

# results sheet



“It is very important that we expend all of our resources and energies to ensure that everyone is counted in the City of Miami Gardens. The census is really about three things - politics, money and power, and the community needs to understand that an accurate census count helps to level the playing field,” *Mayor Shirley Gibson.*

Integrated Capabilities · Community Relations · Events · Digital Media · Media Relations · Experiential Marketing



**CLIENT:** The City of Miami Gardens

**LEAD COMPANY:** The Marome Agency (TMA)

**PARTNERING AGENCY:** MediumFour, LLC

**FOCUS:** Collateral Design, Community Relations, Grassroots Outreach

**SITUATION:**

The City of Miami Gardens was incorporated in 2003 and this is the first official count that the City will participate in as an individual City. It is very important to the Mayor and Council that every resident/household in the City of Miami Gardens be counted in 2010.

In 2000 Miami-Dade County was estimated to be undercounted by as much as 20% and the number was even greater than 30% in minority and hard to count communities in the area. As a result of this undercount eight of the following major programs were affected in Miami-Dade County- Medicaid, Foster Care, Rehabilitation Services, Basic Support Services, Child Care and Development Block Grants, Social Services Block Grants, Substance Abuse Prevention and Treatment Block Grants, Adoption Assistance, and Vocational Education Basic Grants.

The City of Miami Gardens wanted to create and develop a community outreach program that would energize the community to get involved and become educated about the process and learn the positives about the Census and what it means to the City and its communities.

The United States Census is a decennial census mandated by the United States Constitution. The population is enumerated every 10 years and the results are used to allocate Congressional seats, electoral votes, and government program funding.



### **INSIGHTS:**

During the planning process TMA and City staff conducted a brainstorming session on what will be the best approach in activating and penetrating the City of Miami Gardens community with a message and collateral that would be well received and energize individuals to encourage their family and friends to participate and complete their 2010 Census Form and return it. During this process it was discovered that in 2000 the State of Florida and Miami-Dade County lost millions in federal funding because of the undercount in hard to count areas. TMA gained key insights into the community of the City of Miami Gardens and its population and created an experiential community relations platform that would be:

- Sensitive and authentic
- Relevant to the individual and the community
- Give the residents a chance to participate, connect and share information with each other

### **WORK:**

TMA created the tagline Stand Up! BE Heard! BE Counted! This was the theme that was consistently used throughout the campaign to penetrate the community and provide action words that were simple, yet powerful. The Agency and City management decided to take the tagline messaging and collaborate with other City sponsored events to reach the community in an environment that resonated on a platform of inclusion and importance. City management and the Agency decided to focus on four objectives:

1. Collateral Design
2. Events & Programs
3. Community Outreach
4. Partnerships

### **RESULTS:**

The City of Miami Gardens achieved a 72% mail in participation rate in direct congruence with the national mail-in participation rate. In addition the State of Florida along with 17 other states including the District of Columbia has surpassed the 2000 Census mail in participation rate. The City of Miami Gardens sponsored two Census Day events, which included an informational question and answer event, on Sunday, March 14, 2010, and a Census Day "return form" event on Sunday, March 28, 2010. In addition to producing and sponsoring two City Census events the Community Relations campaign was integrated with the Miss Miami Gardens Pageant, 5th Annual Jazz in the Gardens and the City of Miami Gardens Temporary Protected Status Application Drive event.