



Organization Name: **Town of Cutler Bay** 08/14/2019
by **LaKeesha Morris-Moreau** in **Miami-Dade** id. 13707068
Counts 2020 Grant Program
lmorris-moreau@cutlerbay-fl.gov

Original application

08/14/2019

Organization
Information n/a

Primary Contact
Name: **LaKeesha Morris-Moreau**

Primary Contact
Email: **lmorris-moreau@cutlerbay-fl.gov**

Signatory Contact
Name: **Rafael Casals**

Signatory Contact
Email: **rcasals@cutlerbay-fl.gov**

Website: **www.cutlerbay-fl.gov**

What type of
organization are
you? **Government**

Proposal Narrative n/a

Funding - How much
funding are you
requesting? **\$20,000**

1. Mission - Briefly
state the
organization's
mission. **The Town Council will work to make Cutler Bay an excellent place to live, work and play. Cutler Bay's government will be creative, responsive and respectful in providing innovative and cost effective services to the community. (Resolution #12-64)**

2. Purpose -
Describe in one
sentence the
proposed use of
funds **Funding from Miami-Dade Counts Grant Program will allow the Town to implement a grassroots outreach campaign to include; community canvassers, targeted digital and print marketing, engagement with HOAs and other community groups, outreach to neighboring municipalities, and public information sessions.**

3. Activities - Summarize the major project goals and the activities that will be undertaken.

General Outreach

Activity 1.1 - Distribute co-branded material from US Census and/or The Miami Foundation on all of the Town's digital platforms (social media, website, next door, Town's online newsletter) and print media (Cutler Bay Newspaper, The Florida Villager-Cutler Bay Magazine).

Activity 1.2 - Encourage residents to work for the Census Bureau and businesses to become Census 2020 Community Partners.

Activity 1.3 - Mail literature with message from the Town Mayor to every household within the municipal limits.

Face to Face Contact

Activity 2.1 - Canvassers go door-to-door to help with enumeration and report daily on constituent feedback.

Activity 2.2 - Make laptops available during two community events for enumeration.

Activity 2.3 - Attend community meetings (i.e. HOA, Community Organizations) and encourage partnerships.

Activity 2.4 - Contact the community's eight senior living facilities to establish a date/time to help with enumeration.

Activity 2.5 - Provide access to laptops at Cutler Ridge Park where afterschool programming is housed.

4. Outcomes - What are the proposed outcomes of those activities?

Outcome 1 - Educate 50,000 individuals on the importance of participating in the 2020 Census and the benefits to the local community.

Outcome 2- Increase census count data by 10% town-wide.

Outcome 3 - Form partnerships with 10 community partners that will help promote the 2020 Census.

5. Measurement - How will you track and measure the progress of your project efforts?

Measure 1.1 - Track readership of print media and number of newspapers/magazines distributed.

Measure 1.2 - Track social media engagement or impressions. The number of posts (weekly) or newsletters distributed. The number of people on the Town's e-mail list and social media followers. Analyze the messages that receive the most engagement.

Measure 1.3 - Number of direct mailers that were sent out.

Measure 2.1 - Canvassers track number of people that report completing the census.

Measure 2.2 - Track number of households that the Town helped with completing the census.

Measure 3.1 - Number of community partners recruited.

6. Audience - Which historically undercounted neighborhoods/communities do you intend to work with and who and how many do you expect to reach.

The Town reviewed the Census Hard to Count Communities map and will target Census Tracts 106.17 and 106.09. Canvassers will target these areas first for face to face outreach. These two census tracts also overlap with the Town's demographic data of low to moderate income households. Many of the homes are among the oldest in the community and census data reports that 24.5% of households did not have access to the internet. Tract 106.17 also includes a large residential community with single and multi-family units, that are under the jurisdiction of a Homeowners Association. 2013-2017 Census estimates report that a combined 3,900 households are in the two identified target areas. The Town expects to reach 2,000 households in the target area and 14,000 households throughout the municipality.

7. Specific Audience – Select from the options below the primary hard-to-count audiences you propose to reach.

**Children 0-5
Non-English Speakers
Older Adults**

8. Specific Geography – Select from the options below which cities and/or census-designated place in Miami-Dade County you plan to target?

Cutler Bay

9. Expertise – What unique expertise do you bring to the table at it relates to the goals of this program?

The Town will target older adults, low-moderate income communities, and families with children. The Town takes pride in maintaining an open dialogue with residents. Cutler Bay was the first community in Miami-Dade County to adopt an age-friendly plan that was developed following a series of public outreach in the older adult community. This opened the door for the Town to host events at the various senior living facilities and establish a robust active adult program (i.e. social outings, educational workshops, fitness). The Town recently completed a grant funded drainage project in target census tract 106.09, and will soon begin a second grant funded drainage project in tract 106.17. The Town will use this as an outreach tool to tie the improvements that residents are seeing in their community to the importance of participating in Census 2020. Residents have come to know and trust our elected officials, staff, and outreach teams.

10. Partners - Who are your key partners and how do these partnerships maximize your impact?

The Town's community partners consist of eight senior living facilities (combined 1,150 units), Encompass Health, Cutler Bay Business Association, and Miami-Dade Public Schools. These partners open their doors to the Town for special events and public involvement meetings to gain feedback from residents and the business community. For example, during a public involvement meeting, older adults mentioned that they do not have access to computers to learn about current events/activities. The Town is now launching a pilot project to install computers in the lobby of senior living facilities starting with Marilyn Hope's Place/ABC Day Care (101 units) in the target area. The Town will encourage local businesses, non-profit organizations, and the faith community to post a link to Census on their website, market the Census in highly visible areas, and/or encourage employees/congregations to be counted. The Town will highlight each community partner on social media and in press releases.

11. Additional – Is there anything else you would like to share in support of your request?

The Town of Cutler Bay is committed to increasing the number of households that respond to the Census 2020. The Manager is proactive in his approach to increasing engagement. Staff has met with the local representative from the US Census about ways that Cutler Bay can support the Census. The Town's elected officials support setting aside funding to increase engagement. The Census has hosted one community information meeting within the Town, and the Town initiated discussions to host a second workshop to include neighboring municipalities and our local County Commissioners. Funding from The Miami Foundation will further enhance the Town's efforts and increase grass roots outreach efforts. Please see hard to count maps for Cutler Bay in the document that includes the Board members.

Required Attachments n/a

Proposal Budget

[Miami_Dade_Counts_Budget-Cutler_Bay.xlsx](#)

Organization Budget

[Cutler_Bay_Organization_Budget-General.pdf](#)

Board of Directors List

[TCB_Council_Maps.pdf](#)

Additional Information **The answers to the below questions will not impact your grant application. They will provide the Miami-Dade Counts 2020 collaborative with additional information that will inform our Census 2020 work. We appreciate your response.**

12. What Census 2020 outreach tools, resources or strategies have you seen other communities using that could be particularly effective in Miami-Dade?

**Messaging guides for going door-to-door
Social media graphics and sample messaging
Digital maps of hard-to-count zones**

13. What additional resources – beyond financial support – does your organization need to support its Census 2020 outreach?

**Help training staff and volunteers
Sample language to use on outreach materials
Computers, phones, tablets and/or other outreach support tools**

14. What is the most effective way – beyond providing financial support to nonprofits working on the ground – that the Miami-Dade Counts 2020 collaborative can support complete count efforts in Miami-Dade?

Host monthly partner meetings so that organizations can get to know the other funded providers and work together so as not to duplicate efforts. Establish a day of action so that all partners saturate the community together.

15. We are partnering to offer training to local journalists to cover Census 2020. Please share with us the names of hyper-local outlets (print, radio, tv..) and/or names/emails of journalists we should reach out to to include in this training.

Community Newspapers
6796 S.W 62 Avenue
South Miami, FL 33143
Phone: (305) 669-7030
Fax (305) 662-6980
www.communitynewspapers.com

Cutler Bay regularly submits press releases to Gary Ruse
garyalanruse@att.net

The Town's contact for The Florida Villager is as follows:

Dan Bastien
President & Publisher
786-505-1817
dan@thefloridavillager.com
www.thefloridavillager.com

Contact

Please direct questions to Lindsey Linzer, Senior Director of Programs and Grants Administration, The Miami Foundation at LLinzer@miamifoundation.org. Visit www.miamicensus.org to learn more about the work of the Miami-Dade Counts 2020 collaborative and find resources.



Miami-Dade Counts 2020 Grant Program - Proposal Budget Form

Organization Name:

Town of Cutler Bay

Program/Project Expenses: List all program/project expenses, showing how the grant request, other income sources and any in-kind contributions will be allocated.

The sheet will calculate the totals. Provide a brief explanation for each "Grant Request" line item expenses.

Expenses - Line Item	Grant Request	Other Income Sources	In-Kind Contributions	TOTAL EXPENSES	Briefly explain "Grant Request" line items.
Project Staff: Special Events Coordinator		\$3,985.00		\$3,985.00	\$39,858 x 10% = \$3,985. Events Coordinator schedules and plans community event to include enumeration booths
Project Staff: Public Information Officer		\$7,313.00		\$7,313.00	48756 x 15% = \$7,313. PIO develops marketing campaign, manages social media platforms, prepares and distributes press releases, photographs events, coordinates with The Miami Foundation and US Census to ensure cohesive marketing strategy.
Project Staff: (Position):				\$0.00	
Project Staff: (Position):				\$0.00	
Services sub-contracted to key partners:				\$0.00	
Consulting Services				\$0.00	
Other Contracted Services	\$7,500.00			\$7,500.00	Stipend for canvassers (10) to conduct door-to-door outreach an average of 10 hours per week, primarily evenings and weekends. Estimated at \$150/week/per
Materials / Supplies	\$3,000.00			\$3,000.00	Purchase of promotional items, branded table cloth for informational booth, shirts and hats for outreach staff and volunteers
Marketing/Publicity/Advertising	\$1,500.00			\$1,500.00	Printing of two full page color adds in the Cutler Bay Newspaper, promoting the Census
Printing & Copying	\$1,000.00			\$1,000.00	Printing of 15,000 flyers, 150 posters, 250 yard signs, 10 banners, 14,000 mailers
Postage & Delivery	\$1,500.00			\$1,500.00	Delivery of mailers to each home in the Town.
Travel – Local				\$0.00	
Travel – Out of County				\$0.00	
Equipment Rental	\$1,500.00			\$1,500.00	Rental of tablet or large phone, wireless card, and protective gear for outreach staff.
Equipment Purchase				\$0.00	
Space Rental for project activities				\$0.00	
Other Costs (Itemize Below)				\$0.00	

Volunteers			\$7,500.00	\$7,500.00	Mayor and Council Members, Town Manager, Members of the Town's various advisory committees, Student Interns from Cutler Bay High, and concerned citizens to prepare door hangers and materials for distribution, assist with canvassing the community, man enumeration booth, and make community presentations (estimated \$15/hour x 500 hours)
				\$0.00	
				\$0.00	
TOTAL EXPENSES	\$16,000.00	\$11,298.00	\$7,500.00	\$34,798.00	



Proposal Budget Form

Program/Project Income: List the income sources that will cover total program/project expenses. Explain how much is committed and how much is pending for each income source.

List sources, including this grant request.	Committed	Pending	TOTAL INCOME	For pending funds, indicate when you anticipate notification.
Miami-Dade Counts 2020 Grant Request	\$0.00		\$0.00	October 1, 2019
Town of Cutler Bay	\$11,298.00		\$11,298.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
TOTAL INCOME	\$11,298.00	\$0.00	\$11,298.00	

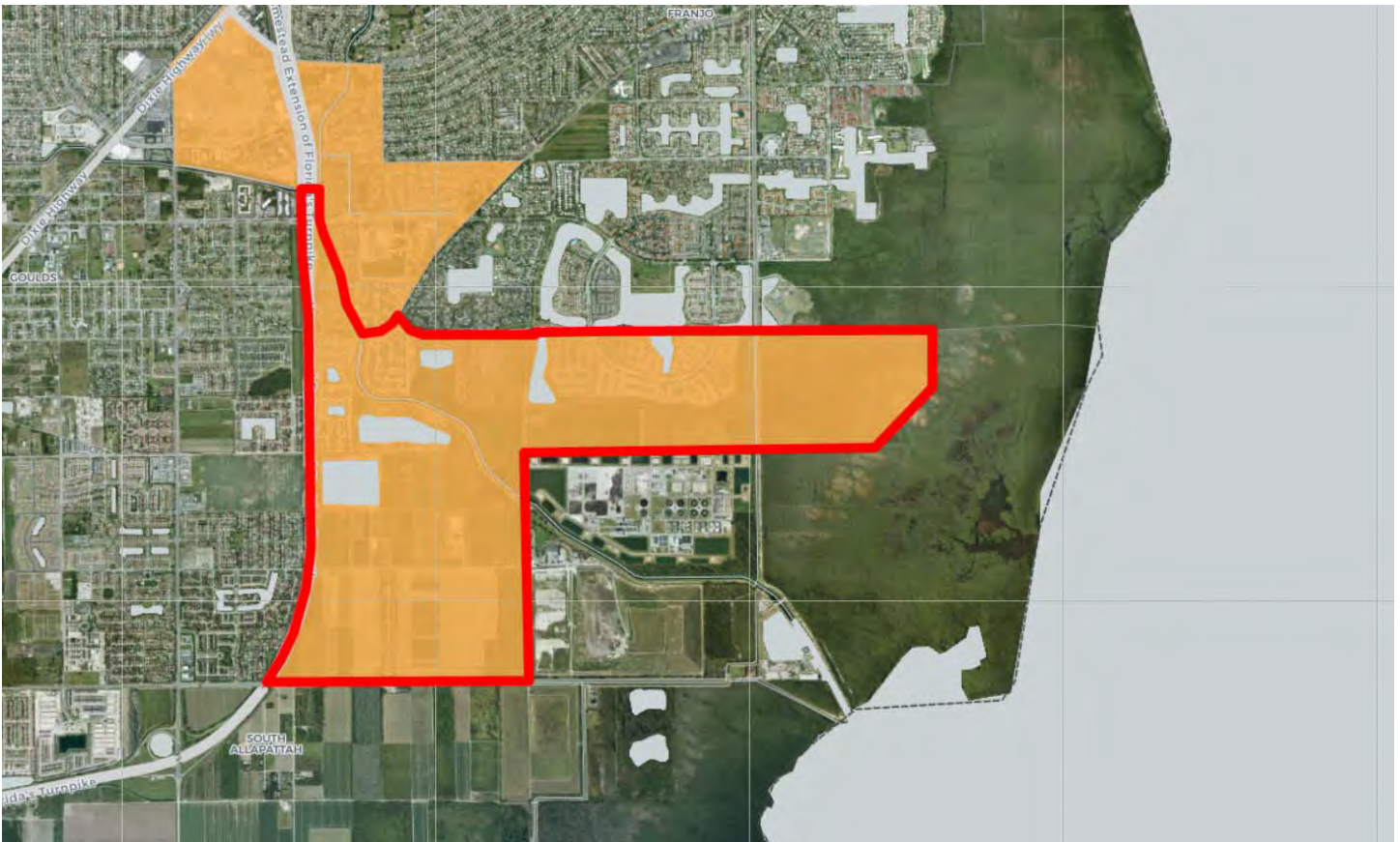
CENSUS 2020

Hard To Count Communities

www.censushardtocomountmaps2020.us





🔗 **DIRECT LINK TO THIS MAP** <https://www.censushardtocomountmaps2020.us/?latlng=25.55352%2C-80.33564&z=14&query=coordinates%3A%3A25.55503%2C-80.35422&promotedfeaturetype=censusTracts&arp=arpRaceEthnicity&layers=major%20roads%2Ccounties&infotab=info-internet>


For more information about this map, please contact the CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center at [CUNYmapping @ gc.cuny.edu](mailto:cunymapping@gc.cuny.edu) (<mailto:cunymapping@gc.cuny.edu>)




Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map

-  0 - 60% mail return rate
-  60 - 65%
-  65 - 70%
-  70 - 73%
- above 73% (no HTC tracts)

 Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

Major Roads

 Counties

Downloadable files for Florida (data for Tract 106.17 in Miami-Dade County is included in these files):

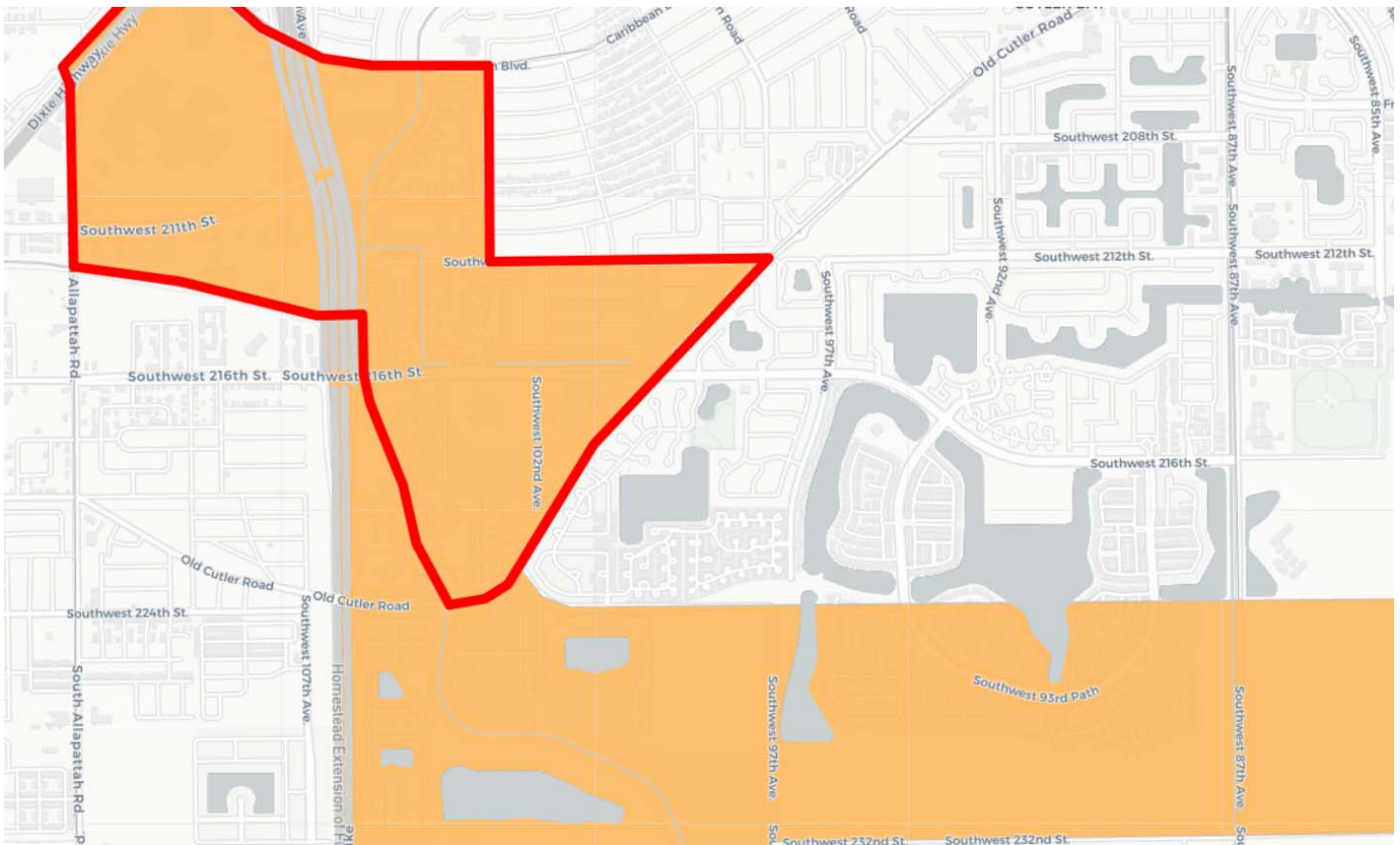
- Tract data (/exports/pdb2015tract_2010MRR_2017ACS_FL.xlsx) [Excel]
- Tract map (ftp://ftp2.census.gov/geo/tiger/TIGER2018/TRACT/tl_2018_12_tract.zip) [shapefile]

Based on the latest census estimates (for the 2013-2017 period), **7,580 people live in 2,104 households** in this tract, and **8 people live in group quarters**. (Total population = **7,588**.)

Some population characteristics that may affect this tract's participation in the 2020 Census include:






Census Self-Response


In 2010, **only 71.8% of the tract's households mailed back their 2010 census questionnaire**, requiring more costly and difficult in-person follow up to count the remaining 28.2%. **This tract is one of the hardest to count in the country.**




Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map

-  0 - 60% mail return rate
-  60 - 65%
-  65 - 70%
-  70 - 73%
-  above 73% (no HTC tracts)

 Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

Major Roads

 Counties

Downloadable files for Florida (data for Tract 106.09 in Miami-Dade County is included in these files):

- Tract data (/exports/pdb2015tract_2010MRR_2017ACS_FL.xlsx) [Excel]
- Tract map (ftp://ftp2.census.gov/geo/tiger/TIGER2018/TRACT/tl_2018_12_tract.zip) [shapefile]

Based on the latest census estimates (for the 2013-2017 period), **5,702 people live in 1,807 households** in this tract, and **81 people live in group quarters**. (Total population = **5,783**.)

Some population characteristics that may affect this tract's participation in the 2020 Census include:

Census Self-Response

In 2010, **only 71.1% of the tract's households mailed back their 2010 census questionnaire**, requiring more costly and difficult in-person follow up to count the remaining 28.9%. **This tract is one of the hardest to count in the country.**

Census Contacts

The organization(s) below are involved with *Get Out the Count (GOTC)* efforts for the 2020 Census in **Miami-Dade County**.

¡Hagase Contar! Census 2020 Campaign

Margaret Sanchez (email (<mailto:msanchez@naleo.org>))
South Florida (Miami-Dade, Broward, and Palm Beach)

Miami-Dade Counts 2020 (website (<https://miamicensus.org/>))

Miami-Dade Census 2020 Task Force (website (<http://www8.miamidade.gov/global/census2020/home.page>))
(email (<mailto:Larisa.Aploks@miamidade.gov>))

On a statewide basis, the following group(s) are leading the 2020 Census *Get Out the Count (GOTC)* efforts **across Florida**. They can you help you connect with local census resources. Contact **Census Counts 2020** (<mailto:information@censuscounts.org>) for more info.

¡Hagase Contar! Census 2020 Campaign

Jackie Colon (email (<mailto:jcolon@naleo.org>))

Florida c3 Civic Engagement Table

Jasmine Burney-Clark (email (<mailto:jburney@statevoices.org>))
Phone: 407.466.6468

Asian American Federation of Florida

(email (<mailto:winnievhtang@aol.com>))
Phone: 305-951-5522

Florida Nonprofit Alliance (website (<https://www.flnonprofits.org/page/2020Census>))

Sabeen Perwaiz (email (<mailto:sperwaiz@flnonprofits.org>))

To find a **Complete Count Committee** in your area, the Census Bureau has an online map (<https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html>), and the **US Census Bureau, Atlanta Regional Office** (email (<mailto:Atlanta.rcc.partnership@2020Census.gov>)) can help put you in touch with a Complete Count Committee near you.

This Regional Census Office covers Alabama, Florida, Georgia, Louisiana, North Carolina and South Carolina

Are we missing your census organization? Please let us know (<mailto:cunymapping@gc.cuny.edu>) so we can add your group to the list above.