

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered on a white background within this design.

Report of the Franklin County
Complete Count Committee
2020 Census
May 19, 2020

Committee Membership

Pat O'Connell, Chair

Michael Moron, County Coordinator

Traci Moses, Education

Valentina Webb, Seniors/Careers

Barry Hand, Faith-Based

Mary Stutzman, Statistics

Pam Richardson, Apalach Counts!

Father Eric Zile, Spanish speakers

Julia Houston, East end of County

Evelyn Martinez, Spanish speakers

Evelin Ramirez, Partnership Specialist,
Census Bureau

Rick Watson, Chair, Business/Utilities

Buena Brown, Media Director

James Donald, Chair, Faith-based,
Veterans, and Homeless

David Walker, Healthcare

Diane Meagh, Media

Rex Pennycuff, Eastpoint Civic
Association

Patricia Murphy, Apalach Counts!

Ramon Velenzuela-Lopez, SP speakers

Pam Tullous, Friends of Franklin
Library System

Cortni Bankston, County Admin Assist

Budget:

\$4,500 County Contribution

\$3,000 Private Donations:
Waste Pro USA (\$2,000)
Garlick Engineering (\$500)
Dewberry Engineering (\$500)

\$4,500 Grant from National League of Cities

Electronic Media Efforts:

Radio Commercials - 17 separate scripts for 1200 paid airings

Video YouTube - 6 commercials for social media (no cost to produce)

Websites - Click throughs county/utilities/business/signatures

\$25 Cash Prize Contest after May 1

- ▶ Video and Radio Commercials advertising now
- ▶ Winners Drawn every week; one winner to household
- ▶ Every county commission district will have a winner
- ▶ To enter, submit this following information to FCCensus2020@franklincountyflorida.com
 - ▶ Your Contact Information
 - ▶ Name of your county commissioner
 - ▶ Proof of Census
 - ▶ Photo or screen shot of online confirmation
 - ▶ Photo of paper questionnaire

Print Media Efforts:

Apalachicola Times Articles since early January (no charge)
One paid advertisement

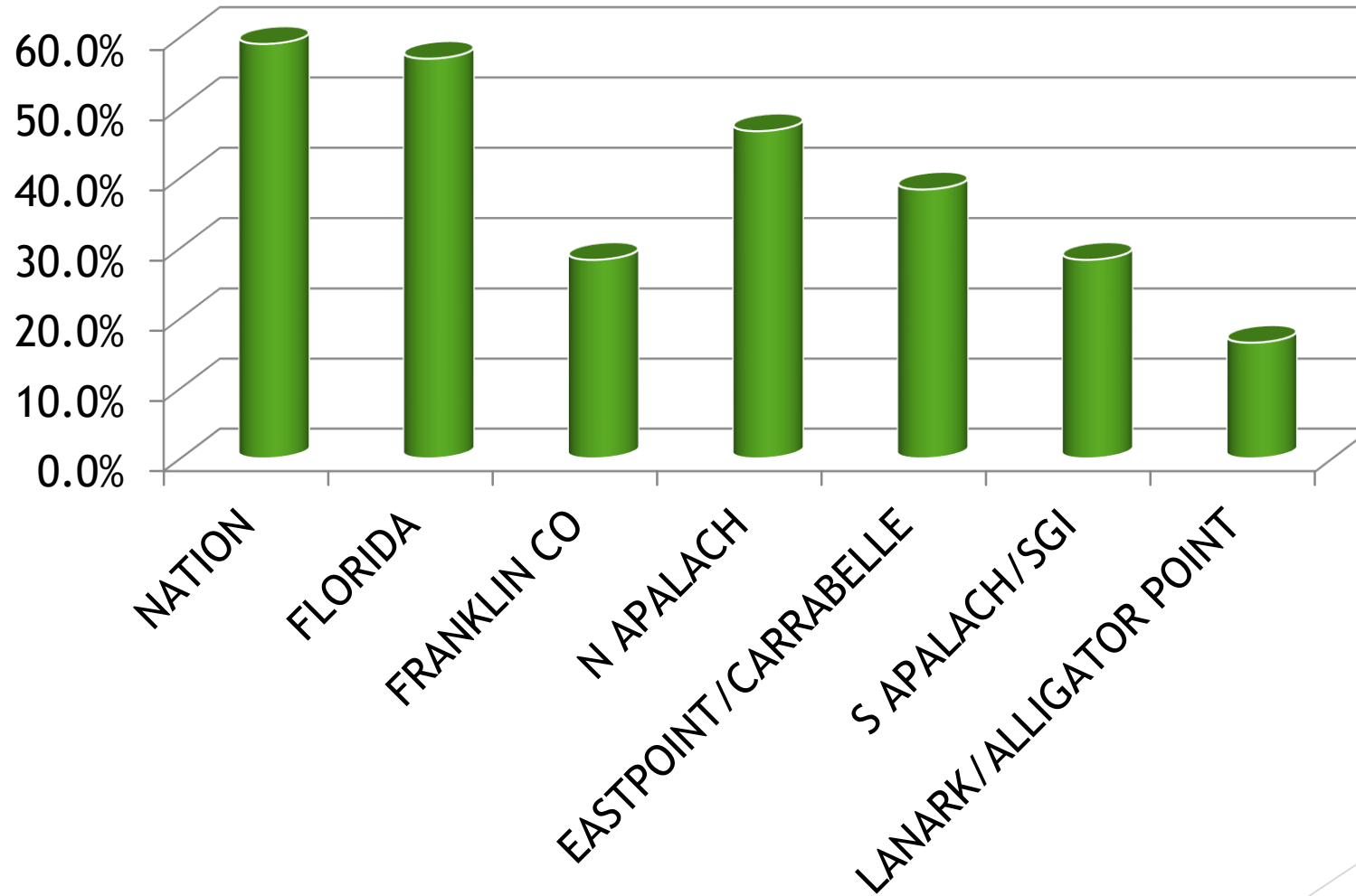
Over 1500 Yard signs/posters/banners/flyers +
1000s free

2000 Direct Mail Postcards to Post Office Boxes

Miscellaneous Activities -- Free

- ▶ Census-Provided Promotional Items: water bottles, tote bags, lip balm, coffee cups, fans
- ▶ Special Event Presentations - Distribution of flyers at food distribution, covid testing sites
- ▶ 20 Neighborhood Census Assistance Centers (prior to C-19)
- ▶ EOC Alerts: Ongoing Local text and phone calls

Self-Response Rate as of May 14



Franklin Challenges with 2020 Census

2020 Census relies heavily on self-responses online:

- ▶ Low rate of in-home internet access
- ▶ Inability to open Census Assistance Centers

▶ 2020 Census relies on street addresses:

- ▶ High rate of residential post office boxes
- ▶ High rate of second homes

2020 Census Disrupted by Covid-19:

Some Spanish families have left the area

Trust in all forms of government is at an all-time low

New Activities for 2020 Census in Franklin

- ▶ Self-Responding online, by phone, by mail:
Was July 31 New October 31
- ▶ “Update/Leave” - Census workers leave paper questionnaires as of May
- ▶ Hiring process with fingerprinting and training resumed as of May (now paying \$19.50/hour)
- ▶ Nonresponse Follow Up - in person interviews
New: August through October (if safe)

New Activities Using National League of Cities Grant

- ▶ Phone Banking
- ▶ Request PC television
- ▶ Snacks for Social Gatherings
- ▶ Paid Social Media
- ▶ Contest Prizes
- ▶ Buying *Times* Ad
- ▶ Other ideas?

Next Steps?

