

RESOLUTION No. 2009-174-1119

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, AUTHORIZING A COMPLETE COUNT CENSUS CAMPAIGN; DESIGNATING THE PROGRESSIVE YOUNG ADULTS COMMITTEE TO COORDINATE THE CITY'S VOLUNTEER EFFORTS; AND AUTHORIZING THE CITY MANAGER TO ENGAGE A PUBLIC RELATIONS CONSULTANT IN THE PROVISION OF PROFESSIONAL SERVICES RELATED TO THE CITY'S COMPLETE COUNT CAMPAIGN FOR THE 2010 US CENSUS; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, on April 1, 2010, the City will have its first opportunity to be counted as an incorporated city for the US Census, and

WHEREAS, it is important for the City to count each and every resident, because federal and state funding formulas are based on population and socioeconomic characteristics obtained through the US Census, and

WHEREAS, the Census Bureau recommends that cities complete a public relations campaign, as a proactive outreach effort to insure a complete count, especially targeting hard to count residents of the community, and

WHEREAS, it is being recommended that the City engage the professional services of public relations consultant , and

WHEREAS, the described campaign will be coordinated in conjunction with city events and related publicity including, but not limited to the Martin Luther King Celebration and *Jazz in the Gardens*, and will require the engagement of volunteers, and

WHEREAS, staff intends to engage the Progressive Young Adult Committee to assist the City in its efforts, and

WHEREAS, as the designated Committee, the Progressive Young Adults will be eligible to apply for a grant available through the U.S. Census Bureau,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA AS FOLLOWS:

Section 1: ADOPTION OF REPRESENTATIONS: The foregoing Whereas paragraphs are hereby ratified and confirmed as being true, and the same are hereby made a specific part of this Resolution.

Section 2: AUTHORITY: The City Council hereby authorizes the City Manager to take any and all steps necessary to initiate a complete count Census campaign; Designates the Progressive Young Adults Committee to coordinate the City's volunteer efforts; and authorizes the City Manager to engage the services of a public relations consultant in the provision of professional services related to the City's Complete Count Campaign for the 2010 US Census.

Section 3: EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS AT ITS REGULAR MEETING HELD ON SEPTEMBER 21, 2009.

  
SHIRLEY GIBSON, MAYOR

ATTEST:

  
RONETTA TAYLOR, MMC, CITY CLERK

Prepared by SONJA KNIGHTON DICKENS, ESQ.  
City Attorney

CO-SPONSORED BY: Mayor Shirley Gibson & Councilwoman Barbara Watson

Moved by: Councilwoman Pritchett  
Second by: Councilman Bratton

**VOTE:** 7-0

Mayor Shirley Gibson	<u>X</u> (Yes)	____(No)
Vice Mayor Oliver Gilbert III	<u>X</u> (Yes)	____(No)
Councilman Melvin L. Bratton	<u>X</u> (Yes)	____(No)
Councilman Aaron Campbell	<u>X</u> (Yes)	____(No)
Councilman Andre' Williams	<u>X</u> (Yes)	____(No)
Councilwoman Sharon Pritchett	<u>X</u> (Yes)	____(No)
Councilwoman Barbara Watson	<u>X</u> (Yes)	____(No)



**Revised Item J-7:**  
**Census Campaign**

1515 NW 167 Street, Building 5 Suite 200  
 Miami Gardens, Florida 33169

**City of Miami Gardens**  
**Agenda Cover Memo**

<b>Council Meeting Date:</b>	September 21, 2009		<b>Item Type:</b>	<b>Resolution</b>	<b>Ordinance</b>	<b>Other</b>	
				X			
<b>Fiscal Impact:</b>	<b>Yes</b>	<b>No</b>	<b>Ordinance Reading:</b>	<b>1<sup>st</sup> Reading</b>		<b>2<sup>nd</sup> Reading</b>	
	X			<b>Public Hearing:</b>	<b>Yes</b>	<b>No</b>	<b>Yes</b>
					X		
<b>Funding Source:</b>	General Fund		<b>Advertising Requirement:</b>	<b>Yes</b>		<b>No</b>	
					X		
<b>Contract/P.O. Required:</b>	<b>Yes</b>	<b>No</b>	<b>RFP/RFQ/Bid #:</b>	n/a			
	X						
<b>Sponsor Name</b>	Mayor Shirley M. Gibson & Councilwoman Barbara Watson		<b>Department:</b>	City Council			

**Short Title:**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, AUTHORIZING A COMPLETE COUNT CENSUS CAMPAIGN; DESIGNATING THE PROGRESSIVE YOUNG ADULTS COMMITTEE TO COORDINATE THE CITY'S VOLUNTEER EFFORTS; AND AUTHORIZING THE CITY MANAGER TO ENGAGE A PUBLIC RELATIONS CONSULTANT IN THE PROVISION OF PROFESSIONAL SERVICES RELATED TO THE CITY'S COMPLETE COUNT CAMPAIGN FOR THE 2010 US CENSUS; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

**Staff Summary:**

**Background**

The City's first opportunity to be counted as an incorporated city for the US Census occurs next year, April 1, 2010. A complete count is vital because federal and state funding formulas are based on population and socioeconomic characteristics obtained through the US Census. The Census Bureau implements standard and extensive mechanisms to insure that everyone is counted. In preparation for the 2010 Census, the City participated in several Census Bureau processes:

- **Service Location Identification** – These are locations where needy persons are provided with services such as emergency/transitional shelter, food and other services. These locations were vetted and sent to the Census Bureau in February 2009.

- **Targeted Non-sheltered Outdoor Locations** – These are outdoor locations where people experiencing homelessness reside. Locations were identified by the Police Department and the Miami Dade Homeless Trust. Forms were completed in September 2009.
- **New Construction Program** – This program allows the City to provide the addresses of new housing units completed after March 2009. To assist the Census Bureau in updating their records, forms were completed in September 2009.

## Current Situation

The Census Bureau provides suggested and optional recommendations for local communities that desire to take a proactive approach to reaching their citizens, with an emphasis on efforts to encourage hard-to-reach groups to fill out the census form completely and correctly.

As encouraged by the *2010 Census Partnership*, the City has already partnered with the Census Bureau by providing space for the Bureau to train employees. City staff submitted a Partnership Form to the Census which puts the City in a position to receive and distribute Census materials at city sponsored events.

Another strategy strongly encouraged by the Census Bureau is to sponsor a *Complete Count Public Relations Campaign*. This would be a proactive outreach effort to insure a complete count, especially targeting hard-to-count residents of the community. To do this most effectively, the City would be well served to engage the services of a professional public relations agency experienced in these efforts. A proposed campaign that includes the following key elements has been developed:

- A comprehensive marketing approach to spur individuals and communities to participate in the Census
- Creation of an electronic and print communications campaign that speaks to, and reaches all market segments in the City of Miami Gardens (inclusive of translated materials in Spanish and Creole)
- Activate responses and participation from local businesses, including those that are independently owned
- Garner participation and partnerships with local public and vocational education programs
- Invite, encourage and activate local faith-based organizations to participate

The described campaign will be coordinated in conjunction with city events and related publicity including, but not limited to the Martin Luther King Celebration and Jazz in the Gardens. Additionally, staff has determined that such an undertaking will also require extensive volunteer support for much of the logistical tasks involved. To that end, staff has been communicating with the already established Progressive Young Adult Committee which has indicated its desire to actively assist the City in its complete count efforts. Rather than establishing another City committee, volunteer efforts for the Census will be coordinated through the Progressive Young Adult Committee with direction from City staff. As the designated committee, the Progressive Young Adults will be eligible to apply for a grant

available thru the U.S. Census Bureau. Regrettably, the maximum grant amount available per committee is \$2,999. Finally, it is recognized that the City's other volunteer committees will be asked to participate for specific events and efforts.

**Analysis**

The proposed six-month program schedule is summarized as follows:

- **Strategic Planning** – October 2009: Work with City Managers' Office and City Council to develop strategic alliances and partners.
- **PR Message Development** - November 2009 through February 2010: Create comprehensive advertising campaign.
- **Media Relations** – February 2010: Recruit and involve Mayor and Council and Managers in programs including Black History Month.
- **Evaluation and Measurement Period** – March 2010: Evaluate progress on key message points, successes and opportunities.
- **Final Report** – Program summary and measurement results.

The proposed project budget is summarized as follows:

Direct Fees: Radio (99 JAMZ - 103.5); Voice Shoots (Mayor and Council); Direct Mail; Newspaper (South Florida Times & Community News; Miscellaneous (Wire Services, etc.)	\$50,150
Fee for professional consulting services	\$9,850
Total	\$60,000

City staff is still vetting the most effective means to reach residents. Hence, the cost for direct radio, newspaper, and miscellaneous media (\$50,150) is a *not to exceed* number. Every effort will be made to keep these costs as low as possible in light of our current economic condition.

**Proposed Action:**

The Mayor recommends that Council adopt a resolution authorizing a complete count Census campaign, designating the Progressive Young Adults Committee to coordinate the City's volunteer efforts; and authorizing the City Manager to engage a public relations consulting firm in the provision of professional services related to the City's Complete Count Campaign for the 2010 US Census.

**Attachment:**

None