

United States® Census 2020

VOLUSIA COUNTS.
EVERYBODY COUNTS.

Complete Count Committee: Subcommittees

Businesses

Co-chairs: **Jim Cameron**, Daytona Regional Chamber, jim@daytonachamber.com
Inez Nazario-Vega, Volusia Hispanic Chamber of Commerce, volusiahispanicchamber@gmail.com

This subcommittee will work with businesses to encourage them to post and distribute census information and sponsor informational events for their employees.

- Georgia Turner, gturner@visitwestvolusia.com

Goals:

1. Build a business organization list.
2. Work with the organizations to build an event list to get the word out.
3. Send a consistent message

Colleges and Universities

Chair: Rodney Cruise, Embry-Riddle Aeronautical University, rodney.cruise@erau.edu

This subcommittee will work with colleges and universities in developing promotional materials to ensure that information about the upcoming census is being distributed on campus.

- Jaclyn Gilmour, ERAU, gilmourj@erau.edu
- Chris Thomes, DSC Chris.Thomes@DaytonaState.edu
- Tim Carpenter, DSC Tim.Carpenter@daytonastate.edu
- Davita Bonner, BCU, bonnerd@cookman.edu
- Rev. Dr. Randolph Bracy Jr., BCU, revbracy@yahoo.com
- Barbara Costello, bcostell@stetson.edu

Community/Social Organizations

Chair: Jeanne Rademacher, United Way jrademacher@uwvfc.org

This subcommittee will work with community and social organizations to inform their members about the importance of participating in the 2020 Census and the benefits derived from census data.

- Carmen Hall, Volusia County Community Assistance, chall@volusia.org
- Tarayn Korkus, FDOH, Tarayn.Korkus@flhealth.gov
- Kelly Harris, Conklin Center, kharris@conklincenter.org
- Jennette Vicente, Family Health Source, jvicente@familyhealthsource.org
- Jennifer Robertson, Goodwill, jrobertson@goodwillcfl.org
- Katherine Searle Acevedo, Florida Bureau of Braille, kathy.acevedo@dbs.fldoe.org

Sub-subcommittee: Homelessness

Tony Schefstad, Coalition for the Homeless, tschefstad@vfcch.org
Jeff White, Coalition for the Homeless, jwhite@vfcch.org

Sub-subcommittee: Veterans

Bob Watson, Volusia County, rbwatson@volusia.org
Joe Rosa, veteran, cmdrjoe@yahoo.com

Early Learning

Chair: DJ Lebo, djlebo@elcflv.org

This subcommittee will develop materials reminding parents to include their children on their census forms. They will then distribute them to day care centers, Pre K's, and social service agencies that focus on children.

Faith-Based Organizations

Chair: Rev. John Long, john.long@gmail.com

This subcommittee will reach out to religious groups in developing information and/or activities for their congregations.

- Gwen Azama-Edwards, gwenjazama@aol.com
- Father Chris Hoffman, Our Lady of Hope, frchris@ladyofhope.org
- Nelson Bonella, Trinity Methodist Church, dalton614@aol.com
- Rev. Mugula, Allen Chapel AME, allendaytona@allendaytona.com

Goals:

- Email flyers and pastor's notes to faith-based organizations.
- Encourage churches to host a Census Sunday on March 29, when the churches will set up laptops and help parishioners (and others) complete their forms online.

Migrant Farmworkers

Co-chairs:

Antonia Aguirre, toniaaguirre40@gmail.com

Jasmin Avila, fwaf_avila@yahoo.com

Marisol Bahena, Marisol.bahena@flhealth.gov

This subcommittee will work with farmworkers and the agricultural community in developing information and activities to help explain why it is important that they are counted in the census. A special emphasis will be placed on Pierson farmworkers, with information provided in English and Spanish.

- Antonio Tovar, tonytovar@hotmail.com
- Mary Roldan Lopez, maryroldan56@yahoo.com
- Steven Crump, stevenscrump@hotmail.org

Goals:

1. Encourage participation of farm workers by explaining the relevance of the Census (Spanish materials, workshops)
2. Facilitate participation by explaining the process and providing tools to complete the Census (how to identify a census worker, mailing the census, access to a computer lab/or the library - we may need some guidance in this last proposal)
3. Locate and encourage transit/migrant workers to participate in the Census (H2A workers and other traveling crews)

Housing

Chair: Natalie Smith-Wells, wellsn@dbhaf1.org

This subcommittee will reach out to the managers of mobile home parks, apartment complexes, HOAs and other appropriate organizations, encouraging them to remind their residents to complete their census forms.

- Pat Kuehn, pkuehn@volusia.org
- Michael Haas, Mahaas42@hotmail.com
- Nancy Krivit, nkrivit@aol.com

Goals:

- Email letter and flyer to property managers asking them to encourage their residents to participate.
- Email flyer to people receiving housing assistance.

Intergovernmental

Chair: Brian Rothwell, Volusia County Government, brothwell@volusia.org

This subcommittee will include Volusia County Government, 16 municipalities, Florida Department of Health in Volusia County, and the League of Women Voters, which will work together to promote census awareness with a cohesive message.

- Betty Goodman, Daytona Beach, goodmanb@codb.us
- Marla Ivey, DeLand, iveym@deland.org
- Chris Graham, DeLand, grahamc@deland.org
- Ron Paradise, Deltona, rparadise@deltonafl.gov
- Victor Ramos, Deltona, vramos@deltonafl.gov
- Dinelia Santana, Deltona, dsantana@deltonafl.gov
- Chris Bowley, Deltona, cbowley@deltonafl.gov
- Frank Vignati, Edgewater, fvignati@cityofedgewater.org
- Joe Forte, Holly Hill, jforte@hollyhillfl.org
- Nick Conte, Holly Hill, nconte@hollyhillfl.org
- Amye King, aking@cityofnsb.com, New Smyrna Beach
- Kohn Evans, Oak Hill, evansk@oakhillfl.com
- Danielle FitzPatrick, Orange City, dfitzpatrick@ourorange.city.com
- Daisy Grimes, Minority Elected Officials, grimesd@cookman.edu
- Thomas Hilburn, League of Women Voters, hilburn@erau.edu
- Carmen Spelorzi, Pierson, pierson@usa2net.net
- Ami Pierce, Ponce Inlet, apierce@ponce-inlet.org
- Christine Martindale, Port Orange, cmartindale@port-orange.org
- Jamie Miller, Port Orange, jmiller@port-orange.org
- Holly Smith, FDOH, holly.smith2@flhealth.gov

Goals:

1. Make presentations at commission meeting.
2. Share key messages on social media and website.
3. Set up QR Code to promote the Census.

Senior Citizens

Chair: Cathy Webb, catanwb@outlook.com

This subcommittee will work with senior centers and the Council on Aging to develop information encouraging clients to complete their forms. Members should also promote the fact that people can complete their online forms in March at any Volusia County

Public Library or the Goodwill Job Connection Center,
112 N. Nova Road, Daytona Beach.

Goals:

1. Target areas with 55-plus populations. Develop a list of places.
2. Enlist volunteers.
3. Visit places with posters and flyers.

Volusia County Schools

Chair: Kelly Schulz, kjschulz@volusia.k12.fl.us

This subcommittee will reach out to parents to remind them to include their children on their census questionnaire and to remind them that census data affects funding for Title I programs, federal grants, after-school activities, school meal programs, and Head Start.

- Frank FitzGerald, fjfitzge@volusia.k12.fl.us

Goals:

1. Reach out to 65,000 families and 7,500 employees through email.
2. Utilize social media and the school system's website for additional outreach.
3. Provide coloring sheets to elementary school children.
4. Ask teachers to include a census lesson in February or March.

Marketing and Communications

Pat Kuehn, Volusia County Government, pkuehn@volusia.org

County staff will develop and implement a public awareness campaign that will include a central website, news releases, PSAs, social media posts, advertising (print, radio, movie theater and transit), direct mail postcards, billboards, flyers and posters.

- Kate Sark, Volusia County, ksark@volusia.org
- Kevin Captain, kcaptain@volusia.org
- Karen Poulsen, kpoulsen@volusia.org

Goals:

1. Implement the marketing plan, which was developed to appeal to Volusia County's diverse population. The graphics should be consistent, simple and eye-catching. The plan will include:
 - Web page on www.volusia.org/census
 - News releases
 - PSAs for TV and radio
 - Social media posts
 - Digital advertising
 - Newspaper ads
 - Movie theater ads
 - Transit advertising

- Billboards
 - Promotions on the county's weekly TV and radio programs
 - Develop flyers with general information.
 - Develop flyers that target hard-to-count populations, including minorities, renters and children
 - Flyers and posters to be distributed throughout the county (including public libraries, other high-traffic public buildings, and partner organizations). Translate pertinent flyers into Spanish.
 - Share flyers and marketing materials with cities and subcommittees.
 - Email information to churches, homeowners associations, rental communities and other groups determined by the subcommittees
 - Reach out to the Hispanic community
 - Create targeted PowerPoint presentations
 - Staff booths at community events, including Port Orange Family Days (Sept. 26-29), DeLand Fall Festival of the Arts (Nov. 23-24), the Port Orange Spring Fair (March 28-29) and others
 - Distribute informational materials to the county's 3,000 employees
 - Identify and publicize locations where people can get assistance completing their form online
2. Solicit at least \$20,000 in discounted advertising opportunities and in-kind contributions.
 3. Recruit 50 community partner organizations that will distribute census materials to their members and citizens and post information on their websites.
 4. Send at least 15 news releases and make multiple posts on the county's Facebook page beginning in August and peaking in March 2020.