



The Florida House of Representatives

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Florida Picks Up 2 Congressional Seats; Representative Will Weatherford Praises Florida's Census Initiatives

Tallahassee, Fla. – State Representative Will Weatherford (R-Wesley Chapel), Chairman of the House Redistricting Committee, today offered his praise and thanks to the many individuals and organizations who partnered in the 2010 Sunshine Census and other complete count efforts for the State of Florida. Due to their collective body of work, Florida was able to secure a second additional Congressional seat in the apportionment that was announced earlier today.

Representative Weatherford credited the margin of success to efforts like those of Complete Count Committee delegates Speaker Dean Cannon, Representative Hazelle Rogers and Representative Perry Thurston, the Legislature's Office of Economic and Demographic Research, and the House's outreach through MyFloridaCensus (www.myfloridacensus.gov).

“With MyFloridaCensus, Florida was the only state in the country to offer a web-based and interactive mapping application to the public, enabling Floridians to share visually-dynamic information with the state, in-turn allowing Florida to push that feedback to the U.S. Census Bureau and other Complete Count partners,” said Representative Weatherford. “Specifically, the House used MyFloridaCensus to target homes, streets and entire communities that were missed in the 2010 Census mail campaign. Through this initiative, Floridians reported 2,133 households and neighborhoods that were initially missed by the 2010 Census.”

“The House used MyFloridaCensus to hold the Census Bureau accountable for making sure that these individuals and entire communities were counted,” said Representative Weatherford. “Often times, MyFloridaCensus helped highlight entire subdivisions that were initially overlooked in the early phases of the 2010 Census.”

“With a basic goal of ensuring that every Florida resident would be counted, MyFloridaCensus added to the collective efforts of nearly every city and county government, many chambers of commerce, colleges and universities, regional planning boards and commissions, and many others throughout Florida. Today, Florida is being assigned two additional Congressional seats, meaning more adequate representation for the nearly 20 million people residing in Florida,” concluded Weatherford.

Estimates also show that MyFloridaCensus contributed to at least \$35 million in federal funding for the State of Florida and its counties and municipalities over the next decade. Each additional person counted equates to roughly \$1,500 in combined federal funding for all levels of Florida government. Assuming that each of the 2,133 households and neighborhoods missed equates to at least 2,133 Floridians who would have otherwise not been counted, the return on investment is \$3.5 million per year, \$35 million over the course of the decade.

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Resources:

- <http://www.myfloridacensus.gov/>
- http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000007975
- <http://www.miamiherald.com/2010/05/25/1646313/ensure-your-community-counts.html>
- <http://www2.tbo.com/content/2010/may/27/na-census-clock-ticking/news-opinion-commentary/>
- <http://www.theledger.com/article/20100528/COLUMNISTS/5285003/1398?tc=ar>
- http://blogs.msdn.com/b/bright_side_of_government/archive/2010/05/26/florida-employs-crowds-in-the-cloud-for-clear-census-results.aspx
- <http://www.federalnewsradio.com/index.php?nid=249&sid=2001545>