

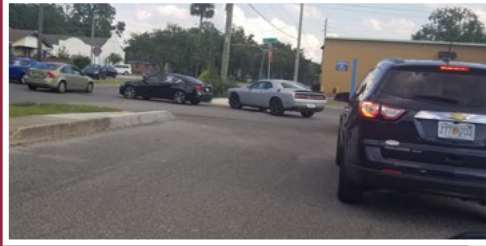
U.S. Census Bureau
Atlanta Region

Mr. George Grandy, Jr.
Regional Director

July 9, 2020

FLORIDA

2020 Census Self-Response Weekly Highlights



North Florida

Census on Parade in North Florida

Florida State Senator Audrey Gibson is leading the 2020 Census outreach charge, along with other state senators, Jacksonville City Council members, Community CCC leaders, faith-based leaders, the NAACP, and the New Florida Majority. The goal is to reach out to the lowest 10 percent of tracts in Jacksonville. They recently held a neighborhood parade through those low performing tracts to motivate the community to respond.

2020 Census Goes to School

The Panhandle Area Migrant Educational Consortium (PAEC) in partnership with the North Florida Migrant Complete Count Committee (N. FI CCC) is teaching 2020 Census School Lessons using existing Census Statistics in Schools (SIS) programs lessons along with 2020 census children coloring books. Migrant children throughout Calhoun, Taylor, Jefferson, Jackson, Wakulla, Walton, Holmes, Franklin, Gadsden, Gulf, Liberty, Madison, and Washington Counties are learning about the 2020 Census as part of their summer school curriculum. Additional outreach services for migrant children thought PAEC include: Health services, social services, nutrition education and support, transportation, and tutorial services.

Central Florida

Smile for the Camera and Make Yourself Count

PA's part of the "¡Hágase Contar!" (Make Yourself Count) campaign Telemundo Orlando invited Manuel Landivar, assistant regional director for the Atlanta Region of the U.S. Census Bureau and Jackie Colon, southeast regional director at NALEO Education Fund to discuss the importance of the Census to the diverse central Florida Hispanic community. The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The experts discussed the increase of the Latino population in the Central Florida region and the impact of a new demographic in the community. Landivar, shared a message of urgency about the need to complete the 2020 Census, how important it is to the community and reinforced the seriousness of how the agency handles the confidentiality of the information provided.

The interview was broadcast on a Noticias Telemundo newscast reaching an audience of more than 500,000 diverse Latinos living in Orange, Osceola, Seminole, and Polk County.

Florida
Self-Response

58.7%

National
Self-Response

62.0%



Sing Me a Song

Andy Gutierrez, known locally as “Andy The Music Man” is an active 2020 Census partner and has been using his talents to actively reach out to the Hispanic community through Facebook live, flyers, virtual videos and in person such as one he conducted recently at the Advance Senior Center. He also distributes materials and educates different groups and organizations such as radio stations and community leaders in Osceola and Orange counties.

Students Host Social Media Contest

The City of Clermont in Lake County has made incredible efforts to spread the word about the 2020 Census. They’ve included the census message “It’s not too late to complete the census” on their website and social media channels, as well as on their utility bills for the months of June, July, and August. The bills are sent to over 19,200 addresses in the City of Clermont.

South Florida Serving in Hendry County

In a rural remote area known as “Montura” in Hendry County, FL, Pastor Abel Peguero, La Iglesia de Dios, Inc.; Supervisor Seat 2, Luis Napoles; and volunteers promote the 2020 Census to farmworkers and others residing in the area. This area has little to no access to phones and internet. “We are out here and we count too!” is the message that the many volunteers have shared and added the reasons why they filled out their census. They want to ensure everyone else in their community counts as well. For the next two months, Pastor Abel and the Serving with Love Ministry and Food Bank will be promoting the census to their patrons and Montura Community every week. At the food pantry, where about 200 families drive through and “pop their trunk” to receive food, Census banners will be displayed and everyone will also receive Census promotional materials and the message of why it’s so important for everyone in Montura to complete their Census questionnaire.

Pastor Abel Peguero and Supervisor Luis Napoles will be promoting the census via social media on live streams and offer support to any who may need help completing their Census questionnaire. Additionally, they will be promoting Census during church services and reminding parishioners of the importance of completing their Census questionnaire.

City of Ft. Lauderdale Call Center Polls Every Caller About 2020 Census

The City of Fort Lauderdale Customer Service Center fields 12,000 calls per month from residents, and 12,000 times operators ask the question: Have you filled out your 2020 Census yet? To those residents who respond no, the operators of the 24-hour call center extoll the benefits of filling out the 2020 Census. The operators, following a script provided by the City, then inform callers how they can still respond, directing them to MY2020CENSUS.GOV or by calling **1.844.330.2020** to respond.

CLERMONT
Choice of Champions

June 2020

To help slow the spread of the coronavirus (COVID-19), some city facilities may still be closed or restricted and many events have been cancelled. For details, visit www.ClermontFL.gov/coronavirus.

Notable News

- City's Downtown Promo Video Wins Awards**
The city's Master Plan is reenergizing downtown. A video showcasing it won two awards from the Florida Public Relations Association. Watch it on the City of Clermont YouTube page.
- Clermont Ranks Among Florida's 50 Safest Cities**
Clermont climbed 17 spots in SafeWise's 2020 report. Clermont's violent crime rate was 1.6 per 1,000 people, under half the rate of the state (3.8) and nation (3.7).
- Clermont Fire Launches #CFDFunFridays**
Want a fun, educational activity for the kids? Every Friday, Clermont Fire Department posts new kid-focused videos and activities on their Facebook page.

Downtown-Waterfront Master Plan Updates

- Art Walk**
The roof is going up over the southern portion of the Art Walk. This awning will provide shade for the brick path that will run through the heart of downtown.
- Streetscapes**
Brick work continues on Osceola Street. The section between 7th and 8th streets is complete. Brick work is continuing to West Avenue.

Learn more at www.ClermontFL.gov/MasterPlan.

Please complete your 2020 Census at www.Census.gov. Help shape our city's future. Let's make every person count.

Clermont City Hall
685 W. Montrose St., 352-394-4081

Clermont Arts and Recreation Center
3700 S. U.S. Highway 27, 352-394-3500





Pompano Beach Partners Feed Families in Hard to Count Neighborhood

New Hope Brazilian Baptist Church, the City of Pompano Beach, Broward Sheriff Office, and Feeding South Florida held a community food distribution on July 6th at which they served about 400 families in a hard to count neighborhood of Pompano Beach. While handing out food to residents they also promoted participation in the 2020 Census, asking residents to go online and complete their 2020 Census questionnaire.



Partners Take to the Airwaves to Increase Participation in 2020 Census

The Phrozen Pharaoh Foundation in Ft. Pierce took to the airwaves on radio station 91.1 WJFP to sound the alarm for the people of the City of Fort Pierce and surrounding areas to respond to the 2020 census. 91.1 WJFP reaches residents from Melbourne to Lake Worth Beach and targets listeners of hard to count populations. They are very concerned with the less than 40 percent response rate of the City of Fort Pierce and want to help increase the rates to ensure the area gets its fair share of federal funding and representation.

STATE OF FLORIDA RANKING BY COUNTY

Self-Response Rate as of 7.9.2020

1 Sumter, Florida	69.3%	25 Wakulla, Florida	59.6%	49 Jefferson, Florida	48.3%
2 St. Johns, Florida	67.7%	26 Nassau, Florida	59.3%	50 Holmes, Florida	48.2%
3 Seminole, Florida	67.6%	27 Leon, Florida	58.8%	51 Okeechobee, Florida	45.1%
4 Hernando, Florida	67.3%	28 Orange, Florida	58.5%	52 DeSoto, Florida	44.5%
5 Brevard, Florida	67.0%	29 Broward, Florida	57.8%	53 Madison, Florida	43.9%
6 Flagler, Florida	66.8%	30 Polk, Florida	57.6%	54 Bay, Florida	43.5%
7 Santa Rosa, Florida	66.7%	31 Okaloosa, Florida	57.0%	55 Calhoun, Florida	43.4%
8 Indian River, Florida	64.9%	32 Miami-Dade, Florida	56.9%	56 Lafayette, Florida	43.1%
8 Citrus, Florida	64.9%	32 Gilchrist, Florida	56.9%	57 Monroe, Florida	42.7%
10 Clay, Florida	64.8%	34 Highlands, Florida	56.4%	58 Hamilton, Florida	42.5%
11 Martin, Florida	64.5%	35 Manatee, Florida	55.9%	59 Hardee, Florida	42.1%
12 Marion, Florida	62.8%	35 Lee, Florida	55.9%	60 Hendry, Florida	39.7%
13 Pasco, Florida	62.7%	37 Suwannee, Florida	54.1%	61 Taylor, Florida	37.5%
14 Duval, Florida	62.6%	37 Jackson, Florida	54.1%	62 Gulf, Florida	34.7%
15 Volusia, Florida	62.5%	39 Columbia, Florida	53.7%	63 Franklin, Florida	32.0%
15 Pinellas, Florida	62.5%	40 Baker, Florida	53.0%	64 Walton, Florida	31.1%
17 St. Lucie, Florida	62.2%	41 Gadsden, Florida	52.9%	65 Glades, Florida	31.0%
17 Sarasota, Florida	62.2%	42 Osceola, Florida	52.6%	66 Liberty, Florida	29.7%
19 Alachua, Florida	61.5%	43 Bradford, Florida	52.4%	67 Dixie, Florida	28.9%
20 Charlotte, Florida	61.0%	44 Collier, Florida	51.9%		
21 Hillsborough, Florida	60.5%	45 Washington, Florida	51.8%		
22 Palm Beach, Florida	59.9%	46 Levy, Florida	51.2%		
22 Lake, Florida	59.9%	47 Union, Florida	50.4%		
22 Escambia, Florida	59.9%	48 Putnam, Florida	49.2%		

Please respond online or by phone:

[MY2020CENSUS.GOV](https://my2020census.gov)

1.844.330.2020

SELF-RESPONSE RATES FOR CONGRESSIONAL DISTRICTS

S T A T E O F F L O R I D A



Matt Gaetz
District 1
55.4%



Neal Dunn
District 2
51.0%



Ted Yoho
District 3
59.4%



John Rutherford
District 4
65.9%



Al Lawson
District 5
55.5%



Michael Waltz
District 6
62.2%



Stephanie Murphy
District 7
64.3%



Bill Posey
District 8
66.4%



Darren Soto
District 9
56.0%



Val Demings
District 10
57.0%



Daniel Webster
District 11
65.6%



Gus Bilirakis
District 12
64.8%



Charlie Crist
District 13
60.6%



Kathy Castor
District 14
59.6%



Ross Spano
District 15
60.0%



Vern Buchanan
District 16
58.3%

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1.844.330.2020

SELF-RESPONSE RATES FOR CONGRESSIONAL DISTRICTS

STATE OF FLORIDA



Greg Steube
District 17
59.0%



Brian Mast
District 18
63.5%



Francis Rooney
District 19
53.9%



Alcee Hastings
District 20
56.3%



Lois Frankel
District 21
60.5%



Ted Deutch
District 22
54.4%



Debbie Wasserman Schultz
District 23
58.7%



Frederica Wilson
District 24
53.7%



Mario Diaz-Balart
District 25
59.4%

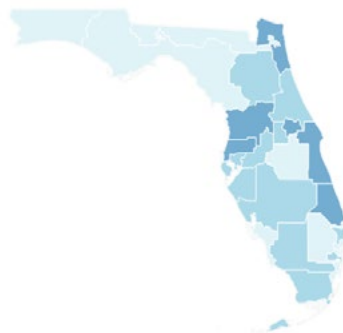


Debbie Mucarsel-Powell
District 26
60.3%

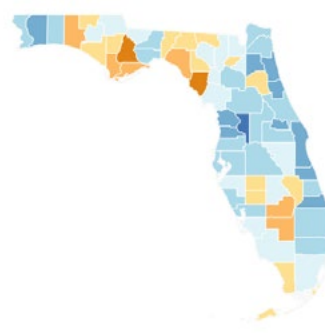


Donna Shalala
District 27
54.2%

Congressional



County



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