3%	#305



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Census 2020

- It's not too late to be counted!
- Be the voices
- Help make connections to key stakeholders
- For more information or to participate:

www.my2020census.gov

1-844-330-2020



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