

2020 U.S. Decennial Census Seminole County Complete Count Committee 2020 Census Awareness Final Action Plan

A Working Plan Creating 2020 Census Awareness, Outreach, and Partnerships



August 2020

2020 Census Awareness Day Proclamation, April 2019



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On April 9, 2019, the Seminole County Board of County Commissioners (Board) issued a proclamation proclaiming April 1, 2019, as “Census 2020 Awareness Day” in Seminole County, encouraging all residents to participate in events and initiatives to raise awareness of the 2020 Census (photo above). On May 14, 2019, the Board enacted Resolution 2019-R-81, creating the 2020 U.S. Decennial Census, Seminole County Complete Count Committee for the purpose of creating census awareness and motivation for residents to participate in the 2020 Census. On January 14, 2020, the Board issued a proclamation observing April 1, 2020 as “National Census Day in Seminole County,” adopting the motto for the 2020 Census as “We All Count in Seminole County,” and encouraging residents to promptly respond to the 2020 Census.

This August 2020 edition of the Committee’s Action Plan includes adopted amendments and Committee activities/events through July 31, 2020, the end of service date of the Committee. This edition replaces the initial Action Plan, published in January 2020, in its entirety. For more information, please see the Board’s July 28, 2020 Agenda titled *2020 U.S. Decennial Census Ensuring an Accurate and Complete Population Count*, and enclosed Final Action Plan Supplement.

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Introduction to the 2020 Census Complete Count Committee Census Awareness Final Action Plan and the 2020 Census

The 2020 U.S. Decennial Census, Seminole County Complete Count Committee (the “Committee”) has designed this *2020 Census Awareness Final Action Plan* (Action Plan) as a “working plan,” evolving in harmony with the Committee’s roles and responsibilities, as directed by the Seminole County Board of County Commissioners (the “Board”), toward achieving the mission of an accurate and complete population count, and the goal of maximizing the response rate to the 2020 Census.

The Committee will publish updates to this Action Plan, if needed, documenting the Committee’s actions toward fulfilling its mission and goal. This Action Plan also builds upon the achievements of the County’s first Complete Count Committee created by the Board in 2009, and upon guidance provided to complete count committees by the United States Census Bureau (the “Census Bureau”) in preparing action plans for census education, awareness, partnerships, and outreach (see References and Citations).

For a quick look at the Major Action Steps of the Complete Count Committee and the 2020 Census, please see tables in this Action Plan titled *2020 Census Major Action Steps, and Key Dates for 2020 Census*.

2020 U.S. Decennial Census, Seminole County Complete Count Committee

Committee Structure

On May 14, 2019, the Board issued Resolution Number 2019-R-81 creating the Seminole County 2020 U.S. Decennial Census, Seminole County Complete Count Committee (see Appendix A). On July 23, 2019, the Board appointed 25 members to serve on the Complete Count Committee as volunteers (without compensation) including appointment of a chair and two vice chairs. Committee members selected by the Board are recognized as modeling leadership, influence, and knowledge of the community. The Board also appointed a committee coordinator to manage the County’s census website with information regarding the 2020 Census; provide training to Committee members; and provide general administrative and technical support to the Committee and Chairpersons (see Appendix B).



Complete Count Committee Kickoff Meeting 2019

Committee Roles and Responsibilities

A major responsibility of the Committee was to adopt and implement this Action Plan that identifies the roles and responsibilities of the Committee and provides for innovative and engaging census related activities, events, and other actions described in the Action Plan. In addition, the Action Plan provides that the Committee create census partnerships among public and private entities to further awareness of the 2020 Census throughout the community on every level to encourage as many residents as possible regarding the importance of participating in the 2020 Census.



Complete Count Committee Kickoff Meeting 2019

Committee Action Plan. The Committee submitted the Initial Action Plan to the Board and the Census Bureau in January 2020, and the Final Action to the Board in July 2020 documenting the achievements of the Committee and the Action Plan. The Action Plan and Committee agendas, minutes and other census informational items, are available on the County’s census website at SeminoleCountyfl.gov/census.

Sunshine Amendment. The Complete Count Committee is subject to the *Florida Commission of Ethics Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees*. Meeting notices, minutes, and agendas will be available for public review on the County’s website, or by contacting the Seminole County Planning and Development Division Office, County Services Building, 1101 East First Street, Sanford, Florida, Room 2028, or by email at the address below. All Committee and Subcommittee meetings will be noticed and open to the public. Email at: census@SeminoleCountyfl.gov



Committee’s Approach and Methodology in Conducting Census Awareness, Outreach, and Partnerships

In fulfilling its mission and goal, the Committee took advantage of all forms of printed and electronic media, including posters, fact sheets, news articles, newsletters, social media, email, and census messaging, etc., to facilitate census awareness and outreach and maximize the census response rate. The Committee established Subcommittees to implement census awareness and outreach and create partnerships with the following focus areas: Education, Faith-Based, Community-Based, Business, Governmental, and Media (see Appendix C).

Hard-to-Count Areas. In addition, and as highly recommended by the Census Bureau to all complete count committees, the Committee will devote time and effort for census awareness to communities and neighborhoods identified as “Hard-to-Count” areas. These are geographic areas of the County and County municipalities where the response to the census has been traditionally been less than the overall census count. Following Committee discussion and recognizing the need to reach out for Trusted Voices as provided for in the Action Plan, the Committee initiated a strategy to recruit Trusted Voices to partner with the Committee in

reaching those hard-to-count populations, in particular in the cities of Altamonte Springs, Sanford, Lake Mary, and Casselberry. Potential Trusted Voices were contacted, initially by phone, followed-up via email and provided general information about the purpose and role of Trusted Voices in assisting the Complete Count Committee with 2020 Census awareness and outreach. Potential Trusted Voices were asked to look over the census outreach materials and to respond regarding their interest in serving the community in this endeavor. In summary, two of the potential Trusted Voices responded favorably to assisting the Committee and only one confirmed interest by attending the Committee's June 4, 2020, meeting.



Action Objectives of the Complete Count Committee

Following is the June 2020 List of Subcommittee's targeted partnership, activities, and events promoting census awareness and outreach. In keeping with this Action Plan as a "working plan", Subcommittees have updated these Lists throughout the Committee's involvement in the 2020 Census. This initial Lists includes proposed, mostly without prior discussion with potential partners, and recently completed actions by the County and Subcommittees through July 2020.

Choosing Forms of Census Outreach and Partnerships. Each person or group that participates in some way in census activities becomes a partner to the Committee, the County, and the Census Bureau toward the success of the 2020 Census. Subcommittee members sought to establish partnerships among the following Subcommittee's Lists and invited partners to choose among the form(s) of census awareness and outreach below deemed the most appropriate and effective to their respective audience to facilitate census awareness and maximize the census response rate. Forms of census outreach available to partners from the Subcommittees included, but was not limited to:

1. All forms of printed materials including posters, fact sheets, news articles, public service announcements, newsletters, and other forms of messaging;
2. All forms of electronic media, e.g., social media, email, television, radio, internet, message boards, and other forms of messaging;
3. Events, such as festivals, community gatherings, church and school related events; and
4. Onsite census presentations.

The following lists of partnerships, activities and events for each of the six (6) Subcommittees, followed by a list of governmental activities, represents, but is not all inclusive, of all accomplishments of the Committee. Partnerships were a vital element for achieving the mission and goal of the Committee in promoting awareness of the 2020 Census. The decision of any person or group to partner with the Committee in 2020 Census awareness and outreach was solely that of each of the respective partners.

Note: On January 30, 2020, a coronavirus virus, later named COVID-19, was declared a Public Health Emergency of International Concern, eventually designated as a pandemic. Beginning in March 2020, previously scheduled community events and other activities available for census awareness by Committee members were cancelled or postponed due to health and safety

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concerns related to this highly contagious disease. In addition, other forms of census awareness not requiring human interaction, i.e., such as printed and electronic media, were impacted by a shift in priorities in urgently responding to the virus and associated economic downturn. Proposed actions from the initial Action Plan not completed have been deleted; new actions shown in underlined highlighting (see Final Action Plan Supplement page).

List of Education Subcommittee Partnership Outreach

1. Seminole County Public Schools Superintendent's Cabinet, and Principals at Elementary, Middle, and High Schools.
2. Elementary, Middle, and High School students.
3. Parent Teacher Associations, School Advisory Council, Dividends and Volunteers.
4. Skyward Student/Family Access, and Seminole County Public Schools messaging systems.
5. Seminole County Charter Schools, Home Schools, Private Schools, Tech Schools, and Virtual Schools.

List of Faith-Based Subcommittee Partnership Outreach

1. Churches listed on radio station Z88.3's website.
2. Individual churches websites at churchfinder.com.
3. Synagogues.
4. Houses of Worship.
5. Pastors and Church Leaders.
6. Christian Organizations.
7. Sharing Centers.
8. Homeless Ministries.
9. Rescue Missions.
10. Young Men's and Women's Christian Associations (YMCA and YWCA).
11. Social media posts as reminder to complete the 2020 Census.
12. St. Thomas Moore Catholic Church Sanford.
13. Sikh Society of Central Florida, Casselberry.
14. Outreach to areas in Sanford that have shown low census participation.

List of Media Subcommittee Partnership Outreach

1. City of Sanford podcast ("Sanford Says") with Committee Chairman Phil Kaprow.
2. Seminole County Government Television (SGTV) interview, "We All Count in Seminole County", interview with Committee Chair Phil Kaprow.
3. Winter Springs Art Fest and Longwood Annual Festival.
4. Interview with Channel 6 Television and Channel 13 On Air Television.
5. Orlando Sentinel for article and Public Service Announcement (PSA).
6. Orlando Times for article and PSA.
7. Seminole Chronicle for article and PSA.
8. Heritage Florida Jewish News for article and PSA.
9. Treasure Chest of Sweetwater for article and PSA.
10. The Seminole Newspaper for article and PSA.
11. Sanford's monthly Alive After 5 booth.
12. County and Municipal social media sites, including Twitter, Facebook, and Instagram.

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13. Complete Count Committee member's employer's websites.
14. English, Spanish radio stations outreach and interviews set with Spanish and Creole stations.
15. U.S. Census Bureau for messaging.
16. My Sanford Magazine.
17. Materials distributed to School Board member for distribution.
18. Community Relations Team.
19. Digital outreach to faith-based community.
20. Digital outreach to homeowner associations.

List of Business Subcommittee Partnership Outreach

1. Top 50 employers in Seminole County. Digital message sent in Collaboration with Community Relations Team.
2. Chambers of Commerce presentations.
3. Wayne Densch, Inc., including Performing Arts facility materials and digital messaging.
4. LYNX advertising.
5. Civic organizations.
6. Private Business Association of Seminole (PBAS).
7. Rotary Club presentations.
8. Seminole County - all Homeowners Associations sent heavy digital messaging in collaboration with Community Relations Team.
9. Christian Sharing Center - materials distributed.
10. Inspire of Central Florida - materials distributed.
11. Boys and Girls Clubs.
12. Meal on Wheels.
13. All Seminole County Homeowners Associations recorded digital messaging.
14. Assisted the Faith-Based Committee by sending out digital messaging to all faith-based organizations in Seminole County.

List of Community-Based Subcommittee Partnership Outreach

1. Community groups.
2. Homeowners associations.
3. Meals on Wheels.
4. SNAP (Supplemental Nutrition Assistance Program).
5. Boys and Girls Club.
6. Honor Flight Network for Veterans.
7. Christian Sharing Center.
8. Seminole County Health Department.
9. Florida Chamber for Women.
10. Masjid Al Hayy Mosque in Sanford.
11. English and Spanish infomercials posted on Facebook.
12. Assisting the City of Altamonte Springs with the HOA outreach.
13. Translated Census Palm Card into Spanish.
14. Lake Mary-Heathrow Arts Festival.
15. Altamonte Uptown Arts Festival.
16. Winter Springs Artober Festival.
17. Longwood Arts and Crafts Festival.

18. Master Gardener Event.

List of Governmental Subcommittee Outreach Activities

The List of Governmental Subcommittee Partnerships and Outreach Activities primarily focuses on promoting census awareness and outreach while providing opportunities for census partnerships. The Complete Count Committee includes a representative from each of the County municipalities.

City of Altamonte Springs

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Census messaging in utility bills.
4. Census messaging in Altamonte Springs City newsletter.
5. Proclamation in support of the 2020 Census.
6. Census messaging in City facilities.
7. Video and postcard census outreach.

City of Casselberry

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Census messaging in Casselberry Quarterly e-newsletter.
4. Proclamation in support of the 2020 Census.
5. Census materials and messages at applicable City events.
6. Census messaging in utility bills.
7. Census messaging in City facilities such as City Hall, Secret Lake Park, Wirz Park, and Police Department.
8. Social media messaging from U.S. Census Bureau.
9. Sanford Live After 5.
10. Census outreach via social-media.

City of Lake Mary

1. Proclamation in support of the 2020 Census.
2. Census message in utility bills and/or flyer.
3. Social media contacts.
4. Social media messaging from U.S. Census Bureau.
5. Seminole Business Expo.

City of Longwood

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Census flyers at City events.
4. Proclamation in support of the 2020 Census.
5. Census messaging in City facilities and utility bills.
6. Census materials at City events.
7. Social media messaging from U.S. Census Bureau.
8. Longwood Arts and Craft Festival.

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9. American Muslim Center Free Clinic.

City of Oviedo

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Proclamation in support of the 2020 Census.
4. Census messaging in City facilities and utility bills.
5. Social media messaging from U.S. Census Bureau.

City of Sanford

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Proclamation in support of the 2020 Census.
4. Census messaging in City facilities and utility bills.
5. Census messaging to City's social media contacts.
6. Social media messaging from U.S. Census Bureau.
7. Standardized census messaging (talking points) established by the Committee for written messaging, verbal communications, logo and branding across Subcommittee's communications and presentations.
8. On all City social media and committee members social media, incorporate monthly (ready-made posts from the census) social media posts/with graphics on twitter, Instagram and Facebook.
9. City social media ambassadors to create awareness on private Facebook group pages.
10. Digital ad space on the Seminole Toyota-Chevrolet (formerly David Maus) billboard digital display located at SR 417 and I-4.
11. Article in the March publication (Spring issue) on the 2020 Census in My Sanford Magazine.
12. City of Sanford Podcast in late January 2020 on "Sanford Says" for the 2020 Census, with Committee Chairman, for Spotify, itunes, iheart radio, SoundCloud, Stitcher, TuneIn, Google Play Music, and Sanford website, etc.
13. Article to the Sanford Herald newspaper (one published to date).
14. Sanford's monthly Alive After 5 at no fee.
15. Census display in City Hall.
16. Census awareness in Hard-to-Count communities.
17. Bi-monthly Westside Community meetings.
18. Meeting with local pastors in Goldsboro Westside community area.

City of Winter Springs

1. Connection to County census website.
2. Proclamation in support of the 2020 Census.
3. Facebook, Twitter, and Instagram posts with census messaging.
4. Census article in City Newsletter.

East Central Florida Regional Planning Council

1. Connection to 2020 Census on Planning Council's webpage.
2. Proclamation in support of the 2020 Census.
3. Census messaging to Planning Council's social media contacts.

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4. Master Gardener Event.

Central Florida Regional Transportation Authority (LYNX)

1. Proclamation in support of the 2020 Census.

Seminole County Government (Includes assisting and coordinating Events and Activities for and with the Complete Count Committee)

1. 2020 U.S. Decennial Census, Seminole County Complete Count Committee.
2. Proclamations in support of the 2020 Census.
3. Seminole County 2020 Census website.
4. County staff as Complete Count Committee Coordinator.
5. Census Information Flyer (Rack Card).
6. Census information at events including: ArtoberFest; Longwood Arts and Crafts; Sanford's Jingle Jam, Oviedo Winter Springs Business Association, Lake Mary-Heathrow Arts, Altamonte Uptown Arts Expo, Seminole Master Gardener, Sanford Live After 5, and Seminole Business Expo.
7. Model census proclamations for partners, as requested.
8. U.S. Census Bureau and National Census Jobs Recruitment Day.
9. Census awareness at Goldsboro Area community meeting (Hard-to-Count area).
10. Census awareness articles in County newsletters.
11. Seminole County Government Television Station.
12. Census interviews with local TV channels.
13. Post census related publications in County buildings.
14. Census Bureau publications to assist the Committee with census awareness ideas and activities.
15. Census presentation at Council of Local Governments in Seminole County (CALNO) meeting.
16. Senior event to speak on census awareness.
17. County Message Board to display census awareness message.
18. Census email and social media blast to County residents.
19. Onsite census presentations.
20. County's Census website to partners and other organizations, as requested.
21. Census materials to Seminole County Supervisor of Elections.
22. Census materials to Tax Collector's Office.



Longwood Arts and Crafts



Additional Actions in Support of the 2020 Census

Counting the Hard-to-Count Populations

The Committee will focus census education and awareness in Hard-to-Count (HTC) geographic areas of the County identified by the Census Bureau as having the highest "Non-Response Rate" percentage from previous censuses. The Committee will use the Bureau's Response

Outreach Area Mapper (ROAM) technology to assess the opportunity to increase census participation and response in these critical areas. In addition, the Committee will engage these communities with any and all forms of printed and electronic media, and onsite presentations noted above in the Committee's Approach and Methodology in Conducting Census Awareness, Outreach, and Partnerships (see Hard-to-Count Areas Map and ROAM website, Appendix D, and [2020Census.gov/roam](https://2020census.gov/roam)). One important resource now available from the Census Bureau is the 2020 Response Rate Spreadsheets for monitoring the response rate at the census tract level to determine those areas requiring additional census awareness and outreach (see Appendix G).

Identifying Hard-to-Count Areas. The Census Bureau has defined Hard-to-Count areas as groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as, ethnic/minority populations, renters, those with a mistrust of government, new immigrants, certain handicapped persons, and low income households. Trusted Voices were established to assist with outreach and awareness in these communities. The Committee will seek to promote additional attention to the fact that children under the age of five are one of the largest groups of undercounted populations in the United States (see References and Citations).

Census Messaging and Fact Sheets

Census messaging is an effective tool for posting brief census related announcements on websites, Facebook, Twitter, Instagram, etc., targeting the specific interests and concerns of the community with the message of census awareness. Also, Subcommittees could adopt messaging that corresponds with the focus of the respective Subcommittee. The Committee and Subcommittees could amend the contents of certain messaging to amplify the urgency of the 2020 Census, approaching April 1, 2020, National Census Day (see [2020 Census Outreach Materials](#), and Appendix E).



Census Messaging

In promoting the 2020 Census, the Committee adopted the following general census message for use in all forms of printed and electronic media that promote awareness of the importance of the 2020 Census: *“2020 Census - Beginning in March 2020 households in America will begin receiving an invitation from the U.S. Census Bureau to participate in the 2020 Census. Residents will have the option of responding on line, by phone, or paper. Because a response is required, if you don't file online or by phone, you will receive a traditional paper questionnaire. So don't delay to respond in 2020—everyone counts, and it's easy; it's safe; it's in the Constitution; and it's a civic duty.”*

Census Response Rate

As previously noted, the mission of the Complete Count Committee is to achieve an accurate and complete population count with the goal of maximizing the response rate to the 2020 Census. The Census Bureau defines response rate as the percentage of residents responding to the census based on the number of households contacted.

Self-Responding to the Census. The preferable method of responding to the census is by self-responding, where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit households to obtain a response to the census in person. Self-responding online, by phone, or by mail is significantly less costly than in-person, non-response follow-up.

2020 Census Accuracy, Completeness, and Self-Response Rate. Self-response is where households complete and return their census questionnaire in a timely manner by internet, mail, or phone (see Appendix G). The accuracy, completeness, and response rate to the 2020 Census has great potential of exceeding any previous census response rates due to: (1) the widespread ability to respond online for the first time in census history; (2) the Census Bureau's extensive census marketing campaign; (3) the increased availability of digital technology to create census awareness and to identify and reach Hard-to-Count populations with the message of the census; and (4) the motivation and encouragement of the thousands of complete count committees to respond to the 2020 Census.

Responding to Barriers to the Census



Winter Springs
ArttoberFest

According to the *2020 Census Barriers, Attitudes, and Motivators Study* (CBAMS) barriers (i.e., reasons for not responding to the 2020 Census) will most likely include: (1) a lack of knowledge about the census; (2) apathy toward the census; (3) confidentiality and privacy concerns; (4) fear of repercussions for responding to the census; and (5) a general distrust of government. Operational barriers include language issues and fear of frauds or scams (see below for additional findings from the [CBAMS Fact Sheet](#), and References and Citations).

To overcome these and other barriers to the 2020 Census, and to reach Hard-to-Count populations, the Committee members reached out to houses of worship and homeowners associations where barriers to the census may have existed. In addition, the County published information on its census website regarding barriers to the census with the intent to eliminate, as much as possible, any concerns of residents when responding to the census. Some common responses to ease concerns of residents include:

1. Educating the community that based on population counts, the County stands to receive millions of dollars in state and federal funding over a 10 year period for activities and programs such as public health, housing assistance, education, and transportation, and that population counts also determine representation in the U.S. House of Representatives, and for fair and accurate redistricting of state and local voting districts.
2. The U.S. Census Bureau is taking strong precautions to keep online responses secure, and to balance privacy and accuracy of the 2020 Census.
3. The U.S. Census Bureau is taking strong precautions to keep online responses secure, and to balance privacy and accuracy of the 2020 Census.

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4. Title 13 of the U.S. Code guarantees the confidentiality of census information, establishes penalties for disclosing this information, and provides that census information can only be used for statistical purposes.
5. The Census Bureau has provided tips on its website for avoiding phishing and other scams; how to verify the identity of census takers; and how to report suspected fraud.
6. The Census Bureau has created a “Trust & Safety Team” to ensure residents are properly educated regarding the 2020 Census to combat rumors and misunderstandings about the census, and to respond to those having a general mistrust of government.*
7. Title 44 of the U.S. Code allows release of census records only after 72 years.
8. The Committee will continue to reinforce its general message that with respect to the 2020 Census—everyone counts, it’s easy; it’s safe; it’s in the Constitution; and it’s a civic duty. The census counts everyone once, and only once, and in the right place.



Your responses are safe.

Your responses to the 2020 Census will never be shared with other government agencies. It's the law. It's also an oath every Census Bureau employee must swear to uphold.

For more information, visit:
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*As an example of nongovernmental assistance in combating misinformation regarding the 2020 Census, on December 19, 2019, Facebook announced it will explicitly ban disinformation about and ads trying to discourage participation in the 2020 Census on its social media platforms.

2020 Census Jobs

In partnership with the Census Bureau, Seminole County provided notices of employment opportunities for the 2020 Census on respective websites, utility bills, community newsletters, and other available printed and electronic media.

The County's website included a link to census job opportunities, and, Census Bureau to assist potential census workers in the job application process.

Join the 2020 Census Apply Online! 2020 Census Jobs

The 2020 Census is taking applications now for positions starting soon. The 2020 Census has a wide variety of positions requiring various levels of experience and training, offering temporary full time to flexible part time positions. Make your next job count.

For more information about our Field or Office positions please visit us at:

2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)

- Clerks / Supervisory Clerks
- Listers / Enumerators
- First Line Supervisors

For more information about Professional and Management positions please visit us at:

usajobs.gov

- Area Census Office Managers
- Lead Census Field Manager
 - Admin Manager
 - IT Manager
- Recruiting Manager



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Seminole County Census Website July 2020 Screenshot

The Seminole County 2020 Census website was specifically designed for education, news, and information about the census, and regarding proceedings of the Complete Count Committee. The County amended the initial website created in 2019, from time-to-time, with new and additional census information. According to the U.S. Census Bureau, the initial estimate of census workers needed to serve in Seminole County was approximately 2,100. There were remaining job openings at the time of publication of this Action Plan. See [2020 Census Jobs](#).

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Welcome to the Seminole County Website for the 2020 U.S. Decennial Census

The 2020 Census will be like no other census as residents can choose to respond to the census online, by phone, or by traditional paper questionnaire. Your response to the 2020 Census is strongly encouraged as this will help ensure an accurate and complete population count and achieve a greater than ever response rate to the census that will benefit all residents of Seminole County for years to come. We have designed this website with the community in mind and we invite you to return to this site often for new and additional information regarding the 2020 Census.

If you have questions or need additional information regarding the role of Seminole County in the 2020 Census, please email the Seminole County Complete Count Committee Coordinator at census@seminolecountyfl.gov. Additional information regarding the 2020 Census is available from the U.S. Census Bureau's website at [2020 census](#)

On March 11, 2020, the U.S. Census Bureau released this statement: "We must fulfill our constitutional obligation to deliver the 2020 Census counts to the President of the United States on schedule, and we must adhere to our core task of counting everyone once, only once, and in the right place. The key message right now for anyone with questions about how COVID-19 will affect the 2020 Census: It has never been easier to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker." (Source [U.S. Census Bureau](#))

Updated: 4/13/2020

- 2020 Census Invitations and Response Rates
- What You Need to Know before Responding to the 2020 Census
- Responding to Barriers to the 2020 Census
- News and Important Information
- New for the 2020 Census
- Why is the Census so Important?
- 2020 U.S. Decennial Census, Seminole County Complete Count Committee
- Census Workers Needed - Not too Late to Apply
- 2020 Census Proclamations

2020 Census Major Action Steps

<p>Getting Started Education and Awareness Phase</p> <p>April through November 2019</p>	<ul style="list-style-type: none"> • Board of County Commissioners (Board) issues a census proclamation, proclaiming April 1, 2019, as Census Awareness Day in Seminole County. • Board issues a resolution creating the U.S. 2020 Decennial Census, Seminole County Complete Count Committee (Committee). • Board creates a 2020 Census website to educate readers on census job opportunities, census awareness, important news and information about the 2020 Census, and Committee meetings. • Committee begins monthly meetings, and member(s) participate in community events in Winter Springs, Longwood, and the Sanford area. • County hosts National Recruitment Day, in partnership with the U.S. Census Bureau, to assist applicants in the census jobs application process. • Committee adopts the <i>2020 Census Awareness Action Plan</i> for achieving an accurate and complete population count and maximizing the response rate to the 2020 Census among all County residents.
<p>Awareness and Partnership Creation Phase</p> <p>December 2019 through January 2020</p>	<ul style="list-style-type: none"> • Committee continues monthly meetings. • Committee begins implementing census awareness activities pursuant to the Action Plan. • Committee updates, if needed, the Action Plan for new census partners, educational materials, and trusted voices for census awareness and outreach. • Committee submits Action Plan to the Board, the Census Bureau, and publishes the Action Plan on the County’s website. • Board issues a proclamation, observing April 1, 2020, as National Census Day, as further support of the importance of the census.
<p>Reminder and Motivation Phase</p> <p>February through June 2020</p>	<ul style="list-style-type: none"> • Committee continues monthly meetings. • Committee amplifies messaging regarding the importance of responding to the 2020 Census. • Committee begins encouraging every household that did not “self-respond” to the 2020 Census to respond as soon as possible, and to inform the community that census takers will visit each household that has not self-responded to the census for an onsite response. • All residents respond to the census, preferably an online response, beginning in Mid-March 2020 through October 30, 2020.

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National Census Day, April 1, 2020

<p>Appreciation Phase</p> <p>July 2020</p>	<ul style="list-style-type: none"> • Committee continues monthly meetings. • Coordinator submits Final Action Plan to the Board and the Census Bureau, and publishes the Action Plan on the County’s website. • The Committee may assist the Census Bureau with census follow-up activities, if requested. • Complete Count Committee cessation no later than July 31, 2020.
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Note: Major Actions Steps above may be repeated and overlap with other steps throughout the life of the Action Plan. Amendments to Major Steps resulted from the COVID-19 Pandemic.

Key Dates for 2020 Census (Amended July 2020)

January	<ul style="list-style-type: none"> • Census Bureau begins “2020 Census Kickoff Marketing Campaign” promoting the 2020 Census.
March	<ul style="list-style-type: none"> • Census Bureau issues nationwide call to action to residents to respond to the 2020 Census online, by phone, or by paper.
October	<ul style="list-style-type: none"> • All residents self-respond to 2020 Census, and Census Bureau to follow-up with non-responders.
Mid-July	<ul style="list-style-type: none"> • National Census Day, April 1, 2020, the point of reference for residents to respond to the 2020 Census. • Census Bureau to follow-up with non-responders to 2020 Census.
December	<ul style="list-style-type: none"> • Census Bureau submits state population totals from the 2020 Census to the President of the United States.
July 2021	<ul style="list-style-type: none"> • Census Bureau releases 2020 Census data for state and local redistricting.

Amendments to Key Dates resulted from the COVID-19 Pandemic.

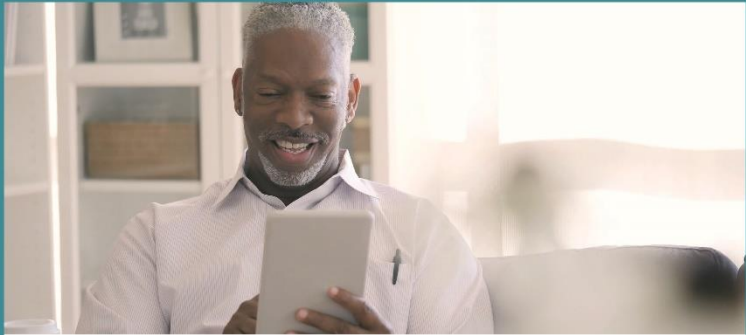
Understanding Census Awareness and Outreach

Decennial Census

The Constitution of the United States, from its very beginning, has mandated a census of the population to occur every 10 years. The first census in America was August 2, 1790, directed by Thomas Jefferson when George Washington was president. This nationwide census was taken by U.S. Marshals on horseback, recording a population of 3.9 million people. The first Florida Census, taken in 1830, when Florida was still a territory, recorded a population of 34,730 people.

New with the 2020 Census. For the first time in the history of the census, residents can choose to respond to the census online, by telephone, or by mail. Beginning in March 2020, residents will be invited to self-respond to the census using one of these options. Non-response follow-up will begin in mid-April 2020. The 2020 Census will be the most accessible census in the history of the United States census counts.

Motivation to Respond to the Census. Population counts from the census determines allocation of millions of dollars in federal funding for activities and programs such as public health, housing assistance, education, and transportation. Population counts also determine representation in the U.S. House of Representatives, and will be used for redistricting state and local voting districts. Estimates are that Florida will receive additional seats in the House of Representatives from the 2020 Census population count.



Respond to the 2020 Census online.

The 2020 Census marks the first time you can respond online—even on your mobile device. You can respond by phone or mail—they're secure, too—but going online is a great option, because it is:

Convenient
You can respond from anywhere, at any time, using a mobile phone, tablet, laptop, or desktop computer. You just need to be connected to the internet.

Easy
When you respond online, the website will guide you through each question on the 2020 Census and provide more information if you need it. The census form will be available in English and 12 additional languages. Videos and guides to the form will be available in 59 languages.

Secure
All responses submitted online are encrypted to protect personal privacy. Once responses are received, they are no longer online.

How to respond online: as easy as 1-2-3

1. In March 2020, your household will receive an invitation in the mail to respond online.
2. Visit 2020census.gov to access and complete the census questionnaire.
3. You're done!

For more information, visit:
2020CENSUS.GOV

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2020

D-OP-OPEN-42

An additional finding in the CBAMS report (see above) revealed that among the focus groups created for the report, the most powerful motivator for all audiences was knowing that the 2020 Census will help determine funding for their communities, particularly for widely enjoyed services such as schools, hospitals, and fire departments. As previously noted, data show that

encouragement from trusted voices in the community can successfully increase participation among those with the greatest trust-based fears and government disaffection (see References and Citations). It should also be noted that local governments benefit greatly from complete and accurate population data when administering community planning, growth management, and development activities.

Conducting the Census. The U.S. Census Bureau is the federal agency whose mission is to conduct the census, and the Bureau must submit population totals from the 2020 Census to the President of the United States by December 31, 2020. The census counts every resident once, and only once, and in the right place, where they live on April 1st of every 10 years ending in zero. In general, residents should count themselves “*where they live and sleep most of the time*”, according to the Census Bureau. Exceptions to this requirement are available at 2020Census.gov. The U.S. Census Bureau’s slogan for the 2020 Census is:



Seminole County Population. In 2010, the population of Seminole County was 422,718. The Census Bureau estimates the population of Seminole County as of July 2020 at 471,826, an increase of 11.6 percent. For additional population statistics, including race, age and sex, etc., please see visit [Census Quick Facts](#).

Complete Count Committees

The Census Bureau, as noted herein, encourages and supports creation of complete count committees, consisting of volunteers representing tribal, state, and local governments, and/or community organizations to raise awareness of the census among all groups and populations toward achieving an accurate and complete count of the population. These committees have become a prime example of how volunteers at the local level can partner with the Census Bureau by taking ownership of the census process and leading outreach efforts. The Census Bureau partners with, but does not manage, complete count committees. The Census Bureau, in partnering with the Seminole County Complete Count Committee, provided training, census educational materials, and assisted the County in census activities and events, when requested. Seminole County created its first complete count committee in 2009 to encourage awareness of and participation in the 2010 Census (click here to view the [Complete Count Committee Guide](#)).

Census Partnerships

A partner is defined as “a group or individual that commits to participate in some way with census activities.” In achieving success, the Committee will invest time and energy, as noted above, in forming partnerships within the community to create census awareness and outreach.

The Committee sought partnerships that correspond to the emphasis of the various Subcommittee’s interest areas, including: Education, Faith-Based, Community-Based, Business, Governmental, and Media, as described in this Action Plan.

Census Partnerships. It cannot be repeated too often that the success of any complete count committee hinges on creation of census partnerships and trusted voices.

These individuals and groups educate, motivate, and create awareness of the importance of responding to the census, neighbor to neighbor.



Be a 2020 Census Partner

Partners are critical to the success of the 2020 Census. As trusted voices in your community, you can help raise awareness of the 2020 Census and encourage everyone to respond. Your efforts in spreading the message and ensuring everyone is represented will provide more accurate data for your community and help organizations like yours make important decisions.

> What is a partner?

A partner is an organization that helps ensure their communities are accurately represented in the 2020 Census. Partners join a network of national and local organizations that are all encouraging households to respond.

> What do partners do?

Partnership is not a one-size-fits-all approach. We'll work with partners to select creative, impactful, and mutually beneficial ways of increasing the census response rate.

> How does my organization benefit?

With accurate census data, businesses can make stronger decisions and nonprofits can better serve their communities.

> What resources can you provide?

We provide fact sheets, handouts, posters, stickers, social media posts, videos, mapping tools, and more to support your outreach.

I'm interested. What's next?

Get started at census.gov/partners/join.html. We look forward to welcoming you as a 2020 Census partner!

Connect with us @uscensusbureau

For more information, visit:

2020CENSUS.GOV

D-SS-PA-EN-035

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2020

2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

What's in it for me?



Your responses inform where over \$675 billion is distributed each year to communities nationwide for clinics, schools, roads, and more.



Census data gives community leaders vital information to make decisions about building community centers, opening businesses, and planning for the future.



Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.



Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

When can I respond to the census?

In early 2020, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have yet to respond.

What will I be asked?

You will be asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

What won't be asked?

The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

2020CENSUS.GOV

D-FA-GP-EN-034

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2020**

To learn more about the 2020 Census, Click on "[What is the 2020 Census?](#)" For additional videos, visit the census video library at [Census Video Library](#).

We All Count in Seminole County Showcase Poster



**We All Count In
SEMINOLE COUNTY**



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**Census
2020**

CENSUS 101: WHAT YOU NEED TO KNOW

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.



It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



It means \$675 billion.

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



For more information, please visit www.2020.census.gov or www.seminolecountyfl.gov/census



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

Seminole County Complete Count Committee
"We All Count In Seminole County"



United States®
**Census
2020**

We All Count in Seminole County Showcase Rack Card



What is the Census? The census, as required by the U.S. Constitution, is a count of every person living in the United States where they live on April 1 of every ten years ending in zero. All U.S. residents must be counted—both citizens and noncitizens. The census counts everyone once, and only once, and in the right place.



When is the Census? The next

census is April 1, 2020. The U.S. Census Bureau will invite residents to respond to the 2020 Census beginning in March of 2020.



It's Easy! Residents can respond online, by telephone, or by traditional paper questionnaire.

It's Safe! Your personal information is confidential and protected by federal law as provided in Title 13, United States Code.

It's a Civic Duty! Responding to the census is one way to participate in our democracy. Census takers will visit households that do not respond to the census to take a count in person.

It's Important! Your participation is needed. Returning your form can bring additional funding to Seminole County for roadway improvements, schools, health care, and many other services beneficial to our community's quality of life. Census data also determines the number of seats in the U.S. House of Representatives and used for redrawing state and local legislative districts.

For more information, please visit www.2020.census.gov or www.seminolecountyfl.gov/census



Que es el Censo? El Censo es requerido por la Constitución, es un conteo de las personas que viven en los Estados Unidos cada 10 años al 1ro de Abril de los años que terminan on Zero. Todos los residentes de los Estados Unidos deben ser contados- sean ciudadanos o no. El censo cuenta a las personas una sola vez, solo una vez y en el lugar donde residen.



Cuando es el Censo?

El próximo Censo será el 1ro de Abril del 2020. El Censo de los US invita a todas las personas que completen el formulario del censo empezando en Marzo del 2020.



Es fácil! Los residentes pueden responder en línea o internet, por teléfono, o de la manera tradicional completando el cuestionario de papel.

Es Seguro! Su información personal es confidencial y está protegida por la Ley federal como se provee en el Título 13, del Código de los Estados Unidos.

Es un deber cívico! El responder al Censo es una forma de participar en la democracia. Representantes del Censo visitarán a aquellos que no respondan para hacer el conteo personalmente.

Es Importante! Su participación es necesaria. Al completar el cuestionario podrán asignarse fondos adicionales al Condado de Seminole, para el desarrollo y mejora de carreteras, escuelas, programas de salud, y otros servicios beneficiosos los cuáles impactan la calidad de vida. La información obtenida a través del Censo determinará el número de asientos en la Cámara de Representante que será utilizada para la redistribución en los estados y los distritos legislativos locales.

Para más información visite la página electrónica www.2020.census.gov o acceder a www.seminolecountyfl.gov/census



Appendix A

Board of County Commissioners Resolution Number 2019-R-81 Creating the 2020 U.S. Decennial Census, Seminole County Complete Count Committee

RESOLUTION NO. 2019-R- 81 SEMINOLE COUNTY, FLORIDA

RESOLUTION

of the

SEMINOLE COUNTY BOARD OF COUNTY COMMISSIONERS

CREATION OF THE 2020 U.S. DECENNIAL CENSUS SEMINOLE COUNTY COMPLETE COUNT COMMITTEE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Article 1, Section 2 of the U.S. Constitution mandates a census occur every 10 years of the population of the United States, including people of all ages, races, ethnic groups, citizens, and noncitizens; and

WHEREAS, beginning in March 2020, the U.S. Census Bureau will issue a nationwide call to action, inviting residents of all households to respond to the 2020 Census, leading up to 2020 Census Day, April 1, 2020, with the goal to count everyone once, only once, and in the right place; and

WHEREAS, the U.S. Census Bureau must submit state population totals from the 2020 Census to the President of the United States by December 31, 2020; and

WHEREAS, the Board of County Commissioners issued a proclamation on April 9, 2019, proclaiming April 1, 2019, as "Census 2020 Awareness Day in Seminole County, Florida," encouraging participation by County residents in the 2020 Census; and

WHEREAS, the Board of County Commissioners recognizes the critical importance of achieving an accurate and complete population count among the residents of Seminole County as data from the census determines allocation of federal funding not only to states, but also local governments, that will provide vital assistance for activities and programs and further recognizes that census counts determine representation in the U.S. House of Representatives, and are used

2020 U.S. Decennial Census
Page 1 of 3

CERTIFIED COPY - GRANT MALOY
CLERK OF THE CIRCUIT COURT
AND COMPTROLLER
SEMINOLE COUNTY, FLORIDA
BY  DEPUTY CLERK 

for redistricting state and local legislative districts, including Seminole County Commission districts; and

WHEREAS, the Board of County Commissioners has authority to create a government-sponsored Complete Count Committee to assist the Census Bureau in creating awareness and motivation for residents to participate in the 2020 Census; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS, SEMINOLE COUNTY, FLORIDA, THAT:

The Board of County Commissioners hereby creates the 2020 U.S. Decennial Census, Seminole County Complete Count Committee, wherein the following Board of County Commissioners, Seminole County Complete Count Committee, and County Staff Coordinator structure and directives shall apply:

Section 1. Each member of the Board of County Commissioners (the "Board") shall appoint four (4) residents, community or business leaders from Seminole County to the Seminole County Complete Count Committee (the "Committee"). The Committee shall also consist of members appointed by and representing the following: one member from each County municipality; one member from the East Central Florida Regional Planning Council; and one member from the Seminole County School Board who resides in Seminole County. The Committee members will be selected from those individuals that are recognized as modeling leadership, influence, and knowledge of the needs of the community, and will serve as census ambassadors in a voluntary role as members of the Committee.

Section 2. The Board shall appoint from among Committee members a chairperson and vice chairperson.

Section 3. The Committee Chairperson shall serve as liaison between the U.S. Census Bureau (the "Bureau") and the Board.

2020 Census Awareness Final Action Plan


Section 4. The Committee shall prepare and implement a Seminole County Complete Count Committee 2020 Census Awareness Action Plan (the "Action Plan") to include: the roles and responsibilities of the Committee; innovative and engaging events and activities; and actions of the Committee designed towards achieving an accurate and complete population count among the residents of Seminole County.

Section 5. The Committee shall submit its Action Plan to the Board for review and comment and provide to the Board brief reports from time-to-time on the progress of implementing the Action Plan, and deliver the Final Action Plan to the Board documenting the work and success of the Action Plan and Committee.

Section 6. Members of the Committee shall serve on a voluntary basis through July 31, 2020, and may assist the Bureau in follow-up activities, if requested.

ADOPTED THIS 14th Day of May, 2019

ATTEST:


GRANT MALLOY
Clerk to the Board of
County Commissioners of
Seminole County, Florida

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

By: 
BRENDA CAREY, Chairman

PHC/org
4/11/19; 4/30/19
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2020 U.S. Decennial Census
Page 3 of 3

Appendix B

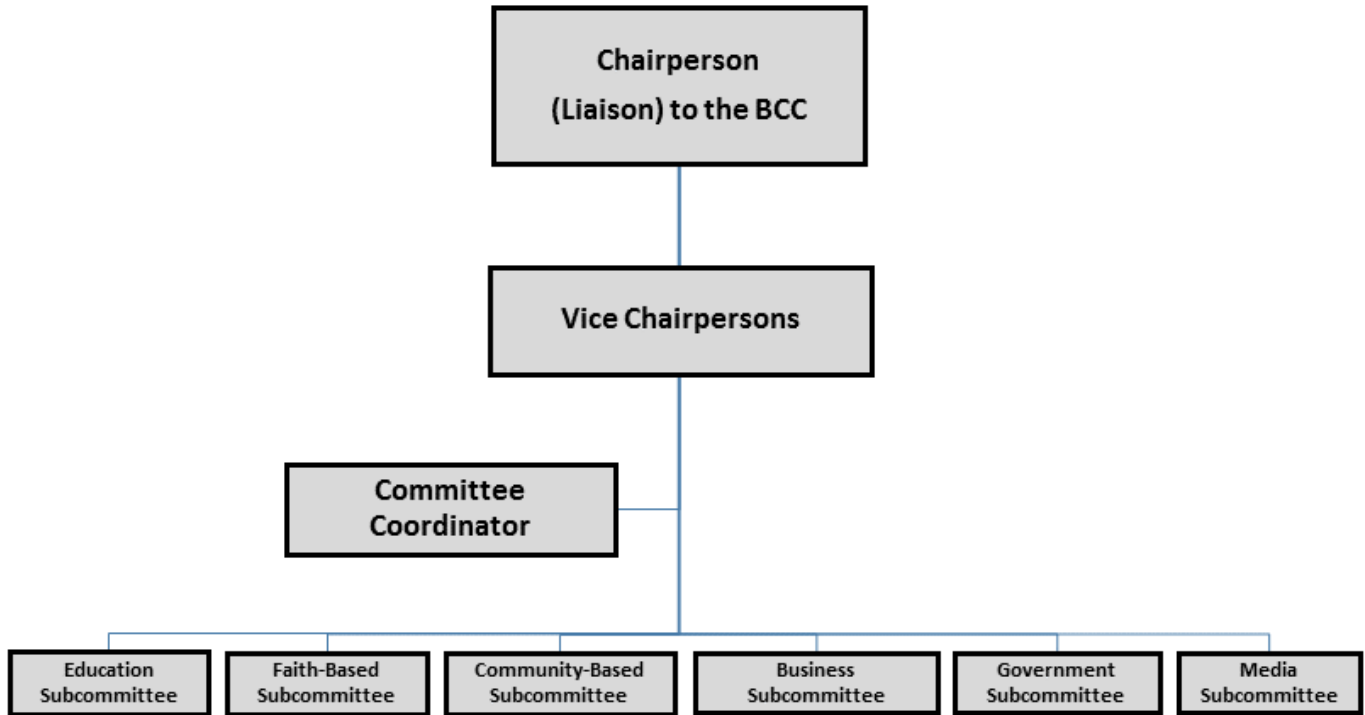
**2020 U.S. Decennial Census, Seminole County
Complete Count Committee Membership Roster**

Member Name	Subcommittee
Phil Kaprow	Committee Chairman
John Horvath	Committee Vice Chairman and Government Subcommittee Chair
Steve Nelson	Committee Vice Chairman and Business Subcommittee
Alan Youngblood	Faith-Based Chair and Education Subcommittee
Jeannine Ellenson	Faith-Based
Nancy Acevedo	Community-Based Chair and Faith-Based Subcommittee
Fred Milch	Community-Based
Nate Jordan	Community-Based
Paul Snead	Community-Based
Michelle Smith	Business and Media Subcommittees Chair
Katharine Purnell	Business
Susan Sherman	Business
Davia Moss	Business and Education
Cheri Meyers	Education Subcommittee Chair
Ed Young	Education
Tracy Harbin	Education and Business
Lisa Holder	Government and Media
Katlyn Howery	Government
Jonathan Tardif	Government
Kendall Story	Government
Anjum Mukherjee	Government
Yvonne Mouser	Government
Christopher Schmidt	Government
Bert Francis	Government

The Board of County Commissioners nominated and appointed members to serve on the Complete Count Committee as volunteers, recognized as modeling leadership, influence, and knowledge of the community.

Appendix C

Complete Count Committee Organizational Chart

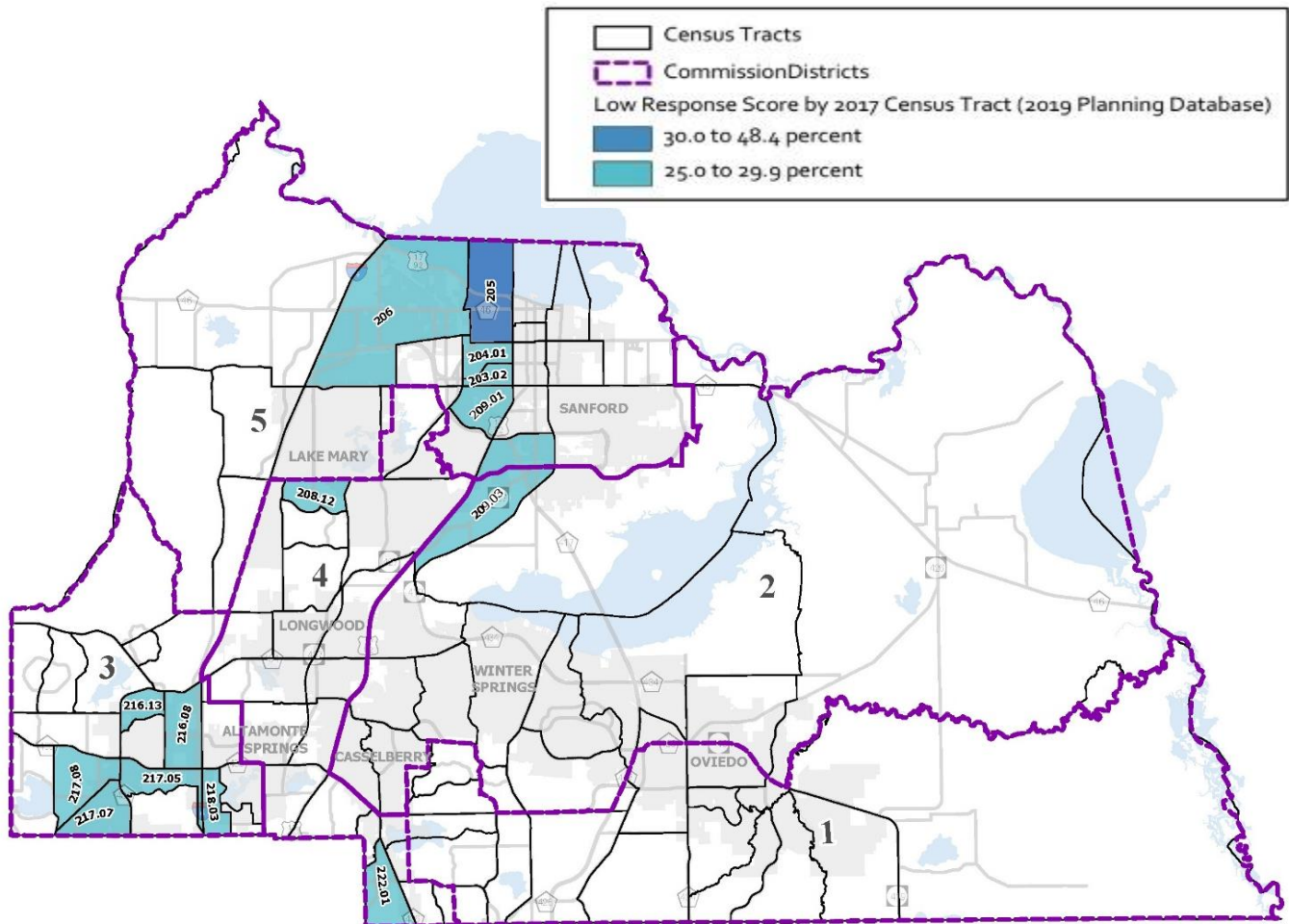


- **Education** - Facilitates census awareness for local schools from middle school to postsecondary education institutions.
- **Faith-Based** - Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of census awareness and participation
- **Community-Based** - Collaborates with all community based organizations to inform residents of the importance of participating in the census.
- **Business** - Creates and coordinates activities that involve businesses in census awareness, such as distribution of Census information and messages on packaging, and the inclusion of the census logo and message on promotional materials.
- **Governmental** - Assist in activities between the U.S. Census Bureau and local governments, including assisting complete count committees.
- **Media** - Facilities ways to distribute the census message throughout the community using all available sources of paper and electronic media.

Committee Chairman: Phil Kaprow; Vice Chairmen: John Horvath and Steve Nelson; Committee Coordinator: Tony Matthews.

Appendix D

Hard-to-Count Areas



The U.S. Census Bureau is recommending complete count committees devote time and effort for census education and awareness in those communities and neighborhoods having a Low Response Score (LRS) ranging from 25 to 48 percent, as depicted on this map. According to this metric, a higher percentage reflects the likelihood of a nonresponse to the census, resulting in a census taker visitation to contact households that did not self-respond. The 14 Census Tracts depicted on this map contain approximately 75,000 residents. To ensure efficient use of time and resources, the Committee will focus census education and awareness in these higher LRS ranges.

The Committee will make use of the Bureau’s Response Outreach Area Mapper (ROAM) technology to assess the opportunity to increase census participation and response in these critical LRS areas. Please note that online ROAM platform depicts LRS ranges from 0.0 to 48.4 percent. One important resource available in 2020, were the 2020 Response Rate Spreadsheets provided by the Census Bureau to monitor the response rate at the census tract level to determine those areas requiring additional census awareness and outreach. Source of ROAM: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, Response Outreach Area Mapper (ROAM) on the web at: census.gov/roam.


Appendix E

Census Messaging

2020 Census Partner Social Media Content

As a 2020 Census partner, you can help ensure that the people in your community are accurately counted and represented. Social media is a great way to reach your audiences and share helpful information about the 2020 Census.

Here are sample posts you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community. In 2019, we recommend that you share at least one post per month. The long-form posts are best suited for Facebook, LinkedIn, and Instagram. The short-form posts should be used for Twitter. Additionally, don't forget to share posts and photos from any 2020 Census events you attend or host.

Long Form (Facebook/LinkedIn/Instagram)	Short Form (Twitter)	Suggested Image
<p>We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.</p>	<p>We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.</p>	



The U.S. Census Bureau has prepared a variety of outreach materials for the 2020 Census available for downloading and sharing with the public. The Census Bureau is continuously updating these materials listed at [2020 Census Outreach Materials](#).

Count yourself in the right place.

In general, you should count yourself **where you live and sleep most of the time**. But pay special attention if you are:



Completing Your Household's Form

When responding, count any children, including newborns, who usually live and sleep at your home--even if they're not your own. If they split time evenly between two households, count them where they are on April 1, 2020."



A Recent Mover

Count yourself at your new address if you moved in by April 1, 2020.



A Renter

Count yourself where you live. Even though you don't own the home, you need to participate. Don't forget your family and roommates.



A College Student

If you don't live in a dorm, count yourself at your off-campus address—even if you go to your parents' home for school breaks. This includes international students.



A Service Member

If you don't live in military barracks—and you aren't deployed or stationed outside the United States—count yourself where you live and sleep most of the time, whether on or off base.



A Resident of a Group Facility

For people in the following living situations on April 1, 2020, Census Bureau employees will work with a representative from your building to ensure you are counted. They may or may not ask you to complete an individual census form.

- > College dorms
- > Military barracks
- > Nursing homes
- > Group homes
- > Shelters
- > Psychiatric facilities
- > Correctional facilities

For more details, visit [2020CENSUS.GOV](https://www.2020census.gov).





If you have children in your home, make sure they are counted in the right place.

Young children experience new adventures each day, and little ones need all of the support they can get during these early years.



Count children in the home where they live and sleep most of the time, even if their parents don't live there.



If a child's time is divided between more than one home, count them where they stay most often. If their time is evenly divided, or you don't know where they stay most often, count them where they are staying on Census Day—April 1, 2020.



If a child's family (or guardian) is moving during March or April 2020, count them at the address where they are living on April 1, 2020.



Count children in your home if they don't have a permanent place to live and are staying in your home on April 1, 2020, even if they are only staying with you temporarily.



Count newborn babies at the home where they will live and sleep most of the time, even if they are still in the hospital on April 1, 2020.

**Start shaping their future by
going to 2020CENSUS.GOV.**

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Appendix F

2020 Census National Census Day Proclamation, January 2020

**PROCLAMATION
OF THE
SEMINOLE COUNTY BOARD OF COUNTY COMMISSIONERS
PROCLAIMING APRIL 1, 2020, AS NATIONAL CENSUS DAY IN
SEMINOLE COUNTY**

WHEREAS, Article 1, Section 2 of the Constitution of the United States mandates that a census of the population occur every 10 years; and

WHEREAS, the Board of County Commissioners on April 9, 2019, issued a proclamation, proclaiming April 1, 2019, as Census 2020 Awareness Day in Seminole County, encouraging residents to participate in census awareness events and initiatives to ensure a full and accurate population count; and

WHEREAS, an accurate and complete population count is vital to Seminole County as population numbers are used for determining the allocation of millions of federal dollars to state local governments for funding programs such as public health, housing assistance, education, and transportation; for fair and accurate redistricting of voting districts; and for determining the number of seats in the U.S. House of Representatives; and

WHEREAS, research has found that the most powerful motivator for responding to the census is to ensure funding to assist with community services; and

WHEREAS, for every resident that does not respond to the census, the County will risk a significant loss of federal and state funding over a 10 year period following the census; and

WHEREAS, the Board of County Commissioners on May 14, 2019, created the U.S. 2020 Decennial Census, Seminole County Complete Count Committee, to prepare an action plan with the mission of creating awareness of the 2020 Census toward achieving an accurate and complete population count with the goal of maximizing the response rate to the census among all residents, and those within hard-to-count areas, of Seminole County on every level, neighbor to neighbor; and


WHEREAS, for the first time in census history, residents will have the option of responding to the census online, by phone, or by paper; and

WHEREAS, the Seminole County motto for the 2020 Census shall be “We All Count in Seminole County”; and

WHEREAS, the Board of County Commissioners issues this proclamation by common consent encouraging every resident of Seminole County, upon notice by the U.S. Census Bureau, to promptly respond to the 2020 Census, as everyone counts; it’s easy; it’s safe; it’s in the Constitution; it’s a civic duty; and it’s vitally important to every resident of Seminole County for now and in the future.



ADOPTED THIS 14th DAY OF JANUARY 2020



Jay Zembower, Chairman
Seminole County Board of County Commissioners

Appendix G

**Seminole County 2020 Census Self-Response Rates
April 1 – to July 1, 2020 Percentages**

2020 Self-Response Rates	April 1	May 1	June 1	July 1
Florida	35.7%	52.4%	57.9%	58.9%
Seminole County	40.5	61.1	66.4	67.4
City of Altamonte Springs	36.6	55.3	59.8	60.8
City of Casselberry	38.1	58.8	63.8	64.9
City of Lake Mary	45.6	65.5	70.8	71.8
City of Longwood	39.7	62.7	68.3	69.3
City of Oviedo	47.6	70.6	75.7	76.8
City of Sanford	32.7	49.5	54.5	55.6
City of Winter Springs	46	68.2	73.6	74.5

Self-response is where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit the house to obtain their responses in person. Self-response—by internet, mail, or phone—is significantly less costly than in-person follow-up. Source: *2020 Census Complete Count Committee Guide*, U.S. Census Bureau, 2019.

As a result of the COVID-19 Pandemic, the current estimated date for release of 2020 Census data by the U.S. Census is estimated to be between April and July of 2021.

To view self response rates by jurisdictions at the census tract level, visit [2020 Census Response Rates](#).

Appendix H

2020 Census Community Outreach Photo Collage



Altamonte Springs Uptown Arts Expo



Lake Mary Seminole Business Expo



Sanford Live After Five



Seminole Education Association Census Proclamation



Master Gardener Expo



Loading Census Materials for Community Groups

2020 Census Community Outreach Photo Collage (Continued)



Sanford
Rotary Club



Sikh Society of Central Florida
Casselberry



Master Gardener Expo



Rotary Legacy Club
South



St. Thomas Church
Moore Catholic Church

Appendix I

COVID-19 Coronavirus Pandemic and the 2020 Census

On January 30, 2020, a coronavirus virus, later named COVID-19, was declared a Public Health Emergency of International Concern, eventually designated as a pandemic. Beginning in March 2020, previously scheduled community events and other activities available for census awareness by Committee members were cancelled or postponed due to health and safety concerns related to this highly contagious disease. In addition, other forms of census awareness not requiring human interaction, i.e., such as printed and electronic media, were impacted by a shift in priorities in urgently responding to the virus and associated economic downturn.

In fulfilling its mission and goal, the Committee took advantage of all forms of printed and electronic media, including posters, fact sheets, news articles, newsletters, social media, email, and census messaging, etc., to facilitate census awareness and outreach and maximize the census response rate. The Committee established Subcommittees to implement census awareness and outreach and create partnerships with the following focus areas: Education, Faith-Based, Community-Based, Business, Governmental, and Media.

Adjustments to the 2020 Census Timeline - On March 11, 2020, the U.S. Census Bureau released this statement: "We must fulfill our constitutional obligation to deliver the 2020 Census counts to the President of the United States on schedule, and we must adhere to our core task of counting everyone once, only once, and in the right place. The key message right now for anyone with questions about how COVID-19 will affect the 2020 Census: It has never been easier to respond on your own, whether online, over the phone or by mail, all without having to meet a census taker." In addition to this statement, the census, since its beginning in 1790, has never been cancelled or delayed.

The U.S. Census Bureau made operational adjustments to its key dates for completing the 2020 Census, including adjusting the self-response Original Schedule of March 12-July 31 2020, to the New Schedule of October 31, 2020, according to the Bureau's June 16, 2020, *2020 Census Operational Adjustments Due to COVID-19* schedule. The New Schedule also includes nonresponse follow-up where census takers will interview households in person.

The Original Schedule for non-response follow-up was May 13-July 31 2020, adjusted to August 11-October 31, 2020. These adjustments are intended to (a) protect the health and safety of the American public and Census Bureau employees; (b) implement guidance from federal, state, and local authorities regarding COVID-19; and (c) ensure a complete and accurate count of all communities. In October 2019, Seminole County hosted Census Bureau staff to assist census worker job applicants.

Please visit [2020 Census and COVID-19](#) for additional information.

Appendix J

Language of the Census

Accurate and Complete Count

Census count of everyone once, and only once, and in the same place.

Awareness

Awareness includes informing residents that 2020 is the next decennial census in America. Awareness includes educating residents that: (1) beginning in March 2020 households in America will begin receiving an invitation from the U.S. Census Bureau to participate in the 2020 Census; and (2) residents will have the option of responding online, by phone, or by paper.

Awareness also includes informing residents regarding the census that everyone counts; it's easy; it's safe; it's in the Constitution; it's a civic duty; and that non-responders will receive a visit from a census worker to assist in responding to the census. In addition, residents are reminded that Seminole County stands to receive millions of dollars in federal and state funding for activities and programs such as public health, housing assistance, education, and transportation; and that population counts determine representation in the U.S. House of Representatives, and will be used for redistricting, which will include Seminole County Commission districts.

Census Bureau

The U.S. Census Bureau is the federal agency within the U.S. Department of Commerce charged with collecting and publishing a wide variety of statistical data relating to population, housing, and the economy of the nation. The Census Bureau is the federal agency whose primary mission is to conduct the census, and submit population totals to the President of the United States by December 31 of the decennial census year.

Complete Count Committee

A volunteer committee, encouraged and established by tribal, state, and local governments, and/or community organizations...charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Hard to Count Populations

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, and low income households.

National Census Day (or Census Day)

The reference date, April 1, 2020, for collection of information for the 2020 Census.

Nonresponse

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

Nonresponse Follow-up

A Census Bureau field operation designed to obtain a completed interview from households where a self-response was not received.

Partner

A group or individual that commits to participate in some way with census activities.

Partnership Specialist

Partnership Specialist take a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Response Outreach Area Mapper (ROAM)

A web mapping application developed to make it easier to identify and count population in Hard-to-Count areas.

Response Rate

Percentage of residents responding to census based on number of households contacted.

Self-Response

Self-response is where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit the house to obtain their responses in person. Self-response—by internet, mail, or phone—is significantly less costly than in-person follow-up.

Source: *2020 Census Complete Count Committee Guide*, U.S. Census Bureau, 2019.

Final Action Plan Supplement

List of Census Related Activities/Events July 23-July 31, 2020

These amended activities/events were incorporated into the Committee's Final Action Plan following the Board meeting on July 28, 2020. The list is derived from the July 24, 2020 Memo from the Committee Coordinator to the Board of County Commissioners, and from members of the Committee through July 31, 2020, the end of service date for the Committee.

Please note that proposed activities/events not completed from the initial Action Plan have been deleted; new activities/events and amendments are shown in underlined. The Committee's end of service date was July 31, 2020.

List of Faith-Based Subcommittee Partnership Outreach

1. Churches listed on radio station Z88.3's website.
2. Individual churches websites at churchfinder.com.
3. Synagogues.
4. Houses of Worship.
5. Pastors and Church Leaders.
6. Christian Organizations.
7. Sharing Centers.
8. Homeless Ministries.
9. Rescue Missions.
10. Young Men's and Women's Christian Associations (YMCA and YWCA).
11. Social media posts as reminder to complete the 2020 Census.
12. St. Thomas Moore Catholic Church Sanford.
13. Sikh Society of Central Florida, Casselberry census.

List of Media Subcommittee Partnership Outreach

1. City of Sanford podcast ("Sanford Says") with Committee Chairman Phil Kaprow.
2. Seminole County Government Television (SGTV) interview, "We All Count in Seminole County", interview with Committee Chair Phil Kaprow.
3. Winter Springs Art Fest and Longwood Annual Festival.
4. Interview with Channel 6 Television and Channel 13 On Air Television.
5. Orlando Sentinel for article and Public Service Announcement (PSA).
6. Orlando Times for article and PSA.
7. Seminole Chronicle for article and PSA.
8. Heritage Florida Jewish News for article and PSA.
9. Treasure Chest of Sweetwater for article and PSA.
10. The Seminole Newspaper for article and PSA.
11. Sanford's monthly Alive After 5-booth.
12. County and Municipal social media sites, including Twitter, Facebook, and Instagram.

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13. Complete Count Committee member's employer's websites.
14. English, Spanish radio stations outreach and interviews set with Spanish and Creole stations.
15. U.S. Census Bureau for messaging.
16. My Sanford Magazine.
17. Materials distributed to School Board member for distribution.
18. Community Relations Team.
19. Digital outreach to faith-based community.
20. Digital outreach to homeowner associations.

List of Business Subcommittee Partnership Outreach

1. Top 50 employers in Seminole County. Digital message sent in collaboration with Community Relations Team.
2. Chambers of Commerce presentations.
3. Wayne Densch, Inc., including Performing Arts facility materials and digital messaging.
4. LYNX advertising.
5. Civic organizations.
6. Private Business Association of Seminole (PBAS).
7. Rotary Club presentations.
8. Seminole County - All Homeowners Associations sent heavy digital messaging in Collaboration with Community Relations Team.
9. Christian Sharing Center-materials distributed.
10. Inspire of Central Florida-materials distributed.
11. Boys and Girls Clubs.
12. Meal on Wheels.
13. All Seminole County Homeowners Associations recorded digital messaging.
14. Assisted the Faith-Based Committee by sending out digital messaging to all faith-based organizations in Seminole County.

City of Altamonte Springs

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Census messaging in utility bills.
4. Census messaging in Altamonte Springs City newsletter.
5. Proclamation in support of the 2020 Census.
6. Census messaging in City facilities.
7. Video and postcard census outreach.

City of Casselberry

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Census messaging in Casselberry Quarterly e-newsletter.

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4. Proclamation in support of the 2020 Census.
5. Census materials and messages at applicable City events.
6. Census messaging in utility bills.
7. Census messaging in City facilities such as City Hall, Secret Lake Park, Wirz Park, and Police Department.
8. Social media messaging from U.S. Census Bureau.
9. Sanford Live After 5.
10. Census outreach via social-media.

City of Sanford

1. Connection to 2020 Census on City webpage.
2. Connection to County census website.
3. Proclamation in support of the 2020 Census.
4. Census messaging in City facilities and utility bills.
5. Census messaging to City's social media contacts.
6. Social media messaging from U.S. Census Bureau.
7. Standardized census messaging (talking points) established by the Committee for written messaging, verbal communications, logo and branding across Subcommittee's communications and presentations.
8. On all City social media and committee members social media, incorporate monthly (ready-made posts from the census) social media posts/with graphics on twitter, Instagram and Facebook.
9. City social media ambassadors to create awareness on private Facebook group pages.
10. Digital ad space on the Seminole Toyota-Chevrolet (formerly David Maus) billboard digital display located at SR 417 and I-4.
11. Article in the March publication (Spring issue) on the 2020 Census in My Sanford Magazine.
12. City of Sanford Podcast in late January 2020 on "Sanford Says" for the 2020 Census, with Committee Chairman, for Spotify, itunes, iheart radio, SoundCloud, Stitcher, TuneIn, Google Play Music, and Sanford website, etc.
13. Article to the Sanford Herald newspaper (one published to date).
14. Sanford's monthly Alive After 5 at no fee.
15. Census display in City Hall.
16. Census awareness in Hard-to-Count communities.
17. Bi-monthly Westside Community meetings.
18. Meeting with local pastors in Goldsboro Westside community area.

Source: July 24, 2020 Memo from the Committee Coordinator to the Board of County Commissioners.

Note: The 2020 Census Awareness Final Action Plan must be understood in light of the 2020 COVID-19 virus pandemic which greatly impacted census awareness, outreach, and response.

Additional Amendments to the Final Action Plan

In addition to the amendments to this Action Plan in the July 24, 2020, Memo above, the following actions are provided to ensure a transparent and complete record of amendments to the Final Action Plan for publication.

2020 Census Coordinator Directives. The Staff Coordinator Directives, established by the Board of County Commissioners in their May 14, 2019, Agenda titled *2020 U.S. Decennial Census-Complete Count Committee*, directs the Committee Coordinator to publish the Committee's 2020 Census Action Plan, which includes the responsibility for editing and codifying the Action Plan, as needed.

Amendments to the Action Plan subsequent to the Board of County Commissioners July 28, 2020, meeting is as follows:

1. The term in the Action Plan and the Board's July 24, 2020, Memo from the Committee Coordinator, is amended as follows "Proposed actions from the initial Action Plan that have not been completed are now deleted; new actions shown in underlined highlighting..." Note: the list of activities completed were provided by Subcommittee Chairs. As the activities and events from the initial Action Plan were proposed by the Committee as volunteers in preparing the Action Plan in November 2019, various circumstances, such as time constraints, priorities, lack of partnerships interest, and the COVID-19 pandemic, may have contributed to completing the initially proposed activities/events.
2. On August 3, 2020, the Director of the U.S. Census Bureau, Steve Dillingham, announced a new deadline of September 30, 2020 for responding to the 2020 Census. The previous deadline was October 31, 2020, as was included in the Board's July 28, 2020, Agenda. This Final Action Plan hereby replaces the October 31, 2020, date with the September 30, 2020 date.

2020 Census Awareness Beyond the Complete Count Committee. It is important to note that the Board of County Commissioners (Board) July 28, 2020, Agenda included a resolution to create a census response team to take advantage of this extended timeline, from the July 31, 2020, end of service date for the Complete Count Committee to the adjusted census deadline of October 31, 2020.

The Board found that as the Complete Count Committee had served faithfully and honorably under a most difficult of time, the July 31, 2020, end of service date need not be extended and that creation of a new census team is the most appropriate action for the to take in regards to County should take as this time regarding the 2020 Census.

The Board enacted Resolution 2020-R-90, creating the Seminole County 2020 Census Response Team (CRT). As with the Complete Count Committee, the CRT will adopt an action plan to encourage participation in the 2020 Census toward achieving an accurate and complete population count and maximizing the response rate to the 2020 Census.

Complete Count Committees and Census Response Teams

Complete Count Committees (CCCs) are recommended by, but not managed by, the U.S. Census Bureau as these bring community members with influence and knowledge to educate communities and promote census outreach efforts. CCCs also assist the Census Bureau in achieving a complete population count through partnerships with local governments and community organizations.

Local governments, tribal, state, community-based organizations, faith-based groups, schools, businesses, etc., can establish CCCs to play a key role in developing partnerships to educate and motivate residents to participate in the census.

The Action Plans created by the Seminole County CCC and the Census Response Team are not required to be adopted or approved by the Board of County Commissioners but are provided to the Board for review and comment. The 2020 Seminole County CCC is the second CCC created by the County. The County created its initial CCC for the 2010 Census.

Seminole County 2020 Census Response Team. In view of the contracted timeline of September 30, 2020, to respond to the 2020 Census, and in recognition of the U.S. Decennial Census, Seminole County Complete Count Committee's Final Action Plan and its many achievements, the Seminole County 2020 Census Response Team's Action Plan will draw extensively from the Committee's Final Action Plan to assist the CRT in achieving its mission of census awareness and motivation for residents to respond to the 2020 Census.

The Census Team Coordinator will provide a copy of the Response Team's Final Action Plan to the County's Commission Records Office, Seminole County Clerk of the Courts & Comptroller and will post on the Seminole County Census website. The Coordinator will also distribute the Action Plan to the U.S. Census Bureau in appreciation of its partnership with Seminole County in the 2020 Census.

To fully understand Seminole County's involvement in the 2020 Census, requires looking at the achievements of both the Complete Count Committee and the Response Team.

References and Citations

This Action Plan includes a variety of source materials provided to the public by the U.S. Census Bureau for education, for creating census partnerships, and for encouraging an accurate and complete count of the population in the 2020 Census. The Action Plan documents Seminole County's participation and partnership in the context of the 2020 Census.

- U.S. Census Bureau *Complete Count Committee Guidebook* for 2020 Census.
- U.S. Census Bureau Outreach Materials.
- U.S. Census Bureau, Partnership Specialists.
- 2010 Seminole County Complete Count Committee Documents.
- *2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Focus Group Final Report - A New Design for the 21st Century*, January 24, 2019 Version 3.0 Prepared by Sarah Evans, Jenna Levy, Jennifer Miller-Gonzalez, Monica Vines, Anna Sandoval Girón, Gina Walejko, Nancy Bates, & Yazmin García Trejo.
- *Florida Population Studies, Population Projections, Bureau of Economic and Business Research, Bulletin 184*, June 2019.
- *Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties and Puerto Rico Commonwealth and Municipios: April 1, 2010 to July 1, 2018*, Source: U.S. Census Bureau, Population Division, June 2019.

Selected Websites:

- [2020Census.gov](https://2020census.gov)
- [Census.gov](https://census.gov)
- [2020Census.gov/roam](https://2020census.gov/roam)
- [Census.gov/quickfacts](https://census.gov/quickfacts)
- [SeminoleCountyfl.gov/census](https://seminolecountyfl.gov/census)
- [Census Bureau Outreach Materials](#)
- [2020 Census Response Rates](#)

Note to Reader: The internet and electronic pdf format provide the reader with the best overall view of this Final Action Plan. For questions regarding the 2020 Census Awareness Final Action Plan contact the Complete Count Committee Coordinator by email at census@seminoleocountyfl.gov.

August 20, 2020.

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