



The Florida House of Representatives

Select Policy Council on Strategic & Economic Planning

Larry Cretul
Speaker

Dean Cannon
Chair

April 14, 2010

To Whom It May Concern:

With the 2010 Census underway, I am writing to inform you that the Florida House of Representatives has launched **MyFloridaCensus.gov** (www.myfloridacensus.gov) to assist with Florida's efforts to obtain a complete count of every person in Florida, and we need your help.

As your agency is an active participant in Florida's Statewide Complete Count campaign, you are well aware of the many positive impacts of a complete and accurate count. For example, a recently release report, *Counting for Dollars* by the Metropolitan Policy Program at the Brookings Institution, shows that the average person counted can generate roughly \$1,500 per year in federal funding for his or her community. These funds help to shape the future of child care, senior care, schools, job training centers, hospitals, emergency services and more. I am sure that you are also aware that Florida has long been considered a "donor state," meaning that Florida contributes more federal tax dollars than it receives.

MyFloridaCensus.gov is a simple online tool that allows anyone in Florida to tell us whether or not they have been counted in the 2010 Census. With that information in hand, the Florida House of Representatives is able to work with other census partners to help analyze (*and thereby minimize*) which streets, neighborhoods and communities may go missed in the 2010 Census.

When we know that a home that has or has not been counted, we can in turn help Florida's Complete Count partners focus their resources on those communities that need the most assistance. Additionally, for persons who have not been counted, we can notify the U.S. Census Bureau that a home, and possibly a community, has been missed.

MyFloridaCensus.gov also includes a detailed mapping application that will provide users with both visual and geographical data of homes that have and have not been counted. Additionally, our research has identified streets and subdivisions all around Florida that have a higher probability of being missed by the U.S. Census Bureau. Those communities are identified in the application as the "Watch List."

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In order to make MyFloridaCensus.gov a valuable tool in our efforts to count everyone in Florida, we are asking that you help spread the message about MyFloridaCensus.gov. In less than a minute, visitors to MyFloridaCensus.gov can provide us with their address, zip code, and indicate whether or not they have been counted.

Many volunteers, stakeholders and advocates are working hard to remind Floridians that by answering the census, they get to speak for themselves, on behalf of their whole community. We need your help in letting people know that by visiting MyFloridaCensus.gov, and telling us if they have been counted, they are speaking for their whole community.

Please accept our gratitude for everything that you are already doing to help make sure everyone and every community is counted in Florida. A complete and accurate assessment of everyone in Florida will help ensure the adequacy of our return on our taxpayers' investment, will help sustain federally funded initiatives, and it may even increase Florida's representation in the United States Congress. Florida gets only once chance every ten years to capture such a meaningful portrait of our many communities, to assess their needs, and to invest in their future.

In the coming days, Bob West, Director of the House's Office of Reapportionment, will be contacting your agency directly about ways that you might consider helping us with MyFloridaCensus.gov. However, if you wish to contact Bob in the meantime, he can be reached at (850) 922-9457 or bob.west@myfloridahouse.gov.

Sincerely,

A handwritten signature in cursive script that reads "Dean Cannon". The signature is written in black ink and is positioned above the typed name.

Dean Cannon