

## ADMINISTRATIVE MEMORANDUM NO. 19-079

**TO:** David L. Recor, ICMA-CM, Development Services Director  
**VIA:** Jennifer Gomez, AICP, Assistant Development Services Director *JG*  
**FROM:** Daniel T. Keester-O'Mills, Principal Planner *DKO*  
**SUBJECT:** Local Strategy for Census 2020  
**DATE:** April 10, 2019

The 2020 Census is less than a year away, April 1, 2020!

As you know, the United States (U.S.) began conducting a census of population and housing in 1790. The U.S. Constitution, Article 1, Section 2, mandates that the number of representatives among the states be proportional to the state population for the House of Representatives, which is assessed every 10 years. The population of Pompano Beach has more than doubled in the last 50 years (1970 – 37,724). The official population recorded for the City of Pompano Beach in the 2010 Census was 99,845 – a decrease of .04% from the 2000 Census (100,277); despite the annexation of approximately 3 square miles (Highlands, Cresthaven, Lesiureville, etc). The current estimated population of Pompano Beach is 110,473, based on American Community Survey estimate from July 1, 2017.

The U.S. Census Bureau recommends that every City and County in the United States form a Complete Count Committee (CCC), because the success of a complete and accurate count depends on community involvement. A Complete Count Committee (CCC) is a volunteer committee established by a local government (or other similar organization composed of community leaders and/or appointed officials) to increase awareness and motivate residents to respond to the Census. One of the primary goals of the CCC is to increase the response rate to the current Census and reduce the cost of the nonresponse follow-up operations.

Based on the information that I've been provided with from the U.S. Census Bureau, the City should be working the rest of this year to educate the municipal leaders and the public about their civic responsibilities, as well as the benefits, for completing the Census. I've put together a preliminary list of recommended actions that our Department should undertake to prepare for the Census 2020:

- Create a Local Complete Count Committee, by Resolution of the City Commission that will include 6 individuals (each appointed by a member of the Mayor and City Commission), as well as 2 alternates (voted at large)
- Issue a Proclamation that acknowledges the importance of and announces the City's support for the Census
- Request funding from the City Commission / City Administration to provide funding, to the Local Complete County Committee, to allow for advertising, marketing, signage, door-hangers, etc. to get the word out about the Census.

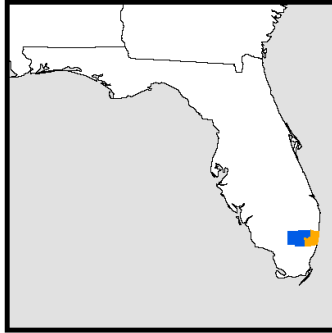
The Local Complete Count Committee will be staffed by a member of the Development Services Department. The members appointed, by the City Commission, to this committee should reflect the culturally diverse population that we have in Pompano Beach. Upon formation, the Committee members will be charged to create awareness among the residents as to the importance of the Census, publicize the April 1, 2020 Census, as well as develop and implement strategies for getting the residents to fill out and complete the 2020 Census form.

I have put together a few recommended objectives for the Committee to consider/ discuss, at their first meeting:

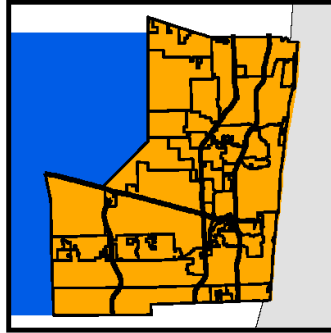
- Recruitment
  - Publicize Census Bureau job openings using social media and all other available resources, including local festivals and job fairs.
  - Enhance the ability of the Census Bureau to plug into existing recruiting recourses.
- Education
  - Create, facilitate and coordinate census awareness activities among the various educational levels from prekindergarten to post-graduate, including day care centers (private parochial, charter, public, etc.)
  - Ensure wide distribute and awareness of the statistics in School program and materials.
  - Work with area colleges, universities and trade schools to implement Census Bureau's Higher Education Program and raise awareness among students housed on and off campus.
  - Raise awareness through adult education and English Language Learner Programs.
- Marketing / Advertisements
  - Assist the committee in communicating census messages to all.
  - Facilitates communication of the committee messages through multiple channels, such as ethnic media, local newsletters, electronic bulletins, local website, and utilizing different social media venues.
  - Assists the community organizations in utilizing census toolkit materials that enables organization to innovate.
  - Countering false and misinformation about the census.
  - Seek funding (grant monies or donations) for banners, mailers, door hangers, or other materials.
- Outreach
  - Facilitate and coordinate census awareness activities between faith-based institutions and organizations, ministerial alliances and seminary administrators.
  - Coordinate the building of coalitions with community organizations that serve the special needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants, and people with disabilities.
  - Coordinate and generate census awareness activities that involve businesses of all types and sizes. Encourage employers to encourage employees to respond to the census.
  - Create a unifying element that reaches every household within the community.
  - Consider alternative locations to reach out the diverse population of Pompano Beach: Green Market, Untapped, Community Festivals, Parades, Chamber of Commerce, Civic Associations, Home Owners Associations, etc.

Attachment:

- Map - Broward County Cities Changes in Population According to Census Data from 2000 – 2010



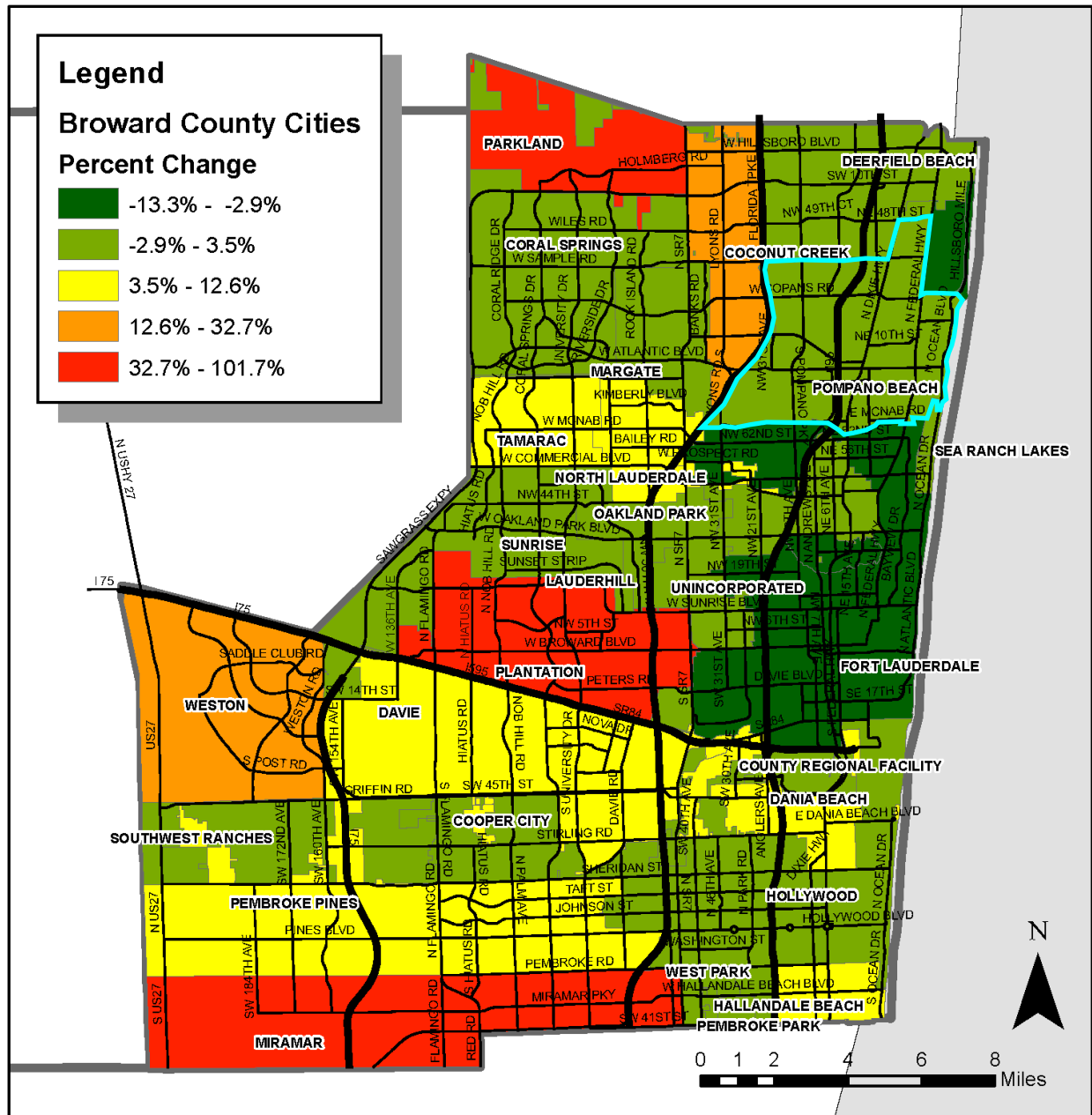
Florida



Broward County

# Broward County Cities Changes in Population According to Census Data from:

**2000-2010**



Broward County Cities Change in Population, as a percentage, from 2000 - 2010.