



City of Los Angeles Census 2020 Outreach Strategic Plan

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EXECUTIVE SUMMARY

This strategic outreach plan aims outreach efforts to historically undercounted populations in the City of Los Angeles by developing effective messaging--both “on-the-ground” and “on-the-air”--in appropriate languages to ensure the City’s historically undercounted populations respond to the 2020 Census. The on-the-ground strategy will utilize the City’s resources and infrastructure to:

- Establish 211 Census Action Kiosks(CAKs)/Questionnaire Assistance Centers (QACs) located in hard-to-count areas;
- Distribute up to \$2 million in grants to community-based organizations to conduct on-the-ground outreach to historically undercounted populations;
- Conduct 15 community forums to inform and educate historically undercounted populations of the importance of the census;
- Administer a Census Goodwill Ambassadors program to supplement the work of community-based organizations doing work on-the-ground;
- Hold 2 trainings for Economic Workforce Development Department (EWDD) jobs coaches on the U.S. Census Bureau’s job application process; and
- Conduct a post census survey to assess the effectiveness of the program.

The “on-the-air” strategy will focus on delivering hyper-local messages to historically undercounted populations through City infrastructure such as DASH buses. All outreach collateral, messaging and communications will be available in English and 12 non-English languages including Arabic, Armenian, Chinese, Farsi, Khmer, Japanese, Korean, Russian, Thai, Tagalog, Spanish and Vietnamese--and accessible to individuals with disabilities.

The plan is divided into four phases including the education phase which will take place between July 2019 to December 2019; the motivation phase which will take place between January 2020 to March 2020; the activation phase which will take place between April 2020 to July 2020; and the evaluation phase which will take place between August 2020 to December 2020.

The cost to administer this program is \$3.9 million, which was included in the City’s FY 19 budget.

BACKGROUND

The Decennial Census is Pivotal to American Democracy

The United States Constitution requires an enumeration of the entire United States population every ten years making it the largest peacetime special operation in the country. The results of the census determine the number of congressional seats apportioned to each state in the U.S. House of Representative and is used to draw legislative districts at all levels of government. The federal government also uses census counts to distribute more than \$883 billion in federal funds each year.¹ For its part, the State of California receives approximately \$115 billion dollars annually, for the top federally funded programs in health, human services, housing, education, and transportation.² Put

¹ Reamer, Andrew. “Fifty-five Large Federal Census-Guided Spending Programs: Distribution by State” Counting for Dollars 2020: Report #5, GW Institute of Public Policy. May 2019.

² Reamer, Andrew. “Fifty-five Large Federal Census-Guided Spending Programs: Distribution by State” Counting for Dollars 2020: Report #5, GW Institute of Public Policy. May 2019.

simply, an accurate census ensures that children and families receive their fair share of social services and that the City of Los Angeles can invest in vital infrastructure projects.

Changes to Census Operations and Deficient Investments Have Put the Success of the 2020 Census in Jeopardy

Despite the wealth of opportunities an accurate census affords to state and local governments like the City of Los Angeles, changes to Federal census operations, along with deficient investment to date, have put the success of the 2020 census in jeopardy. Among the challenges that could prevent the U.S. Census Bureau from achieving an accurate count include transforming the traditionally paper-based survey to one that is primarily conducted online, reducing the number of field staff, and attempting to add a last minute untested citizenship question to the 2020 Census. The City of Los Angeles is within the nation's hardest-to-count county (based on demographics), meaning these changes could impede the City's ability to obtain millions in federal funds and commensurate Congressional representation.

Potential Impact of an Undercount to the City of Los Angeles

For the City of Los Angeles, which is located within the hardest to count county in the nation, these changes can have a detrimental impact. For instance, in 2010, the City of Los Angeles had a census mail participation rate of 70 percent.³ That means that 30 percent or a total of 1.1 million Angelenos required some type of follow up by a census field enumerator. Because of the planned reductions in field staff, these 1.1 million Angelenos -- otherwise considered hard-to-count -- are especially at-risk of not being counted in 2020.

In addition, the California State Department of Finance estimates an undercount could cost the State of California \$1,000 per person annually. In the City of Los Angeles where the net undercount was 26,800 after the 2010 Census⁴ this could amount to at minimum, \$26.8 million in losses annually. This estimate does not take into account the significant changes being made to the 2020 Census, which could significantly increase the net undercount amounting to billions of dollars in losses and inadequate Congressional representation.

City of Los Angeles Census Planning and Preparation Efforts to Date

Beginning a full three years ahead of Census 2020 the City of Los Angeles established a census Technical Committee and hired a census director. Then on February 6, 2018, Mayor Eric Garcetti signed Executive Directive 21: Decennial Census Preparations re-establishing the City's census office within the Mayor's Office of Budget and Innovation and instructing all City departments to designate a census liaison with the aim of developing and implementing departmental Census 2020 Outreach Plans. Since then, the Mayor's census office has been working closely with City departments, the County of Los Angeles, the California Complete Count Office, schools, community organizations, and others to develop a strategic outreach plan to ensure that all Angelenos are counted in the next census.

³ <https://www.census.gov/data/datasets/2010/dec/2010-participation-rates.html>

⁴ "2010 Census Coverage Measurement Person Results for Los Angeles, CA"
<https://www2.census.gov/programs-surveys/decennial/coverage-measurement/tables/2010/ccm-results-california/plc0644000.pdf>

OUTREACH PLAN

There are many variables that make the City of Los Angeles particularly hard-to-count. Covering approximately 503 square miles, the City of Los Angeles holds families and communities that live, work or play near beaches, mountains, deserts, valleys and urban centers. Of the approximately 4 million people that call the City of Los Angeles home, 71.6 percent identify as members of a racial or ethnic minority, 37 percent are immigrants, 26.4 percent speak English less than very well, and 20.4 percent live below the poverty level (2017 ACS 5-year estimates). Additionally, of the City's 1.3 million occupied housing units, 63.2 percent are rentals. According to the U.S. Census Bureau these demographic characteristics, among others are highly correlated with hard-to-count populations.

The aim of the City of Los Angeles' Census 2020 Initiative is reaching those most at-risk of non-response by developing effective messaging--both "on-the-ground" and "on-the-air"--in appropriate languages to ensure the City's hard-to-count populations respond to the census questionnaire. Since this is the first census to be conducted online in the nation's history, the City of Los Angeles will focus its on-the-ground outreach efforts by activating Census Action Kiosks (CAKs) (i.e., existing public computers with internet access in City facilities used for census response and are NOT staffed), Questionnaire Assistance Centers (QACs) (i.e., existing public computers with internet access in City facilities used for census response and ARE staffed with in-language support), recruiting and training a legion of volunteers to be Census Goodwill Ambassadors (CGAs), and working with city departments, the County of Los Angeles, community organizations, schools and others to foster and support on-the-ground outreach efforts. Further, the City of Los Angeles will supplement the State's "on-the-air" campaign by localizing messages to a Los Angeles audience and deploying hyper-local messages to hard-to-count populations in appropriate languages.

The City's outreach efforts will be conducted in four phases including education, motivation, activation, and evaluation. During the **education phase** (July 1, 2019 - December 2019), the Mayor's Office in partnership with Council offices, city departments, community partners, the U.S. Census Bureau's office and others will hold various community events such as community forums and informational fairs in the City's hard-to-count neighborhoods to educate and inform Angelenos of the upcoming decennial census.

The **motivation phase** (January 2020 - March 2020) will then transition to motivating historically undercounted Angelenos to anticipate and respond to the census. This phase will largely focus on rolling out the City's "on-the-air" campaign, which will supplement the County of Los Angeles and State of California's communications campaign by creating local publicity events around the 2020 census in the City of Los Angeles as well as deploying hyper-localized media messages focused on reaching historically undercounted populations.

The peak of the City's **activation** outreach efforts will be during the U.S. Census Bureau's self-respond period, April 2020 - July 2020, in which the City of Los Angeles will target historically undercounted populations to respond to the questionnaire. The City will focus its activation efforts by operationalizing approximately 211 CAKs/QACs citywide and deploying a legion of trained Goodwill Ambassadors to

host local events at CAKs/QACs, assist with staffing QACs, participate in get-out-the-count activities during the non-response follow-up period (mid-May to end of July 2020), and promote the 2020 census across their social media networks.

During the fourth and **final phase** (August 2020 - December 2020), the City will evaluate the success of the program by measuring outreach impressions made throughout the three prior phases and conducting a post census survey to assess the effectiveness of the program.

APPROACH

To identify hard-to-count geographies and their corresponding demographic characteristics, the Mayor's Office used the County's Low Response Score Mapping Tool, which utilizes the U.S. Census Bureau's 2016 Planning Database, 2014 Cartographic Boundary Shapefiles, and 2014 TIGER/Line Shapefiles to identify the census block groups that are least likely to respond to the decennial census and thus likely to need additional targeted marketing and field follow up. The U.S. Census Bureau's Low Response Score (LRS) is based on a combination of 2010 census mail response rates and socio-economic characteristics of hard-to-count populations. Simply put, the higher the LRS score, the less likely households are to respond to the survey.

Of the 2,513 census block groups in the City of Los Angeles, 1,329 or 52.9 percent have "high" or "very-high" LRS scores. Most of these census block groups are found in East Los Angeles, Harbor/Wilmington, Hollywood/Koreatown, Northeast Los Angeles, Northeast San Fernando Valley, and South Los Angeles. Countywide, the City of Los Angeles share of high or very-high LRS census block groups is 48.6 percent making it the city with the highest share of high and very-high LRS census block groups in the County. **Exhibit A** includes City of Los Angeles Hard-to-Count Population Profiles by Council District and Citywide.

Other low census response predictors for hard-to-count populations include lack of internet access at home and the threat of adding a citizenship question to the 2020 Census. Given that this will be the first census to be conducted primarily online, hard-to-count populations that lack internet/broadband access at home or that do not have internet literacy skills will require additional resources and assistance. According to a study conducted by USC on Internet Connectivity in Los Angeles, South Los Angeles (South LA) is the least connected community countywide--only 53 percent of South LA households have internet access.⁵ This means that for nearly half of residents in South LA simply connecting to the internet is a challenge.

Immigrants comprise an estimated 1.5 million or 38% of the City's population, and they may be less likely to respond to the 2020 Census due to concerns surrounding the proposed citizenship question. Despite the Supreme Court of the United States ruling in *New York v. Department of Commerce* and the Administration's decision to not pursue any further litigation, many fear that the damage has already been done. This means that immigrant populations and their families will likely need targeted

⁵ Galperin, H. et. al., "Mapping Digital Exclusion in Los Angeles County," USC Annenberg Research Network on International Communication, <http://arnicusc.org/wp-content/uploads/2017/07/Policy-Brief-2.pdf>, July 2017

messaging in appropriate languages and delivered by trusted messengers to increase their likelihood to respond.

In addition to having concerns over the citizenship question, some hard-to-count populations with limited English proficiency may have difficulty accessing in-language materials. The U.S. Census Bureau plans to provide the internet and telephone response options in 12 non-English languages, while the paper questionnaire will only be available in English and Spanish. To provide at least some language assistance to more populations, the U.S. Census Bureau will make available language glossaries and video and print guides in 59 different languages (See **Exhibit B** for the full list of 59 languages).

The stratification of language assistance means that some languages will have access to more resources than others. For instance, individuals that require language assistance in Spanish will have the most options

available to them (i.e., online, phone, paper, video and print guides, and language glossary) while other languages such as Armenian, Farsi, and Thai and dozens of other languages will only have the video and print guides and glossaries available.

| Instrument/Material | Non-English Language |
|--|--|
| Internet Self-Response Instrument (Online) | <ul style="list-style-type: none"> 12 Non-English Languages <ul style="list-style-type: none"> Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese |
| Census Questionnaire Assistance (Telephone) | <ul style="list-style-type: none"> 12 Non-English Languages <ul style="list-style-type: none"> Spanish, Chinese (Mandarin, Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese Includes Telecommunication Device for the Deaf |
| Enumerator Instrument, Bilingual Paper Questionnaire, Bilingual Mailing, Field Enumeration Materials | <ul style="list-style-type: none"> Spanish |
| Language Glossaries, Language Identification Card | <ul style="list-style-type: none"> 59 Non-English Languages |
| Language Guides (Video and Print) | <ul style="list-style-type: none"> 59 Non-English Languages Includes American Sign Language, braille, and large print |

Thus, the City's census 2020 outreach strategy aims to:

- Increase the education and awareness of historically undercounted populations by deploying volunteers that can serve as trusted messengers who can educate, motivate and activate their communities to respond to the questionnaire;
- Reduce barriers to accessing the new digital census by establishing CAKs/QACs in city facilities that have internet access available for public use;
- Foster and support on-the-ground outreach efforts by partnering with community organizations, schools, businesses, the U.S. Census Bureau and others to educate, motivate and activate historically undercounted Angelenos.

- Increase non-English language access by providing informational materials and assistance in 12 non-English languages including Arabic, Armenian, Chinese, Farsi, Khmer, Japanese, Korean, Russian, Thai, Tagalog, Spanish and Vietnamese.

PARTNERSHIP COORDINATION

Countywide Outreach Complete Count Committee

The City of Los Angeles in partnership with the County of Los Angeles, is leading the countywide effort to educate, motivate and activate all residents on the upcoming 2020 census to achieve a fair, inclusive, and accurate count countywide. On January 25, 2018, the City along with its county partner formed and convened the first local complete count committee in the State of California. Known as the Countywide Outreach Complete Count Committee (CCC), the CCC serves as the central space for strategic planning, collaboration and information dissemination among and between City departments, the County of Los Angeles, the California Complete Count Office, schools, community organizations, business and chambers, faith-based groups and others engaging in census 2020 outreach efforts. The CCC has grown to include hundreds of members and maintains two subcommittees, the Stakeholder subcommittee, which is also known as the Los Angeles Regional Census Table (LARCT) and the CAK/QAC subcommittee.

The LARCT is led by the Advancement Project California and serves as the central planning and organizing space for community-based organizations doing on-the-ground work for the 2020 Census. Due to LA County's size and expansive geography, the LARCT has been divided into six (6) regional sub-tables each led by a local community organization responsible for leading the activation efforts in their region. Table 1 below lists the six regional sub-tables and the lead community-based organization.

Table 1: LARCT List of Regional Sub-Tables

| Region | Organizational Lead |
|---------------------|-------------------------------------|
| Antelope Valley | Antelope Valley Partners for Health |
| Metro Los Angeles | Advancement Project California |
| Long Beach | Long Beach Forward |
| San Fernando Valley | Pacoima Beautiful |
| San Gabriel Valley | L.A. Voice |
| Southeast LA County | SELA Collaborative |

The CAK/QAC subcommittee is geared toward operationalizing CAKs/QACs countywide. Its membership includes a diverse cross-section of local government, schools, community organizations, interfaith, colleges and universities and private businesses. By working with a diverse set of community stakeholders, the City of Los Angeles is avoiding duplicating outreach efforts, maximizing limited resources, and identifying any gaps in outreach.

The CCC and its subcommittees will continue to meet on a regular-basis through the conclusion of the U.S. Census Bureau's non-response follow up period in July 2020. Information on prior CCC meetings including agendas, minutes and meeting materials are available at:

<https://ceo.lacounty.gov/agendas/#1561501658964-21898d0d-d892>. **Exhibit C** includes an organizational chart of the Countywide Outreach Complete Count Committee.

Los Angeles Unified School District (LAUSD)

The Mayor's Office has also formed partnerships with Los Angeles Unified School District (LAUSD) Board of Education, which adopted motion "Ensuring a Complete Count of L.A. Unified Communities, Families and Students in the 2020 Census (Garcia, Melvoin, Gonez)" instructing the District to develop and adopt a plan of action around ensuring a complete count of LAUSD students and their families on the 2020 census. Since then, the Superintendent's office has developed an action plan that includes establishing CAKs/QACs in schools, incorporating census information into LAUSD communications to District employees, and integrating census messaging into Districtwide programs and services such as their "We Are One Campaign, standing alongside immigrant students and their families."

Higher Education

Throughout 2018, the Mayor's Office in partnership with the County of Los Angeles convened a coalition of local higher education institutions comprised of local colleges and universities to discuss strategies to engage college students and college administrations in Census 2020. The result of those convenings have led to the development and dissemination of two Higher Education Toolkits--one for college administrators and another for college students (**Exhibit D**). Moving forward, the Mayor's office will continue to engage with colleges and universities to implement their plans, recruit them to serve as CAKs/QACs, and Census Goodwill Ambassadors.

Other Sectors

The Mayor's census team is pursuing partnerships with other sectors such as religious institutions, homeless service providers, and businesses/chambers. The Mayor's office will work with interfaith leadership, such as the Mayor's Interfaith Collective, to conduct outreach via religious institutions and will work with the City Administrative Officer (CAO) to reach out to and engage the City's unions. Additionally, the County of Los Angeles and the Mayor's office are pursuing partnerships with local area chambers of commerce and businesses and will engage with the Los Angeles Homeless Services Authority (LAHSA) to ensure that the U.S. Census Bureau conducts an accurate count of the homeless population.

RESOURCES AND INFRASTRUCTURE

City Department Outreach Action Plans

On February 6, 2018, Mayor Eric Garcetti issued Executive Directive 21: Decennial Census Preparations re-establishing the Office of the Census and directing city departments to appoint a census liaison within their department responsible for developing and implementing census outreach action plans. In addition, the Mayor's Office requested City Council offices to designate a census liaison from their office to participate in the planning and organizing process. A total of 28 City departments

submitted outreach plans to the Mayor's Census Office and are poised to begin implementing those plans in the summer of 2019. Some of the highlights of those plans include:

- **DWP** will print Census 2020 messages on envelopes and forms that are sent to 1.6 million customers.
- **Sanitation** will place Census 2020 posters on Refuse Collection Trucks.
- **DOT** will place a video message on DASH buses
- **ITA** will be adding a recorded Census 2020 message from the Mayor for all calls to the City, instead of "hold music", reaching approximately 750,000 people.
- **311** operators will ask callers if they have completed the Census, if they need help, and will also direct them to additional information, reaching approximately 125,000 people.
- **Neighborhood Empowerment** will conduct CGA training to the City's 99 neighborhood councils.
- **Recreation and Parks** will disseminate messaging through their programs
- **HACLA** is doing outreach to their Resident Advisory Councils

A full list of the 28 departmental outreach plans that were submitted are in **Exhibit E**.

Additionally, the Mayor's Office convenes quarterly meetings with City department census liaisons, Council offices and Mayor's staff to disseminate census 2020 information and assist departments in implementing their census 2020 outreach plans. The Mayor's census team will continue to work in collaboration with City Council offices to coordinate outreach and City departments to implement their plans.

Census Action Kiosks (CAKs)/Questionnaire Assistance Centers (QACs)

The Mayor's census team has identified 211 city facilities--67 percent of which are located in council districts with high or very high LRS scores--that can serve as CAKs/QACs citywide. **Exhibit F** includes a Citywide map of those facilities overlaid with hard-to-count areas and also includes maps broken down by Council District.

To coordinate CAKs/QACs on a countywide level, the City of Los Angeles in partnership with the County of Los Angeles, co-lead a CAK/QAC Subcommittee, which is comprised of a cross section of city and county departments, community organizations, schools, businesses, faith based organizations, and media agencies. The aim of the subcommittee is to develop a CAK/QAC implementation strategy, so that the marketing and operations are uniform countywide. In order to achieve this goal, the CAK/QAC subcommittee will:

- Identify community assets in or near hard-to-count census block groups that can serve as CAKs/QACs
- Develop an inventory of potential CAK/QAC locations
- Develop a process to confirm locations that can support a CAK/QAC including establishing facility and software/hardware requirements and implementing a method for registering locations.
- Create a layer on SwORD (Statewide Outreach Rapid Deployment) mapping portal and LA County's Mapping Tool that shows potential and confirmed CAKs/QACs
- Develop a CAK/QAC website that can be used by all CAK/QAC hosts

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- Identify QAC staffing strategies to support volunteers such as CGAs
 - Develop a digital CAK/QAC Finder Tool, so that residents can find the most convenient location to obtain information and/or receive assistance with completing the 2020 census questionnaire
 - Develop an education and outreach plan to promote CAKs/QACs

Some of the work of the CAK/QAC subcommittee has already been accomplished. Specifically, the Mayor's census team has worked closely with the City's Information and Technology Agency, the County's Information Systems Department, and LA County's Chief Executive Office to develop CAK facility and software/hardware requirements, a CAK/QAC Registration/Sign-Up Survey, an interactive mapping tool that displays all potential CAK locations countywide and a CAK/QAC planning timeline (See **Exhibit G**). Additionally, the City of Los Angeles is leading the development of a CAK/QAC website (**See Exhibit H**), which will be deployed during the Activation Phase (March 2020 - July 2020). This website will serve as a splash page for all CAK/QAC locations directing users to the U.S. Census Bureau's census webpage or to additional information and resources.

Information for prior CAK/QAC subcommittee meetings like agendas, minutes and meeting materials are available at: <https://ceo.lacounty.gov/agendas/#1561501658964-21898d0d-d892>

In order to maintain CAK/QAC information up-to-date, continue to coordinate efforts with the County of Los Angeles and the California Complete Count office's Statewide Outreach and Rapid Deployment (SWORD) team, and comply with contracting requirements, the City of Los Angeles will hire a Geographic Information Systems (GIS) Coordinator.

Census Goodwill Ambassadors

To supplement the work of community-based organizations leading work on the ground and to maximize the effectiveness of CAKs/QACs in the City of Los Angeles, the Mayor's census team will implement a CGAs program. Designed to recruit and train a legion of community volunteers from historically undercounted areas and who are trusted by their communities, CGAs will be responsible for leading informational events in their neighborhoods and at CAKs/QACs, participate in get-out-the-count activities during the U.S. Census Bureau's Non-Response Follow-Up (NRFU) period, and/or promote the census on their social media accounts. By raising awareness, addressing questions and concerns, and encouraging their community members to participate, CGAs will be critical to ensuring a full and accurate count.

The Mayor's office will partner with council offices, student led organizations at local colleges and universities, community-based organizations, and neighborhood councils to recruit and train CGAs. The requirements to become a CGA are intentionally non-restrictive in order to facilitate an accessible and wide-reaching program. Citizenship is not required to participate in the program. The following are the only requirements:

- Be at least 18 years or older;
- Sign a volunteer agreement, code of conduct, photo and liability release forms;
- Attend one CGA training; and
- Commit to doing between 1-5 CGA events and or NRFU canvassing.

While this is a volunteer-based program, the Mayor's office is currently seeking additional resources to provide CGAs with microgrants to incentivize participation.

A Pilot version of the Census Goodwill Ambassador program is currently underway, testing the efficacy of recruitment, training curriculum, and deployment strategies. The 46 participants of the Pilot have each completed a 1 and a half hours (1.5) training and are required to host at least one (1) community event promoting the importance of the 2020 Census. The Pilot Program training sessions that took place in June 2019 proved that a 1-hour training was insufficient and that an additional 30 minutes is needed to have attendees engage in more interactive activities, such as practicing an elevator pitch on the importance of the census. Participants in the Pilot are expected to host their community event in July and August 2019, and will provide input on the quality of the training curriculum after they have hosted an event. Once the Summer 2019 Pilot comes to a close, the feedback gathered from the Pilot participants will be used to improve the CGA program rolling out in September 2019.

Two (2) CGA trainings will be held in each of the following historically undercounted areas between September 2019 to February 2020 for a total of 12 trainings.

- Harbor/Wilmington
- South LA
- Boyle Heights
- NE Los Angeles
- Hollywood/Koreatown
- NE San Fernando Valley

During the education, motivation and early activation phases of the campaign, trained CGAs will be deployed to host census events in their neighborhoods, within their networks or at CAKs/QACs. Then during the non-response follow up period (May 2020 to July 2020), CGAs will be equipped and deployed to low census response rate census tracts. **Exhibit I** includes a CGA Program Timeline.

Community Forums/Townhalls

For most people, the decennial census and its importance to American democracy is an abstract subject. This is particularly the case for communities that have historically been undercounted and underserved. To alleviate this dearth of knowledge, and build momentum for on-the-ground outreach activities during the self-response period, the 2020 Census Initiative will convene one community forum in each Council District between September 2019 to February 2020 working in partnership with Council offices and local community-based organizations.

Public/Private Partnership with California Community Foundation (CCF)

On March 12, 2019, the California Complete Count office announced the 10 administrative community-based organizations that it is partnering with to encourage participation of all Californians in the U.S. Census Bureau's 2020 decennial count. CCF is one of the ten organizations that will be responsible for disseminating funding to and coordinating on-the-ground outreach efforts with community organizations in the County of Los Angeles.

Given that CCF has been selected by the State of California to lead the on-the-ground outreach efforts in the County of Los Angeles and that the primary aim of the local complete count efforts is to create a

countywide mobilization effort, the City Council adopted CF 19-0360-S2 instructing the City's Chief Administrative Officer and the Chief Legislative Analyst to enter into an agreement with CCF to support on-the-ground outreach efforts by community organizations in the City of Los Angeles. Specifically, CCF is responsible for administering a \$500,000 dollar (in City General Funds) grant program on behalf of the City of Los Angeles.

CF 19-0360-S2 also instructs CCF, CAO, and CLA to report back within 60 days with an update on the early outreach efforts for the 2020 Census implemented under the Agreement and make recommendations for additional services and funding that may be needed to effectuate a robust outreach program in advance of the 2020 Census.

Because community-based organizations will be conducting the bulk of on-the-ground work during the self response and non-response follow up periods, an additional \$1.5 million (in County funds to the City) has been set aside for this effort. Upon execution of the contract with the County of Los Angeles, the City of Los Angeles will be able to either amend the agreement with CCF, enter into a new agreement with CCF, or find another fiscal agent for the remaining \$1.5 million. These funds will be used for the purposes of contracting with qualified community organizations that can conduct on the ground outreach efforts in the City of Los Angeles during the activation period, which includes self-response (March 12, 2020 to July 31, 2020) and the Non-Response Follow Up (May 13, 2020 to July 31, 2020) periods. Because the City of Los Angeles will be using County funds this portion of funding is subject to any expanded scope of services and additional requirements as set forth by the County of Los Angeles.

Marketing and Communications

To maximize and leverage the California Complete Count's statewide census 2020 media campaign, the City of Los Angeles and the County of Los Angeles have adopted a logo and style guide that mimics that of the State's. (See **Exhibit J**). In addition to the logo and style guide, the City of Los Angeles will publish a census 2020 website with informational materials including outreach and social media toolkits for use by city departments, neighborhood councils, student led organizations, schools, community organizations, businesses, and others; FAQs on the census; information on CAKs/QACs and Goodwill Ambassadors, a calendar of community events, and links to additional resources.

In addition to the website, the Mayor's census team will work with city departments to disseminate information and messages to hard-to-count populations in-language through their public counters, e-blasts, websites, and social media platforms and will leverage advertising opportunities within the City of Los Angeles infrastructure that target historically undercounted populations such as on local DASH buses, sanitation trucks, and in ethnic media. Finally, the Mayor's census team will work closely with the California Complete Count Office, the County of Los Angeles and CCF on all communications and marketing efforts to ensure there is no duplication.

LANGUAGE ACCESS PLAN

Translation

As per the California Complete Count Language and Communication Access Standards (Standards) issued on May 17, 2019, counties are required to provide a Language and Communications Action Plan describing the strategies, resources and quality assurance methods for culturally and linguistically appropriate messaging. Counties must also strongly consider languages of lesser diffusion, literacy levels, and access to broadband in the planning and execution of outreach efforts.

According to the Standards, the County of Los Angeles is required to provide language assistance in English and 12 non-English languages including Arabic, Armenian, Chinese, Farsi, Khmer, Japanese, Korean, Russian, Thai, Tagalog, Spanish and Vietnamese. All outreach materials will be translated using either a certified translation vendor or certified translators and, to ensure each translation is accurate and linguistically appropriate, all translated material will undergo a community review. The Mayor's census team will also work with community partners and city departments to recruit CGAs that can disseminate messages and provide language assistance in one of the 12 non-English languages at CAKs/QACs, community events or during the non-response follow up period.

Access for People with Disabilities

Working collaboratively with the City's Department on Disability, the City of Los Angeles will produce outreach materials that are accessible to individuals with disabilities including making materials available in digitally accessible formats including large print and braille; direct residents to accessibility services offered by the U.S. Census Bureau; partner with service providers and community organizations who can host CAKs/QACs and/or recruit Goodwill Ambassadors; ensure that CAKs/QACs are ADA accessible; and design a census website that is Section 508 (of the Workforce Rehabilitation Act) compliant.

CENSUS JOBS

The City of Los Angeles has partnered with the U.S. Census Bureau, City of Los Angeles Employee Workforce Development Department (EWDD), Los Angeles County Department Of Workforce Development, Aging and Community Services (WDACS) and the Chief Executive Office to hold two trainings for EWDD and WDACS job coaches with the aim of teaching them how to navigate the job application process for census field and office positions. The first training was held on March 27, 2019 in the lead up to the U.S. Census Bureau's address canvassing operation, which requires hundreds of field staff. A second training is planned for the late Fall of 2019 in anticipation of their non-response follow up period, where they use thousands of field enumerators to obtain a physical count of non-respondent households.

Additionally, City departments will support enumerator recruitment by disseminating job opportunities via public counters, on websites, in newsletters, through e-blasts and on social media.

NON-RESPONSE FOLLOW UP (NRFU)

During the U.S. Census Bureau's Non-Response Follow Up period between May 13, 2020 and July 31, 2020, Census Bureau employees are deployed on-the-ground to obtain physical counts of

non-responsive households. The U.S. Census Bureau has indicated they will make available “live” or “near live” response rate data online by census tract. So, the public will be able to see which census tracts have high or low rates of response. Community-based organizations that received grants from the City of Los Angeles will be deployed on-the-ground to census tracts that have low census response rates. The Mayor’s Office will work with them to employ a variety of canvassing tactics to increase census response rates in those areas. Census Goodwill Ambassadors will supplement these efforts.

BUDGET

The Mayor and City Council adopted [CF 19-0600](#) allocating \$950,000 in City General Funds and \$2.95 million in County allocated funds to the City for a total of \$3.9 million for FY 19-20 to cover the cost of conducting on the ground outreach to historically undercounted populations in the City of Los Angeles. The City’s adopted budget specifically sets aside \$500,000 in General Funds to enter into a public/private partnership with CCF to administer a grant making program to community organizations conducting on the ground outreach to hard to count populations in the City of Los Angeles and \$450,000 in General funds for administrative purposes.

Meanwhile, the County’s \$2.95 million in County allocated funds to the City will fund the remainder of the program. Specifically, \$1.5 million has been set aside for the purposes of contracting with qualified community organizations that can conduct on the ground outreach efforts in the City of Los Angeles during the activation periods, which includes self-response (March 12, 2020 to July 31, 2020) and the Non-Response Follow Up (May 13, 2020 to July 31, 2020) periods. The funds can be allocated to CCF by amending the existing contract or entering into a new agreement with them or a new fiscal agent. \$500,000 has been set aside for marketing and communications. Specifically, to place ads on local DASH buses, sanitation trucks, and in ethnic media. The \$425,000 set aside for CAKs/QACs will cover the cost of branding, outreach materials, and information technology systems development and support. A total of \$150,000 will cover the cost of administering the Goodwill Ambassadors program including developing training curriculum, resource materials, and conducting CGA trainings in hard-to-count communities. While this is a volunteer-based program, the Mayor’s office is currently seeking additional resources to provide CGAs with microgrants. \$150,000 will cover the cost of organizing 15 community forums in each of the 15 council districts and \$100,000 has been set aside to cover the cost of making all outreach, marketing, and digital materials available in 12 non-English languages and accessible to individuals with disabilities.

\$75,000 of LA County’s allocation will be used to cover the cost of 1 GIS Coordinator which is required by the State of CA to integrate the city’s census outreach efforts into the State’s SwORD System. The remaining \$50,000 is set aside to conduct a post census survey that is aimed at assessing the effectiveness of the overall program. Table 2 below shows the proposed budget.

Table 2: LA City Census 2020 Outreach Budget

| | LA County Allocation | LA City General Fund | Total |
|---|-----------------------|----------------------|-----------------------|
| DIRECT PROGRAM EXPENSES | | | |
| GRANTS TO COMMUNITY ORGANIZATIONS FOR ON THE GROUND OUTREACH (INCLUDES EARLY OUTREACH, SELF-RESPONSE, AND NON-RESPONSE FOLLOW UP) | \$1,500,000.00 | \$500,000 | \$2,000,000.00 |
| COMMUNICATIONS & MARKETING | \$500,000.00 | -- | \$500,000.00 |
| CENSUS ACTION KIOSKS/QUESTIONNAIRE ASSISTANCE CENTERS | \$425,000.00 | -- | \$425,000.00 |
| GOODWILL AMBASSADORS | \$150,000.00 | -- | \$150,000.00 |
| COMMUNITY FORUMS | \$150,000.00 | -- | \$150,000.00 |
| LANGUAGE ACCESS AND ACCESSIBILITY SERVICES | \$100,000.00 | -- | \$100,000.00 |
| ADMINISTRATIVE | \$75,000.00 | \$450,000.00 | \$525,000.00 |
| POST CENSUS SURVEY | \$50,000.00 | -- | \$50,000.00 |
| TOTAL | \$2,950,000.00 | \$950,000.00 | \$3,900,000.00 |

TIMELINE

Planning and stakeholder engagement has been ongoing since June 2017 and will continue through July 2020, which is the last month households can respond to the census. Because the City of Los Angeles has been engaged in census 2020 planning efforts for nearly two years, a number of milestones have already been achieved including:

Planning and Organizing Milestones (June 2017 - June 2019):

- January 2018 - the City of Los Angeles and the County of Los Angeles launched the first local complete count committee in the State of California and among the first in the country.
- February 2018 - Mayor Eric Garcetti issued Executive Directive 21: Decennial Census Preparations instructing city departments to designate a census liaison and work with the Mayor's Office to develop census outreach plans.
- June 2018 - City departments submitted a draft of their outreach plans for Mayor's office review.
- July 2018 - The City of Los Angeles submitted 452,326 addresses as part of the U.S. Census Bureau's Local Update of Census Addresses Program.
- November 2018 - City Department census outreach plans are finalized.
- January 2019 - The City of Los Angeles and the County of Los Angeles launched the CAK/QAC subcommittee.
- April 2019 - The City of Los Angeles and the County of Los Angeles hold a census 2020 launch event in partnership with community partners.
- June 2019 - The City of Los Angeles and the County of Los Angeles release a base map of potential CAK/QAC countywide.
- June 2019 - The City of Los Angeles launches its Census Goodwill Ambassador (CGA) pilot program training 46 CGAs.

- June 2019 - The City of Los Angeles submits 6,873 new addresses as part of the U.S. Census Bureau's Local Update of Census Addresses (LUCA)-New Construction Program.

The planning phase of the Initiative concluded at the end of June 2019 and transitioned into the education phase (July 2019 to December 2019), which is marked by the official launch of the Initiative, the rolling out of city department action plans, the launch of the City's census 2020 website, publication of outreach materials, the rollout community forums and CGA program.

January 2020 to March 2020, the Initiative will conduct its motivation phase by rounding out the community forums and the CGA Program and will deploy its communications and marketing campaign. Then from March to July 2020 during the activation period CAKs/QACs will be activated and CGAs will be deployed to staff QACs/, host census events at CAKs, and to canvass hard to count neighborhoods during the non-response follow up period.

Outreach activities will conclude at the end of July 2020 and staff will transition to the evaluation phase (July 2020 to December 2020) when they will close out activities and conduct a post census survey to assess the effectiveness of the program.

Education Phase (July 1, 2019 - December 2019):

| Date | Description |
|---------------------------------|--|
| July 2019 | <ul style="list-style-type: none"> • Launch the City's 2020 Census webpage and outreach collateral material • City of LA Strategic Plan due to the County of Los Angeles |
| August 31, 2019 | <ul style="list-style-type: none"> • Implementation Plan due to the County of Los Angeles |
| September 2019 | <ul style="list-style-type: none"> • Community Forums #1-2 • CGA Trainings #1-2 |
| October 2019 | <ul style="list-style-type: none"> • Community Forums #3-5 • CGA Trainings #3-4 • Quarterly Report due to the County of Los Angeles |
| November 2019 | <ul style="list-style-type: none"> • Community Forums #6-7 • CGA Trainings #5-6 • Deadline to finalize all CAK location information (November 13, 2019) |
| December 2019 | <ul style="list-style-type: none"> • Community Forums #8-9 • Final list of CAKs available |
| September 2019 to December 2019 | <ul style="list-style-type: none"> • CGA led census events |

Motivation Phase (January 1, 2020 - March 22, 2020)

| Date | Description |
|---------------|--|
| January 2020 | <ul style="list-style-type: none">• Community forums #10-12• CGA Trainings #7-9• Community outreach/events• CAK website testing• Quarterly Report due to the County of Los Angeles |
| February 2020 | <ul style="list-style-type: none">•• Community Forums #13-15• CGA Trainings #10-12• Community outreach/events• CAK locator tool available |
| March 2020 | <ul style="list-style-type: none">• Launch media marketing campaign• CAKs operational• Community outreach/events at CAK locations |

Activation Phase (March 23, 2020 - July 31, 2020)

| Date | Description |
|------------------------------|--|
| March 29, 2020-April 4, 2020 | <ul style="list-style-type: none">• Census Week in the City of LA (March 29, 2020-April 4, 2020)• Community outreach/events at CAK locations |
| April 2020 | <ul style="list-style-type: none">• On the Ground outreach activities with CGA's, council offices, and community partners thru May 12, 2020• Non-Response Follow Up Plan due to the County of Los Angeles on April 15, 2019 |
| May 2020 - July 2020 | <ul style="list-style-type: none">• Start of U.S. Census Bureau's Non-Response Follow Up period (May 13-July 31, 2020)• Get out the count canvassing period |

Evaluation Phase (August 1, 2020 - December 31, 2020)

| Date | Description |
|-------------------|--|
| August 2020 | <ul style="list-style-type: none">• Launch post census survey field work on effectiveness of program• Final program report due to the County of Los Angeles |
| October 2020 | <ul style="list-style-type: none">• Post Census Survey Analysis and Report Complete |
| December 31, 2020 | U.S. Census Bureau delivers count to the President of the United States |
| March 2021 | U.S. Census Bureau provides States with count for redistricting |

PROGRAM EVALUATION

The Census 2020 Initiative will maintain metrics throughout the entire course of the Initiative and keep the County of Los Angeles abreast of its progress by submitting quarterly written reports (including a final program report) and participating in monthly contractor/subcontractor meetings. The reports will be parsed out by program areas.

| Program | Description | Data To Be Collected |
|--|--|--|
| Census Action Kiosks (CAKs)/Questionnaire Assistance Centers (QACs) (at City Facilities) <ul style="list-style-type: none">CAK/QAC Website | To date, the City of Los Angeles has identified approximately 211 potential CAK/QAC locations. <ul style="list-style-type: none">The CAK/QAC website will be displayed at every CAK/QAC location countywide and will provide a uniform experience for users. | Number of people who used CAK/QAC (by site) <ul style="list-style-type: none">Overall number of clicks to the U.S. Census Bureau's survey websiteOverall number of clicks to "Learn More" pageNumber of clicks to partner resources (on "Learn More" page) |
| Goodwill Ambassadors | Goodwill Ambassadors will be recruited and trained to lead outreach efforts, specifically at outreach events, CAKs/QACs, and during the non-response follow up period. | Total number of people recruited, trained and deployed; their participation type and frequency (i.e., community event, CAK/QAC, NRFU); non-English language ability |
| Community Outreach Events | The Census 2020 Initiative will coordinate with community partners to participate in community events to disseminate information, answer questions and help get out the count. | Total number of person-to-person contacts Number of people who responded to the questionnaire onsite. |
| Communications/Marketing | The City of Los Angeles will leverage its infrastructure and coordinate with the County of Los Angeles and the State of California to disseminate messages to hard-to-count populations about the census | Total messages deployed in HTC communities and populations. |
| Non-Response Follow Up | CGAs will be deployed to low response census track's to help get out the count. | Number of Household contacts made during the NRFU period. |

Post-Census Survey

After the close of the self-response and non-response follow up periods, the Mayor's census team will conduct a survey to assess whether individuals that engaged with the campaign (at any point) actually responded to the census questionnaire and if not, understand the reasons for not doing so.