



CITY OF PORT ST. LUCIE

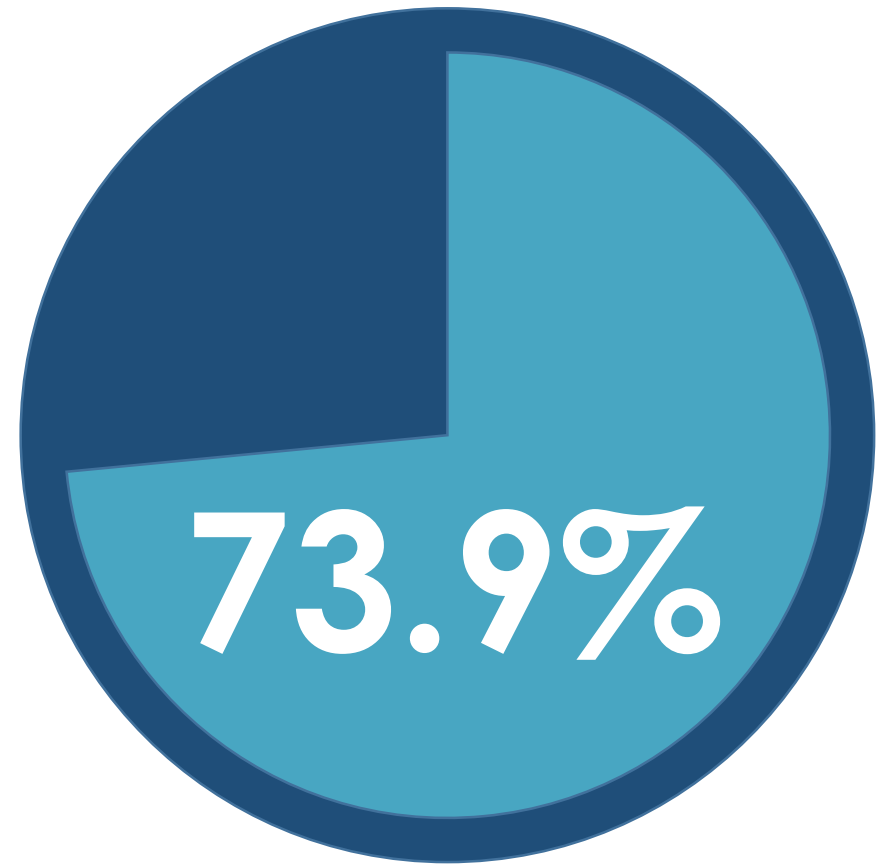
Census Presentation

FOR CITY COUNCIL

Wednesday, February 3, 2021



SURPASSED
our 2010
RESPONSE





CITY TEAM

- Planning and Zoning
- Communications
- Neighborhood Services
- Parks & Recreation
- MIDFLORIDA Event Center
- IT
- Public Works



Census Campaign Accomplishments

- Coordinated with Census office weekly
- Proclamation
- Computers made available to the public to fill out Census
- Developed and managed a new census webpage



Developed a Census Contest & Video

- Developed a local photo contest for those that filled out the Census
- Produced an in-house video for the census contest
- In 28 weeks the City had a total of 100 winners with 632 residents entering the contest.



U.S. Census

CONTEST

\$25

Complete the Census, Enter to Win!

EMAIL: PSLCensus2020@cityofpsl.com

Enter your contact information. (Name, phone number, address)

If you answered online, submit a photo or a screen shot of your online confirmation number.

If you filled out a paper copy, submit a photo of your filled-out questionnaire before it's mailed.

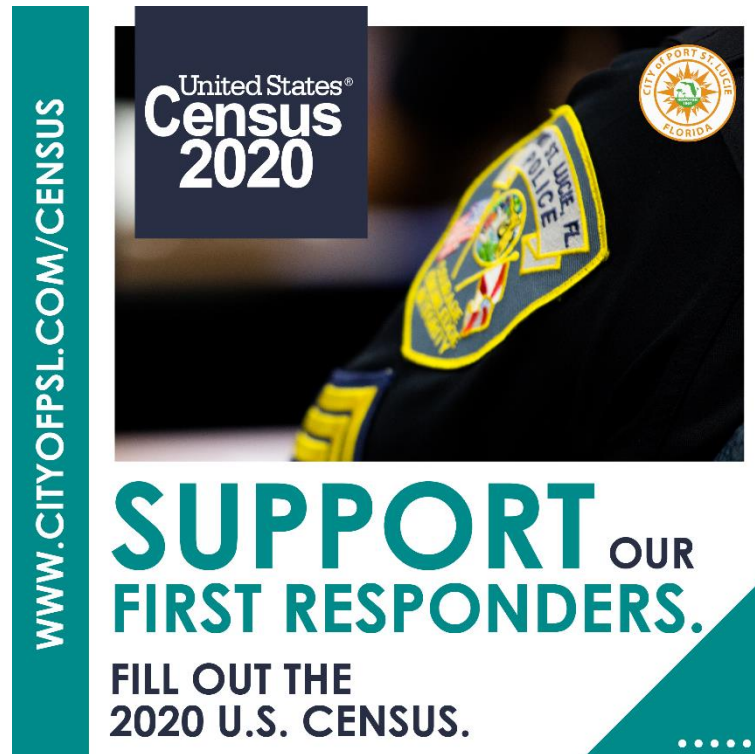
Starting April 1 to October 1, 2020, 4 winners each week!

Complete the census online or by mail, email us your confirmation, then get entered to win a \$25 VISA gift card. Each of the four winners will receive a \$25 VISA gift card. One winner per household.



Social Media

(#CensusSunday posts)

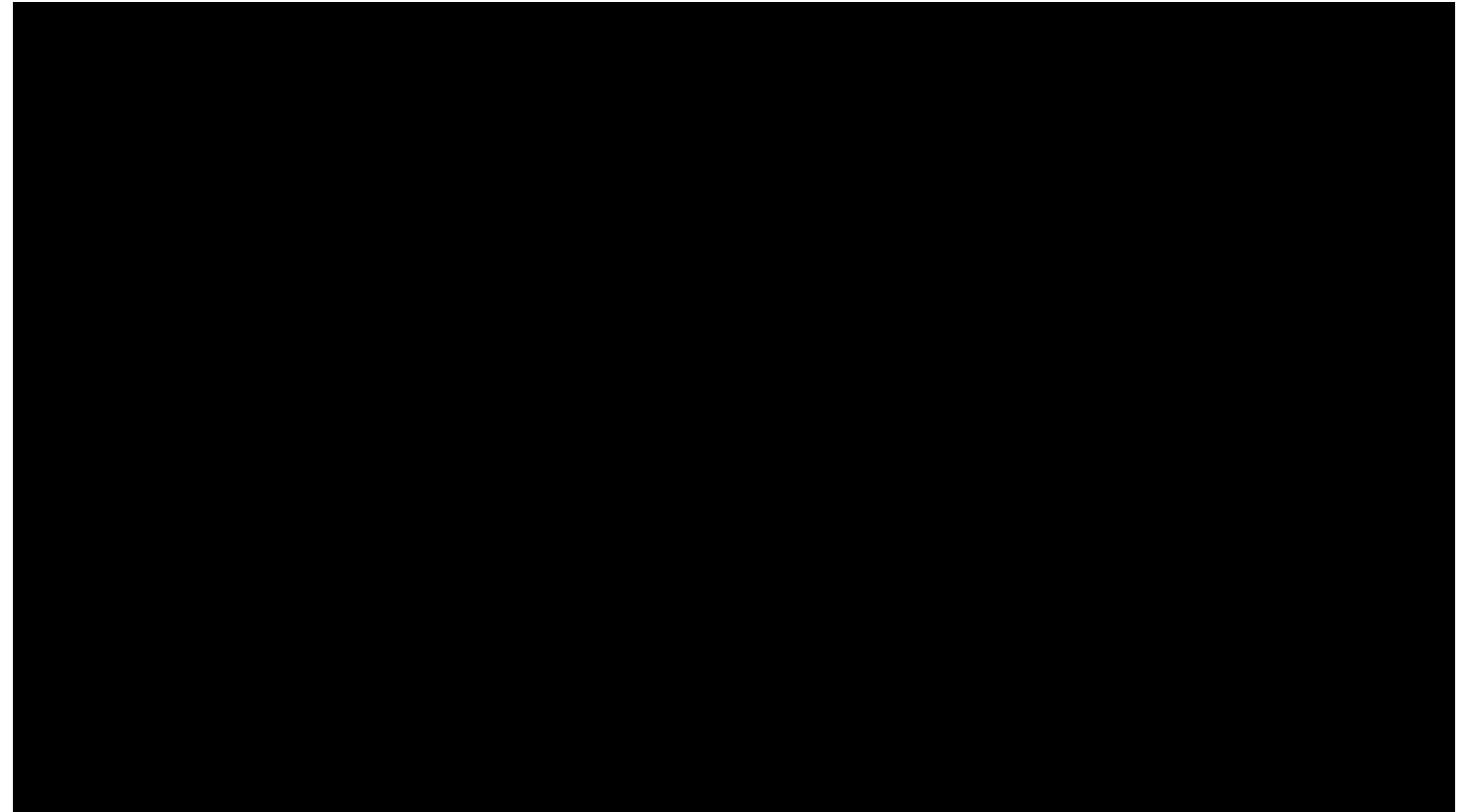


- Designed 30 in-house social media graphics, created especially for local issues such as COVID-19, supporting local businesses, thanking first responders, 30-day countdown, etc.
- Developed a “Census Translates into Dollars” flyer and made corresponding social media posts based on projects that were or will be paid for by federal funds from the U.S. Department of Housing and Urban Development’s Community Development Block Grants Program. (Received a lot of engagement on these posts and positive feedback)



TV-20

- Interviewed census' Robyn Cryer on PSL Living
- Contest video aired for six months
- Announced the importance of the census on The Agenda
- Recorded and set up an on-hold message on City phones that played for four months.



**CONFIDENTIAL
& SECURE**

United States®
**Census
2020**

Federal law protects your
U.S. Census responses.
Your answers are used for
statistical data.



CITYOFPSL.COM/CENSUS

For every person not
counted on the U.S.
Census, our local
government misses
out on about

\$1,600.



CITYOFPSL.COM/CENSUS

United States®
**Census
2020**



Marketing Materials

- Reached over 400K people with our e-blast
- Distributed 15,000 flyers
- Placed pull-up banners throughout City lobby areas
- Yard signs strategically displayed throughout the City
- Displayed A-frame boards at City locations and low-response areas
- Utility inserts
- Published census column in iCARE Community magazine
- Distribute hanging banners at City locations

Public meetings:

- Coffee with the Mayor: Census pull-up banner prominently displayed along with a Mayor's message, and the Mayor interviewed Robin Cryer
- TV-20 slides during City Council meetings that read, "While you wait, take the census"
- Recorded two census radio public service announcements in three languages, English, Spanish and Creole, and shared it with our local radio stations.
- Various departments asked their customers if they had taken the Census.



**United States[®]
Census
2020**

Did you know the City of Port St. Lucie loses an opportunity for federal funding for every resident who does not submit a census form? We don't want to miss out on dollars that could help our City! You can participate beginning March 12, 2020.

**AN ACCURATE 2020
CENSUS COUNT**

HELPS ENSURE A FAIR SHARE OF FUNDING FOR OUR CITY:

- ROADS & SIDEWALKS
- SCHOOLS
- EMERGENCY SERVICES
- HOSPITALS

EVERYONE COUNTS IN PSL. ✓

YOUR PRIVACY IS PROTECTED
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household. By law, your responses cannot be used against you and can only be used to produce statistics.

2020 WILL BE EASIER THAN EVER
In 2020, you will be able to respond to the census online. If you don't have access to a computer visit our Census Kiosks beginning March 12 at: Port St. Lucie Community Center, MDFLORIDA Credit Union Event Center, Clay Hall Buildings A and B, or County Libraries.

LEARN MORE AT
CITYOFPSL.COM/CENSUS



Low-response areas:

- Neighborhood Services went door-to-door
- Neighborhood Services placed temporary signs
- Emailed/called the property managers in low-response complexes
- Letter from the Mayor sent a letter to low-response areas
- The Saints Golf Course's display board read, "Use your Senses. Fill out your census."
- Public Work's Veritable Message Boards (VMB)

