


# REPORT OF THE CHIEF LEGISLATIVE ANALYST

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DATE: April 17, 2018

TO: Honorable Members of the Rules, Elections, and Intergovernmental Relations Committee

FROM: Sharon M. Tso   
Chief Legislative Analyst

Council File No. 18-0002-S36  
Assignment No. 18-03-0267

SUBJECT: Resolution (Wesson-Price) to SUPPORT Additional State Funding to Local Government Related to Census 2020 Outreach Activities.

CLA RECOMMENDATION: Adopt Resolution (Wesson-Price) to include in the City's 2017-2018 State Legislative Program, SUPPORT for legislation or administrative action that would contribute more funding to local government Complete Count Committees and related census outreach activities.

## SUMMARY

Resolution (Wesson-Price), introduced March 23, 2018, notes that the Decennial Census is one of the key functions of the US government, and is essential for government agencies, private businesses, and research professionals serving the US population. A lack of adequate funding would adversely affect the City's representation in Washington, D.C., and millions of dollars in State and federal funding. The City of Los Angeles has prioritized Census education and outreach for at least 30 years. Efforts in the 1990, 2000, and 2010 censuses sought to ensure that every resident in the City was counted by the Census Bureau. The Resolution notes that the Governor's 2018-2019 budget would allocate funds for a California Complete Count Committee to provide education programs. The Resolution recommends that the City support legislation that would also provide funds for local Complete Count Committees.

## BACKGROUND

The U.S. Census Bureau conducts a census of the nation's population every ten years in order to provide an accurate population count and demographic information of residents of the U.S. The next census will occur on April 1, 2020.

To assist with preparation for the 2020 Census, the 2017-2018 California State Budget allocated \$3 million for 2020 Census outreach planning, as well as \$7 million toward local assistance for the Local Update of Census Address Program (LUCA). The funds for LUCA allowed local governments to review and revise the U.S. Census Bureau's address list for local jurisdiction prior to the 2020 Census. The LUCA Program helps ensure accurate census results by providing all addresses in a jurisdiction, which results in those addresses receiving census information.

A Complete Count Committee is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate

residents in the community to respond. Complete Count Committees are funded through state government, local government, or community-sponsored allocations.

### **California Complete Count Committee**

The 2020 California Complete Count Committee, as appointed by Governor Brown on April 13, 2018, is a statewide panel of community members that will guide California's outreach for the 2020 federal census. The California Complete Count Committee's responsibilities include allocating State funds for the implementation of the Census 2020, developing an action plan identifying targets for outreach, and coordinating activities with local Complete Count Committees throughout the State.

### **Los Angeles Complete Count Committee**

The City of Los Angeles's Complete Count Committee, coordinated by the Office of the Mayor, is working in partnership with the County to conduct a countywide outreach and education campaign. Their outreach strategy includes:

- Establishing Census Action Kiosks in City facilities.
- Establishing a Census Goodwill ambassadors program to inform, educate and mobilize citizens about Census 2020.
- Combining Complete Count Committees with the County to avoid duplication of efforts.
- Developing a countywide communication and marketing plan.
- Utilizing the County of Los Angeles Low Response Mapping Tool to help identify hard-to-count populations.

### **Funding Increase for Local Governments**

The proposed 2018-2019 California State Budget allocates \$40.3 million dollars over the next two years for Census 2020, with \$3 million set aside for all local governments to develop and implement Complete Count Committees. However, the County of Los Angeles testified before the State Senate Budget Committee requesting \$8.7 million be allocated to the County of Los Angeles for countywide outreach, which would include the City of Los Angeles' Complete Count Committee's outreach needs.

### DEPARTMENTS NOTIFIED

Mayor's Office of Budget and Innovation



Alex Whitehead  
Analyst

Attachment: 1. Resolution (Wesson-Price)

RESOLUTION

WHEREAS, any official position of the City of Los Angeles with respect to legislation, rules, regulations or policies proposed to or pending before a local, state or federal governmental body or agency must have first been adopted in the form of a Resolution by the City Council with the concurrence of the Mayor; and

WHEREAS, the Decennial Census is one of the key functions of the US government and is described in detail in the US Constitution to ensure an accurate count of the nation's population to ensure fair representation; and

WHEREAS, data collected during the Census is essential for government agencies, private businesses, and research professionals serving the US population; and

WHEREAS, according to the Government Accountability Office (GAO), the 2020 Decennial Census will cost an estimated \$15.6B for which there is a substantial budgetary shortfall; and

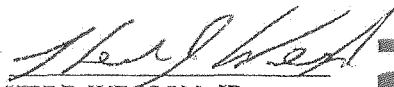
WHEREAS, many of the communities in Los Angeles face socioeconomic and demographic challenges that result in these areas being significantly undercounted in the Census; and

WHEREAS, the lack of adequate funding for the 2020 Decennial Census could have an adverse impact on the Census Bureau's ability to accurately count everyone who resides in the City, affecting the City's representation in Washington, D.C., and millions of dollars in State and federal funding; and

WHEREAS, the Governor has proposed in his 2018-2019 State budget that funds be allocated for a California Complete Count Committee to ensure that all residents in the State learn about the 2020 Census and are counted; and

WHEREAS, the City should receive funds from the State to ensure an accurate population count, which would support the State's efforts to complete an accurate count;

NOW, THEREFORE, BE IT RESOLVED, with the concurrence of the Mayor, that by the adoption of this Resolution, the City of Los Angeles hereby includes in its 2017-2018 State Legislative Program SUPPORT for legislation or administrative action that would contribute more funding to local government complete count committees and related census outreach activities.

PRESENTED BY   
HERB WESSON, JR.  
Councilmember, 10th District

SECONDED BY 

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