

## **List of Exhibits**

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- Exhibit B: U.S. Census Bureau Census 2020: Glossaries and Video and Print Guides Available in 59 Languages
- Exhibit C: Countywide Outreach Complete Count Committee Organizational Chart
- Exhibit D: Higher Education Outreach Toolkits for College Administrators and College Students
- Exhibit E: LA City Departments Outreach Plans
- Exhibit F: Census Action Kiosks Citywide Map and by Council Districts List of potential CAKs/QACs
- Exhibit G: CAK/QAC facility and software/hardware requirements, a CAK/QAC Registration/Sign-Up Survey, and a CAK/QAC planning timeline
- Exhibit H: Draft of CAK/QAC Website
- Exhibit I: Census Goodwill Ambassador Program Timeline
- Exhibit J: City of Los Angeles and the County of Los Angeles logo and style guide



# LA Census 2020

## Citywide

### Ranked Highest to Lowest LRS score

Council Districts with  
“Very High” LRS  
Scores:

- CD 9

Council Districts with  
“High” LRS Scores:

- CD 1
- CD 8
- CD 13
- CD 10
- CD 14
- CD 15
- CD 6

Council Districts with  
“Medium” LRS Scores:

- CD 2
- CD 7
- CD 4

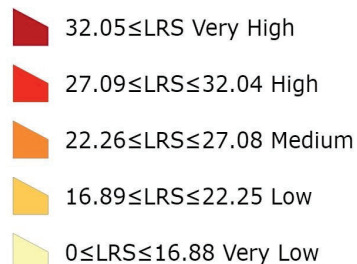
Council Districts with  
“Low” LRS Scores:

- CD 3
- CD 11
- CD 5
- CD 12

# 27.0

Average LRS Score  
Citywide

LRS



# LA Census 2020

## Citywide

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach Citywide strategies.)

Socio-Economic Characteristics	Citywide	Socio-Economic Characteristics	Citywide
Median Household Income	\$49,444	Not High School Graduate	25.8%
Asian	10.8%	Renter Occupied Housing Units	58.7%
Hispanic	46.3%	Vacant Housing Units	6.5%
Non-Hispanic White	30.3%	Limited English Age 14+	16.0%
Non-Hispanic Black	9.9%	Population Age 18-24	10.4%
Native Hawaiian or Other Pacific Islander	.2%	Population Age 65+	11.8%
American Indian or Alaskan Native	.2%	Family Occupied Housing Units with Related Children Under Age 6	24.1%
Below Poverty Level	21.3%	Multi-Unit (10+) Housing	28.4%

Source: 2010 U.S. Census and Census 2016 Planning Database



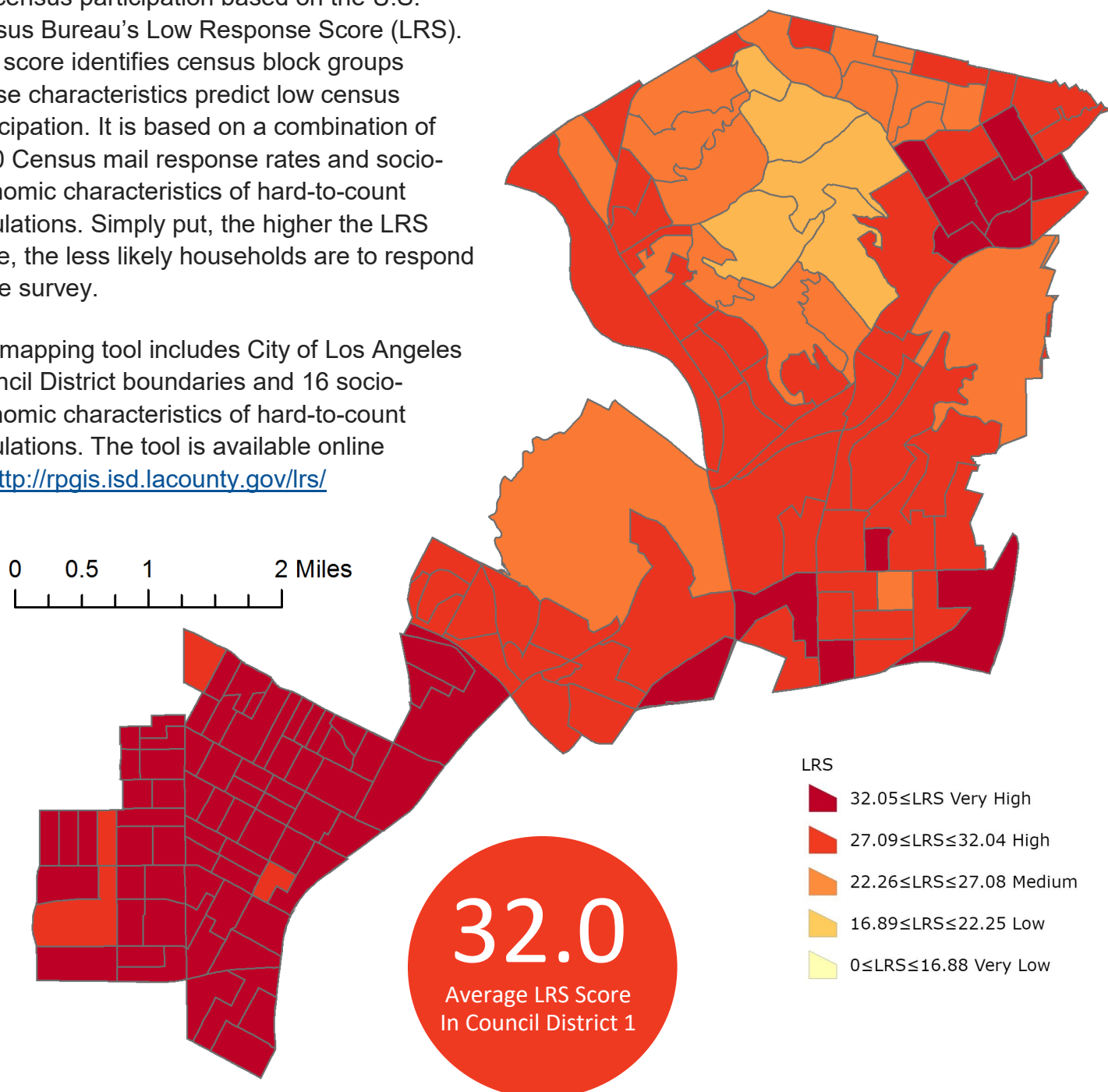
# LA Census 2020

## Council District 1

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>

### 1. Gilbert Cedillo



# LA Census 2020

## Demographic Profile: CD 1

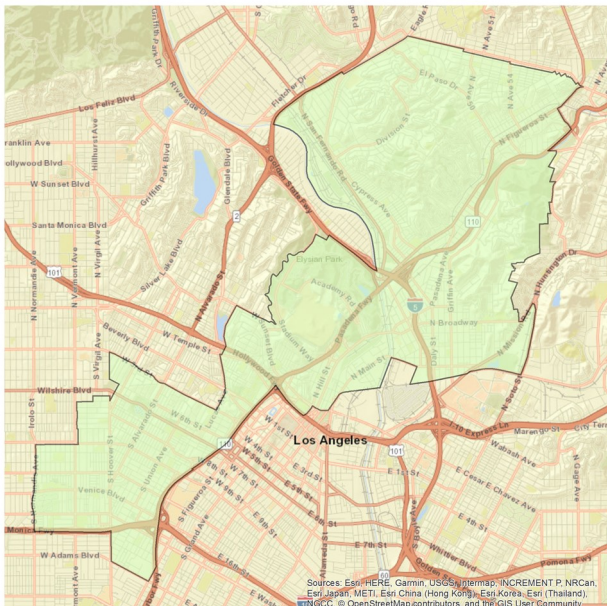
### Quick Facts

- Of the 58 census block groups that comprise the neighborhoods of Westlake, Pico Union and Wilshire Center, 55 have “very high” LRS scores.
- Westlake, Pico Union and Wilshire Center have the highest LRS scores in CD 1.
- CD 1 has the second highest LRS score in the City after CD 9.
- Rental occupied housing units are a key indicator of hard-to-count populations. 79 percent of CD 1 residents live in such units increasing the likelihood they will be hard-to-count.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$32,375	Not High School Graduate	43.8%
Asian	17.6%	Renter Occupied Housing Units	78.6%
Hispanic	69.5%	Vacant Housing Units	7.2%
Non-Hispanic White	9.2%	Limited English Age 14+	35.2%
Non-Hispanic Black	2.5%	Population Age 18-24	11.5%
Native Hawaiian or Other Pacific Islander	.2%	Population Age 65+	10.5%
American Indian or Alaskan Native	.2%	Family Occupied Housing Units with Related Children Under Age 6	25.5%
Below Poverty Level	31.7%	Multi-Unit (10+) Housing	42.2%

Source: 2010 U.S. Census and Census 2016 Planning Database



### Neighborhoods with Census Block Groups that have “Very High” LRS Scores:

- Highland Park
- Koreatown
- Lincoln Heights
- Pico-Union
- Temple-Beaudry
- University Park
- West Adams
- Westlake
- Wholesale District
- Wilshire Center

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



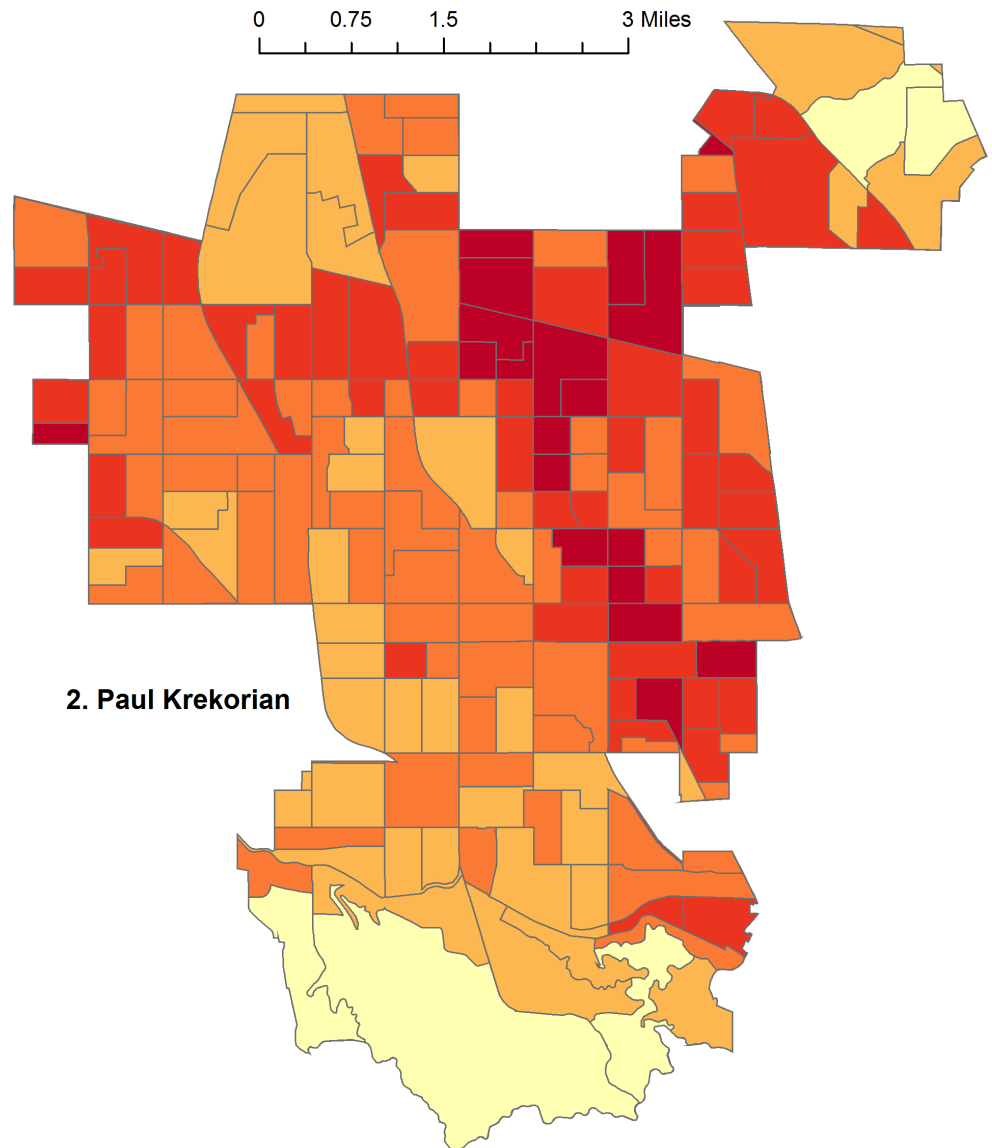
# LA Census 2020

## Council District 2

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at:

<http://rpgis.isd.lacounty.gov/lrs/>



2. Paul Krekorian

# 26.0

Average LRS Score  
In Council District 2

LRS



# LA Census 2020

## Demographic Profile: CD 2

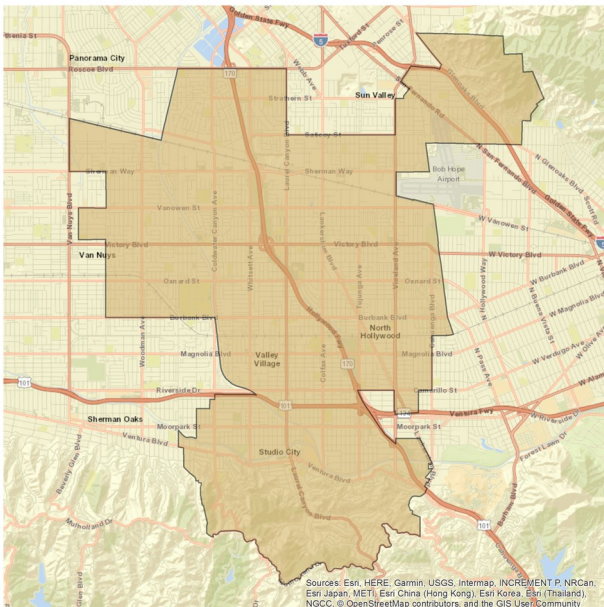
### Quick Facts

- North Hollywood neighborhood has the highest concentration of “very high” LRS block groups with a total of 15.
- These 15 block groups have an average of 89.6% renter occupied housing units, which are a key indicator of hard-to-count populations.
- These block groups are also more than likely to be majority Latino, have a significantly lower median household income, a higher percentage living in poverty, and a higher percentage of non-high school graduates than the District and City averages, which are more key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$50,070	Not High School Graduate	21.7%
Asian	6.7%	Renter Occupied Housing Units	61.6%
Hispanic	43%	Vacant Housing Units	5.6%
Non-Hispanic White	42.9%	Limited English Age 14+	15.1%
Non-Hispanic Black	4.6%	Population Age 18-24	10%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	10.2%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	24.3%
Below Poverty Level	18%	Multi-Unit (10+) Housing	35.3%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” LRS Scores:

- North Hollywood
- Van Nuys
- Sun Valley

### Impact of the Census

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# LA Census 2020

## Council District 3

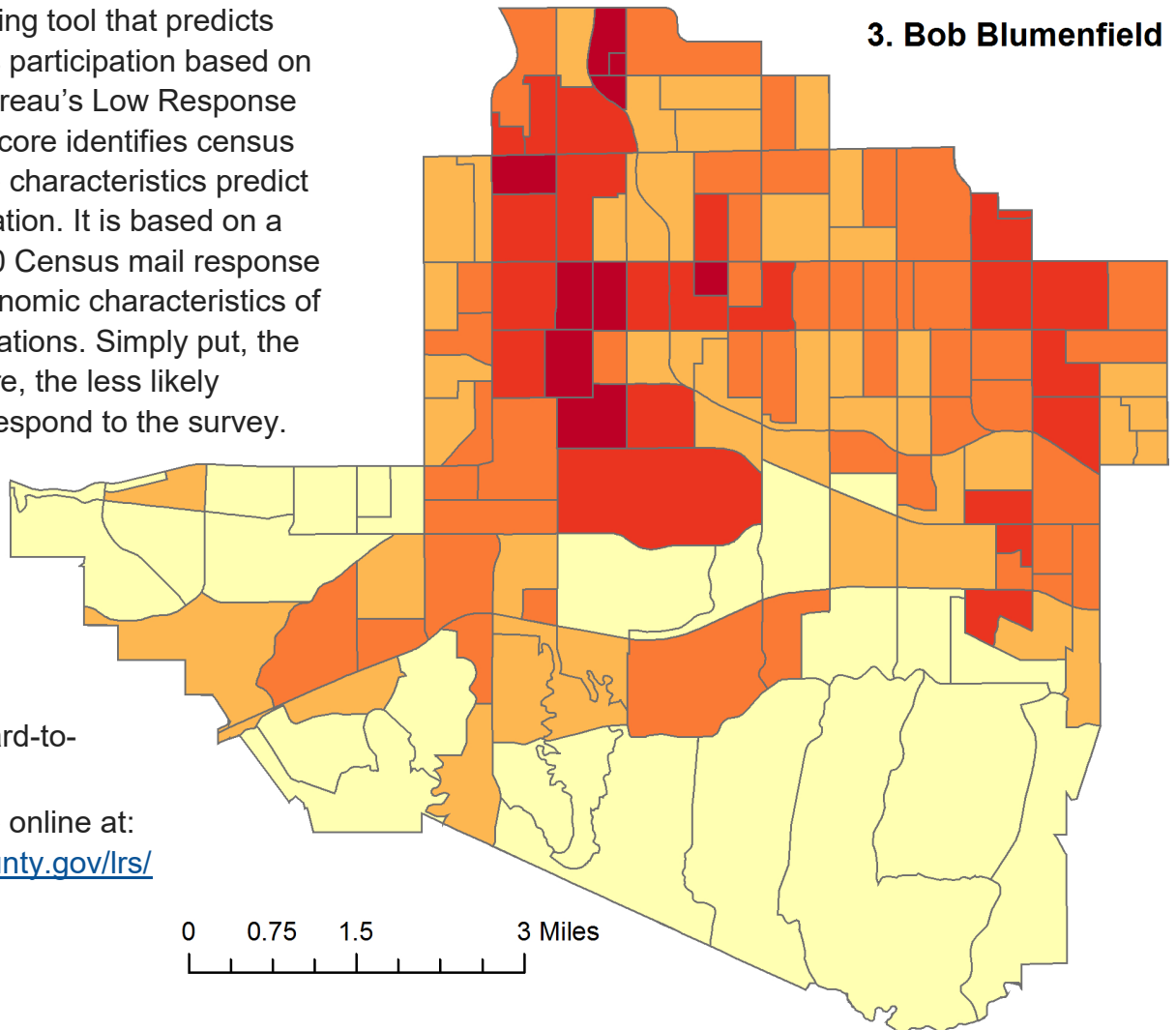
The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It is based on a combination 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.

The mapping tool includes

City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations.

The tool is available online at:  
<http://rpgis.isd.lacounty.gov/lrs/>

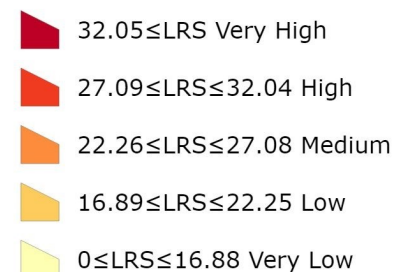
**3. Bob Blumenfield**



**22.6**

Average LRS Score  
In Council District 3

LRS



# LA Census 2020

## Demographic Profile: CD 3

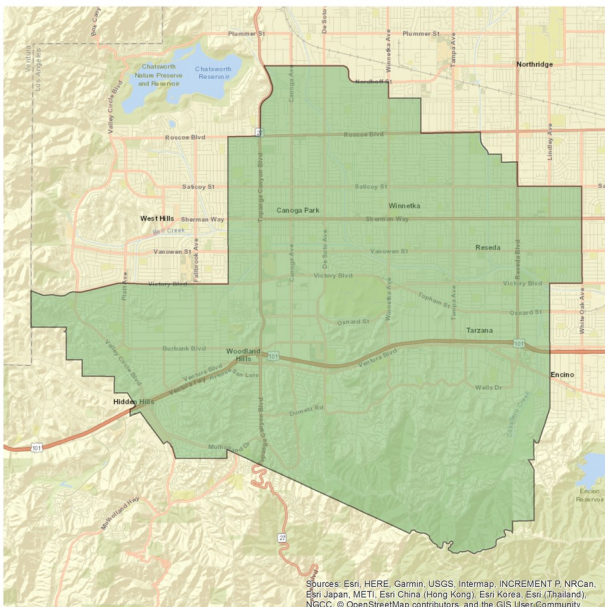
### Quick Facts

- A quarter of Canoga Park's Census block groups have "Very High" LRS scores.
- Residents of Canoga Park that live in "Very High" LRS census block groups are highly likely to be Latino and live in rental housing units, which are indicators of hard-to-count populations.
- A quarter of the households in these "Very High" LRS census block groups do not have anyone over the age of 14 that speaks English "very well".
- CD3 has the fourth lowest overall LRS score in the City.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$67,639	Not High School Graduate	17.1%
Asian	11.7%	Renter Occupied Housing Units	42.6%
Hispanic	36.4%	Vacant Housing Units	5.8%
Non-Hispanic White	44.8%	Limited English Age 14+	13.0%
Non-Hispanic Black	3.9%	Population Age 18-24	8.8%
Native Hawaiian or Other Pacific Islander	0.01%	Population Age 65+	13.2%
American Indian or Alaskan Native	0.3%	Family Occupied Housing Units with Related Children Under Age 6	23.8%
Below Poverty Level	14.3%	Multi-Unit (10+) Housing	29.8%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" LRS Scores:

- Canoga park
- Winnetka

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

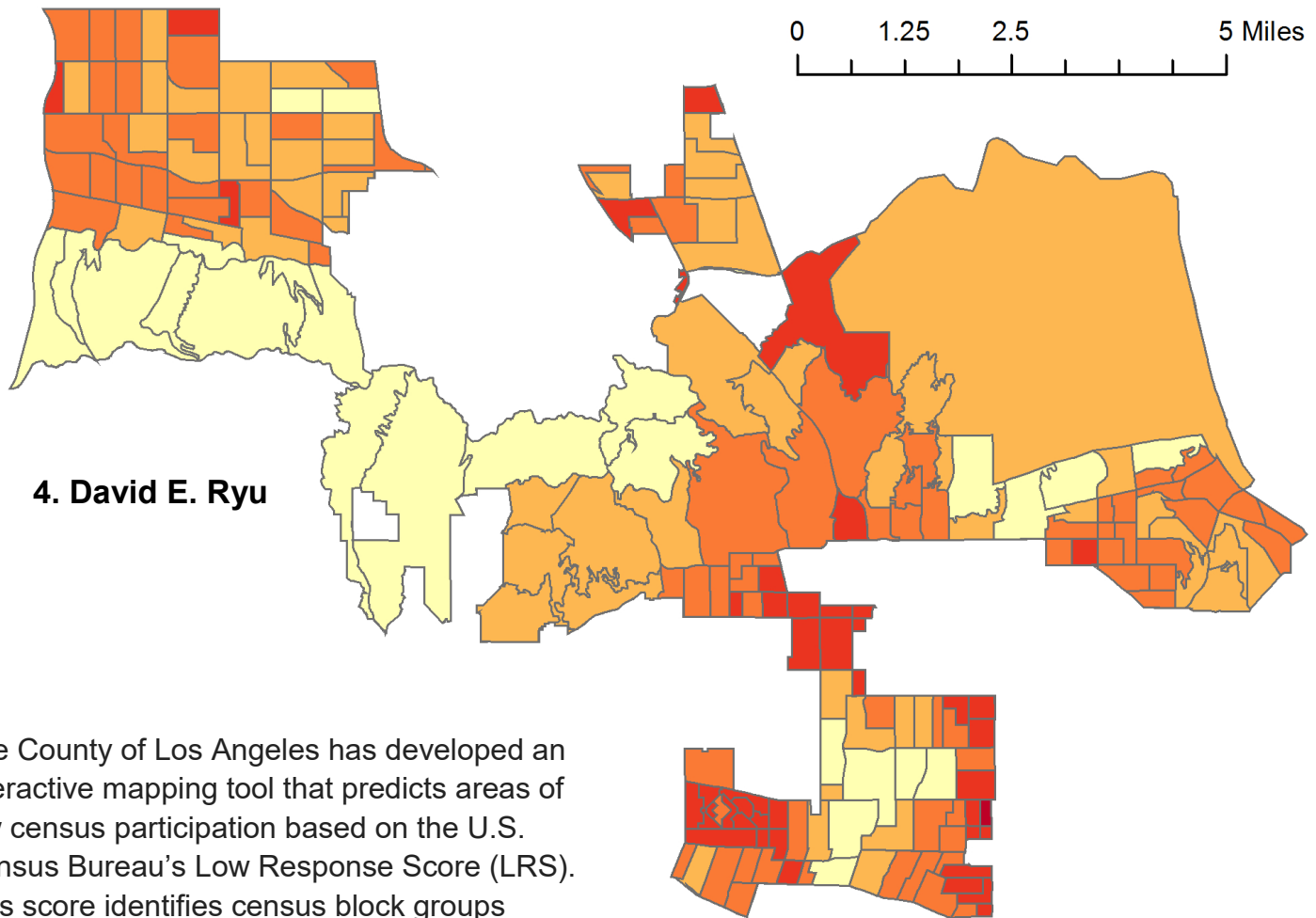
**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



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# LA Census 2020

## Council District 4



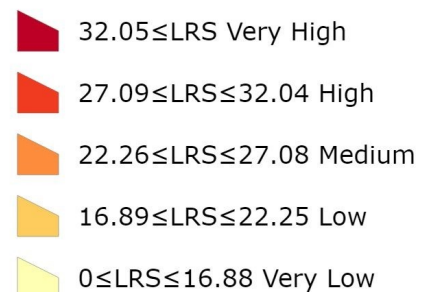
The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It is based on a combination 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>

# 23.1

Average LRS Score  
In Council District 4

LRS



# LA Census 2020

## Demographic Profile: CD 4

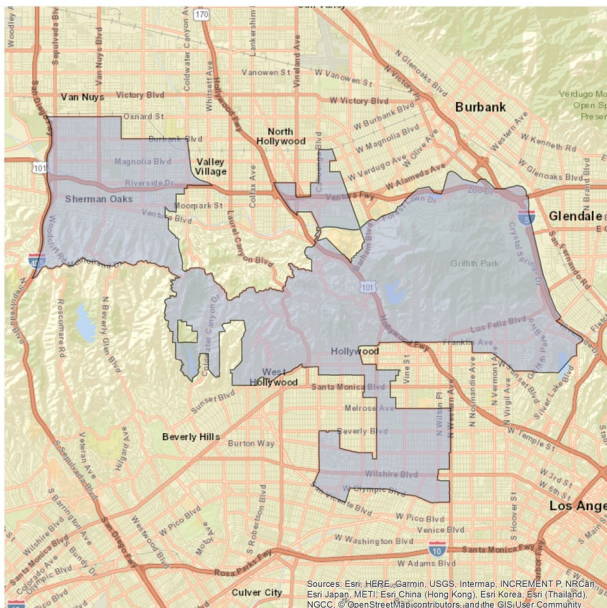
### Quick Facts

- The neighborhoods of Wilshire Center, Koreatown, Miracle Mile/Park La Brea, Melrose and Hollywood have the highest concentration of census block groups with “High” LRS scores in the district.
- Of the census block groups that have “High” and “Very High” LRS scores, 90 percent live in renter occupied housing units and 70 percent live in 10+ multi-unit housing.
- CD 4 has a fifth lowest overall LRS score in the City.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$69,364	Not High School Graduate	6.2%
Asian	16%	Renter Occupied Housing Units	59.8%
Hispanic	14.5%	Vacant Housing Units	7.6%
Non-Hispanic White	60.9%	Limited English Age 14+	9.1%
Non-Hispanic Black	4.4%	Population Age 18-24	7%
Native Hawaiian or Other Pacific Islander	.1%	Population Age 65+	13.1%
American Indian or Alaskan Native	.1%	Family Occupied Housing Units with Related Children Under Age 6	21%
Below Poverty Level	11.2%	Multi-Unit (10+) Housing	41.3%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” and “High” LRS Scores:

- Hancock Park
- Hollywood
- Koreatown
- Los Feliz
- Melrose
- Miracle Mile
- North Hollywood
- Park La Brea
- Sherman Oaks
- Sycamore Square
- Toluca Terrace
- Wilshire Center

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



# LA Census 2020

## Council District 5

5. Paul Koretz

21.4

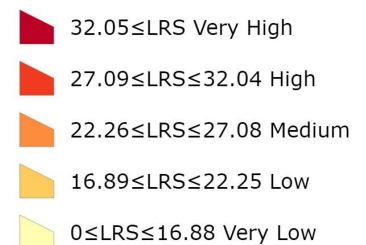
Average LRS Score  
In Council District 5

0 1 2 4 Miles

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>

LRS



# LA Census 2020

## Demographic Profile: CD 5

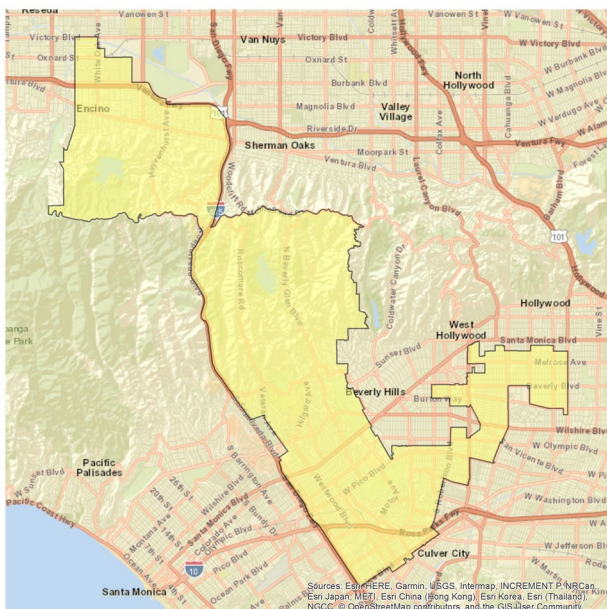
### Quick Facts

- Westwood has a sizable concentration of "very high" scores. Situated around the UCLA campus, there is a cluster of 6 Block Groups that rank "very high".
- Renter Occupied Housing Units are a key indicator of hard-to-count populations. 97.5% of housing in the aforementioned block groups are renter occupied.
- Additionally, in Palms, the "very high" block group is 100% renter occupied.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$80,723	Not High School Graduate	5.3%
Asian	13.3%	Renter Occupied Housing Units	55.0%
Hispanic	11.2%	Vacant Housing Units	7.2%
Non-Hispanic White	68.1%	Limited English Age 14+	6.6%
Non-Hispanic Black	3.1%	Population Age 18-24	10.2%
Native Hawaiian or Other Pacific Islander	0.2%	Population Age 65+	15.8%
American Indian or Alaskan Native	0.1%	Family Occupied Housing Units with Related Children Under Age 6	19.1%
Below Poverty Level	13.4%	Multi-Unit (10+) Housing	35.8%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" and "High" LRS Scores:

- Beverlywood
- Crestview
- Melrose
- Palms
- Reynier Village
- South Carthay
- Westwood

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



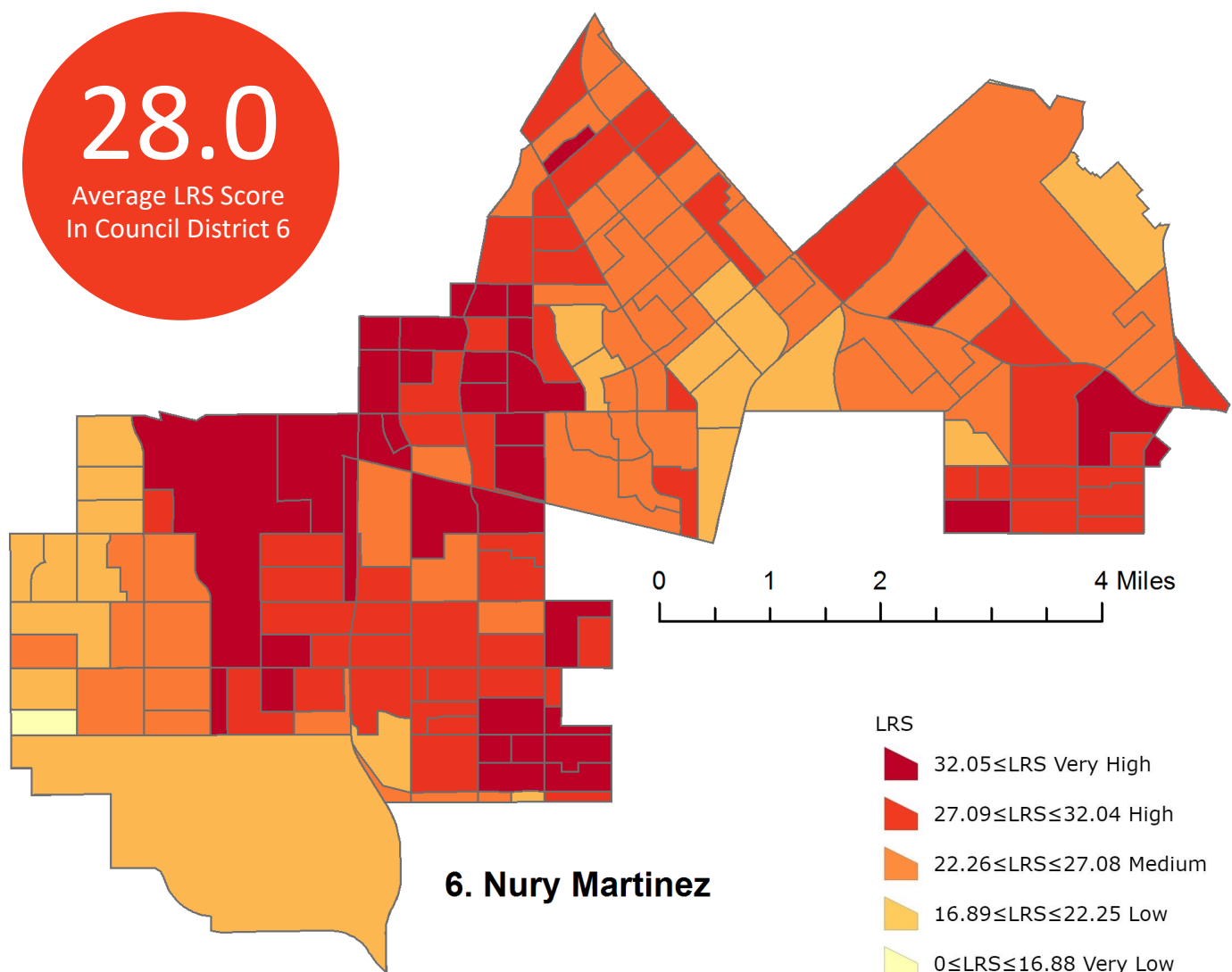
# LA Census 2020

## Council District 6

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at:

<http://rpgis.isd.lacounty.gov/lrs/>



# LA Census 2020

## Demographic Profile: CD 6

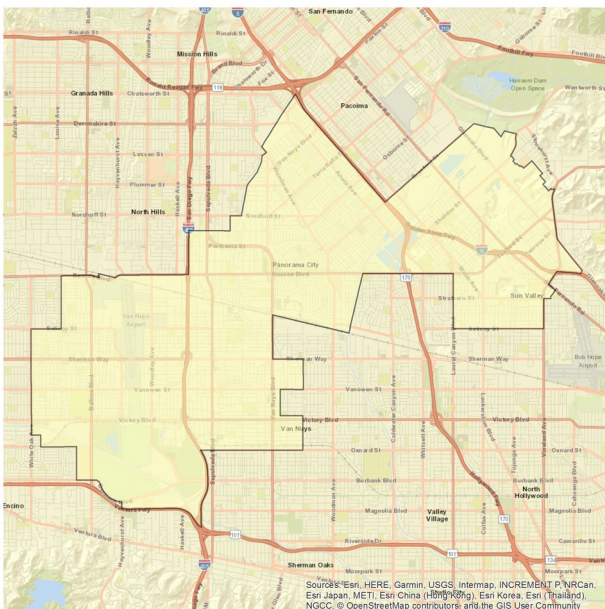
### Quick Facts

- CD 6 is 1 of 7 Council Districts with a “High” LRS score.
- The vast majority of Van Nuys and North Hills census block groups have “Very High” LRS scores in the District making them the hardest-to-count.
- These neighborhoods are also more than likely to be majority Latino, be limited English-proficient, have a significantly lower median household income, a higher percentage living in poverty, and a higher percentage of non-high school graduates than the District and City averages, which are more key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$46,767	Not High School Graduate	35.3%
Asian	10.0%	Renter Occupied Housing Units	53.0%
Hispanic	66.7%	Vacant Housing Units	4.7%
Non-Hispanic White	18.4%	Limited English Age 14+	20.7%
Non-Hispanic Black	3.2%	Population Age 18-24	10.7%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	9.4%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	28.0%
Below Poverty Level	22.2%	Multi-Unit (10+) Housing	33.4%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” and “High” LRS Scores:

- Arleta
- Lake Balboa
- North Hills
- North Hollywood
- Panorama City
- Sun Valley
- Van Nuys

### Impact of the Census

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**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



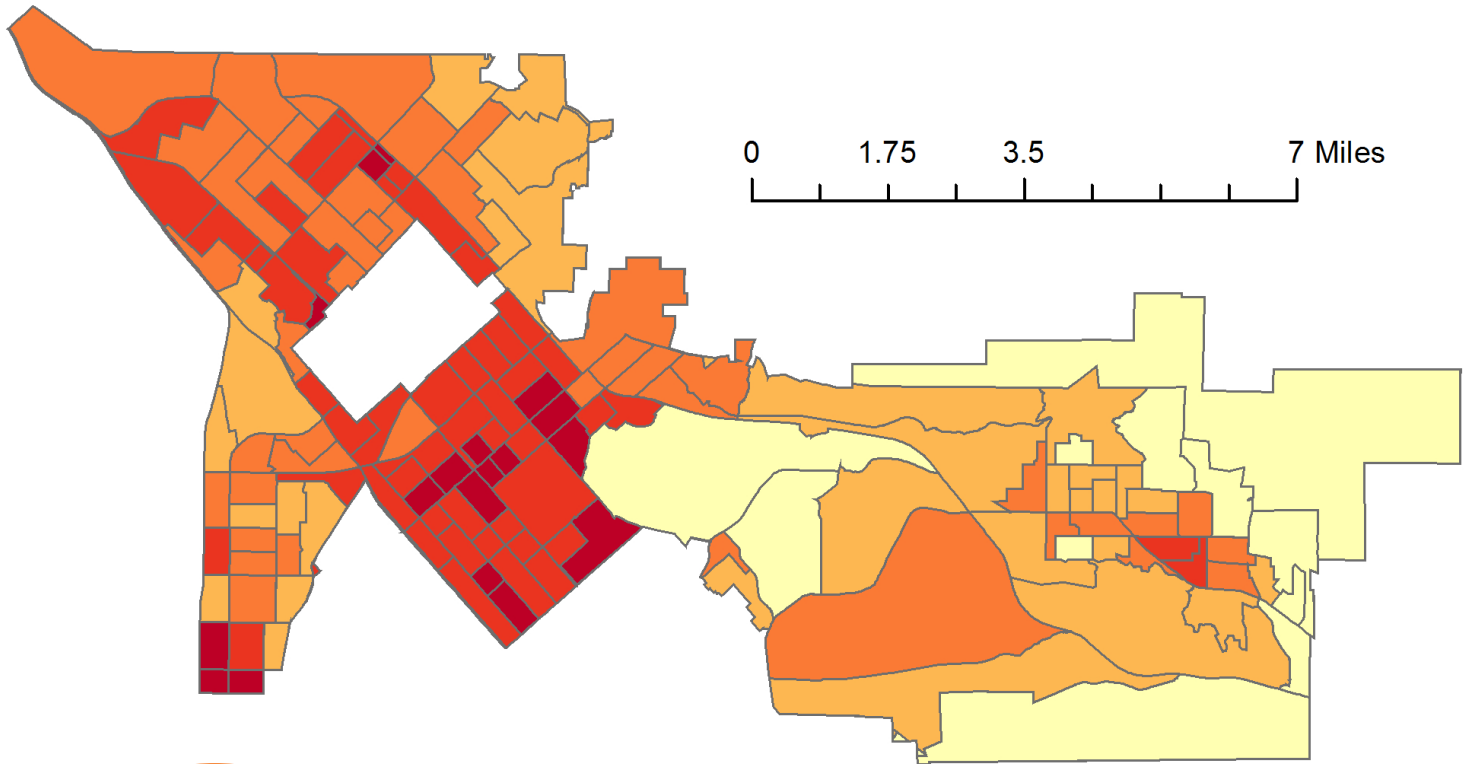
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# LA Census 2020

## Council District 7

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>



# 25.7

Average LRS Score  
In Council District 7

### 7. Monica Rodriguez



# LA Census 2020

## Demographic Profile: CD 7

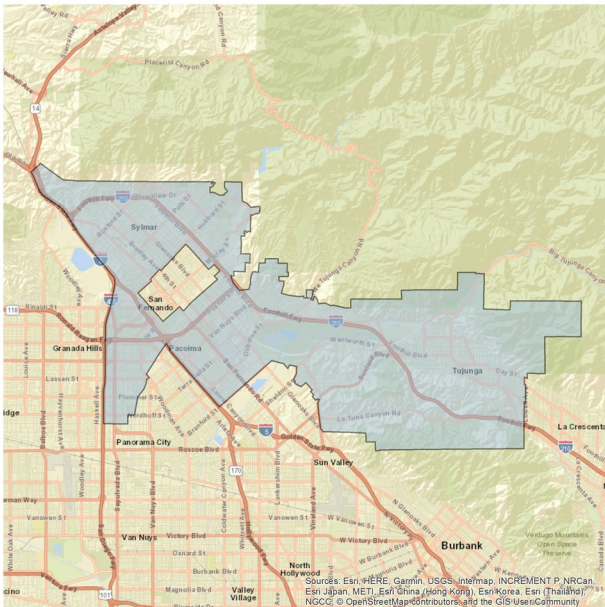
### Quick Facts

- The neighborhoods of Pacoima and Sylmar have the highest concentration of “High” and “Very High” LRS score census block groups in the District.
- These block groups are also more than likely to be majority Latino, have limited English proficient households, a lower median household income, and a higher percentage of non-high school graduates than City averages, which are key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$58,066	Not High School Graduate	32.5%
Asian	6.3%	Renter Occupied Housing Units	36.6%
Hispanic	66.8%	Vacant Housing Units	5.2%
Non-Hispanic White	22.3%	Limited English Age 14+	13.9%
Non-Hispanic Black	3.1%	Population Age 18-24	10.8%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	11.1%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	24.2%
Below Poverty Level	17.8%	Multi-Unit (10+) Housing	14.4%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” and “High” LRS Scores:

- Lakeview Terrace
- Mission Hills
- North Hills
- Pacoima
- Sylmar
- Tujunga

### Impact of the Census

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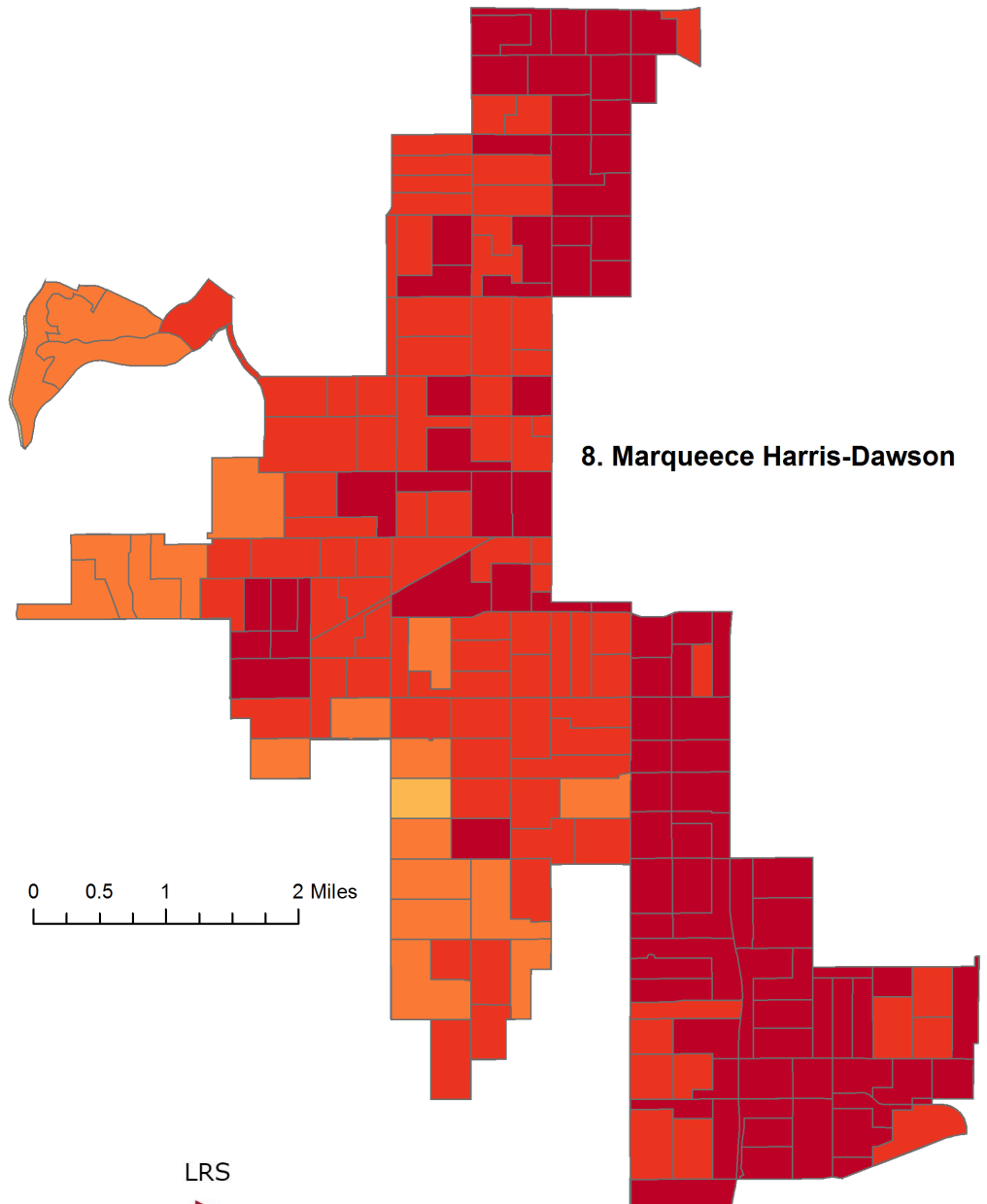
# LA Census 2020

## Council District 8

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

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LRS



# 31.3

Average LRS Score  
In Council District 8

# LA Census 2020

## Demographic Profile: CD 8

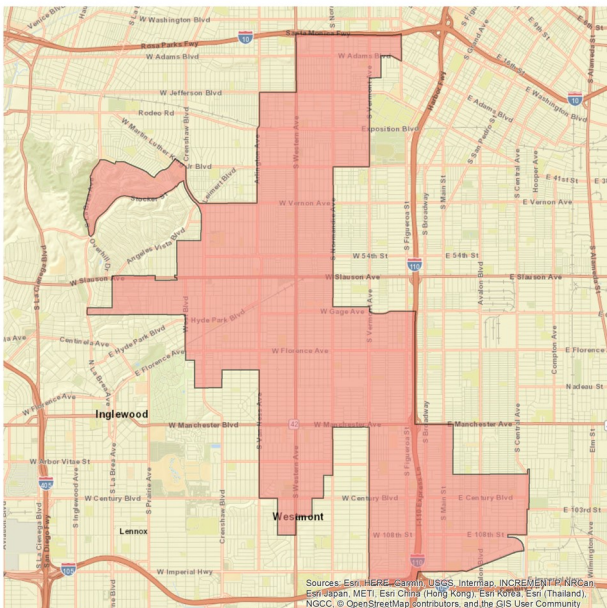
### Quick Facts

- CD 8 has the 3rd highest LRS score in the City.
- 14 of its 18 neighborhoods contain "Very High" census block groups. Within those neighborhoods, 93 of 175 census block groups are listed as "Very High".
- CD 8 has a significantly higher Latino and African-American populations than other areas of the City, lower median household income, a higher percentage of its population living in poverty, and a higher percentage of non-high school graduates than city averages. These differences are key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$32,283	Not High School Graduate	36.6%
Asian	2.1%	Renter Occupied Housing Units	60.3%
Hispanic	52.2%	Vacant Housing Units	8.3%
Non-Hispanic White	2.0%	Limited English Age 14+	13.8%
Non-Hispanic Black	41.7%	Population Age 18-24	12.4%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	10.8%
American Indian or Alaskan Native	0.1%	Family Occupied Housing Units with Related Children Under Age 6	27.3%
Below Poverty Level	30.0%	Multi-Unit (10+) Housing	12.0%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" LRS Scores:

- Athens/ Westmont
- Crenshaw
- Florence/ Firestone
- Green Meadows
- South Vermont
- Watts
- West Adams / Exposition Park
- Westlake

### Impact of the Census

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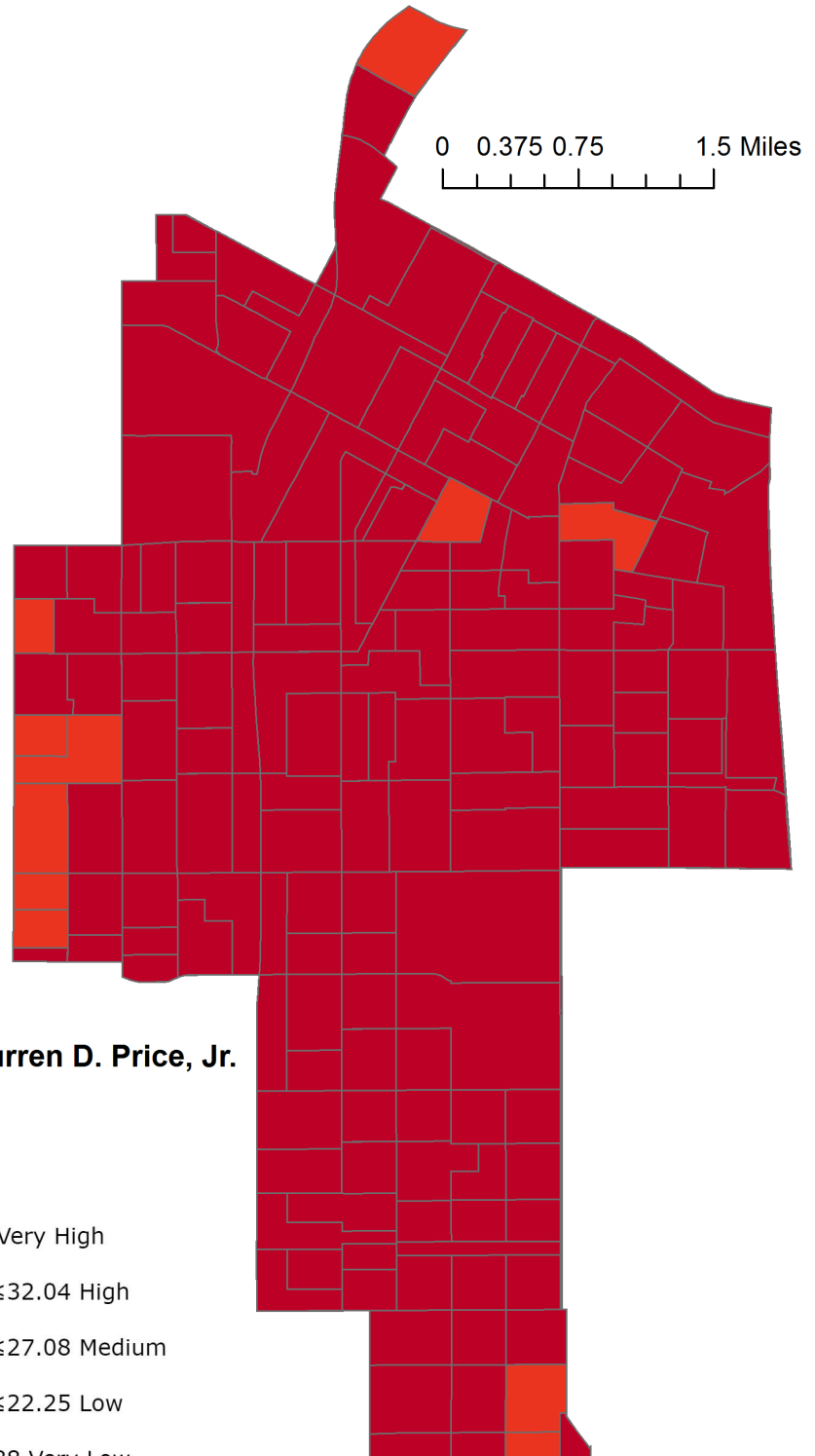
# LA Census 2020

## Council District 9

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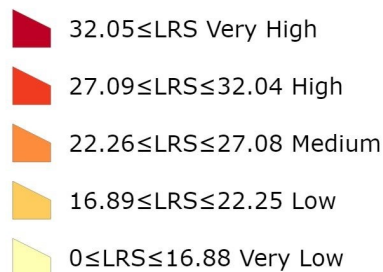


# 34.7

Average LRS Score  
In Council District 9

**9. Curren D. Price, Jr.**

LRS



# LA Census 2020

## Demographic Profile: CD 9

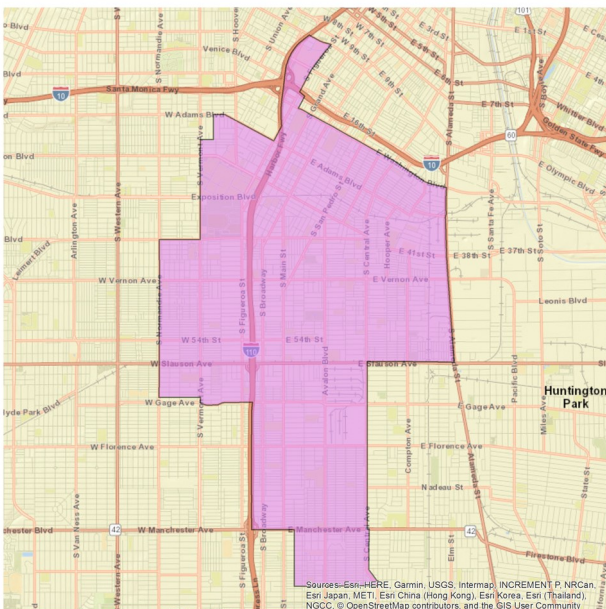
### Quick Facts

- CD 9 is the hardest-to-count council district in Los Angeles. All of its neighborhoods consist of an overwhelming majority of "Very High" LRS scores.
- Downtown, Exposition Park, Florence Firestone, South Park, University Park, Vermont Vista, and Vermont Central consist of exclusively "Very High" block groups.
- District 9 has a lower median household income, a higher percentage of African-American and Latino residents, a higher percentage of residents living in poverty, and a higher percentage of non-high school graduates than city averages, which are key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$29,561	Not High School Graduate	56.6%
Asian	1.5%	Renter Occupied Housing Units	72.5%
Hispanic	79.9%	Vacant Housing Units	7.7%
Non-Hispanic White	2.1%	Limited English Age 14+	25.6%
Non-Hispanic Black	15.7%	Population Age 18-24	14.1%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	5.8%
American Indian or Alaskan Native	0.1%	Family Occupied Housing Units with Related Children Under Age 6	34.4%
Below Poverty Level	42.0%	Multi-Unit (10+) Housing	13.6%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" LRS Scores:

- Central
- Downtown
- Exposition Park
- Florence Firestone
- Green Meadows
- Harvard Park
- South Park
- University Park
- Vermont Central
- Vermont Square
- Vermont Vista
- West Vernon
- Wholesale District
- Wilshire Center

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



OFFICE OF MAYOR ERIC GARCETTI

• CITY OF LOS ANGELES

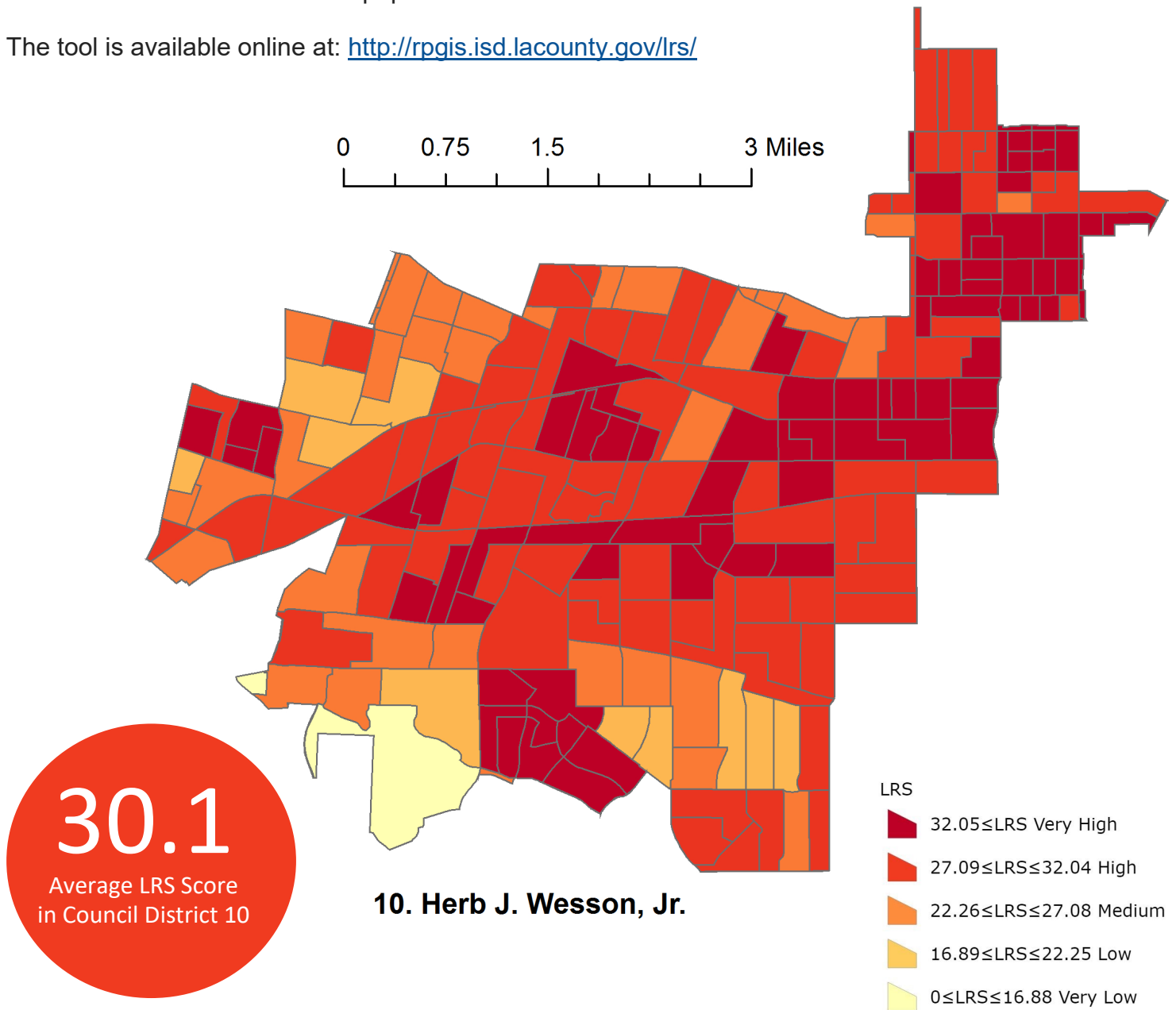
# LA Census 2020

## Council District 10

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations.

The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>



# LA Census 2020

## Demographic Profile: CD 10

### Quick Facts

- 18 of the 27 neighborhoods in CD 10 contain block groups with “Very High” LRS scores.
- Harvard Heights has 100% of its census block groups with “Very High” LRS scores.
- The highest LRS scores in the CD 10 are both greater than 40.0 and come from two census block groups (2362021, 2362041) in Baldwin Hills.
- CD 10 has a lower median household income, a higher percentage of African-American and Asian residents, higher percentage of households that are limited English proficient, and a higher percentage of residents living in poverty than city averages, which are key indicators of hard-to-count populations.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$36,506	Not High School Graduate	25.9%
Asian	14.7%	Renter Occupied Housing Units	72.5%
Hispanic	44.1%	Vacant Housing Units	6.2%
Non-Hispanic White	10.2%	Limited English Age 14+	20.2%
Non-Hispanic Black	28.0%	Population Age 18-24	9.9%
Native Hawaiian or Other Pacific Islander	0.2%	Population Age 65+	11.7%
American Indian or Alaskan Native	0.1%	Family Occupied Housing Units with Related Children Under Age 6	23.4%
Below Poverty Level	24.3%	Multi-Unit (10+) Housing	34.5%

Source: 2010 U.S. Census and Census 2016 Planning Database

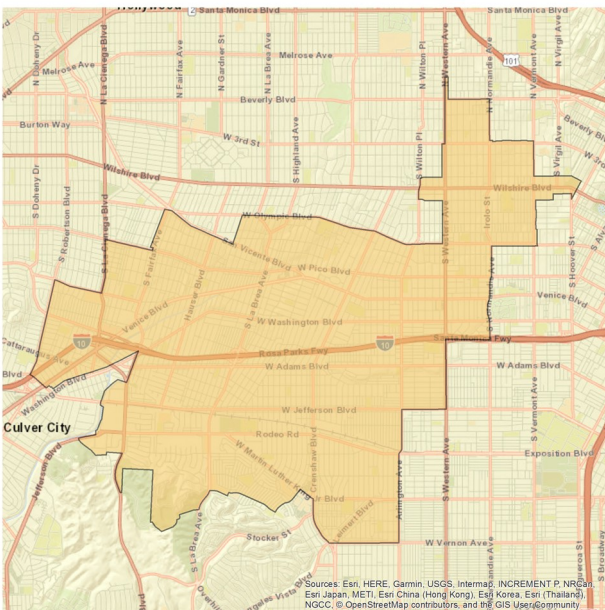
### Neighborhoods with Census Block Groups that have “Very High” LRS Scores:

- Alsace
- Baldwin Hills
- Cadillac Corning
- Cloverdale Cochran
- Country Club Park
- Crenshaw District
- Harvard Heights
- Koreatown
- Lafayette Square
- Little Bangladesh
- Longwood
- Mid City
- St. Elmo Village
- Victoria Park
- Wellington Square
- West Adams
- Wilshire Center

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.





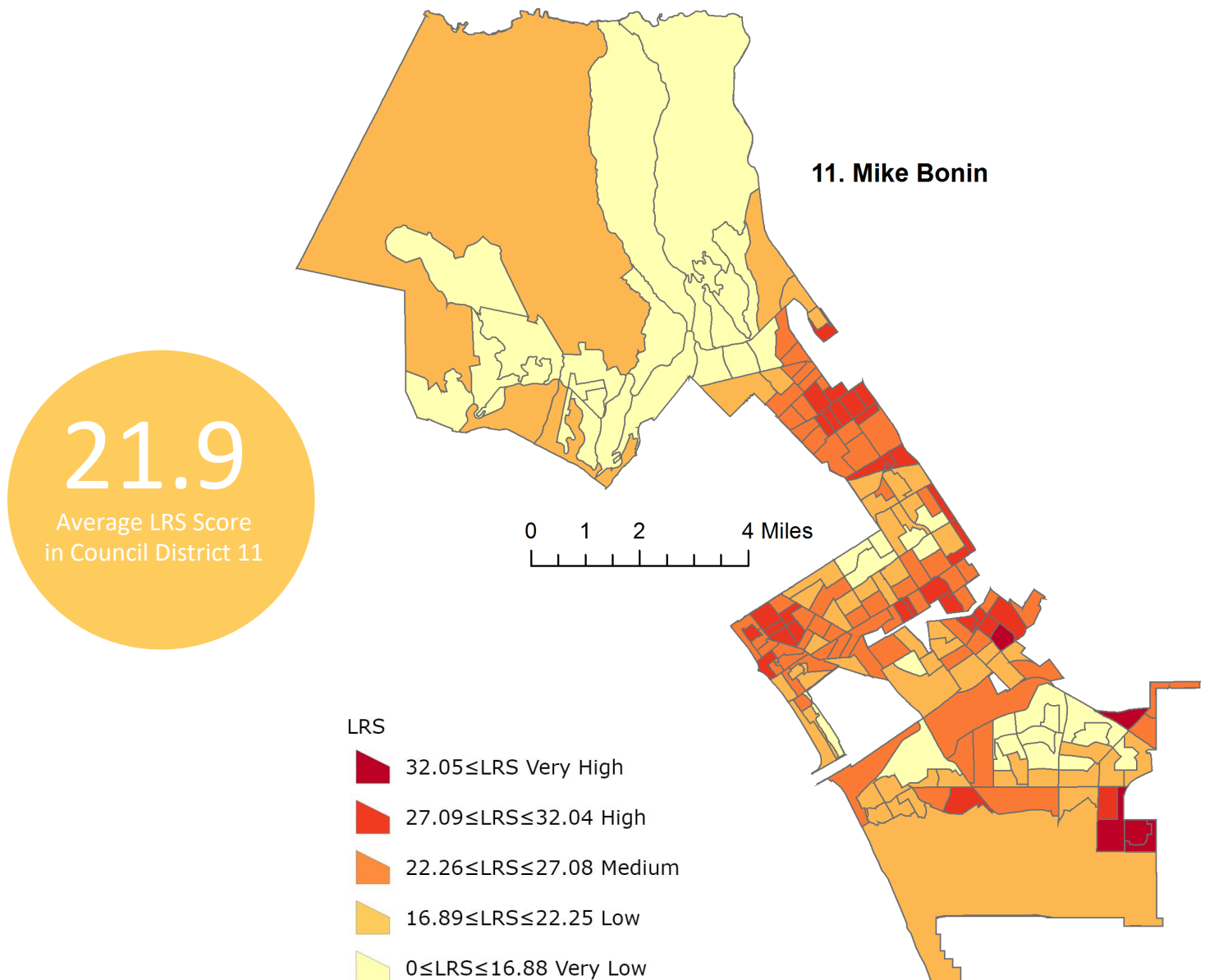
# LA Census 2020

## Council District 11

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at:

<http://rpgis.isd.lacounty.gov/lrs/>



# LA Census 2020

## Demographic Profile: CD 11

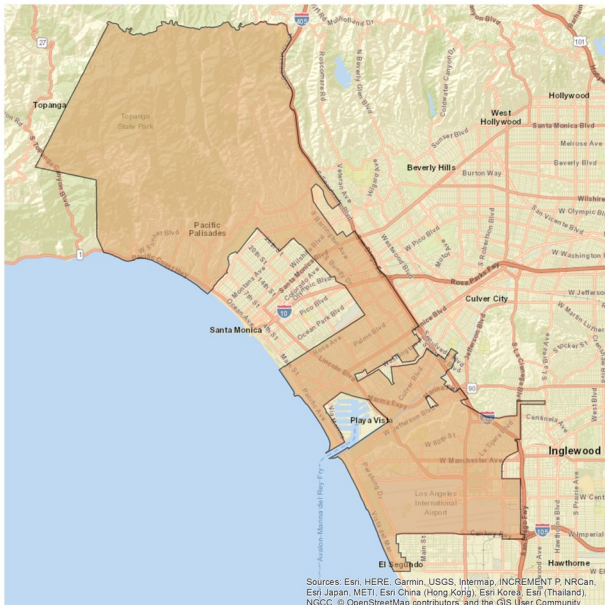
### Quick Facts

- CD 11 has the “lowest” LRS score citywide, but some outliers do exist within its boundaries.
- A cluster of block groups in the Westchester neighborhood (2772002, 2774001, 2774002) located near the northeastern side of LAX has “Very High” LRS scores. These block groups are disproportionately African American and have a high percentage of rental occupied housing units.
- Block group 2755004 in Del Rey, that surrounds Mar Vista Gardens has a “Very High” LRS score, is 84% Latino, and has a high percentage of rental occupied housing units.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$85,022	Not High School Graduate	7.1%
Asian	11.6%	Renter Occupied Housing Units	50.2%
Hispanic	18.7%	Vacant Housing Units	6.4%
Non-Hispanic White	60.1%	Limited English Age 14+	5.1%
Non-Hispanic Black	5.2%	Population Age 18-24	7.7%
Native Hawaiian or Other Pacific Islander	0.2%	Population Age 65+	14.5%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	21.5%
Below Poverty Level	9.9%	Multi-Unit (10+) Housing	26.6%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” and “High” LRS Scores:

- Del Rey
- Mar Vista
- Palms
- Venice
- Westchester
- West Los Angeles

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



# LA Census 2020

## Council District 12

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

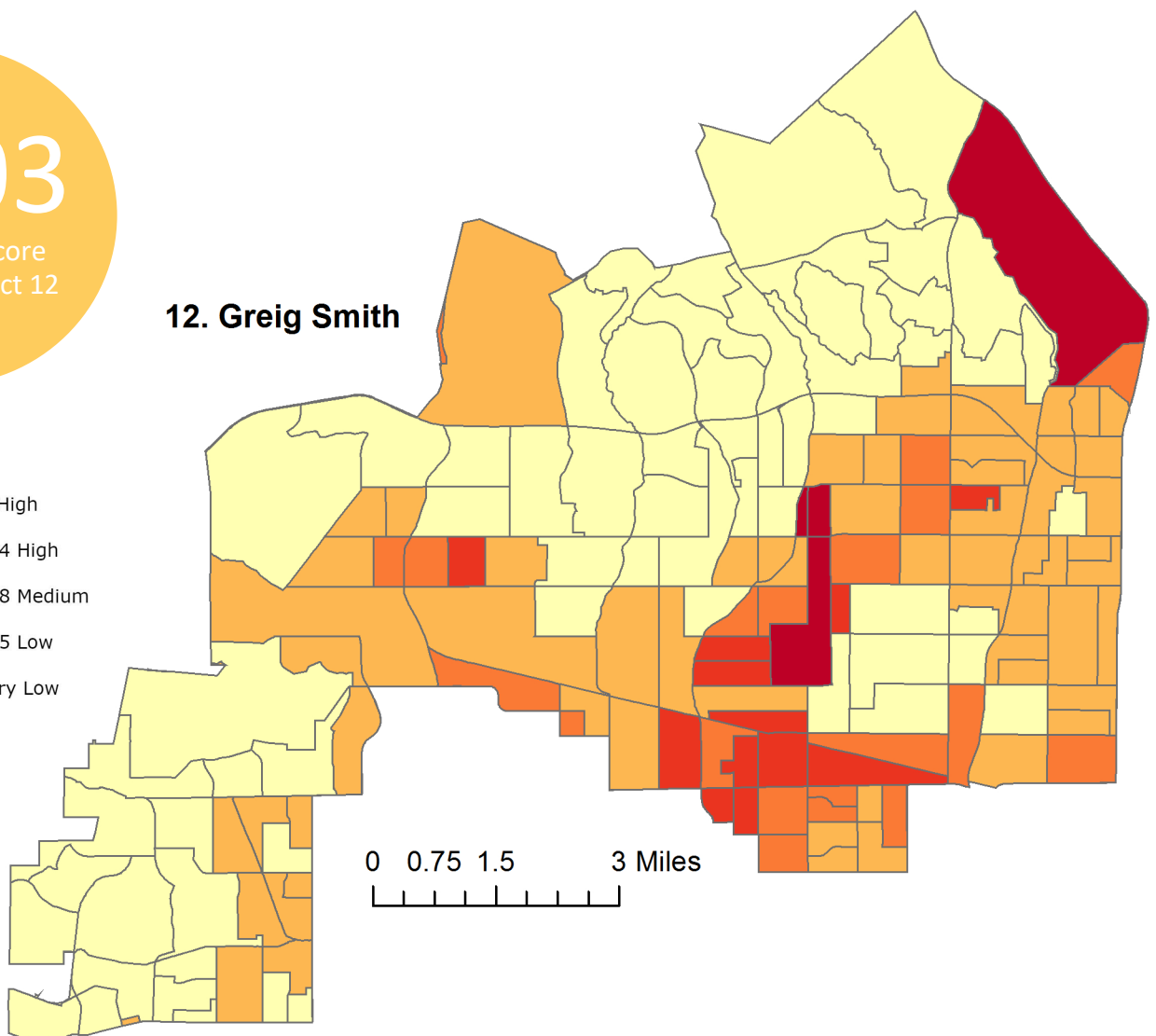
The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>

# 19.03

Average LRS Score  
in Council District 12

**12. Greig Smith**

LRS



# LA Census 2020

## Demographic Profile: CD 12

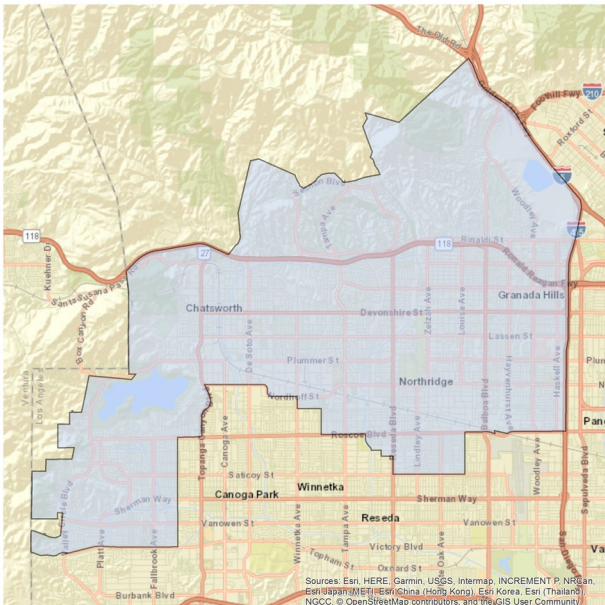
### Quick Facts

- There are two block groups (1113012, 1113014) surrounding Granada Hills Charter School that have "very high" LRS scores.
- The CSU Northridge campus comprises block group 1151031 and has a "very high" LRS score.
- Renter Occupied Housing Units, especially those occupied by students, are a key indicator of hard-to-count populations. The aforementioned three block groups are in the immediate vicinity of CSU Northridge and have an average of 98.12% of renter occupied units

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$81,750	Not High School Graduate	11%
Asian	16.4%	Renter Occupied Housing Units	26.4%
Hispanic	28.1%	Vacant Housing Units	3.7%
Non-Hispanic White	47.7%	Limited English Age 14+	7%
Non-Hispanic Black	4.3%	Population Age 18-24	10.1%
Native Hawaiian or Other Pacific Islander	0.3%	Population Age 65+	16.3%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	16.9%
Below Poverty Level	9.8%	Multi-Unit (10+) Housing	13.5%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" and "High" LRS Scores:

- Chatsworth
- Granada Hills
- Northridge
- Reseda

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



OFFICE OF MAYOR ERIC GARCETTI

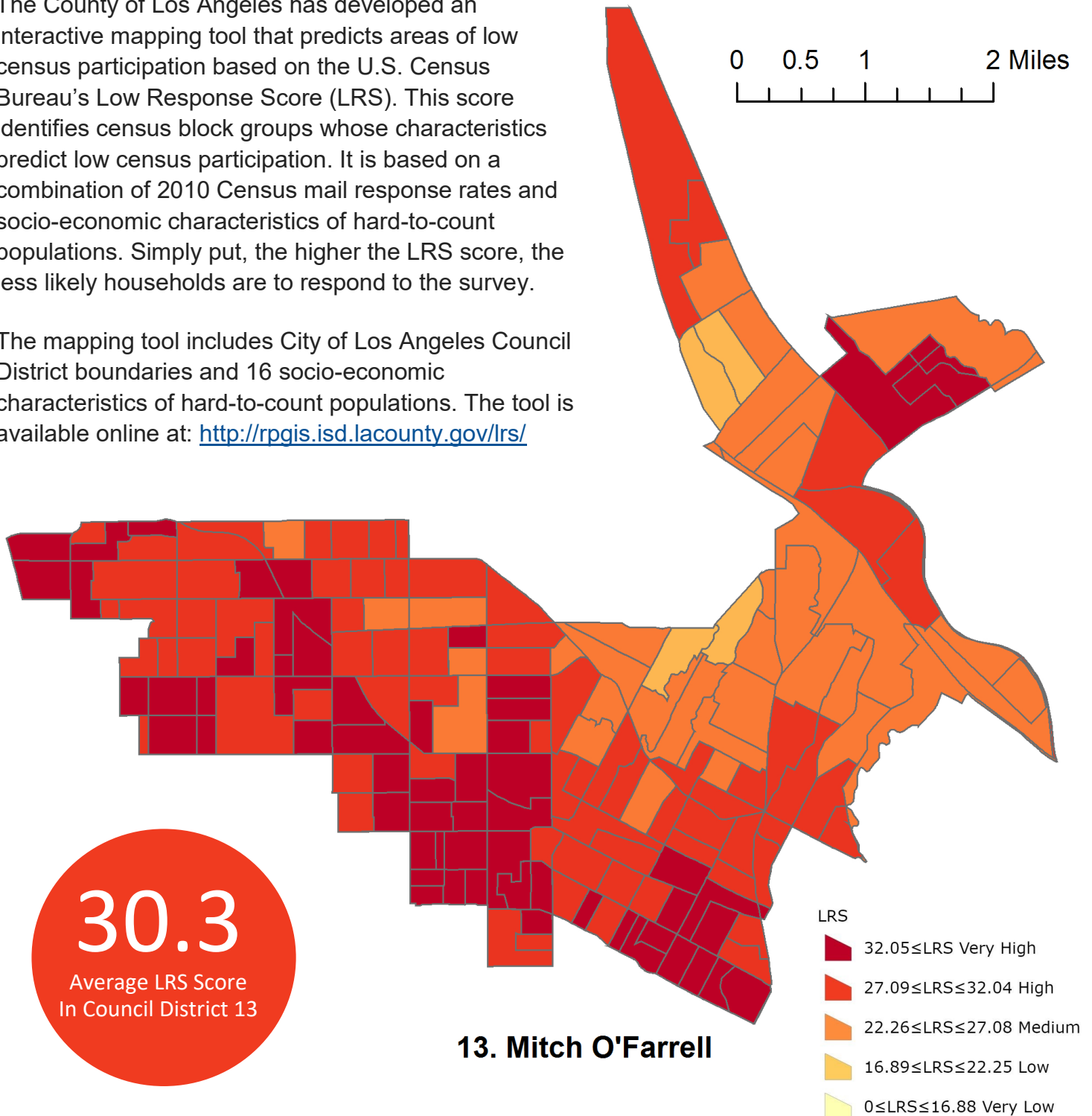
CITY OF LOS ANGELES

# LA Census 2020

## Council District 13

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>



# LA Census 2020

## Demographic Profile: CD 13

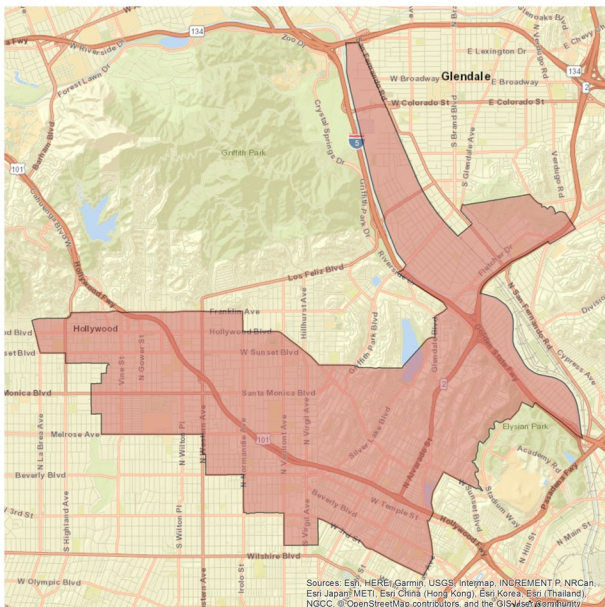
### Quick Facts

- Hollywood, Melrose and Wilshire Center neighborhoods have the highest concentration of “very high” LRS scores in District 13.
- Council District 13 has the fourth highest LRS score in the City after Districts 9, 1 and 8.
- Renter Occupied Housing Units as well as Multi-Unit Housing are key indicators of hard-to-count populations. District 13’s percentages in these categories are much higher than the city averages and are especially high in block groups flagged with “very high” LRS scores.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$36,342	Not High School Graduate	27.3%
Asian	17.0%	Renter Occupied Housing Units	83.9%
Hispanic	51.1%	Vacant Housing Units	6.7%
Non-Hispanic White	25.6%	Limited English Age 14+	27%
Non-Hispanic Black	3.6%	Population Age 18-24	10.3%
Native Hawaiian or Other Pacific Islander	0.2%	Population Age 65+	11.0%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	21.5%
Below Poverty Level	25.6%	Multi-Unit (10+) Housing	46.5%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have “Very High” and “High” LRS Scores:

- Atwater Village
- East Hollywood
- Echo Park
- Elysian Valley
- Glassell Park
- Historic Filipinotown
- Hollywood
- Little Armenia
- Melrose
- Silverlake
- Temple Beaudry
- Thai Town
- Wilshire Center

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



# LA Census 2020

## Council District 14

The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at:

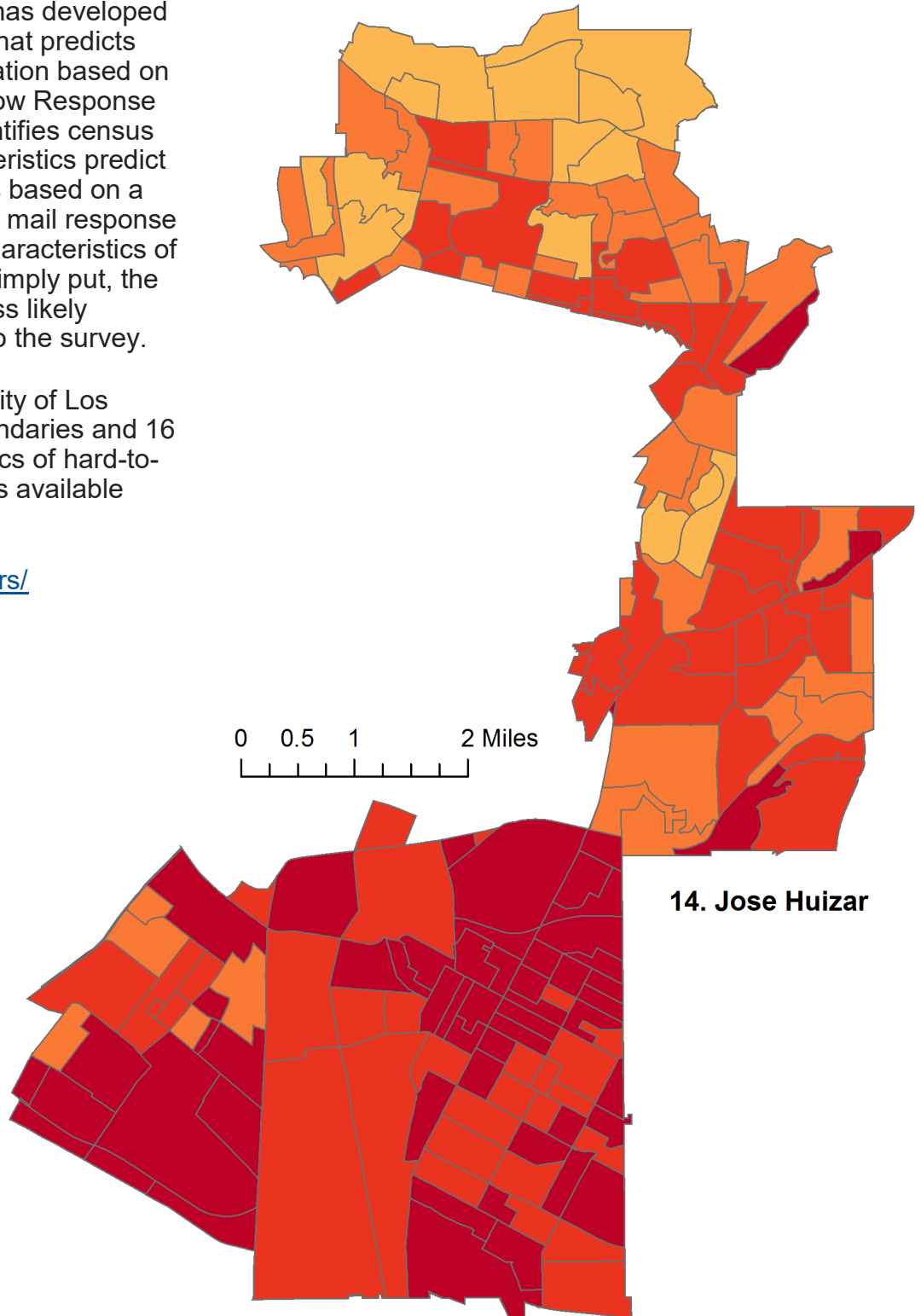
<http://rpgis.isd.lacounty.gov/lrs/>

# 29.3

Average LRS Score  
in Council District 14

0 0.5 1 2 Miles

LRS



**14. Jose Huizar**

# LA Census 2020

## Demographic Profile: CD 14

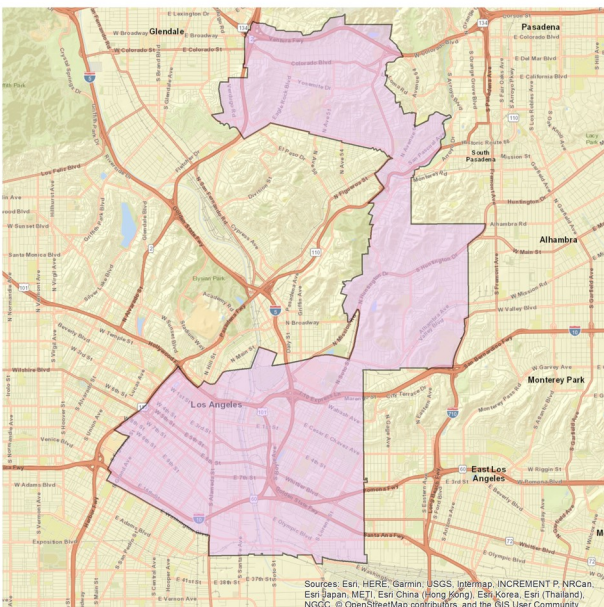
### Quick Facts

- CD 14 is 1 of 7 districts with "High" LRS Scores in the City.
- The neighborhoods of Boyle Heights, Downtown and the Wholesale District have high concentrations of census block groups with "Very High" LRS scores.
- Boyle Heights has 36 "Very High" census block groups. It is among the neighborhoods that has the most "Very High" LRS census block groups in the City.
- Only two census block groups (2031003, 2051101) in CD 14 have LRS scores greater than 40 and both are located in Boyle Heights.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$40,300	Not High School Graduate	37.0%
Asian	12.4%	Renter Occupied Housing Units	63.8%
Hispanic	68.1%	Vacant Housing Units	7.2%
Non-Hispanic White	13.6%	Limited English Age 14+	20.8%
Non-Hispanic Black	4.2%	Population Age 18-24	11.5%
Native Hawaiian or Other Pacific Islander	0.1%	Population Age 65+	12.0%
American Indian or Alaskan Native	0.1%	Family Occupied Housing Units with Related Children Under Age 6	25.3%
Below Poverty Level	26.1%	Multi-Unit (10+) Housing	27.3%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" and "High" LRS Scores:

- Boyle Heights
- Chinatown
- Downtown
- Eagle Rock
- El Sereno
- Glassel Park
- Highland Park
- Lincoln Heights
- University Hills
- Wholesale District

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.



# LA Census 2020

## Council District 15

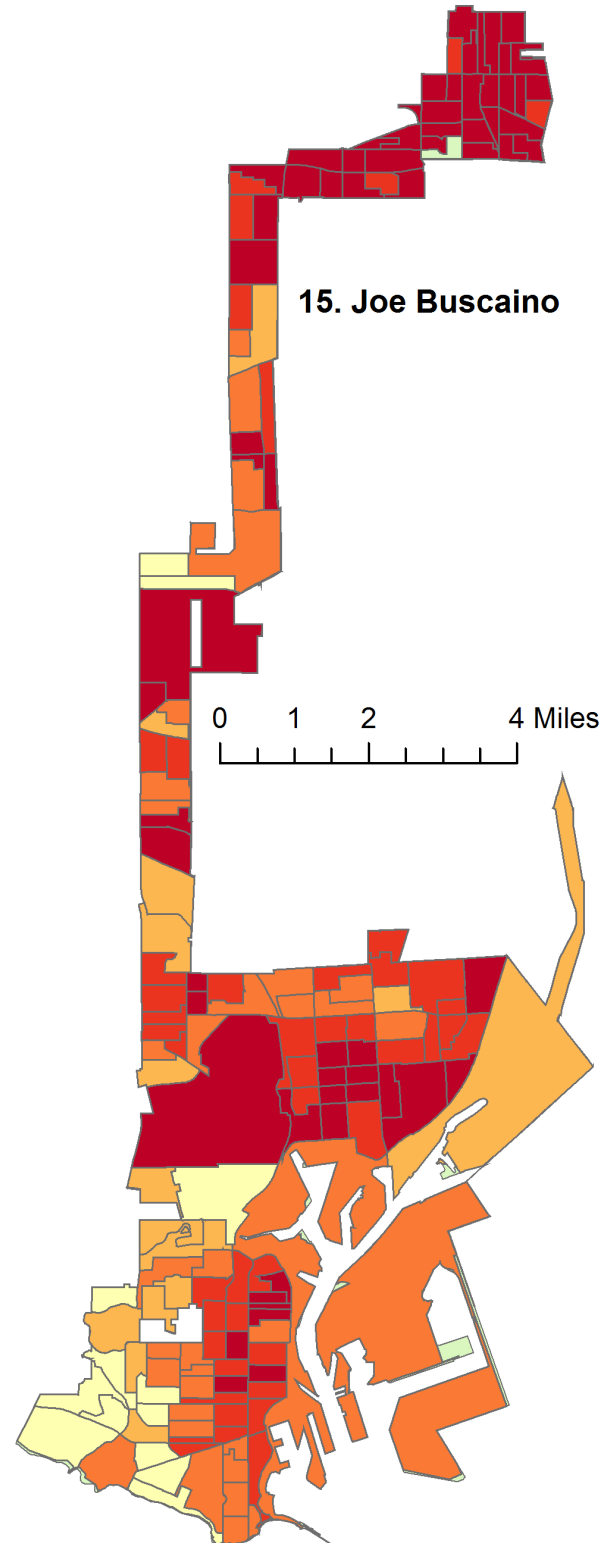
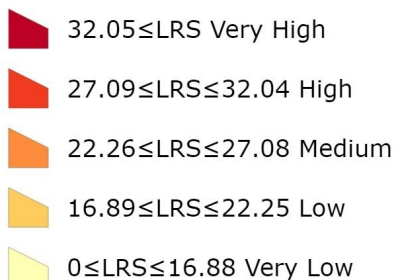
The County of Los Angeles has developed an interactive mapping tool that predicts areas of low census participation based on the U.S. Census Bureau's Low Response Score (LRS). This score identifies census block groups whose characteristics predict low census participation. It is based on a combination 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.

The mapping tool includes City of Los Angeles Council District boundaries and 16 socio-economic characteristics of hard-to-count populations. The tool is available online at: <http://rpgis.isd.lacounty.gov/lrs/>

# 28.9

Average LRS Score  
in Council District 15

LRS



# LA Census 2020

## Demographic Profile: CD 15

### Quick Facts

- CD 15 is 1 of 7 districts with "High" LRS Scores in the City.
- The neighborhoods of Watts, Century Park Cove and Wilmington have high concentrations of census block groups with "Very High" LRS scores.
- The neighborhoods of San Pedro, Harbor Gateway, and Harbor City have pockets of census block groups with "Very High" LRS scores.
- Two adjacent block groups (2426002, 2426001) in Watts have two of the highest LRS scores in the District with LRS scores of 44.2 and 39.9, respectively.

(These 16 socio-economic characteristics are highly correlated with hard-to-count populations and may help inform outreach strategies in your Council District)

Median Household Income	\$49,571	Not High School Graduate	32.4%
Asian	5.9%	Renter Occupied Housing Units	59.3%
Hispanic	60.7%	Vacant Housing Units	6.9%
Non-Hispanic White	18.5%	Limited English Age 14+	12.9%
Non-Hispanic Black	11.9%	Population Age 18-24	11.2%
Native Hawaiian or Other Pacific Islander	0.4%	Population Age 65+	9.8%
American Indian or Alaskan Native	0.2%	Family Occupied Housing Units with Related Children Under Age 6	28.0%
Below Poverty Level	24.7%	Multi-Unit (10+) Housing	18.0%

Source: 2010 U.S. Census and Census 2016 Planning Database



Neighborhoods with Census Block Groups that have "Very High" and "High" LRS Scores:

- Century Palms Cove
- Figueria Square Park
- Harbor City
- Harbor Gateway
- San Pedro
- Watts
- Wilmington
- El Sereno
- Highland Park

### Impact of the Census

**MONEY:** The State of California receives approximately \$1,950 per resident annually in federal funds using Census data alone.

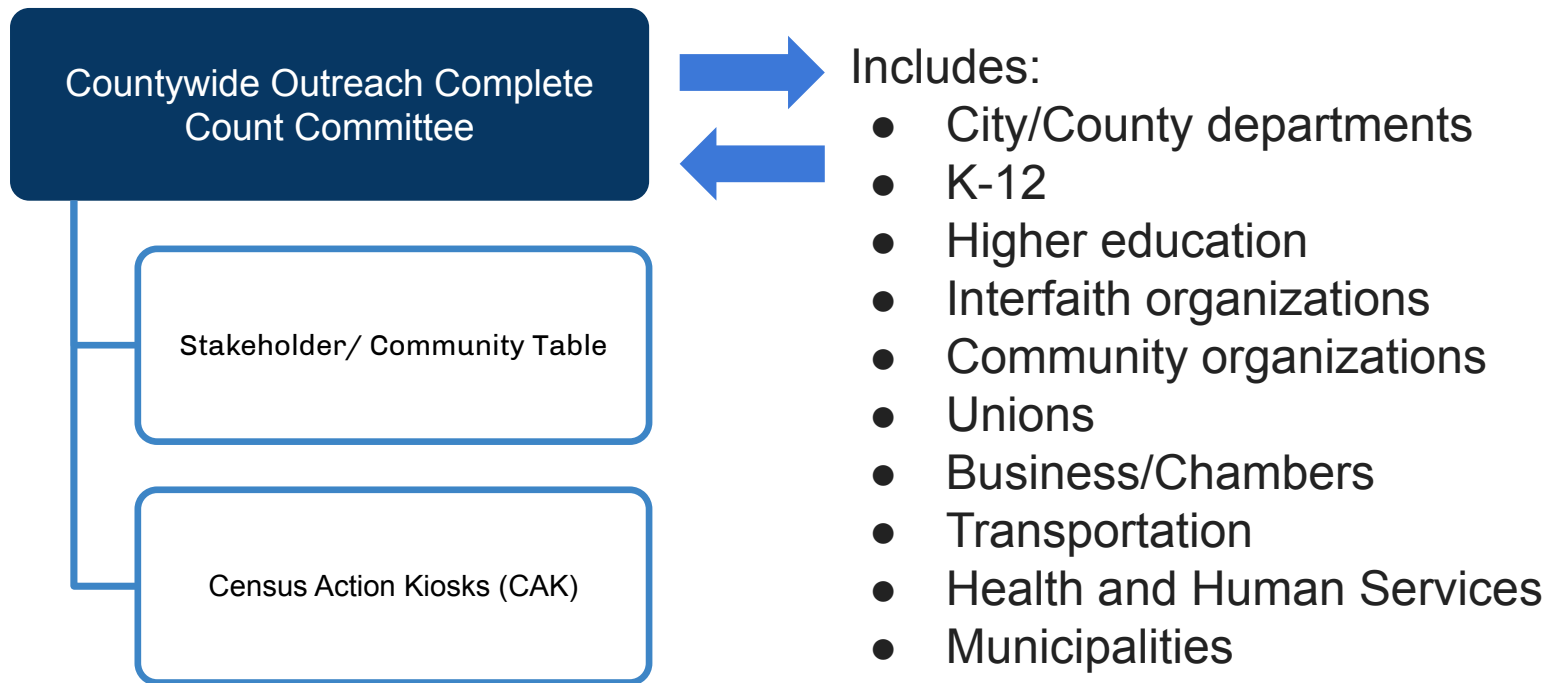
**POWER:** After the 2010 Census, California failed to gain a Congressional seat for the first time since obtaining statehood in 1850.

## U.S. Census Bureau Census 2020: Glossaries and Video and Print Guides Available in 59 Languages

The U.S. Census Bureau is making glossaries, video and print guides available in 59 non-English languages including American Sign Language. They have not provided an estimate as to when these materials will become available for public use.

U.S. Census Bureau Census 2020: Glossaries and Video and Print Guides Available in 59 Languages						
Spanish	Haitian Creole	Bengali	Romanian	Tamil	Tigrinya	Igbo
Chinese	Portuguese	Greek	Telugu	Navajo	Ilocano	Marathi
Vietnamese	Japanese	Amharic	Burmese	Hungarian	Dutch	Sinhala
Korean	Italian	Somali	Punjabi	Hebrew	Croatian	Slovak
Russian	Farsi	Thai	Lao	Malayalam	Bulgarian	American Sign Language
Arabic	German	Gjurati	Hmong	Swahili	Twi	
Tagalog	Armenian	Khmer	Albanian	Yiddish	Lithuanian	
Polish	Hindi	Nepali	Turkish	Indonesia	Yoruba	
French	Ukrainian	Urdu	Bosnian	Serbian	Czech	

# L.A. County Complete Count Committee & Subcommittees



# Higher Education Toolkit

A Guide for Administrators to Tailor Census Outreach Efforts on College Campuses



# About this Toolkit



Hello, University and College Administrators!

Census Day – April 1, 2020, is fast approaching! High-quality Census data will help to ensure California, Los Angeles County, your college community, and our communities benefit. An accurate count is important to ensure the Los Angeles region and your institution get a fair share of funding and representation for the next decade.

**Did you know the U.S. Census Bureau identified college students as among the hardest to survey during Census time?** In response, the County of Los Angeles Office of the CEO and City of Los Angeles Office of the Mayor met with more than 30 college and university representatives, serving on the Higher Education Census Subcommittee, to provide input how on best for colleges and universities to **BE COUNTED!** This toolkit builds on their work, as well as research from the Office of Evaluation Sciences of the U.S. Census Bureau.

This toolkit provides check lists of actions you can take so you can develop your own **Census Strategic Student Engagement Plan**. It also outlines common reasons for not completing the Census.

Because you know your campus community best, you are uniquely positioned to break down these barriers and ensure your students are counted. You'll want to think about how you can directly encourage students to complete the Census and how to work with student organizations to advocate for a Campus Complete Count.

Any questions? Feel free to contact us. Now let's get started!



**County of Los Angeles**  
Avianna Uribe, Acting Manager  
Chief Executive Office  
Strategic Integration Branch  
(213) 974-6837  
[auribe@ceo.lacounty.gov](mailto:auribe@ceo.lacounty.gov)



**City of Los Angeles**  
Maria de la Luz Garcia  
Director, 2020 Census Initiative  
Office of Mayor Eric Garcetti  
(213) 922-9768  
[maria.garcia@lacity.org](mailto:maria.garcia@lacity.org)

# How to use this toolkit:

## STEP 1 TIMELINE

Welcome!  
Review the Census timeline for colleges and universities.

## STEP 3 CAMPUS OUTREACH STRATEGIES

Get quick tips & best practices on how to design your student outreach campaign, based on behavioral science research.

## STEP 5 ENGAGE STUDENT ORGANIZATIONS

Identify your different student organizations and student populations so you know how best to reach them.

## STEP 2

## WHY THE CENSUS MATTERS

Understand why the Census is important to your campus, your students, California, and the nation.

## STEP 4

## ENGAGE CAMPUS RESOURCES

Review a check list of ideas to consider at your campus. Campus resources include academic departments, student services, administration, public affairs, and student organizations.



## STEP 6

## TAILOR YOUR OUTREACH

Create a [Census Strategic Student Engagement Plan](#) for your campus outreach efforts.

# STEP 1: Timeline for Higher Education Institutions

## U.S. Census Day is April 1, 2020.

**Most people will complete the Census Surveys online – a first in American history!  
Make sure your students living in dorms and other group quarters are counted!**

The U.S. Census Bureau includes college residence halls as part of their Group Quarter (GQ) target groups. Right now, it plans to send post cards with information on how to complete the Census online. The Bureau wants the **students' e-responses completed between April 1, 2020, and May 12, 2020**. If necessary, it will follow up with paper data collection options. Individuals can have until July 31, 2020 to complete the online Census Survey.

A question for many students may be, *“What is my usual residence?” Is it my dorm or my parents' home?* Students are to complete the census where they are living on April 1, 2020. For California colleges and universities, that will typically mean that students complete the Census survey here. **Students should count themselves separately from their families on April 1, 2020, if they are living away from home.**



# STEP 1: Timeline for Higher Education Institutions

## (continued)

Important milestones highlighted in **red** for colleges and universities.

Plan Now!	Develop Strategic Engagement Plans for reaching students about the Census
Fall 2019	Launch awareness campaigns, including modules taught as part of college curriculum
January – March 2020	Promote that the Census is coming with specific campaigns about Census Day and the ability to complete the survey online through July 31, 2020!
February - March 2020	<b>U.S. Census Bureau conducts advance contact with colleges and universities</b> , including sending master lists of students identified as residing at the local colleges and universities
Starting February 3, 2020	<b>U.S. Census Bureau launches “Group Quarter Advance Contact” with colleges and universities</b>
Starting March 12, 2020	<b>U.S. Census Bureau mails cards with PIN # to households, including students’ residencies</b>
March 30 - April 1, 2020	U.S. Census Bureau conducts service-based enumeration
<b>April 1, 2020 Census Day</b>	
March 12 - May 12, 2020	U.S. Census Bureau launches Internet link for individuals to complete the Census Survey online
April 2, 2020	<b>U.S. Census Bureau begins efforts to count students living in dorms and other group quarters, referred to as Group Quarters enumeration</b>
May 13, 2020	U.S. Census Bureau begins to follow up on individuals who have not responded
July 31, 2020	Last day to self-respond to complete the Census
December 31, 2020	U.S. Census Bureau delivers apportionment counts to the President
March 31, 2021	U.S. Census Bureau completes delivery of the Redistricting Summary Files to all states

**If you have not heard from the U.S. Census Bureau, contact your Regional Census Office:**

Los Angeles Regional Office, 15350 Sherman Way, Suite 400, Van Nuys, CA 91406-4224

Tel: (818) 267-1700 or 1-800-992-3530; FAX: (818) 267-1714; TDD: (818) 904-6249

E-mail: [Los.Angeles.Regional.Office@census.gov](mailto:Los.Angeles.Regional.Office@census.gov)

Other Regional Census Offices available at: <https://www.census.gov/regions>

# STEP 2: Understand Student Impact on the Census!

## Make sure students' voices are heard – Be Counted!

**736,912**  
college  
students  
in LA  
County!

Attending universities, colleges,  
and community colleges

Los Angeles County needs your help because you care about:

- Federal student loans
- Federal research grants
- Campus funding
- Campus improvements, including labs, buildings, and classrooms
- Health and social services
- Federal legislation
- Students' future careers – many professionals are heavily dependent on Federal funding (e.g., medicine, social work, nursing, science, research, or public health)

**16<sup>th</sup>**  
largest  
US city

Los Angeles County's  
college student population is  
**bigger than Seattle!**

### The Census is also important for:

**Redistricting.** After each Census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



**Fair representation.** Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



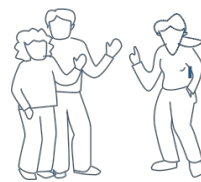
**Billions of dollars at stake.** Census data determine the allocation of billions of dollars to support your state, county, and community's vital programs.



**Did you know that the U.S. Census Bureau considers college students among the hardest-to-count populations to survey?**

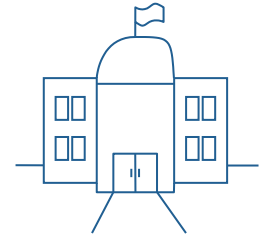
# How You, Your Community, and Campus Benefit from Census Data

The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy. The Census Bureau conducts the decennial Census, the American Community Survey, the economic Census, and many other surveys. Federal funds, grants, and support to states, counties, academia, and communities are based on population totals and breakdowns by sex, age, race, and other factors.



**College students** benefit from Federal student loans, legislation, campus funding, campus improvements, and health and social services.

**Local government officials** use the Census to ensure public safety, provide health care, and improve schools and hospital facilities.



**Your data are confidential.** Federal law protects your Census responses. Your answers can only be used to produce statistics.



**Businesses** use Census data to decide where to build factories, offices, and stores that create jobs and serve local communities.



**It's in the Constitution.** The U.S. Constitution requires a Census every 10 years. The Census covers the entire country and everyone living here. The first Census was in 1790.

**City planners and real estate developers** use the Census to improve transportation and infrastructure, including affordable housing.



## WHAT EVERYONE SHOULD KNOW ABOUT THE 2020 CENSUS

Once a decade, America comes together to participate in the decennial Census, creating national awareness of the Census and statistics.

## STEP 3: Effective Outreach

What college students are hardest to count?

**The U.S. Census identifies all college students as Hard to Count.** Some college students are even harder to survey because of additional factors. This table will help you to: a) understand the challenges in reaching students and b) customize your approach in your Census Strategic Student Engagement Plan.



Hard-to-Count College Student Demographics	College Student Profile (Number or Percent of Students)
College students between the ages of 18 and 24	
College students from low-income backgrounds	
College students of recent immigrants	
First generation college students	
College students from homes who speak English with limited or no proficiency	
College students who are non-White	
College students who are homeless or lack stable housing	
College students living off campus and rent	
College students living off campus with their families	
College students living on campus	

# Identify how best to reach your students

Los Angeles campuses are made up of diverse student populations. Think about your different populations and how best to reach each of them, especially Hard-to-Count. Some examples are:

Student Populations	Best Means for Reaching Them
<b>Where they live</b>	
Live on campus	
Live nearby, but off-campus	
Commute a distance to campus	
Lacking stable housing (couch surfers or homeless)	
<b>Demographics of Hard-to-Count Student Populations (and who they may identify with/as)</b>	
International students	
LGTBQ	
Hispanics, Dreamers	
Student veterans, ROTC	
Parenting students	
Other Ethnicities (African American, Asian, Native American, Armenian, Southeast Asian, etc.)	
<b>Educational Purposes</b>	
Undergraduate	
Graduate & professional school students	
Continuing education	
Adult education	



# Plan the Campaign

Plan your campaign to reach the student audience you hope to engage.  
Think about what's important to them and what motivates them...

## 1. Make it clear why the Census is important for students and the institution.

*Why should students care?*

It's easy to forget that the thing you're advocating for, which you know a lot about, may not be as clear to students who are just becoming aware of the Census. Frame the "why" of taking an action as a value proposition that's important to students.

## 2. Prompt campus departments and student organizations to make a plan.

*What kind of planning do campus organizations need to do?*

There is a gap between what we intend to do and what we actually do. To close this gap, the toolkit contains check lists and fill-in-the-blank templates to plan your campus Census campaign. Have departments and student organizations indicate when they'll do something, how they'll do it, and other critical details.

## 3. Create a checklist.

*What are the steps our departments, students, or student organizations should take?*

It helps to outline a clear to-do list or action steps:

- Start each step with an action verb of what needs to be done
- Help them know what to expect or how they can help

## 4. Consider the right incentives.

*How can we make our incentive seem even better?*

Both financial and non-financial incentives can be powerful motivators. Whenever using incentives, considering the timing and context for the incentives. For example, a \$1 coupon is much more exciting for a \$5 item than a \$1 coupon for \$100 item at the bookstore, even though in both instances an individual is saving the same amount.



# Communicate Effectively

Making it easy to complete the Census is critical – and sometimes the smallest tweaks can have a significant impact. Meet students where they're at.

## 1. Keep it simple.

*Is all the information in our message immediately useful? Are we using simple language?*

- Use simple and conversational (e.g., contractions) language that's to the point
- Avoid over-sharing in an attempt to be thorough
- Provide only the most essential information for students to take immediate action
- Include reference links for those interested in learning more

## 3. Consider the messenger.

*Who will our students listen to?*

People pay attention to who is asking them to do something. Is it someone they know? Trust? Respect? If you're sending a written communication (e.g., a letter or postcard), including a photo of the person sending the message has shown to increase responsiveness.

## 4. Make it personal.

*Where can we add a personal touch?*

Personal touches can increase response rates:

- Personally address letters or emails
- Tailor content with examples that matter to students
- Include personal appeals (e.g., handwritten notes or signatures on template letters from the chancellor, president, deans, etc.)

## 5. Consider the timing.

*What are our students' schedules like? When will your message be most relevant?*

Whenever possible, describe short-term costs or benefits. We tend to discount things in the future, because they're more abstract. For example, research has shown that sending emails at lunchtime results in increased click rates, emphasizing the new year as a fresh start increases retirement savings, or asking people to sign a form at the start, rather than the end of a form reduces self-reporting errors.

## 6. Consider the location.

*Where do our students spend time? Where will our message be most relevant?*

The selected campus setting affects students' interest in hearing your message. Are you knocking on their dorm doors when're they're trying to sleep in on a Saturday morning? Or talking to them about how the Census can impact educational funding and financial aid when they are registering for classes?



# Be Creative

Packaging of your message matters so that your message stands out.

## 1. Make the Census a social event.

*Who do our students identify with or admire?*

We are strongly influenced by what those around us do, what we perceive to be “normal” or “acceptable,” and what others think of us. For example, students purchase products that others they admire endorse, and consider how others rate restaurants.

If students publicly commit to do something, they’re more likely to follow through.

## 2. Use social media.



*What kinds of communication channels do our students like and already use?*

While sending letters or flyers can be effective communication, research has shown that text messages, pop-up boxes, and in-app messages are also cost-effective ways to connect. Consider what channels your students already use.

## 3. Make it visual.

*What pictures could we use to convey our message?*

Humans are drawn to pictures. Some studies show we read as little as 20% of the text on a page. Start the design with a picture, and then add words, rather than start with extensive text.

## 4. Create tag lines and graphics.

*What tag lines and graphics will appeal to students?*

Feel free to use the LA County logos for branding purposes. Think of creative slogans for your campus.

Los Angeles County’s Tagline:  
**“BE COUNTED”**



U.S. Census Tagline:  
**“Shape your future. START HERE.”**



## IDENTIFY WHAT WILL WORK BEST ON YOUR CAMPUS

### STEP 4: Campus Outreach

The following pages contain checklists of ideas for you to consider for your own campus when developing your **Census Strategic Engagement Plan**.

#### START AT THE TOP!

Instill institutional commitment to the Census by requesting that students' participation in the 2020 Census be endorsed by governing bodies:

- ☐ University of California Board of Regents
- ☐ UCLA Chancellor
- ☐ California State University System Office of the Chancellor
- ☐ CSULA, CSUN, and CSLB Offices of the President
- ☐ Los Angeles Community College District (LACCD) Board of Trustees and Chancellor
- ☐ Community college presidents
- ☐ Private colleges and universities' Boards of Trustees or Offices of the President

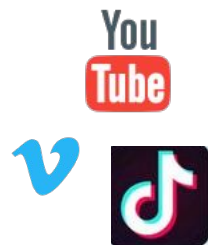


# Ideas for using the Census as a learning opportunity



## ENGAGE YOUR ACADEMIC COMMUNITY

- ☐ Use the Census for incorporating student-learning experiences in the classroom and outside of the classroom
- ☐ Offer curriculum that uses the civic engagement opportunities with an experiential learning component, such as:
  - ☐ Introduction to constitutional law
  - ☐ Civic engagement in public policy or political science
  - ☐ U.S. history and constitutional initiatives
  - ☐ Citizenship or ESL in adult education
  - ☐ Majors and careers that are heavily reliant on Federal funding, such as nursing, medicine, social welfare, housing, urban planning, and transportation planning.
- ☐ Emphasize importance of the 2020 Census so students can educate their parents and others in their community
- ☐ Engage departments to support the campaign with communication strategies that resonate with students; share their work through social media:
  - ☐ Art departments to develop creative posters
  - ☐ English and journalism departments and writing labs to develop messaging
  - ☐ Theater and media arts departments to develop short productions (e.g., Public Service Announcements)



# Ideas for classroom experiences

Use the worksheet to identify departments and contact persons who can incorporate Census curriculum in their classrooms.

Academic Disciplines	Campus Departments/Contact Person
Academic affairs leadership	
American history (e.g., U.S. Constitution)	
Campus library	
Career Technical Education (CTE) programs	
Civics, citizenships, ESL	
Communications, media arts, & theater	
Economics, business	
Education	
Engineering (e.g., Federal funding on infrastructure)	
Health care (e.g., nursing, medicine)	
Human services fields (e.g., social work)	
Law	
Learning resource centers, tutorial labs	
Marketing (promotional campaigns and outreach)	
Math or statistics	
Political science, sociology	
Public policy, transportation, housing, urban planning	
Other	

# Ideas for involving student services in the Census



## ENGAGE STUDENT SERVICES

- ☐ Place Census Day (April 1, 2020) on school calendars and marquees
- ☐ Provide students with a Census Survey link on campus websites when students:
  - ☐ Register for classes
  - ☐ Apply for financial aid
  - ☐ Remit payments
  - ☐ Sign on to campus Wi-Fi
  - ☐ Purchase books and supplies online
  - ☐ Access the college library
- ☐ Make Census information available when students:
  - ☐ Attend student orientations
  - ☐ Register for classes
  - ☐ Borrow books from the library
  - ☐ Make purchases at the bookstore
  - ☐ Attend counseling or advising sessions
- ☐ Use student peers and support staff resource centers (e.g., counselors, international students, veterans, LGBTQ, Dreamers)
- ☐ Use the Census for incorporating student-learning experiences outside of the classroom by encouraging them to volunteer to help with the Census as part of community service
- ☐ Provide incentives or giveaways to encourage students' participation
- ☐ Integrate 2020 Census outreach into existing events on campus
- ☐ Integrate 2020 Census outreach into existing events and conferences hosted by the school off-campus or hosted by affiliate organizations



# Ideas for student affairs' involvement

Use the worksheet to identify departments and contact persons who can help promote the 2020 Census with students.

Student Affairs/Student Services	Campus Departments/Contact Person
Student services/affairs leadership	
Athletics	
Campus life	
Counseling and advising	
Financial aid and scholarships	
Health services	
Housing	
Registrar	
International students	
Student development	
Student life, clubs, etc.	
Student newspapers/publications	
Other	

# Ideas for maximizing student participation in the 2020 Census



- ☐ Contact your public affairs or campus communications office to help with outreach
- ☐ Use hash tags and social media platforms that are most widely used by students and on campus
  - ☐ Los Angeles County: **INSERT TBD**
  - ☐ (See examples in the Student toolkit)
- ☐ Email blasts, letters, and messages from:
  - ☐ President
  - ☐ Dean of student affairs
  - ☐ Dean of academic affairs
- ☐ Email blasts and messages from those individuals with personal contact with students:
  - ☐ Counseling faculty to students they know/work with
  - ☐ Faculty members
- ☐ Promote the Census:
  - ☐ Put wraps about the census on campus vehicles
  - ☐ Hang 2020 Census promotional banners and pole flags in prominent locations on campus

- ☐ Post Census information and links on websites:
  - ☐ College web pages
  - ☐ Class registration portals
  - ☐ College schedules and calendars
  - ☐ Student portals
  - ☐ Student election portals
  - ☐ Online syllabus
  - ☐ Transportation (vehicles and bikes) registration
  - ☐ Other online portals, such as the California Complete Count Census office:  
<https://census.ca.gov/complete-count/>
- ☐ Communicate and partner (where feasible) with other local colleges and universities to maximize outreach
- ☐ Share your campus Census activities by tagging the LA County or California Census Office while at a Census 2020 event:



Twitter: @CACCompleteCount



Facebook: @CACCompleteCount



Instagram: @CACCompleteCount

Hashtags: #CACensus2020 or #CACCompleteCount

YouTube



# Ideas for promoting job opportunities for students with the U.S. Census Bureau



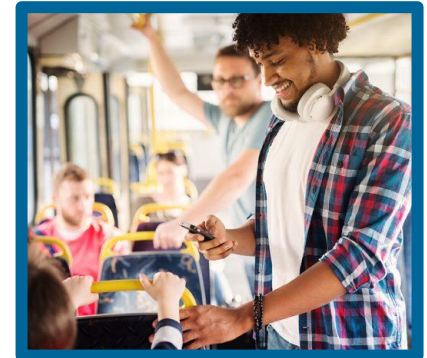
## Paying Jobs

The U.S. Census Bureau is currently hiring individuals to canvass neighborhoods to help residents complete their Census Surveys. These individuals are called Census enumerators and can work flexible hours and earn competitive pay.

- ☐ Provide the U.S. Census Bureau with a table at career fairs and job fairs on campus
- ☐ Post U.S. Census Bureau jobs on online job portals operated by the schools
- ☐ Contact the Los Angeles Regional Census Center for up-to-date U.S. Census Bureau job opportunities at:
  - ☐ 1 (800) 992-3529 or
  - ☐ <https://www.census.gov/about/regions/los-angeles/jobs/all.html>

## Student Extra Credit or Service Hours

- ☐ Explore opportunities for students who participate in Census-related activities to earn:
  - ☐ Extra credit hours
  - ☐ Community service hours
  - ☐ Internship credit for volunteer hours



## Census Volunteers and Community Service

- ☐ Recruit college students to serve as Census Goodwill Ambassadors to help out with the Census
- ☐ Volunteer to help with the Census – either on campus or in Hard-to-Count neighborhoods

# Ideas for setting up kiosks for completing the Census Survey on campus

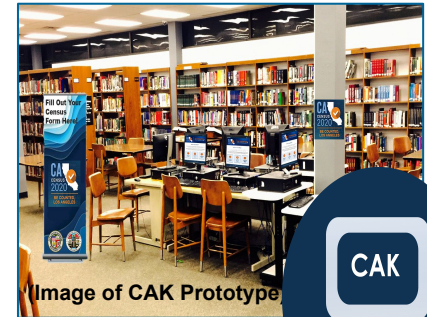


## CAK Project Highlights

Campuses can set up CAK locations with computers or tablets in public spaces (e.g., campus libraries, student learning centers, or tutorial centers) where students can complete the Census. Campuses should advertise the CAK locations and identify CAK staffing and volunteer strategies (e.g., Census Goodwill Ambassadors), who encourage students to complete the Census. If the campus is willing to make the campus CAK available to the general public, it can sign up to be a County CAK at: [www.surveymonkey.com/r/LACensus2020-CAKSites](http://www.surveymonkey.com/r/LACensus2020-CAKSites)

## Requirements for a Campus CAK

- ☐ Refer to: [https://ceo.lacounty.gov/wp-content/uploads/2019/06/CAK-Requirements-and-Software\\_rev3.pdf](https://ceo.lacounty.gov/wp-content/uploads/2019/06/CAK-Requirements-and-Software_rev3.pdf)
- ☐ Have at least 1 computer(s) with internet access
- ☐ Maintain hours of operation
- ☐ Available for activation period between March 2020 to July 2020
- ☐ Outfit computer stations with marketing/branding material
- ☐ Wherever possible, place CAK locations in areas that are ADA accessible
- ☐ Upload the Los Angeles web-based user interface onto all electronic devices that serve as CAKs. Link to site available in early 2020.



## Student Incentives

- ☐ Give out stickers to students who complete the Census
- ☐ Offer incentives for students with Census stickers to get a free latte, a bookstore discount, or something else that appeals to students

*For additional guidance, log into the Los Angeles countywide Census Action Kiosk (CAK) project:*  
<https://ceo.lacounty.gov/agendas/#1561501658964-21898d0d-d892>

# Ideas for campus locations for promoting the Census

Think about where students frequent for setting up CAKs or engaging students to complete the Census.



Types of Facilities	Campus Locations/Contact Person
Facilities management leadership	
Libraries	
Student union	
Book store	
Campus cafes, cafeterias, dining halls	
Departmental offices	
Dorms	
Faith-based organizations	
Gym, locker rooms	
Kiosks	
Museums, galleries	
Parking facilities	
Sports arena	
Student forums with booths and tables	
Other	

# Ideas for surrounding areas for reaching commuter and off-campus students

Use the worksheet to identify locales surrounding the campus for displaying Census posters and promotional materials. Ask businesses to provide free giveaways (for example, \$1 - \$5 off purchase with peel-off Census sticker).



Types	Surrounding Neighborhood
Apartment complexes and student housing	
Bus or metro stops for posters	
Cafes and coffee shops	
Restaurants	
Bars, clubs, and music venues	
Public libraries (many will have Census Action Kiosks for completing the Census)	
Shops where students go	
Off- and on-campus sports arenas and venues	
Recreation centers (e.g., gyms, yoga studios)	
Religious institutions	
Other	

# Step 5: Recruit Student Organizations

Engaging student organizations in the campus Census campaign can be one of your most effective strategies. The following pages contain ideas for reaching out to student organizations and addressing student concerns.

- ☐ Target and empower student groups on campus and give them a copy of the “**LA County Higher Education toolkit: A Guide for Student Organizations**”
- ☐ Start with the student government organization (e.g., student senate, associated student government); encourage them to form a student ad hoc group to develop and implement an outreach plan
- ☐ Engage student activist organizations and student governments to adopt resolutions about the importance of the Census and develop their own outreach plans
- ☐ Encourage student groups to set up informational tables or booths on campus about the Census
- ☐ Tap into student groups to undertake peer-to-peer outreach
- ☐ Create friendly competitions with incentives among student organizations
- ☐ Have students identify and reach out to neighboring campus locales that students frequent to post Census posters and information



# Worksheet for Student Organizations

Use the worksheet to identify student organizations that can promote the Census with students. Los Angeles County has prepared a separate Census Student Took Kit for you to share with them.

Types	Student Organizations/Contact Person
Student government	
Student newspaper	
Student clubs	
Community service groups	
Commuter student organizations	
Ethnic groups	
Faith-based organizations	
Housing/dorm boards	
Panhellenic (sororities and fraternities)	
Political action groups, law groups	
Student newspapers	
Social clubs	
Sports clubs	
Other	

## STEP 6: Campus Census Outreach Action Plan

Action Steps Planned	Who Will Make it Happen?	Time Line for Each Action Step	Target Student Population	Number of Students Expected to Reach
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				

# STEP 6: Action Plan Check List

Now that we've covered some best practices for developing your campus's [Census Strategic Student Engagement Plan](#), you can use this checklist to make your message as effective as possible.

## KNOW YOUR AUDIENCE

- ☐ *What students do I want to reach? Why might they not participate in the Census?*
- ☐ *What is the action I want students to take?*
- ☐ *What student organizations are most apt to participate?*
- ☐ *How can our academic and student services departments help reach and engage students?*

## HAVE AN OBJECTIVE

- ☐ *What do we want our academic and student services departments to do?*
- ☐ *What do we want our students and student organizations to do?*
- ☐ *Do our departments and student campus organizations have an incentive to take that action?*

## MAKE IT RELEVANT

- ☐ *Why should faculty, administrators, and staff care?*
- ☐ *Why should students care?*
- ☐ *Where can we add a personal touch?*
- ☐ *Who do our students and student organizations identify with or admire?*
- ☐ *What incentives will students respond to?*

## MAKE IT ACTION-ORIENTED

- ☐ *Is all the information in our message immediately useful?  
Are we using simple language?*
- ☐ *What pictures could we use to convey our message?*
- ☐ *Have we communicated the steps our departments, student organizations, and students should take?*
- ☐ *What kind of planning do our departments and student organizations need to do to take?*

## PLAN THE OUTREACH CAMPAIGN

- ☐ *Who will our students listen to?*
- ☐ *What are our students' schedules like?*
- ☐ *When will our message be most relevant?*
- ☐ *Where do our students spend time?*
- ☐ *Where will our message be most relevant?*
- ☐ *What kinds of communication channels do our students like and already use?*



**BE COUNTED**  
**LOS ANGELES** ✓

## Appendix A: Census Resources

Examples and printable materials to support  
your campus Census outreach efforts is available at:

<https://www.census.gov/partners/2020-materials.html>

Fact Sheets:

<https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.html>

Infographics and Visuals:

<https://www.census.gov/programs-surveys/decennial-census/2020-census/library/visualizations.html>

Tagline and Promotional Materials:

[https://www.census.gov/newsroom/blogs/research-matters/2019/03/shape\\_your\\_future.html](https://www.census.gov/newsroom/blogs/research-matters/2019/03/shape_your_future.html)

For more ideas on student engagement ideas, particularly use of emails to students,  
go to National Survey of Student Engagement (NSSE): <http://nsse.indiana.edu/>

# Appendix B: More Information on your Hard-to-Count Population

Based on prior Census surveys, the government has identified communities that will be Hard to Count because of prior Low Response Scores (LRSs).

- The LRS identifies block groups and tracts whose characteristics predict low census mail return rates and are highly correlated (negatively) with census and survey participation.
- Areas with LRS greater than 32.04 indicate the Hardest-to-Survey Populations.

The most important factors that contribute to LRS in LA County are:

- Poverty
- Housing
- Education
- Ethnicity
- **College students!**

This link will show you a MAP of Los Angeles County and the Hard-to-Count populations near your campus:

<http://rpgis.isd.lacounty.gov/LRS/>

Information Available for Los Angeles County Census Tracts and Block Groups
Community Name
Low Response Score
Total Population
Median Household Income (\$)
Renter (Non-Owner) Occupied Housing Units (%)
Population Age 18-24 (%)
Population Age 65+ (%)
Hispanic (%)
White (%)
Black (%)
American Indian / Alaska Native (%)
Asian (%)
Native Hawaiian / Pacific Islander (%)
Not High School Graduate, Age 25+ (%)
Below Poverty Level (%)
No One in Household Age 14+ Speaks English _Very Well_ (%)
Family Occupied with Related Children Under 6 (%)
Vacant Housing Units (%)
Multi-Unit (10+) Housing (%)
Limited English (Spanish)
Limited English (Indo-European)
Limited English (Asian-Pac Islander)



**BE COUNTED**  
LOS ANGELES ✓

## Appendix C: Address Students' Concerns



# Students' Concerns

*"I don't think the Census has any impact on my life."*

## WHO THIS MIGHT BE

These students aren't sure what Census does, how the data affect them, and why their participation matters. They lack a connection between the Census and its impact on their daily lives or community.



## MAKE IT ACTIONABLE

### Create a visual that will stick

The Census doesn't feel important to these students.

- Design infographics or other visual aids to show how Census data are used and affect students' lives
- Don't be overly complex – one strong example is better than information overload
- Refer to the Appendix for graphics and more visual ideas



## MAKE IT RELEVANT

### Create a badge or sticker

Encourage campus organizations and student networks to provide a "Census supporter" badge or sticker to:

- Build awareness during the Census response period
- Reinforce the use of Census data for student loans, social programs, state representation in Congress, and campus buildings.



## PLAN THE DELIVERY

### Identify spokespersons

Talk to campus leaders – who students respect to:

- Advocate for the importance of the Census and for completion of the Census Survey
- Engage student organizations to promote the Census

### Leverage existing touchpoints

Draw on existing interactions (e.g., student newsletters or events) to highlight the Census' connection to something students (or their families) are familiar with or care about.



# Students' Concerns

*"I don't feel comfortable sharing my information."*

## WHO THIS MIGHT BE

These students wonder: How is my data used and stored?

Are the data really confidential? They are concerned about data privacy or having their information used by other Federal agencies.



## MAKE IT ACTIONABLE

### Preview Census questions

Walking students through the questions the Census contains before they actually take it can help to:

- Clarify the type of information "the government" is asking them
- Build clarity that there is no identifying information, such as name or social security number



## MAKE IT RELEVANT

### Start with a sure win

If you acknowledge something you know is a concern for your students, they are more likely to relate to the next thing you say. For example, try highlighting data security as a legitimate concern before explaining how information is protected.



## PLAN THE DELIVERY

### Connect early

Because students may require more information and discussion, begin outreach with them early in the Fall 2019. Early outreach will enable more time for information efforts to build their confidence with how Census data are used and protected.

### Reputation matters

Finding a familiar person this student group trusts is important. Choose someone who has standing rather than the most "well-known" person.



# Students' Concerns

*"I don't have time to fill out the Census."*

## WHO THIS MIGHT BE

These students either assume the Census is cumbersome to complete or do not value the Census highly compared to other things they want to do.



## MAKE IT ACTIONABLE

### Provide context

Let them know how long it takes on average. Anchor the time it takes to complete the Census to a simple task they do as part of their normal day. For example, "You can complete the Census while you wait for your class to start."

### Make it a default

Embed a notification or link to the online Census into a platform they trust and use (e.g., when students log on to register for classes, frequent a campus website, etc.)



## MAKE IT RELEVANT

### Offer micro-incentives

Even a small, yet relevant, benefit can help "tip the scale" for someone busy; for example, getting to wear a "I WAS COUNTED" sticker for a free coffee) because they filled out the Census on a tablet or computer in a public campus place.

### Student commitment

Because these students are busy, creating a way for them to publicly commit (for example, signing their name on a public board) can increase the likelihood they'll follow-through.



## PLAN THE DELIVERY

### Text and link

Reminding these students multiple times to take the Census can be helpful.

Include the link with the reminder so students can immediately complete the Census Survey and not have to remember to come back later.



# Students' Concerns

*"I think my parents will do it for me."*

## WHO THIS MIGHT BE

These students may live in a dorm, be a commuter, or have a home residency in another state. Students should count themselves separately from their families on April 1, 2020, if they are living away from home.



## MAKE IT ACTIONABLE

### Let their parents know they are completing the Census

If students are living away from home on April 1, 2020, their parents should not count them as living at their place of residence.

In other words, ***students should complete the Census Survey themselves.***



## MAKE IT RELEVANT

### Understand why it is important to be counted

Emphasize importance of 2020 Census to students so they can educate their parents, especially if their parents are reluctant to complete the Census Survey



## PLAN THE DELIVERY

### Text and link

With college students, repeated reminders don't hurt.

Again, include the link with the reminder so they can complete the Census Survey immediately.



# Students' Concerns

*"I might have trouble completing a Census Survey form."*

## WHO THIS MIGHT BE

These students may be recent immigrants or nonnative-English speakers. They find Census forms confusing, and not realize that Census information is available in other languages. They may not understand the importance of the Census.



## MAKE IT ACTIONABLE

### Have students contact the U.S. Census Bureau for help in other languages

The U.S. Census has set up:

- Internet self-response in 12 non-English languages
- On-call Census Survey assistance in 12 non-English languages
- A language glossary and video in 59 non-English languages



## MAKE IT RELEVANT

### Promote responsibility to a group

Tight-knit student communities will value taking the Census to represent their voice and enable a more accurate allocation of resources for their community. Therefore, everyone needs to participate in the Census.

Identify student volunteers who can help their colleagues understand the Census questions.



## PLAN THE DELIVERY

### Meet students where they are

Use ESL, language labs, or foreign language classes to prepare students to complete the forms.

### Make a worksheet

Help students prepare to take the Census with a worksheet or checklist that clearly specifies what students need to know to complete the Census.



# U.S. Census Bureau

## *Foreign Language Assistance (continued)*

### WHO MIGHT NEED THESE SERVICES

These students contain non-native English speakers or recent immigrants.

Albanian  
American Sign Language

Amharic

**Arabic**

Armenian

Bengali

Bosnian

Bulgarian

Burmese

**Chinese**

Croatian

Czech

Dutch

Farsi

**French**

German

Greek

Gujarati

**Haitian Creole**

Hebrew

Hindi

Hmong

Hungarian

Igbo

Ilocano

Indonesian

Italian

**Japanese**

Khmer

**Korean**

Lao

Lithuanian

Malayalam

Marathi

Navajo

Nepali

**Polish**

**Portuguese**

Punjabi

Romanian

**Russian**

Serbian

Sinhala

Slovak

Somali

**Spanish**

Swahili

**Tagalog**

Tamil

Telugu

Thai

Tigrinya

Turkish

Twi

Ukrainian

Urdu

**Vietnamese**

Yiddish

Yoruba

# Higher Education Toolkit

A Guide for Student Organizations to Tailor Census Outreach Efforts on College Campuses



# About this Toolkit



Hello, Campus Student Leaders

Census Day – April 1, 2020 – is fast approaching! As a campus student organization leader, we need your help!

**Did you know the U.S. Census Bureau identified college students as among the hardest to survey during Census time?** In response, the County of Los Angeles Office of the CEO and City of Los Angeles Office of the Mayor have put together this Toolkit to help make sure students are **COUNTED!**

Because you know your campus community best, you are uniquely positioned to break down barriers and ensure your students are counted. We need you and your student organizations to advocate for a Campus Complete Count.

Any questions? Feel free to contact us. Now let's get started!



## **County of Los Angeles**

Avianna Uribe, Acting Manager  
Chief Executive Office  
Strategic Integration Branch  
(213) 974-6837  
[auribe@ceo.lacounty.gov](mailto:auribe@ceo.lacounty.gov)



## **City of Los Angeles**

Maria de la Luz Garcia  
Director, 2020 Census Initiative  
Office of Mayor Eric Garcetti  
(213) 922-9768  
[maria.garcia@lacity.org](mailto:maria.garcia@lacity.org)

# How to use this toolkit:

## STEP 1 TIMELINE

Welcome!  
Review the Census timeline for colleges and universities.

## STEP 3 STUDENT DEMOGRAPHICS

Understand your student population, particularly those who are harder to count.

## STEP 5 ENGAGE STUDENT ORGANIZATIONS

Identify other student organizations who can help out.

### STEP 2

## WHY THE CENSUS MATTERS

Understand why the Census is important to your campus, your students, California, and the nation.

### STEP 4

## STUDENT OUTREACH

Review a check list of ideas for student organizations to consider.



### STEP 6

## TAILOR YOUR OUTREACH

Create a [Census Strategic Student Engagement Plan](#) for your campus outreach efforts.

# STEP 1: Timeline for Higher Education Institutions

## U.S. Census Day is April 1, 2020.

Most people will complete the Census Surveys online – a first in American history!  
Make sure students living in dorms and off campus are counted!

Students are to complete the census where they are living on April 1, 2020. For California colleges and universities, that will typically mean that students complete the Census survey here. *Students should count themselves separately from their families on April 1, 2020, if they are living away from home.*

Right now, the U.S. Census plans to send post cards with information on how to complete the Census online. The Bureau wants the *students' e-responses completed between April 1, 2020, and May 12, 2020.* Individuals can have until July 31, 2020 to complete the online Census Survey.



# STEP 2: Understand Student Impact on the Census!

## Make sure students' voices are heard – Be Counted!

**736,912**  
college  
students  
in LA  
County!

Attending universities, colleges,  
and community colleges

Los Angeles County needs your help because you care about:

- Federal student loans
- Federal research grants
- Campus funding
- Campus improvements, including labs, buildings, and classrooms
- Health and social services
- Federal legislation
- Students' future careers – many professionals are heavily dependent on Federal funding (e.g., medicine, social work, nursing, science, research, or public health)

**16<sup>th</sup>**  
largest  
US city

Los Angeles County's  
college student population is  
**bigger than Seattle!**

### The Census is also important for:

**Redistricting.** After each Census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



**Fair representation.** Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



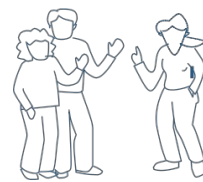
**Billions of dollars at stake.** Census data determine the allocation of billions of dollars to support your state, county, and community's vital programs.



**Did you know that the U.S. Census Bureau considers college students among the hardest-to-count populations to survey?**

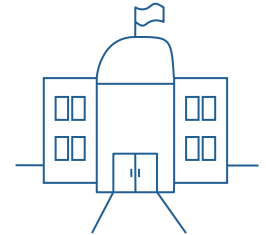
# How You, Your Community, and Campus Benefit from Census Data

The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy. The Census Bureau conducts the decennial Census, the American Community Survey, the economic Census, and many other surveys. Federal funds, grants, and support to states, counties, academia, and communities are based on population totals and breakdowns by sex, age, race, and other factors.



**College students** benefit from Federal student loans, legislation, campus funding, campus improvements, and health and social services.

**Local government officials** use the Census to ensure public safety, provide health care, and improve schools and hospital facilities.



**Your data are confidential.** Federal law protects your Census responses. Your answers can only be used to produce statistics.



**Businesses** use Census data to decide where to build factories, offices, and stores that create jobs and serve local communities.



**It's in the Constitution.** The U.S. Constitution requires a Census every 10 years. The Census covers the entire country and everyone living here. The first Census was in 1790.

**City planners and real estate developers** use the Census to improve transportation and infrastructure, including affordable housing.



## STEP 2: WHAT EVERYONE SHOULD KNOW ABOUT THE 2020 CENSUS

Once a decade, America comes together to participate in the decennial Census, creating national awareness of the Census and statistics.

## STEP 3: Student Demographics

What college students are hardest to count?

**The U.S. Census identifies all college to students as *Hard to Count*.** Some college students are even harder to survey because of additional factors. This table will help you to: a) understand the challenges in reaching students and b) customize your approach in reaching them.



Hard-to-Count College Student Demographics	College Student Profile (Number or Percent of Students)
College students between the ages of 18 and 24	
College students from low-income backgrounds	
College students of recent immigrants	
First generation college students	
College students from homes who speak English with limited or no proficiency	
College students who are non-White	
College students who are homeless or lack stable housing	
College students living off campus and rent	
College students living off campus with their families	
College students living on campus	

# Identify how best to reach your students

Los Angeles campuses are made up of diverse student populations. Think about your different populations and how best to reach each of them, especially Hard-to-Count. Some examples are:

Student Populations	Best Means for Reaching Them
<b>Where they live</b>	
Live on campus	
Live nearby, but off-campus	
Commute a distance to campus	
Lacking stable housing (couch surfers or homeless)	
<b>Demographics of Hard-to-Count Student Populations (and who they may identify with/as)</b>	
International students	
LGTBQ	
Hispanics, Dreamers	
Student veterans, ROTC	
Parenting students	
Other Ethnicities (African American, Asian, Native American, Armenian, Southeast Asian, etc.)	
<b>Educational Purposes</b>	
Undergraduate	
Graduate & professional school students	
Continuing education	
Adult education	



## IDENTIFY WHAT WILL WORK BEST ON YOUR CAMPUS

### STEP 4: Student Outreach

The following pages contain checklists of ideas for you to consider for your own campus when developing your campus outreach plan.

***Remember:***

Students should inform their parents that they will complete the survey if they are living away from home on April 1, 2020, using their current residence address.



# Ideas for promoting the Census on campus

Reach the entire college community, including staff, faculty, employees, and visitors



- Ask the student government organization (e.g., student senate, associated student government) to:
  - Adopt resolutions about the importance of the 2020 Census
  - Form a Student Census Subcommittee to develop and implement a student outreach plan
- Arrange for the student newspaper and other student media outlets to report on the Census
- Set up informational tables or booths on campus about the Census
- Reach out to classmates and other students on campus – make personal appeals
- Identify other student organizations who might be interested in participating in Census outreach
- Create friendly competitions among student organizations – offer small prizes to the winners
- Integrate 2020 Census outreach into existing campus events
- Hang 2020 Census posters in prominent locations on campus
- Make Census information available when students:
  - Attend student orientations
  - Register for classes
  - Borrow books from the library
  - Make purchases at the bookstore
  - Sign up for clubs
- Tap into student groups to undertake peer-to-peer outreach
- Encourage students to educate their parents and others in their community about the importance of the 2020 Census

# Ideas for using social media to reach students



- Use social media platforms that are most widely used by students and on campus
- Involve art or design students to:
  - Develop creative messaging and artwork that resonates with students
  - Share messaging through social media
- Involve theater, music, and media arts students to:
  - Develop short productions (e.g., Public Service Announcements) that resonate with students
  - Share through social media
- Post Census information and links on student organizations' web pages
- Share your campus Census activities by tagging the LA County or California Census Office while at a Census 2020 event:



Twitter: @CACompleteCount



Facebook: @CACompleteCount



Instagram: @CACompleteCount

Hashtags: #CACensus2020 or #CACompleteCount



# Ideas for campus locations for promoting the Census

Think about where students frequent for promoting the Census.



Types of Facilities	Campus Locations/Contact Person
Facilities management leadership	
Libraries	
Student union	
Book store	
Campus cafes, cafeterias, dining halls	
Departmental offices	
Dorms	
Faith-based organizations	
Gym, locker rooms	
Kiosks	
Museums, galleries	
Parking facilities	
Sports arena	
Student forums with booths and tables	
Other	

# Ideas for surrounding areas for reaching commuter and off-campus students

Identify locales surrounding the campus for displaying Census posters and promotional materials. Ask businesses to provide free giveaways (for example, \$1 - \$5 off purchase with peel-off Census sticker).



Types	Surrounding Neighborhood
Apartment complexes and student housing	
Bus or metro stops for posters	
Cafes and coffee shops	
Restaurants	
Bars, clubs, and music venues	
Public libraries (many will have Census Action Kiosks for completing the Census)	
Shops where students go	
Off- and on-campus sports arenas and venues	
Recreation centers (e.g., gyms, yoga studios)	
Religious institutions	
Other	

# Ideas for promoting student job opportunities with the U.S. Census Bureau



## Paying Jobs

The U.S. Census Bureau is currently hiring individuals to canvass neighborhoods to help residents complete their Census Surveys. These individuals are called Census enumerators and can work flexible hours and earn competitive pay.

- ☐ Provide the U.S. Census Bureau with a table at career fairs and job fairs on campus
- ☐ Post U.S. Census Bureau jobs on online job portals and job bulletin boards
- ☐ Contact the Los Angeles Regional Census Center for up-to-date U.S. Census Bureau job opportunities at:
  - ☐ 1 (800) 992-3529 or
  - ☐ <https://www.census.gov/about/regions/los-angeles/jobs/all.html>



## Census Volunteers and Community Service

- ☐ Explore opportunities for students who participate in Census-related activities to earn:
  - ☐ Extra credit hours
  - ☐ Community service hours
  - ☐ Internship credit for volunteer hours
- ☐ Volunteer to help with the Census – either on campus or in Hard-to-Count neighborhoods
- ☐ Have students volunteer as Census Goodwill Ambassadors to help out with the Census at designated sites

# Step 5: Recruit More Student Organizations

Engaging student organizations in the campus Census campaign can be one of your most effective strategies. Feel free to share this “**LA County Higher Education toolkit: A Guide for Student Organizations**.” Use the worksheet to identify student organizations that can promote the Census with students.

Types	Student Organizations/Contact Person
Student government	
Student newspaper	
Student clubs	
Community service groups	
Commuter student organizations	
Ethnic groups	
Faith-based organizations	
Housing/dorm boards	
Panhellenic (sororities and fraternities)	
Political action groups, law groups	
Student newspapers	
Social clubs	
Sports clubs	
Other	

# STEP 6: Outreach Checklist

Now that we've covered some best practices for developing your campus's [Census Strategic Student Engagement Plan](#), you can use this check list to make your message as effective as possible.

## KNOW YOUR AUDIENCE

- ☐ *What students do I want to reach? Why might they not participate in the Census?*
- ☐ *What is the action I want students to take?*
- ☐ *What student organizations are most apt to participate?*

## HAVE AN OBJECTIVE

- ☐ *What do we want our students and student organizations to do?*
- ☐ *Do our student campus organizations have an incentive to take that action?*

## MAKE IT RELEVANT

- ☐ *Why should students care?*
- ☐ *Where can we add a personal touch?*
- ☐ *Who do our students and student organizations identify with or admire?*
- ☐ *What incentives will students respond to?*

## MAKE IT ACTION-ORIENTED

- ☐ *Is all the information in our message immediately useful? Are we using simple language?*
- ☐ *What pictures could we use to convey our message?*
- ☐ *Have we communicated the steps our student organizations and students should take?*
- ☐ *What kind of planning do our student organizations need to do to take?*

## PLAN THE OUTREACH CAMPAIGN

- ☐ *Who will our students listen to?*
- ☐ *What are our students' schedules like?*
- ☐ *When will our message be most relevant?*
- ☐ *Where do our students spend time?*
- ☐ *Where will our message be most relevant?*
- ☐ *What kinds of communication channels do our students like and already use?*

## STEP 6. Campus Census Outreach Action Plan

Action Steps Planned	Who Will Make it Happen?	Time Line for Each Action Step	Target Student Population	Number of Students Expected to Reach
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				



**BE COUNTED**  
LOS ANGELES ✓

## Appendix: Address Students' Concerns



# Students' Concerns

*"I don't think the Census has any impact on my life."*

## WHO THIS MIGHT BE

These students aren't sure what Census does, how the data affect them, and why their participation matters. They lack a connection between the Census and its impact on their daily lives or community.



## MAKE IT ACTIONABLE

### Create a visual that will stick

The Census doesn't feel important to these students.

- Design infographics or other visual aids to show how Census data are used and affect students' lives
- Don't be overly complex – one strong example is better than information overload
- Refer to the Appendix for graphics and more visual ideas



## MAKE IT RELEVANT

### Create a badge or sticker

Encourage campus organizations and student networks to provide a "Census supporter" badge or sticker to:

- Build awareness during the Census response period
- Reinforce the use of Census data for student loans, social programs, state representation in Congress, and campus buildings.



## PLAN THE DELIVERY

### Identify spokespersons

Talk to campus leaders – who students respect to:

- Advocate for the importance of the Census and for completion of the Census Survey
- Engage student organizations to promote the Census

### Leverage existing touchpoints

Draw on existing interactions (e.g., student newsletters or events) to highlight the Census' connection to something students (or their families) are familiar with or care about.



# Students' Concerns

*"I don't feel comfortable sharing my information."*

## WHO THIS MIGHT BE

These students wonder: How is my data used and stored?

Are the data really confidential? They are concerned about data privacy or having their information used by other Federal agencies.



## MAKE IT ACTIONABLE

### Preview Census questions

Walking students through the questions the Census contains before they actually take it can help to:

- Clarify the type of information "the government" is asking them
- Build clarity that there is no identifying information, such as name or social security number



## MAKE IT RELEVANT

### Start with a sure win

If you acknowledge something you know is a concern for your students, they are more likely to relate to the next thing you say. For example, try highlighting data security as a legitimate concern before explaining how information is protected.



## PLAN THE DELIVERY

### Connect early

Because students may require more information and discussion, begin outreach with them early in the Fall 2019. Early outreach will enable more time for information efforts to build their confidence with how Census data are used and protected.

### Reputation matters

Finding a familiar person this student group trusts is important. Choose someone who has standing rather than the most "well-known" person.



# Students' Concerns

*"I don't have time to fill out the Census."*

## WHO THIS MIGHT BE

These students either assume the Census is cumbersome to complete or do not value the Census highly compared to other things they want to do.



## MAKE IT ACTIONABLE

### Provide context

Let them know how long it takes on average. Anchor the time it takes to complete the Census to a simple task they do as part of their normal day. For example, "You can complete the Census while you wait for your class to start."

### Make it a default

Embed a notification or link to the online Census into a platform they trust and use (e.g., when students log on to register for classes, frequent a campus website, etc.)



## MAKE IT RELEVANT

### Offer micro-incentives

Even a small, yet relevant, benefit can help "tip the scale" for someone busy; for example, getting to wear a "I WAS COUNTED" sticker for a free coffee) because they filled out the Census on a tablet or computer in a public campus place.

### Student commitment

Because these students are busy, creating a way for them to publicly commit (for example, signing their name on a public board) can increase the likelihood they'll follow-through.



## PLAN THE DELIVERY

### Text and link

Reminding these students multiple times to take the Census can be helpful.

Include the link with the reminder so students can immediately complete the Census Survey and not have to remember to come back later.



# Students' Concerns

*"I think my parents will do it for me."*

## WHO THIS MIGHT BE

These students may live in a dorm, be a commuter, or have a home residency in another state. Students should count themselves separately from their families on April 1, 2020, if they are living away from home.



## MAKE IT ACTIONABLE

### Let their parents know they are completing the Census

If students are living away from home on April 1, 2020, their parents should not count them as living at their place of residence.

In other words, ***students should complete the Census Survey themselves.***



## MAKE IT RELEVANT

### Understand why it is important to be counted

Emphasize importance of 2020 Census to students so they can educate their parents, especially if their parents are reluctant to complete the Census Survey



## PLAN THE DELIVERY

### Text and link

With college students, repeated reminders don't hurt.

Again, include the link with the reminder so they can complete the Census Survey immediately.



# Students' Concerns

*"I might have trouble completing a Census Survey form."*

## WHO THIS MIGHT BE

These students may be recent immigrants or nonnative-English speakers. They find Census forms confusing, and not realize that Census information is available in other languages. They may not understand the importance of the Census.



## MAKE IT ACTIONABLE

### Have students contact the U.S. Census Bureau for help in other languages

The U.S. Census has set up:

- Internet self-response in 12 non-English languages
- On-call Census Survey assistance in 12 non-English languages
- A language glossary and video in 59 non-English languages



## MAKE IT RELEVANT

### Promote responsibility to a group

Tight-knit student communities will value taking the Census to represent their voice and enable a more accurate allocation of resources for their community. Therefore, everyone needs to participate in the Census.

Identify student volunteers who can help their colleagues understand the Census questions.



## PLAN THE DELIVERY

### Meet students where they are

Use ESL, language labs, or foreign language classes to prepare students to complete the forms.

### Make a worksheet

Help students prepare to take the Census with a worksheet or checklist that clearly specifies what students need to know to complete the Census.



# U.S. Census Bureau

## *Foreign Language Assistance (continued)*

### WHO MIGHT NEED THESE SERVICES

These students contain non-native English speakers or recent immigrants.

Albanian  
American Sign Language

Amharic

**Arabic**

Armenian

Bengali

Bosnian

Bulgarian

Burmese

**Chinese**

Croatian

Czech

Dutch

Farsi

**French**

German

Greek

Gujarati

**Haitian Creole**

Hebrew

Hindi

Hmong

Hungarian

Igbo

Ilocano

Indonesian

Italian

**Japanese**

Khmer

**Korean**

Lao

Lithuanian

Malayalam

Marathi

Navajo

Nepali

**Polish**

**Portuguese**

Punjabi

Romanian

**Russian**

Serbian

Sinhala

Slovak

Somali

**Spanish**

Swahili

**Tagalog**

Tamil

Telugu

Thai

Tigrinya

Turkish

Twi

Ukrainian

Urdu

**Vietnamese**

Yiddish

Yoruba

## LA City Department Outreach Plans (Consolidated)



Department	Key Outreach Objectives	Activities to Accomplish Objectives (can list multiple activities per each objective)	Council District or Citywide	Timeline to Accomplish Each Activity	Is activity part of new or existing program or service?	Hard to Count Target Groups (if any)	Number of People Expected to Reach
Aging	Ask LADOA non-profit service providers to inform, remind and encourage their older adult clients to complete the 2020 Census.	The LADOA GM sends a letter to LADOA's non-profit service providers explaining how the Census impacts their funding and asking for their support. The letter will be sent to 15 nonprofit contractors administering 41 contracts.	Citywide	Jan 2020 - Apr 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	N/A
		Invite 2020 Census staff to speak to Program Directors (non-profit older adult service providers) and ask for their assistance in encouraging and reminding their clients to complete the Census. Approximately 20 to 30 service providers will be in attendance.	Citywide	Jan 2020 - Apr 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	N/A
		Ask Case Managers to remind/encourage clients to complete the 2020 census when conducting telephone and in-home assessments.	Citywide	Jan 2020 - Aug 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	3,000
	Inform, encourage and remind LADOA's older adult clients to complete the 2020 Census.	Post 2020 Census posters/flyers and resource materials at approximately 83 senior centers and dining sites.	Citywide	Jan 2020 - Aug 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	16,000
		Distribute 2020 Census flyers to approximately 4,000 home delivered meal clients.	Citywide	Apr 2020 - Aug 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	4,000
		Distribute meal place mats, advertising the 2020 census, at approximately 83 senior centers and dining sites.	Citywide	Apr 2020 - Aug 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	16,000
		Add a link to the City's 2020 Census website to LADOA's department website and send three tweets to LADOA social media followers (one in each month April, May, June) asking them to complete the census.	Citywide	Apr 2020 - Aug 2020	existing	Seniors, Low income, Minorities, Limited English Proficiency	5,000
		Pending Mayor's Approval, technological capabilities and the availability of a Mayoral Message LADOA will replace their telephone hold music with a Mayoral Message in support of the 2020 census.	Citywide	Apr 2020 - Aug 2020	existing	Seniors, Low income, Minorities	1,000
Airports	Inform LAWA employees on the importance of Census 2020	1. Host a contest between LAWA Divisions to encourage Census registration	Citywide	April 2019 - Aug 2020	new	Racial and ethnic minorities; Renters; Seniors; LGBTQ individuals	3,600
		2. Attend roll call meetings, tailgates, and APD specialized unit meetings to inform field employees about the Census 2020 campaign	Citywide	January 2020 - August 2020	existing	Racial and ethnic minorities; Renters; Seniors; LGBTQ individuals	3,000
		3. Place Census 2020 information kiosks in the lobbies of Admin West, Admin East, Skyview, and the Airport Police Station	Citywide	January 2020 - August 2020	new	Racial and ethnic minorities; Renters; Seniors; LGBTQ individuals	3,600
	Inform LAWA guests and the traveling public on the importance of Census 2020	1. Wrap 15 columns in the Central Terminal Area (CTA) utilizing the Census style guide provided by the Mayor's Office	Citywide	April 2019 - Aug 2020	existing	all	Up to 64 Million
		2. Employ 9 Information Booths in the Terminals to serve dual roles as Census stations	Citywide	March 23, 2020 - July 31, 2020	existing	all	Up to 5 Million

## LA City Department Outreach Plans (Consolidated)



Department	Key Outreach Objectives	Activities to Accomplish Objectives (can list multiple activities per each objective)	Council District or Citywide	Timeline to Accomplish Each Activity	Is activity part of new or existing program or service?	Hard to Count Target Groups (if any)	Number of People Expected to Reach
		3. Create rotating Census pop-up booths in the sterile areas of the 9 terminals to serve as Census Action kiosks; Employ the LAX Pups to draw attention to the booths	Citywide	March 23, 2020 - July 31, 2020	new/existing	all	Up to 5 Million
		4. Utilize the PSA space (screens and banners) in the terminals for Census campaign marketing	Citywide	April 2019 - Aug 2020	existing	all	Up to 16 million
		5. Change the LAX Pylons to blue during Census Week	Citywide	March 30, 2020 - April 3, 2020	existing	all	immeasurable
	Inform LAWA contractors, tenants, concessionaires, and airline partners on the importance of Census 2020.	1. Attend meetings of the LAX Partners Council, LAWA Council, Quarterly Concessions Group, etc. to inform LAWA partners of the Census campaign.	Citywide	April 2019 - Dec 2019	existing	Racial and ethnic minorities; Renters; Seniors; LGBTQ individuals	500
		2. Include Census 2020 marketing materials in LAWA's iCARE training to target tenant and airline employees	Citywide	April 2019 - Aug 2020	existing	Racial and ethnic minorities; Lower income individuals; College students; Renters; Seniors; LGBTQ individuals	Up to 20,000
		3. Utilize the Security Badge Office's television system to advertise the Census 2020 campaign, including incorporation of PSA by Mayor Garcetti	Citywide	April 2019 - Aug 2020	existing	Racial and ethnic minorities; Lower income individuals; College students; Renters; Seniors; LGBTQ individuals	Up to 415 employees per day
		4. Utilize the Security Badge Office's email list to send Census 2020 email blasts to the companies badged at the airport	Citywide	April 2019 - Aug 2020	existing	Racial and ethnic minorities; Lower income individuals; College students; Renters; Seniors; LGBTQ individuals	983 active companies
	Create a media/social media campaign to inform the public on the importance of Census 2020	1. Enlist news coverage on Census Kick-off day, Census Day, and LAWA final push activities	Citywide	January 2020 - August 2020	existing	all	immeasurable
		2. Release press releases on LAWA Census activities and include Census 2020 updates in the LAWA Week in Review emails	Citywide	April 2019 - Aug 2020	existing	all	immeasurable
		3. Enlist LAWA existing social media platforms (Facebook, Google, Instagram, Twitter, etc.) to inform the public on Census 2020 and LAWA Census activities; push Mayor's PSA through social media	Citywide	April 2019 - Aug 2020	existing	all	800,000
		4. Add Census 2020 website link to LAWA websites (www.lawa.org; www.flyLAX.com, www.iflyVNY.com)	Citywide	January 2020 - August 2020	existing	all	immeasurable
		5. Include the Mayor's Census information audio recording on LAWA telephone systems.	Citywide	January 2020 - August 2020	existing	all	immeasurable
	Incorporate Census 2020 marketing materials into existing LAWA Community Outreach activities	1. Include Census 2020 marketing materials and giveaways at LAWA Community Relations Division events and meetings	Citywide	April 2019 - Aug 2020	existing	Renters	200
		2. Include Census 2020 marketing materials and give	Citywide	April 2019 - Aug 2020	existing	College students	5,000
		3. Include Census 2020 marketing on LAWA buses	Citywide	April 2019 - Aug 2020	existing	all	immeasurable

## LA City Department Outreach Plans (Consolidated)



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	Ensure homeless population living in terminals are counted in the 2020 Census	Work with Mayor's team to ensure enumerators are dispersed to count homeless population living in LAX terminals	11	March 23, 2020 - July 31, 2020	new	Racial and ethnic minorities; Seniors; LGBTQ individuals; Homeless	100
<b>Animal Services</b>	Inform staff on the importance of Census 2020	1. Issue memorandum from the General Manager.	Dept. Only	April 1, 2019	existing	N/a	366
	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our Department's homepage.	Citywide	April 2019 - Feb 2020	existing	all	50,000
		2. Post Census 2020 posters/flyers in our public shelters and administrative office.	Citywide	April 2019 - Feb 2020	existing	all	10,000
		3. Distribute Census 2020 information in our social media forums.	Citywide	March 2020 - Aug 2020	existing	all	43,000
	Inform public on the steps to take the Census 2020	1. Post Census 2020 posters/flyers in our public shelters and administrative office.	Citywide	March 2020 - Aug 2020	existing	all	6,000
		2. Distribute Census 2020 information in our social media forums.	Citywide	March 2020 - Aug 2020	existing	all	43,000
<b>Building and Safety</b>	Inform public on the importance of Census 2020	Add a link to the City's Census 2020 website on LADBS public homepage & employee intranet	N/A	April 2019 - Aug 2020	existing	all	14,000/month
		Post multilingual Census 2020 posters/flyers and resource materials at LADBS Development Services Centers (DSCs) public counters (Metro, Van Nuys, West LA, South LA, and San Pedro) and employee breakroom bulletin boards	Citywide	April 2019 - Aug 2020	existing	all	39,500/month
		Add City Census 2020 information as scrolling message on LADBS DSCs marquees	Citywide	April 2019 - Aug 2020	existing	all	39,500/month
		Play Mayor's Census 2020 video on LADBS DSCs display monitors	Citywide	Nov 2019 - Aug 2020	existing	all	39,500/month
		Play Mayor's recorded Census 2020 message as LADBS Subject Specialty Group call center hold message	N/A	April 2019 - Aug 2020	existing	all	9,000/month
		Include Census 2020 information in quarterly newsletter (Audience is Development Groups) and display at DSCs	Citywide	Apr 2019, Jul 2019, Oct 2019, Jan 2020, Apr 2020, & Jul 2020	existing	all	2,000/quarter
		Display/provide Census 2020 resource materials at job fairs/community outreach events	Citywide	April 2019 - Aug 2020	existing	all	500/year
		Send out a Memo from the LADBS General Manager to All LADBS employees on Census 2020	Citywide	April 2019 - Aug 2020	existing	all	All LADBS Employees
		Add a Census Action Kiosk to LADBS Development Service Center (Metro)	14	April 2019 - Aug 2020	existing	all	18,000/month
<b>City Administrative Officer</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage	N/A	April 2019 - Aug 2020	existing	all	1000
		2. Post Census 2020 posters/flyers in our public spaces	N/A	April 2019 - Aug 2020	existing	all	500
	Serve as a Census Action Kiosk (CAK) location	1. Designate a computer station	14	July 2019	existing	Latinos & seniors & limited English & immigrants & renters	

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**Eric  
Garcetti**  
@MayorOfLA



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		2. Designate staff to get trained by Census Bureau to provide technical assistance	N/A	October 2019	new	Latinos & seniors & limited English & immigrants & renters	
		3. Display Census 2020 resource materials	N/A	Jan 2020 - Aug 2020	new	Latinos & seniors & limited English & immigrants & renters	
	Engage departmental employees during Census 2020	1. Make Census 2020 materials available within office common spaces	N/A	Jan 2020 - Aug 2020	new	N/A	100
		2. Share Census 2020 information through training opportunities offered to staff to assist with the provision of technical assistance during the Census 2020 program	N/A	October 2019	new	N/A	100
<b>City Attorney</b>	Census 2020 Outreach	Add a link to the City's Census 2020 website to our homepage	Citywide	April 2019 - Aug 2020	existing	all	
		Social media campaign (Facebook, Twitter & NextDoor)	Citywide	April 2019 - Aug 2020	existing	all	
		Hand out printed materials at Town Hall meetings and via City Attorney Programs	Citywide	April 2019 - Aug 2020	existing	all	
		Press Conference - participate in a press conference to discuss litigation and importance of being counted	Countywide	TBD	existing	all	
	Census Registration	Homeless and Engagement Response Team (HEART) to have onsite registration via Ipad	Countywide	April 2019 - Aug 2020	new	homeless and at-risk of homelessness	2,000+
		City Attorney Feuer - public appearances discussing the importance of being counted	Citywide	April 2019 - Aug 2020	new	all	
		City Attorney Team to have onsite registration via Ipad at various Town Halls/City Attorney Programs	Citywide	April 2019 - Aug 2020	new	all	
<b>City Clerk</b>	Inform the public of upcoming 2020 census through.	1. Distribute official LA Census 2020 collateral material at outreach events, including: -community events -high school events (for students to take home) -middle school events (for students to take home) -elementary school events (for students to take home) -community college campuses -other major events where outreach staff will be present	Citywide	April 2019 - March 2020	existing	all	25,000
		2. Incorporate LA Census 2020 messaging as part of the delivery of the Impact of Your Vote presentation to any Outreach presentation.	Citywide	September 2019 - March 2020	existing	all	5,000
	Serve as a Census Action Kiosk (CAK) location	1. Identify public access area to designate a computer station (CPS).	Citywide	September 2019	new	all	150
		2. Serve as public access area designated a computer station through tablet (devices).	Citywide	September 2019	new	all	5,000
		3. Designate staff to be trained by Census Bureau to provide technical assistance	Citywide	October 2019	new	all	-
		4. Display Census 2020 resource materials on two public counters.	Citywide	Jan 2020 - June 2020	new	all	500

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	Integrate Department's Digital Reach.	1. In line with the LA Census 2020 messaging, the City Clerk can commit to promotion of content through its social media platforms on a continuous basis through the census period.	Citywide	Jan 2020 - Apr 2020	existing	all	1,000
		2. Include the City's Census 2020 website to the department's homepage.	Citywide	Jan 2020 - Apr 2020	existing	all	1,000
		3. Include the City's Census 2020 logo onto all newly developed outreach material during the census.	Citywide	Jan 2020 - Apr 2020	existing	all	1,000
	Integrate Inter-departmental Participation	1. The Department's General Manager will issue an initial letter to employees encouraging Census 2020 survey participation.	Departmental	March 2020	N/A	N/A	114
		2. The Department's leadership will monitor progress and set internal goals to attain a high percent of Census 2020 participation by staff.	Departmental	March 2020 - April 2020	N/A	N/A	114
<b>City Planning</b>	Create Awareness of Census 2020	Add a link to the City's Census 2020 website to Department's homepage	Citywide	Jan 2020 - Aug 2020	Existing	All	10,000
		Coordinate with Community Plans and Projects to add a link to the City's Census 2020 website.	Citywide	Jan 2020 - Aug 2020	Existing	All	10,000
		Advertise Census 2020 materials on social media platforms (twitter, Facebook, Instagram)	Citywide	Jan 2020 - Aug 2020	Existing	All	10,000
		Post Census 2020 posters / flyers in public spaces and at public counter	Fig. Plaza, M. Braude, West LA	Jan 2020 - Aug 2020	New	N/A	N/A
		Adopt citywide automated Census 2020 announcement in call centers and staff phones	Citywide	Mar 2020 - Aug 2020 (active)	New	N/A	N/A
		National Community Planning Month Activities (Council File: 09-2584)	Citywide	Oct 2019	Existing	All	TBD
		Include Census 2020 message on DSC receipts.	Citywide	Mar 2020 - Aug 2020 (active)	New	All	TBD
		Leverage 3rd party relationships (e.g. Community Based Organizations, Community Partners, Professional Organizations) to disseminate Census 2020 information.	Citywide	Ongoing	New	All	TBD
		Census 2020 Feature on Social Media Platforms	Citywide	Jan 2020 - Aug 2020	Existing / New	Yes	10,000
	Create Awareness of Census 2020 through Policy Initiatives	New Community Plan Programs - distribute Census materials at outreach events	Various	2019 - 2020	Existing	All	-
		* South and Harbor Region - Harbor Gateway & Wilmington-Harbor City	1, 8, 9, 10, 15	2019 - 2020	Existing	All	2500
		* Central and East Region - Boyle Heights & Central City	1, 14	2019 - 2020	Existing	All	2500
		* Central and East Region - Northeast LA & Silverlake	13, 14	2020	Existing	All	500
		* Central and East Region - Hollywood	4, 5, 13	2019	Existing	All	2500
		* Central and East Region - Wilshire & Westlake	1, 10, 14	2019 - 2020	Existing	All	2500
		* Westside Region - South Westside	5, 11	2019 - 2020	Existing	All	2500

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		* Westside Region - North Westside	5, 11	2020	Existing	All	500
		* Valley Region - Southwest Valley	3, 6, 12	2019 - 2020	Existing	All	2500
		* Valley Region - Southeast Valley	4, 6, 12	2019 - 2020	Existing	All	2500
		* Valley Region - North Valley 1	2, 6, 7	2020	Existing	All	500
		* Valley Region - North Valley 2	12	2020	Existing	All	500
		General Plan Update	Citywide	2019 - 2020	Existing	All	5000
	Communicate / Educate Importance of Sociodemographic Data in Planning Processes	Distribute information during outreach / engagement events and through online media presence	Citywide	2019 - 2020	Existing / New	Yes	10,000
		Planner Spotlight (Demographics team and Citywide team)	Citywide	Jan 2020 - Aug 2020	Existing / New	Yes	10,000
		Present Departmental Census 2020 efforts to commissions, decision making bodies, and councils.	N/A	Winter 2019 - 2020	N/A	N/A	N/A
	Serve as a Census Action Kiosk (CAK) location	Designate a computer station in public spaces	Fig. Plaza, M. Braude, West LA	Mar 2020 - Aug 2020	New	N/A	N/A
		Designate staff to be trained to provide technical assistance	Fig. Plaza, M. Braude, West LA	Mar 2020 - Aug 2020	New	N/A	N/A
		Post Census 2020 posters / flyers in public spaces and at public counter	Citywide	Mar 2020 - Aug 2020	New	N/A	N/A
	Identify and Support Goodwill Ambassadors	Designate staff for Census Bureau training to provide technical assistance and/or volunteer as ambassadors	N/A	Mar 2020 - Apr 2020	New	N/A	N/A
		Leverage American Planning Association resources to raise awareness (volunteer events, websites, etc.)	N/A	Oct 2019	Existing	N/A	N/A
	Provide Technical Support Services to Census 2020	Advise SWORD working group on coordination, data, and mapping needs.	N/A	Ongoing	N/A	N/A	N/A
		Plan to engage City employees within Department to complete the Census 2020.	LADCP	Mar 2020 - Aug 2020	N/A	N/A	400
<b>Convention and Tourism Development</b>	1: Inform public on the importance of Census 2020	1. Display census information on four (4) external jumbo reader boards	CD 9	April 2019 - April 2020	existing	Local	# visual imprints from LADOT vehicle traffic data (7,474,400 in 2010, 3 month period)
		2. Link to the City's Census 2020 website from the Los Angeles Convention Center (LACC) and CTD websites	Citywide	Jan 2020 - April 2020	existing	Local	# of hits on Census web landing page from LACC website (1,348 in 2010)

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		3. Exhibit Census 2020 posters, provided by the Mayor's census team, in LACC public spaces as recommended by the LACC private operator	Citywide	Jan 2020 - April 2020	existing	Local	# of attendees at events during the specified time period
	2: Develop methods for the distribution of Census 2020 information.	1. Provide a table to be staffed by the Mayor's Census team, for Census collateral at local Consumer and Assembly events as recommended by LACC private operator, e.g. Naturalization, Spanish speaking religious events	CD 9	Jun 2019 - March 2020 Naturalization Ceremony Specific event dates* 6/19/2019-South Hall 7/23/2019-South Hall 8/22/2019-West Hall 9/25/2019-South Hall	existing	Latinos & seniors & limited English & immigrants	# of event attendees
		2. Make census pamphlets available at West Hall Administration Reception	CD 9	Jan 2020 - April 2020	existing	Local	of pamphlets dispersed
		3. Include importance of Census 2020 as a topic at AEG's all-staff meeting and CTD's all-staff meeting	Citywide	April 2019 - June 2019	existing	Local	# of attendees at All-Staff meetings Estimate 188
<b>Cultural Affairs</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage.	Citywide	April 2019 - April 2020	New	N/A	136,496
		2. Post Census 2020 posters/flyers in our public spaces.	Citywide	April 2019 - April 2020	New	Latinos & seniors & limited English & immigrants & renters	106,167
		3. Use of social media channels to extend participation message.	Citywide	April 2019 - April 2020	New	Possibly Latinos & seniors & limited English & immigrants & renters	91,006
		4. Use of tagline on materials when possible	Citywide	April 2019 - April 2020	New	Possibly Latinos & seniors & limited English & immigrants & renters	15,161
		5. Email to DCA staff to encourage participation and promotion of the Census.	N/A	April 2019 - April 2020	New	N/A	185
		6. Focused story on the importance of census participation in the Department newsletter.	N/A	April 2019 - April 2020	Existing	N/A	8,000
		7. Email report to our Commissioners about census participation and promotion and an invitation to become goodwill ambassadors.	N/A	April 2019 - April 2020	New	N/A	6
<b>Disability</b>	Inform the public of the importance of Census 2020.	1. Abilities Expo: Provide Census information workshop during the 3 day event, offer flyers, information during labeling, and in 2020 provide on-site CAK for attendees.	N/A	Feb. 2019 & Feb. 2020	existing	all	2,500/year
		2. Add a link to the City's Census 2020 website to our department's homepage.	N/A	February 2019	existing	all	800/month
		3. Post Census 2020 posters/flyers and resource material in our public spaces.	N/A	April 2019- Aug 2020	existing	all	200/month
		4. Census 2020 Training Train the Trainer for DOD staff. Trainers TBD.	N/A	January 2019	new	N/A	N/A

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		5. Include Census 2020 awareness during our regularly scheduled outreach activities (events, tabling, collaboratives, and community meetings). During these events we can serve as a mobile CAK by using DOD iPads.	N/A	January 2019- July 2020	existing	all	3000/year
		6. Provide Train-the-Trainer events for DOD's identified organizations who will serve as Census Goodwill Ambassadors, which will include a sensitivity training on how to manage increased fear and anxiety among immigrants and other vulnerable populations.	N/A	April 2019-April 2020	new	all	60/year
		7. Social Media Push (Twitter linked to Facebook).	N/A	April 2019-July 2020	existing	all	1000/year
		8. Disability Pride Fair: Offer flyers, information during tabling, and in 2020 provide onsite CAK for attendees.	N/A	Oct. 2019	existing	all	250/year
		9. DEAFestival: Offer flyers and information during t	N/A	Sept. 2019	existing	all	2,500/year
		10. Include Census 2020 and CAK information by newsletter. Newsletter forthcoming.	N/A	January 2019-July 2020	new	all	N/A
		11. Commission on Disability: Census 2020 present	N/A	2019 and 2020	existing	all	N/A
		12. Commission on Disability Retreat: Census 2020 Presentation.	N/A	2019	existing	all	N/A
		13. Trainings (DASD - include Census 2020 module)	N/A	April 2019- July 2020	existing	all	N/A
	BUDGET REQUEST FOR 2020	Determine printing costs, alternate formats cost, additional technical assistance costs.	N/A	November 2018	N/A	N/A	N/A
	Engage DOD community partners to solicit their participation as CAK's.	Determine whether CAK's can be placed in community organizations at their own cost.	N/A	Fall 2018	new	all	N/A
	Request Census 2020 Promotional Material	Determine the number of items needed for events.	N/A	Winter 2019	existing	all	N/A
	Ensure electronic information such as documents, websites, and social media are accessible for people with disabilities	DOD can provide manual testing for websites, mobile devices, and mobile apps.	N/A	January 2019	existing	all	N/A
		Rosemarie Punzalan, DOD's 508 specialist will provide Technical Assistance in the Mayor's Census 2020 Team's development of the Social Media Kit.	N/A	TBD by Mayor's Team	N/A	N/A	N/A
	Alternate Formats	DOD will provide listing of departments and vendors that will convert printed materials into large print, Braille, audio, and accessible e-version. (This will require additional funding. See Budget Request).	N/A	March 2019	existing	all	N/A
		Rosemarie Punzalan, DOD's 508 specialist will provide Technical Assistance in the Mayor's Census 2020 Team's of PDF's for printed materials	N/A	TBD by Mayor's Team	N/A	N/A	N/A
	Multimedia (e-info) require captions and audio description.	DOD will provide listing of vendors that can convert materials into accessible multimedia. (This will require additional funding. See Budget Request).	N/A	March 2019-June 2019	existing	all	N/A
		Rosemarie Punzalan, DOD's 508 specialist can provide technical assistance in the Mayor's Census 2020 Team's development of PSA's	N/A	TBD by Mayor's Team	existing	all	

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	Ensure that CAK's are in accessible locations or at least identify potential accessible locations.	DOD can provide technical assistance and self-assessment tools to ensure public accommodation.	N/A	April 2019- June 2019	existing	all	N/A
	Serve as a Census Action Kiosk (CAK) location	1. Designate a computer station.	N/A	June 2019	new	all	50/year
		2. Designate staff for CAK technical assistance training by TBD trainers.	N/A	February 2019	new	all	N/A
	Ensure DOD staff has completed Census 20	Announcements at All-Staff Meetings	N/A	April 2020-July 2020	new	all	25
	Disseminate information to tenants of both 201 and 221 Figueroa St about DOD's CAK.	Contact CBRE to send fellow tenants and email with CAK information	N/A	March 2020	new	all	10,000
<b>Economic and Workforce Development</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage	N/A	April 2019 - Aug 2020	Existing	All	152,944
		1a. Include language in future contracts to have EWDD vendors participate in disseminating Census 2020 information.	N/A	April 2019 - Aug 2020	New	---	---
		1b. Request vendors to direct their subcontractors in disseminating Census 2020 information.	N/A	April 2019 - Aug 2020	New	---	---
		2. Post Census 2020 posters/flyers in our Worksource, Youthsource & BusinessSource Centers	Citywide	April 2019 - Aug 2020	Existing	All	57,958
		3. Post Census 2020 links and electronic flyers on social media	N/A	April 2019 - Aug 2020	Existing	All	105,002
		4. Include informational language about Census 2020 on all EWDD email blasts, newsletter, and other appropriate EWDD communications.	N/A	April 2019 - Aug 2020	New	All	---
		5. Distribute promotional items at EWDD events	Citywide	March 2020 - July 2020	New	All	5,000
	Serve as a Census Action Kiosk (CAK) location	1. Designate a computer station at each Worksource, Youthsource and BusinessSource Center	Citywide	July 2019	Existing	Latinos, Seniors, Limited English Proficiency, Undocumented Immigrants, Renters	53,354
		2. Designate staff to get trained by Census Bureau to provide technical assistance	Citywide	October 2019	New	Latinos, Seniors, Limited English Proficiency, Undocumented Immigrants, Renters	---
		3. Display Census 2020 resource materials	Citywide	Jan 2020 - Aug 2020	New	Latinos, Seniors, Limited English Proficiency, Undocumented Immigrants, Renters	---
	Recruit Enumerators	1. Have WorkSource Centers conduct job fairs and targeted recruitments for enumerator positions.	Citywide	Nov 2018-April 2019	New	All	---
	Engage EWDD employees	1. Send General Manager memo to staff	N/A	April 2019 - Aug 2020	N/A	---	---
		2. Announcements at all staff meetings	N/A	April 2019 - Aug 2020	N/A	---	---
		3. Encourage reposting of department's Census2020 social media postings on own social media accounts	N/A	April 2019 - Aug 2020	N/A	---	---

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El Pueblo	Inform the public via Mayor's message on Department incoming public telephone line regarding the importance of Census 2020	Add a message from the Mayor on the Department incoming tour and information telephone line (1274) re: the importance of participating in Census 2020.	N/A	January - March 2020	new	all	1,000 +
	Inform the public via Department website on the importance of Census 2020	Include a link to the City's Census 2020 website to the El Pueblo home page and include the Social Media Tool Kit in the platforms. Platform follower data: Twitter=1,045; Instagram=1,683; Facebook=2,529; plus forwarding activities.	N/A	April 2019 - March 2020	new	all	5,250 +
	Educate the public via printed materials on the importance of Census 2020	Post and distribute Census 2020 posters/flyers with El Pueblo events calendars in public areas throughout the Monument. ***	N/A	Jan. 2019 - March 2020	new	all	1,000 +
	Stimulate public interest by displaying a Census 2020 banner in the Central Plaza	Hang Census 2020 banner in the Central Plaza and display Census 2020 resource printed materials. ***	N/A	January - March 2020	new	all	15,000 +
	Stimulate public interest by including a Census 2020 table during El Pueblo Special Events	Feature a Census 2020 staffer during Special Events (El Pueblo provides locale and table; Census 2020 to staff the table). Events to choose from and estimated attendees include: Chinese-American Lantern Festival 030219 (3,000); Blessing of Animals 042019 (10,000); Cinco de Mayo 050519 (25,000); City Birthday 082419 (7,500); Holiday Tree Lighting 112919 (750).	N/A	March 2019 - Dec. 2019	new	all	46,250 +
	Require that all affected Department employees complete Census 2020 Questionnaire: "Lead by Example"	Distribute a General Manager memo to all El Pueblo employees, regarding the importance of Census 2020 to the City; employee outdoor barbeque to be held on site, followed by employee completion of Census 2020 questionnaire.	N/A	March 2020	new	N/A	50
		*** Assumes \$5,000 printing funding approval in FY 19-20 El Pueblo budget proposal ("Census 2020")					
Engineering	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage	Citywide	April 2019 - Aug 2020	existing	all	2600 visits per day
		2. Post Census 2020 posters/flyers in BOE public counter locations in downtown, Van Nuys, WLA and San Pedro.	Citywide	April 2019 - Aug 2020	existing	all	1700 visitors per week
		3. Display Census 2020 posters/flyers in our community events such as project groundbreaking and high school bridge building contests events.	Citywide	April 2019 - Aug 2020	existing	all	3500
		4. If feasible add the message from the Mayor on the 2020 Census to telephone calls being on hold.	Citywide	April 2019- Aug 2020	existing	all	100 per day
		5. Add a footnote to BOE correspondences on the Census 2020	Citywide	April 2019- Aug 2020	existing	all	1000 per week
		6. Through email, meeting or newsletter inform BOE employees on the Census 2020.	Citywide	April 2019- Aug 2020	existing	all	900
		7. Through regular meetings inform contractors of City construction projects on the Census 2020.	Citywide	April 2019- Aug 2020	existing	all	100 per week

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Finance	Inform the public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to the Office of Finance department homepage & the LA Business Portal	N/A	Apr 2019 - Aug 2020	existing	Racial and ethnic minorities, limited English speakers, LGBTQ	250,000
		2. Display Census 2020 resource materials at the department's public counters	1, 6, 11	Dec 2019 - Aug 2020	new	Racial and ethnic minorities, limited English speakers, LGBTQ	60,000
		3. Include information regarding the Census 2020 in Finance tax mailings to businesses	Citywide	Oct 2019 -Aug 2020	existing	Racial and ethnic minorities, limited English speakers, LGBTQ	200,000
		4. Include information regarding the Census 2020 through a departmental social media campaign to businesses (Twitter / YouTube) with a possible video promotion talking about why Census is important to LA	Citywide	Apr 2019- Aug 2020	new	Racial and ethnic minorities, limited English speakers, LGBTQ	600
		5. Create a Finance Blog Post and include in the Finance newsletter information emphasizing why Census 2020 is important and encouraging participation	Citywide	Apr 2019- Aug 2020	new	Racial and ethnic minorities, limited English speakers, LGBTQ	500
		6. Request businesses to encourage their employees to participate in the Census 2020 through departmental presentations to local chambers of commerce and business organizations	Citywide	Oct 2019 -Aug 2020	existing	Racial and ethnic minorities, limited English speakers, LGBTQ	500
		7. Request businesses and individuals to encourage their employees to participate in the Census 2020 through departmental Contact Center and Public Counter communications.	Citywide	Dec 2019 - Aug 2020	existing	Racial and ethnic minorities, limited English speakers, LGBTQ	50,000
		8. Include a link to the Census 2020 website in Finance's customer support e-mails	Citywide	Dec 2019 - Aug 2020	existing	Racial and ethnic minorities, limited English speakers, LGBTQ	23,000
		9. Provide Census 2020 information materials to business establishments for display at their establishments	Citywide	April 2020 -Aug 2020	new	Racial and ethnic minorities, limited English speakers, LGBTQ, seniors	TBD
		10. Add a message to the department's "wait" mode while callers to the contact center are on hold that provides information about Census 2020 and encourages participation in the Census 2020	Citywide	April 2020 -Aug 2021	new	Racial and ethnic minorities, limited English speakers, LGBTQ, seniors	TBD
		11. Display an electronic digital banner in Finance public counter waiting areas Census 2020 information	1,6,11	April 2020 -Aug 2020	new	Racial and ethnic minorities, limited English speakers, LGBTQ, seniors	60000.00
Fire	1. Inform public on the importance of Census 2020	a. Add a link to the City's Census 2020 website to our department's homepage and all other social media platforms (Twitter, Instagram, FB) include link on geo bureaus, recruitment and other entities with social media sites	City-wide	April 2019 - Aug 2020	existing		2,500
		b. Add an electronic banner to our department's homepage.	N/A	March 2020 - July 2020	existing		2,500
		c. Post Census 2020 posters/flyers in our public spaces and 106 fire stations @ Fire Dept Expense	N/A	April 2019 - Aug 2020	existing		1,000

## LA City Department Outreach Plans (Consolidated)



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		d. Make available fire department facilities for banners on Census 2020 @ Fire Dept Expense	N/A	April 2019 - Aug 2020	new		1,000
		e. Provide handout information on Census 2020 to fire curriculum students at Wilson, Monroe, Banning, and Dorsey Magnet Schools	8,10	April 2019 - Aug 2020	existing	Latinos, limited English, renters	500
		f. Encourage LAFD Affiliates to include electronic banner or other Census promotion on their websites	N/A	March 2020 - July 2020 April 2019 - Aug 2020	existing		TBD
		g. Promote 2020 census information on all Dept. related newsletters (i.e. geographical bureaus)	N/A	April 2019 - Aug 2020	existing		TBD
		H. Print bilingual flyers, posters, pamphlets, and/or other Census 2020 info	All	April 2019 - Aug 2020	new		TBD
		I. Print banners for Fire Stations	All	Feb-20	new		TBD
	2. Identify avenues to reach the LAFD constituency	a. - ID all organized LAFD programs - ID how programs can be used to promote Census	N/A	Dec-18	existing		TBD
		b. ID all LAFD related newsletters (i.e. geo bureaus etc.) - Frequency of distribution - Number of subscribers per account - How can they be used (electronic banner vs printed ad)	N/A	Dec-18	existing		TBD
		c. Develop strategy for how to inform Fire Dept. employees to participate in census (i.e. portal message, letter to all members, etc)	N/A	Dec-18	existing		TBD
	3. Outreach Partners	a. ID all Dept volunteers and promote interest to be good will ambassadors for Census 2020	N/A	19-Jan	existing		TBD
	4. Promotional Items	a. Confirm number of promotional items needed for LAFD events (To be provided by Census 2020)		April 2019 - Aug 2020	New		TBD
		b. - Print all Materials and create banners - Estimate overall printing cost - Establish a time frame from production to implementation		April 2019 - Aug 2020	New		TBD
<b>HACLA</b>	Internal Meetings to Plan & Implement Census Outreach	1.0 - Committee & Dept. meetings to plan outreach strategies and implementation	Sec. 8 citywide; Sites in specific CDs - all CDs except 4 & 5	March 2018-August 2020	Coordinate new and existing	All	N/A
		1.1 - Meetings to Inform or Train Partners	Citywide Sec. 8; Sites in all CDs except 4 & 5	April 2018 - August 2020	Existing	All	45
	Provide Early Electronic & General Notice of City Census Message	2.0 - Add City Census Link to HACLA website	Citywide	April 2019-August 2020	New message on existing	All	Approx. 250,000/yr.
		2.1 - Incorporate City social media messages in HACLA's social media (Twitter)	Citywide	April 2019-August 2020	New message on existing	All	500 followers

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		2.2 - Add one line City Census Message to system generated letters to Section 8 & Public Housing participants	Sec. 8 citywide & 14 PH sites in CDs 1; 7; 9; 11; 14 & 15	April 2019-August 2020	New use of existing letters	All	At least 57,661 households
		2.3 - Add City Provided Mayor's Message promoting Census 2020 to key phone lines.	Citywide calls	April 2019-August 2020	New use of existing	All	Unknown
	Provide City Census Signage at Key Public Offices & Site Facilities/Centers	3.0 - Post City provided posters, displays, banners, etc. in all public offices, gyms, and community & computer centers: HA: 2; S8: 3; PH: 44; RACs 14; AM: 50; SI: 2 = Total: 115	Sec. 8 offices in CD 1, 6 & 15 (citywide participants) & Housing sites in all CDs except 4 & 5 & 8	April 2019-August 2020	New	All	At least 28,771 households
	Promote Use/Provide Computer Access to Complete Census Online	4.0 - Provide CAK in 3 Sec.8 Lobbies & Use Computer Learning Centers (CLCs) in housing sites	Sec. 8 in CDs 1, 6 & 15 (citywide participants) & Sites in CDs 1; 7; 9; 10; 11; 14 & 15	March 2020-August 2020	Sec 8 - new; housing sites use existing	All	Unknown
		4.1 - Seek Volunteers/others to staff CAKs & CLCs	Sec. 8 offices in CDs 1, 6 & 15 (citywide participants) & Housing sites in CDs 1; 7; 9; 10; 11; 14 & 15	March 2020-August 2020	New & new use of interns	All	N/A
	Directly Contact All Program Participants to Promote Census	5.0 Contact program participants & applicants via flyers, meetings, other to promote Census	Sec. 8 citywide & Housing sites in all CDs except 4 & 5	April 2019 - August 2020	New & new use of existing	All	> 57,661 households
<b>HCID</b>	Inform public on the importance of Census 2020 - OUTREACH	Add a Link to the City's Census 2020 website to HCIDLA's homepage as well as online portal	Citywide	April 2019 - July 2020	Part of Existing Program/Service	Renters	760,000
		Posting of Census 2020 Posters in HCIDLA's Regional Offices Public Counter Areas	Citywide	April 2019 - July 2020	Part of New Program/Service	Renters	760,000
		Posting of Census 2020 Posters in HCIDLA's Conference Rooms Where Stakeholders Meetings are Held and HCIDLA's Hearing Room	Multiple CD	April 2019 - July 2020	Part of New Program/Service	Renters + Landlords	
		Posting of Census 2020 Posters at Family Source Center (FSC)/DV Center	Citywide	April 2019 - July 2020	Part of New Program/Service	Multiple Target Groups	50,000
		Posting of Census 2020 Posters at HOPWA Funded Agencies	Citywide	April 2019 - July 2020	Part of New Program/Service	Multiple Target Groups	4,200
		Providing Census 2020 Flyers in HCIDLA's Regional Offices Public Counter Areas	Citywide	April 2019 - July 2020	Part of New Program/Service	Renters	
		Posting of Census 2020 Flyers at Family Source Center (FSC)	Citywide	April 2019 - July 2020	Part of New Program/Service	Multiple Target Groups	50,000

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		Providing Census 2020 Flyers to Community Based Organizations Such as Tenant's Rights Group	Citywide	April 2019 - July 2020	Part of New Program/Service	Renters	180,000
		Census 2020 Door Hangers Along with Inspection Notices	Citywide	April 2019 - July 2020	Part of Existing Program/Service	Renters	180,000
		Census 2020 Printed Message on Billing Invoices (Pending)	Citywide	April 2019 - July 2020	Part of Existing Program/Service	Not Applicable	100,000
		Provide Recorded Message on HCIDLA's Phone Lines	Citywide	April 2019 - July 2020	Part of New Program/Service	Multiple Target Groups	
		Provide Computer Pop-up Message on all HCIDLA's Computers	Citywide	April 2019 - July 2020	Part of New Program/Service	City Employees	1000
		Provide Information Through Commissions- RAC, AHC, HRC	Citywide	April 2019 - July 2020	Part of New Program/Service	Multiple Target Groups	
		Co brand regular/routine community meetings: Con Plan, health fairs, Cash for College, FreeTaxPrepLA campaign, college signing day	Citywide	April 2019 - July 2020	Part of New Program/Service	All Target Groups	2,000
		Require Subcontractors to include a Census 2020 Logo and/or Message on Signature Page. FSC, DV	Citywide	April 2019-Aug 2020	Part of Existing Program/Service	Multiple Target Groups	45,000
	Serve as a Census Action Kiosk (CAK) Location	Install a CAK at Each Regional Offices and Near Hearing Room at Garland	Citywide	April 2019-Aug 2020	Part of New Program/Service	Multiple Target Groups	
		Install a CAK at FSC	Citywide	April 2019-Aug 2020			
		Designate Staff (HCIDLA + FSC) to get trained by Census Bureau to provide technical assistance	Citywide		Part of New Program/Service	Multiple Target Groups	
ITA	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to the LACity.org and ITA.lacity.org	Citywide	April 2019 - Aug 2020	Existing	All	100,000
		2. During the final two weeks of the push to the navigation bar for all City websites	Citywide	March 1-Aug 2020	Existing	All	150,000
		3. Run a series of short stories about the Census on LA This Week (LA This Minute, LA This Week, and text messages) on Channels 24, 35, and 36	Citywide	May 2018 - Aug 2020	Existing	All	2,000,000
		4. Support development of a web site for the Census	Citywide	2019	New	All	1,000,000
		5. Inform ITA employees about the Census (Digest stories, email to ITAAll, Gmail log in screen for all employees)	City Employees	April-May 2020	Existing	All	600
		6. Push specific messages on social media with Hootsuite, coordinating the City departments	Citywide	March 2018 - Aug 2020	Existing	All	2,000,000
		7. Push through the Data Science Federation to create a text or other tech campaign focused on students	Citywide	March 2018 - Aug 2020	Existing	Students	10,000
	Support completion of Census	1. Create a Census/311 To Go vehicle for mobile signups	Yes	July 2019 - Aug 2020	New	Seniors, limited English, immigrants, poor	100,000
		2. Support computers and set up for Census Action Kiosks for unusual requests; welcome page for the CAKs, track visitors, and put icon on desktop.	Citywide	July 2019 - Aug 2020	New	All	10,000
		3. Have 311 operators ask if they have completed Census or need help, direct to help line	Citywide	April 2020	Existing	All	125,000
		4. Add to the telephone tree for all calls to the City via call waiting	Citywide	April-May 2020	Existing	All	750,000

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	Support innovative ideas from the community	1. Host a Census 2020 Hackathon	Citywide	May 2018	New	All	125
		2. Host a Census 2020 Hackathon	Citywide	May 2019	New	All	TBD
<b>Library</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage	Citywide	April 2019 - Aug 2020	new--but have website	all	500,000
		2. Post Census 2020 posters/flyers in our public spaces	Citywide	April 2019 - Aug 2020	new	all	10,000,00 visitors
		3. Write multilingual blog posts regarding benefits of Census.	Citywide	April 2019 - Aug 2020	new	Can target to specific audiences	500,00
		4. Produce blue cards, informing citizens of their right to be counted	LAPL branches		new	all	18,500
		5. Display Census 2020 resource materials	Citywide	Jan 2020 - Aug 2020	new	all	10,000,00 visitors
		6. Train LAPL staff via Goodwill Ambassadors, Census Bureau staff	Citywide	Oct 2019-March 2020	new	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	
		7. Speakers at Central Library-conversations with leaders about census, record	Citywide	Oct 2019-March 2020	new	all	3,000
		8. Community Census 'parties', follow up photos and blogs	Citywide	Oct 2019-March 2020	new	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	5,000
		9. Create cards or greeting cards (with recorded message) for Baby Boxes, "Your Baby Counts" and "Incluye sus hijos"	Citywide	Oct 2019-March 2020	Building on existing	Latinos, limited English & immigrants & renters, low income, parents	10,000
		10. Messaging for Children's Librarians to share at Children's Storytimes	Citywide	Oct 2019-March 2020	Building on existing	Latinos, limited English & immigrants & renters, low income, parents	26,500
		11. Create program boxes with Census activities/games showing older versions of questions	Citywide	Oct 2019-March 2020	Building on existing	Latinos & seniors immigrants & renters, LGBTQ, low income, Adults	1,000
		12. Create teen friendly census info postcards attached to enamel library 25 pin	Citywide	Oct 2019-March 2020	New	Teens	2,000
		13. Library teen volunteers are "teenumerators" and know talking points to share with schools and families. Focus on gaining elected representation. Partner with orgs who support teens in office (Neighborhood Council) or prepare for early runs like She Should Run.	Citywide	Oct 2019-March 2020	Building on existing	Teens	5,000
		14. Create online library exhibit using image archives to show LA (and accompany with data) from previous Census years.	Citywide	Oct 2019-March 2020	Building on existing	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	500,000
		15. Educate STAR volunteers (who read to children) about Census. Parents usually connect with STAR volunteer reader.	Citywide	Oct 2019-March 2020	Building on existing	Parents	150,000
	Serve as a Census Action Kiosk (CAK) location	1. Designate a computer station in x number locations	TBD	July 2019-Jan. 2020	existing	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	10,000
		2. Work with trained Census Goodwill Ambassadors, trained by Census Bureau to provide technical assistance	Citywide	Oct 2019-March 2020	new	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	

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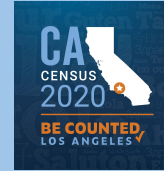
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		4. Adopt a Kiosk program (volunteers)	TBD	Jan 2020 - Aug 2020	new	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income		
		5. Distribute "I Count Stickers" for completion of Census	TBD	March 2020-April 2020	new	Latinos & seniors & limited English & immigrants & renters, LGBTQ, low income	10,000	
Neighborhood Empowerment	Provide Awareness to hard to count communities	1. Review Hard to Count areas and map which NC areas have a hot-spot that we can focus our NC 101 efforts in.	Citywide	All	July 2018 - April 2019	new	all	N/A
		2. Partner with Mayor's Office to present on Census 2020 at Civic University	Citywide	All	Oct. 2nd 2018	existing	all	~60
		3. Partner with Mayor's Office to present on Census 2020 at igniteLA Leadership Co-hort	Citywide	All	Spring 2019	existing	all	~100
		4. Partner with Mayor's Office to present on Census 2020 at Civic Youth	Citywide	All	Summer 2019	existing	all	~100
		5. Partner with Mayor's Office to present on Census 2020 on the EmpowerLA Podcast	Citywide	All	April 2019 - April 2020	existing	all	~100
		6. Partner with Mayor's Office to present on Census 2020 at the Congress of Neighborhoods	Citywide	All	September 2019	existing	all	~1,000
		7. Hand-out Census branded outreach materials to tabling events in Neighborhood Council Districts that have a priority 1, 2 or 3 (see attached for list)  (over 100 tabling events are conducted a year in areas underrepresented by the Neighborhood Council system, which also tends to correlate with hard-to count areas per ROAM) approximately 13,000 items would be needed to meet the requirements of outreach materials for these tabling events	Citywide	53-of 98 NCs (see attached list)	April 2019 - April 2020	existing	all	~15,000
		8. Provide contact info of Alliances to Mayor's Office to present	Citywide	All	October 2018	existing	all	~50-100
		9. Suggest Board Members complete the census and encourage others to as well via e-newsletter and Monthly Profile and the Department's Social Media accounts.	Citywide	All	April 2019 - April 2020	existing	all	1,800+
	Train NCs to be Census 'goodwill ambassadors'	1. Train two Board members from each Neighborhood Council to act as census 'goodwill ambassadors' (approximately 194)	Citywide	All	April 2019 - April 2020	new	all	500+
	Train Staff	2. Designate staff to get trained by Census Bureau to provide technical assistance (at all-staff meeting, approx. 35 attendees)	Citywide	All	April 2019 - April 2020	new	all	N/A
	Serve as a Census Action Kiosk (CAK) location	1. Set-up our Field tablets to act as a Census Action Kiosk (CAK) so the Census can be taken at events where the Department has an Outreach table (approximately 2 available at any one time)	Citywide	53-of 98 NCs (see attached list)	April 2020 - July 2020	new	all	100+
		2. Display Census 2020 resource materials at public offices (we have two public offices)	CD-14 and CD-6	Downtown Los Angeles NC and Van Nuys NC	April 2019 - April 2020	existing	all	100+
		3. Designate a computer at our offices to serve as a Census Action Kiosk	CD-14 and CD-6	Downtown Los Angeles NC and Van Nuys NC	April 2020 - July 2020	new	all	10+

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		4. Add a link to the City's Census 2020 website to our department's homepage	Citywide	All	April 2020 - July 2020	new	all	100+
<b>Personnel</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to department's homepage.	Citywide	April 2019 - Aug 2020	existing	all	Over one million	
		2. Post Census 2020 posters/flyers in our public spaces at Personnel Building and all 23 HR-Consolidated Department Counters.	Citywide	April 2019 - Aug 2020	existing	all	50,000	
		3. Have Census 2020 flyers available at all recruitment events - anticipate 20 events in this period.	Citywide	April 2019 - Aug 2020	existing	all	3,000	
		4. Incorporate Census 2020 link into the department's social media pages.	Citywide	April 2019 - Aug 2020	existing	all		
		5. Set up a Census 2020 Information Booth in Personnel Building Lobby to be included with various Vendor Fairs during this timeframe - approximately 20 Vendor Fairs during this period.	Citywide	April 2019 - Aug 2020	existing	all	8,000	
		6. Add Census 2020 video to the Personnel Department Training Portal (Cornerstone).	Citywide	April 2019 - Aug 2020	existing	all		
		7. Add Census 2020 link on Exam Bulletins.	Citywide	April 2019 - Aug 2020	existing	all		
		8. Incorporate Census 2020 link on LiveWell Wellness Program emails sent to All Employees.	Citywide	April 2019 - Aug 2020	existing	all		
		9. Have Census 2020 flyers available at all LiveWell Wellness Events	Citywide	April 2019 - Aug 2020	existing	all		
		10. Add Census 2020 message and link to the department's Weekly Reports that is sent to the Mayor's Office and All Personnel Employees.	Citywide	April 2019 - Aug 2020	existing	all	500	
		11. Add Census 2020 message and link to the department's Annual Report	Citywide	April 2019 - Aug 2020	existing	all		
		12. Inform department vendors regarding Census 2020 and encourage them to post on their websites and to encourage their employees to participate.	Citywide	April 2019 - Aug 2020	existing	all		
		13. Department GM to issue a memo to All Personnel Employees on the importance of the Census in March 2020 and follow up with a reminder memo 1st week of May.	Citywide	April 2019 - Aug 2020	existing	all	500	
		14. Telephone Hold Message to include Census 2020 message possibly with Mayor's voice. Work with ITA to facilitate this item.	Citywide	April 2019 - Aug 2020	existing	all		
<b>Police</b>	Inform public on the importance of Census 2020	1. Add a link of the City's Census 2020 website to our Department's homepage	Citywide	April 2019 - Aug 2020	existing	all	10000+	
		2. Provide Census 2020 flyers in our public spaces including front desks, roll calls in the streets, community meetings and events, etc.	Citywide	April 2019 - Aug 2020	existing	all	10000+	
		3. Post pertinent Census 2020 information on the Department Local Area Network System on a periodic basis	Citywide	April 2019 - Aug 2020	existing	all	13000+	

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	Create Department activities to inform, educate and engage Department employees about the Census 2020	1. Distribution of a Department Notice encouraging Department employees to volunteer in educating the public regarding the Census 2020	Citywide	April 2019 - Aug 2020	new	all	13000+
		2. Commanding officers will ensure the importance of the Census is communicated to Department employees at roll calls, training days, and supervisor meetings	Citywide	April 2019 - Aug 2020	existing	all	13000+
		3. Advise Community Policing Advisory Board (CPAB) members to encourage their communities to participate in the Census 2020	Citywide	April 2019 - Aug 2020	new	all	10000+
		4. Ensure 2020 Census information is disseminated during National Night Out events	Citywide	Aug 2019 - Aug 2020	new	all	20000+
		5. Community Safety Partnership units can provide resource information throughout the City of Los Angeles Housing Communities	Citywide	April 2019 - Aug 2020	new	immigrant	3000+
	Participate in the Non-Standard Address Dwelling Program	1. Train all Department training coordinators on the use of the LUCA application and how to gather information	Citywide	Jan 2018 - March 2018	new	homeless, immigrant	10000+
		2. Work with our Information Technology Group to download/upload LUCA app to all Body Worn Video (BWV) handheld devices	Citywide	Jan 2018 - March 2018	new	homeless, immigrant	10000+
		3. Training coordinators will train patrol personnel on the use of LUCA app and information to be gathered using their assigned BWV handheld devices	Citywide	Jan 2018 - March 2018	new	homeless, immigrant	10000+
	Social Media Campaign	1. Use Department-approved social media outlets to disseminate and share Census 2020 information and news	Citywide	April 2019 - Aug 2020	new	all	10,000+
	Media Outreach	1. Prepare a press release highlighting the benefits to our communities when an accurate Census count is achieved	Citywide	April 2019 - Aug 2020	new	all	10,000+
		2. Release a Census 2020 Public Service Announcement (PSA)	Citywide	April 2019 - Aug 2020	new	all	50,000+
		3. Hold a press conference to provide awareness and information regarding the Census 2020	Citywide	April 2019 - Aug 2020	new	all	50,000+
	Additional Community Outreach	1. Disseminate information stressing the importance of the Census 2020 through the Liaison program which focuses on Asian, Latino, African-American, LGBTQ, and clergy communities	Citywide	April 2019 - Aug 2020	new	immigrant	10,000+
		2. Provide a block of instruction for representatives of the Mayor's Office during the Cadet Parent Academy to provide Census information	Citywide	April 2019 - Aug 2020	new	all	3000+
		3. Provide Neighborhood Council attendees handouts to disseminate information	Citywide	April 2019 - Aug 2020	new	all	10000+
		4. Via SLO's, reach out to local businesses and the Chamber of Commerce to provide and distribute Census information	Citywide	April 2019 - Aug 2020	new	all	10000+
		5. Hand out Census information at Cadet Graduation ceremony	Citywide	April 2019 - Aug 2020	new	all	3000+

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Rec and Parks	1) Educate public on the benefits and importance of Census 2020	1) Add a link to RAP's homepage banner to the Census website	N/A	June 2019 - Aug 2020	existing	all	50,000
		2) Post Census 2020 information on marquee, banners / posters and flyers in our Recreation Centers, Senior Centers, Pools, Golf Courses and Museums and entertainment venues located in "Very High" or "High" LRS	1,6,8,9,10,13, 14,15	August 2019 - Aug 2020	existing	all	75,000
		3) Post Census 2020 information on marquee, posters and flyers in our Recreation Centers, Pools, Golf Courses, Museums, entertainment venues and Senior centers located in "Medium" LRS	2,4,7	August 2019 - Aug 2020	existing	all	50,000
		4) Post Census 2020 information on marquee, posters and flyers in our Recreation Centers, Pools, Golf Courses, Museums, and Senior Centers located in "Low" LRS	11,12	August 2019 - Aug 2020	existing	all	50,000
	2) RAP to serve as a Census Action Kiosk (CAK) location during set hours.	1) Designate 4 computer stations, at each of the 67 computer labs. Use available during set hours of the day.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,15	February 2020-August 2020	existing	Latinos & seniors & limited English & immigrants & renters	20,000
		2) Designate staff to get trained by Census Bureau to provide technical assistance. One morning, afternoon and evening staff at each location with a Kiosk. Need various languages.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,15	October 2019-February 2020	new	Latinos & seniors & limited English & immigrants & renters	20,000
		3) Allow 3rd Party contracted with the City to come in and provide technical assistance at RAP CAK locations.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,15	February 2020-August 2020	new	Latinos & seniors & limited English & immigrants & renters	20,000
		4) Display Census 2020 resource materials	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,15	August 2019 - Aug 2020	new	Latinos & seniors & limited English & immigrants & renters	20,000
	3) Set-up Census Area at large-scale special events at RAP facilities.	1) Designate 4 Laptops at Special Events contingent upon adequate funding from the mayor's office.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,15	March 2019- August 2020	new	Latinos & seniors & limited English & immigrants & renters	60,000
		2) Designate a Census 2020 Area at RAP Large Scale Special Events such as: the Lotus Festival, Salute to Recreation and large-scale events by permit from outside agencies. Post four Laptops in the designated area at the events. (Laptops would be on the "wish list" for funding)	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,16	March 2019- August 2020	new	all	60,000
		3) Designate temporary "Hot Spots" for Laptops at Lotus Festival and Salute to Recreation and large-scale events by permit from outside agencies. Post four Laptops in the designated area at the events. Contingent upon adequate funding from Mayors Office.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,17	June 2019- August 2020	new	all	60,000
	4) Disseminate Census 2020 information through Recreation Center Sports and Municipal Sports correspondence material where feasible.	1) Insert Census 2020 information on Municipal Sports Adult Leagues correspondence material where feasible.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,18	March 2019- August 2020	existing	all	20,000
		2) Insert Census 2020 information on Municipal Sports "private" youth sports leagues correspondence material where feasible.	1,3,4,5,6,7,8,9 ,10,11,12,13,1 4,19	March 2019- August 2020	existing	all	20,000

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		3) Insert Census 2020 information on Recreation Center Sports Program correspondence material where feasible.	1,3,4,5,6,7,8,9,10,11,12,13,14,20	March 2019- August 2020	existing	all	20,000
		4) Insert Census 2020 information on Recreation Center Girls Play L.A. Program Flyers, League Schedules, Banquet Flyers	1,3,4,5,6,7,8,9,10,11,12,13,14,21	March 2019- August 2020	existing	all	20,000
	5) Utilize Social Media to inform the public about the importance of the 2020 Census	1) Create a social media campaign including short videos promoting Census 2020 information. Share information on all RAP facility platforms including the Greek Theatre and the Griffith Park Observatory.	1,3,4,5,6,7,8,9,10,11,12,13,14,22	March 2019-August 2020	new	all social media followers	50,000
		2) Collaborate with non-profit and for-profit partners on social media platforms to promote Census 2020 (tag and share).	1,3,4,5,6,7,8,9,10,11,12,13,14,23	March 2019-August 2020	new	all social media followers	50,000
		3) Promote #2020census on all social media posts and include links and consistent positive messaging.	1,3,4,5,6,7,8,9,10,11,12,13,14,24	March 2019-August 2020	new	all social media followers	50,000
	6) Collaborate with CD Offices	1) Local recreation centers collaborate with CD office to refer constituents to RAP local computer labs to respond to the Census 2020	1,3,4,5,6,7,8,9,10,11,12,13,14,25	May 2019-August 2020	new	all	20,000
		2) Local recreation centers collaborate with CD office to get Census 2020 information out to CD member's constituents in Very High, High, and Medium "LRS"	1,3,4,5,6,7,8,9,10,11,12,13,14,26	May 2019-August 2020	new	all	20,000
<b>Sanitation</b>	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage and social media pages.	Citywide	Apr 2019 - Aug 2020	Existing	All	Web - 200,000/month Social Media - 10,500 followers
		2. Post Census 2020 posters/flyers in our offices	Citywide	Apr 2019 - Aug 2020	Existing	All	Approximately 4,000 employees and contract workers
		3. Post Census 2020 Posters on our Refuse Collection Trucks	Citywide	Apr 2019 - Aug 2020	Existing	All	4 million
		4. Reserve a table for Census 2020 at our 2019 and 2020 Earth Day events.	Citywide	Apr 2019 and Apr 2020	Existing	All	4,000
		5. Use Census 2020 recorded message for "on-hold" Customer Care calls.	Citywide	Apr 2019 - Aug 2020	Existing	All	80,000 calls per month
		6. Hand out flyers/postcards at compost workshops.	Citywide	Apr 2019 - Aug 2020	Existing	All	2,400 (150/month for 16 months; no workshops in Dec)
		6. Hand out flyers/postcards at SAFE Centers and Mobile Collection Events	Citywide	Apr 2019 - Aug 2020	Existing	All	212,500 (12,500 /month for 17 months)
		7. Promote Census 2020 at LASAN Open House events	Citywide	Apr - June (2019 & 2020)	Existing	All	8,000 for all 6 events
		8. Promote Census 2020 on Sewer Service Charge letters through a letter insert.	Citywide	Apr 2019 - Aug 2020	Existing	All	5,000
		9. Promote Census 2020 at LASAN's Environmental Learning Center	Citywide	Apr 2019 - Aug 2020	Existing	All	30,090 (1,770 visitors per month for 17 months)
		10. DWP Billing inserts and e-blasts	Citywide	Apr 2019 - Aug 2020	Existing	All	see DWP's outreach plan

## LA City Department Outreach Plans (Consolidated)



Department	Key Outreach Objectives	Activities to Accomplish Objectives (can list multiple activities per each objective)	Council District or Citywide	Timeline to Accomplish Each Activity	Is activity part of new or existing program or service?	Hard to Count Target Groups (if any)	Number of People Expected to Reach
		11. General Manager memo to staff promoting Census 2020	Citywide	Apr 2019 - Aug 2020	Existing	All	Approximately 4,000 employees and contract workers
Transportation	Inform public on the importance of Census 2020	1. Add a link to the City's Census 2020 website to our department's homepage	N/A	April 2019 - Aug 2020	existing	all	1000
		2. Post Census 2020 video clip in all DASH buses	N/A	April 2019 - Aug 2020	existing	all	500
		3. Post Census 2020 posters/flyers in Transit Store	14	July 2019	existing	Latinos & seniors & limited English & immigrants & renters	
		4. Designate Transit Store staff f to get trained by Census Bureau to provide technical assistance on Store events		October 2019	new	Latinos & seniors & limited English & immigrants & renters	
		5. Display Census 2020 resource materials at Store events		Jan 2020 - Aug 2020	new	Latinos & seniors & limited English & immigrants & renters	
Water and power	<b>Increase public awareness and widely promote the importance of participation in Census 2020</b>	Include targeted Census 2020 outreach in 20 major LADWP community events	Citywide	April 2019 - Aug 2020	existing	all	tbd
		Train Speakers Bureau to speak about Census 2020 at community events	Citywide	Early March 2019	existing	all	tbd
		LADWP Liaison to speak at division & staff meetings about importance of the Census 2020	Internal LADWP	April 2019 - Aug 2020	existing	N/A	LADWP employees
		Print a Census 2020 message on LADWP envelopes and forms used for communications with our customers	Citywide	April 2019 - Aug 2020	existing	all	1.6 million customers
		Add a link to the Census 2020 on our website. Make it clear that this list a link to the Mayor's Census 2020.	Citywide	April 2019 - Aug 2020	new	all	Citywide
		Post Census 2020 messages for our customers in multiple languages using LADWP social media for targeted regional info	Citywide	April 2019 - Aug 2020	existing	all	tbd
		Send Email Blast to customers about Census 2020	Citywide	April 2019-Aug. 2020	existing	all	Est. 600K customers
		Print PDF INFO LINK to Census 2020 on first page of customer bill	Citywide	April 2019-Aug. 2020	existing	all	1.6 million customers
		Ad placements in regional publications	Citywide	April 2019-Aug. 2020	existing	all	tbd
		Have a quarterly Census 2020 onsert in multiple languages	Citywide	April 2019 - Aug 2020	existing	all	1.6 million customers
		Place Census Action Kiosks at selected Customer Service Centers (Crenshaw, Van Nuys, JFB, Slauson, West L.A.) to be opened at specific hours only: Monday to Friday 7am to 9am and 6pm to 8pm and Saturday hours from 8am to 5pm.	Citywide	April 2019 - Aug 2020	new	all	tbd
		Place Census 2020 messages in queuing system at Customer Service Centers	Citywide	April 2019 - Aug 2020	new	all	tbd
		Place Census 2020 printed collaterals at LADWP Customer Service Centers	Citywide	April 2019 - Aug 2020	existing	all	tbd

## LA City Department Outreach Plans (Consolidated)



Department	Key Outreach Objectives	Activities to Accomplish Objectives (can list multiple activities per each objective)	Council District or Citywide	Timeline to Accomplish Each Activity	Is activity part of new or existing program or service?	Hard to Count Target Groups (if any)	Number of People Expected to Reach
		Use a Census 2020 message for the Call Center while customers are "On Hold"	Citywide	April 2019 - Aug 2020	existing	all	tbd
		Issue a direct mail to all LADWP customers the month before start of Census 2020	Citywide	late March 2020	existing	all	1.6 million customers
		Issue a "Call for Census 2020 Volunteers" for employees willing to volunteer after work hours	Citywide	April -March 2019	new	all	Targeted to 10K employees
<b>Zoo</b>	Inform public on the importance of Census 2020	1. Add the City's Census 2020 website link to the Zoo's homepage.	N/A	April 2019 - Aug 2020	existing	all	2,000,000 unique sessions
		2. Add the City's Census 2020 website URL to the Zoo map.	N/A	April 2019 - Aug 2020	existing	all	800,000
		3. Add the City's Census 2020 website link to the email footer in marketing emails.	N/A	April 2019 - Aug 2020	existing	all	2,000,000 opened emails
		4. Include a quarterly mention in the Zoo's e-newsletter.	N/A	April 2019 - Aug 2020	existing	all	792,000 opened emails
		5. Include a monthly mention of the Census in conjunction with a post on Instagram or Facebook.	N/A	Jan 2020 - Aug 2020	existing	all	162,000
		6. Video or static graphic for digital signage in 5 locations in the Zoo.	N/A	Mar 2020 - Aug 2020	existing	all	800,000
		7. Play Mayor's pre-recorded Census message on Zoo's PA System	N/A	Mar 2020 - Aug 2020	existing	all	1,600,000
		8. Include Census message on Zoo's on hold phone message	N/A	Mar 2020 - Aug 2020	existing	all	20,000
		9. Send emails from Zoo General Manager to all Zoo staff encouraging completion of Census and encouraging staff to volunteer as Census Goodwill Ambassadors in their community	N/A	Mar and Jul 2020	new	N/A	400
		10. Distribute Census gate handout during Spring Break week and first week in July (Budget request package will be submitted for printing costs)	N/A	Apr and Jul 2020	new	all	100,000
		11. Post Census Posters in concession stands and gift shops (Budget request package will be submitted for printing costs)	N/A	Mar 2020 - Aug 2020	new	all	800,000
		12. Install light pole banners in Zoo (Budget request package will be submitted for fabrication and related installation materials)	N/A	Mar 2020 - Aug 2020	new	all	1,600,000
		13. Census presentation from Mayor's staff at all Zoo staff meeting	N/A	May 2020	existing	N/A	100

## LA City Departments Outreach Plans (Summary)

## EXHIBIT E

Department	Website Link	CAK (#)	Display Info at Public Counters and Offices	Public Marketing	Direct Targeted Messaging	In-Field Outreach	Tagline on existing materials	Employee Engagement	Commissioner /Volunteer Engagement	Newsletter(s)	Mayor's "Hold" Message	Social Media Messaging	Subcontractor /Partner Engagement	Recruit Enumerators
Aging	1	0	1	1	1	1	1	1	0	0	1	1	1	0
Airports	1	0	1	1	0	1	0	1	0	1	1	1	1	0
Animal Services	1	0	1	0	1	1	0	1	0	0	0	1	0	0
Building and Safety	1	1	1	1	0	1	0	1	0	1	1	0	0	0
City Administrative Officer	1	0	0	1	0	0	0	1	0	0	0	0	1	0
City Attorney	1	0	0	1	0	1	0	0	0	0	0	1	0	0
City Clerk	1	2	1	0	0	1	1	1	0	0	0	1	0	0
City Planning	1	3	1	1	0	1	0	1	1	0	1	1	1	0
Convention & Tourism Development	1	0	1	1	0	1	0	1	0	0	0	0	1	0
Cultural Affairs	1	0	0	1	1	0	1	1	1	1	0	1	0	0
Disability	1	15	1	1	1	1	0	1	1	1	0	1	1	0
Economic and Workforce Development	1	39	1	1	0	1	0	1	0	1	0	1	1	1
El Pueblo	1	0	1	1	0	1	0	1	0	0	1	1	0	0
Engineering	1	0	1	1	0	1	1	1	0	1	1	0	0	0
Finance	1	0	1	1	1	0	0	0	0	1	1	1	1	0
Fire	1	0	1	1	0	1	0	1	1	1	0	1	1	0
HACLA	1	3	0	1	1	0	1	1	1	0	1	1	1	0
Housing and Community Investment	1	5	1	1	1	1	0	1	1	0	1	0	1	0
Information Technology	1	0	0	1	1	1	0	1	1	0	1	1	0	0
Library	1	73	1	1	1	1	0	1	1	0	0	0	1	0
Neighborhood Empowerment	1	2	1	1	0	1	0	1	1	1	0	1	0	0
Personnel	1	0	1	1	0	1	1	1	0	1	1	1	1	0
Police	1	0	1	1	1	1		1	1		0	1	1	0
Recreation and Parks	1	68	1	1	1	1	1	1	0	0	0	1	1	0
Sanitation	1	0	0	1	1	1	0	1	0	0	1	1	0	0
Transportation	1	0	0	1	0	1	0	1	0	0	0	0	0	0
Water and Power	1	0	0	1	0	0	0	1	0	0	0	0	0	0
Zoo	1	0	0	1	0	0	1	1	1	1	1	1	0	0
<b>28</b>	<b>28</b>	<b>211</b>	<b>19</b>	<b>26</b>	<b>12</b>	<b>22</b>	<b>8</b>	<b>26</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>1</b>

BUCKET	DEFINITION
<b>Website Link</b>	Add a link to the department's website(s) connecting to the City's Census 2020 website.
<b>CAK (#)</b>	Public facing Census Action Kiosks only, including stationary CAKs and mobile CAKs.
<b>Display Info at Public Counters</b>	Displaying information on their public counter(s) and/or front desk(s) including handouts, 1-pagers, posters or creating a permanent information table. DOES NOT include mesaaging/marketing posted in other public spaces, or resources placed at CAKs.
<b>Public Marketing</b>	Any marketing/messaging that is being displayed/sent to the public ( <i>not</i> including pamphlets/handouts/info specifically on public counters). Including, posters, Mayor's PSA messages, printed banners, streetlight banners, digital banners, banners on website, blog posts, marquees, providing marketing materials for business/community partners to display, podcasts, securing news coverage, PSAs, press release, press conferences
<b>Direct Targeted Messaging</b>	Includes direct mailings, targeted correspondence, direct communication with constituents, email to targeted list, billing invoices, creating Census materials for a specific group (eg. Library making greeting cards for "Baby Boxes"), disseminating information through demographic-specific liaisons (eg. LAPD liaison program), phone operators giving information to incoming callers (ie. 311)
<b>In-Field Outreach</b>	Includes tabling, marketing, presentations, handouts at events, handouts to 'Fire curriculum' students, events to respond to Census, information brought to housing communities, Census hackathons,
<b>Tagline on existing materials</b>	Putting a tagline onto their materials, including pamphlets, maps, email responses, emails, weekly reports, meal placemats, reports, . "Tagline" can be the official tagline, our website link, logo, or other information placed onto existing materials/communications. DOES NOT INCLUDE putting inserts in bills or letters.
<b>Employee Engagement</b>	Includes GM memo to staff, internal newsletters/emails, footnote/tagline in internal correspondences, programming, education, trainings, competitions, events to respond, video in training portal, CAK assistance training,
<b>Commissioner/Volunteer Engagement</b>	Any recruiting of Census Goodwill Ambassadors (CGAs). Including, recruiting employees and/or Commissioners as CGAs and training employees and/or Commissioners to recruit volunteers as CGAs, encouraging an advisory board to promote the Census in their community.
<b>Newsletter</b>	Includes internal and external newsletters, all e-newsletters, email blasts
<b>Mayor's "Hold" Message</b>	Placing the Mayor's recorded message about the 2020 Census on their departmental phone lines as the "hold" message.
<b>Social Media Messaging</b>	Includes using the department's platforms to push messaging, putting a link to Census website on their platforms,
<b>Subcontractor/Partner Engagement</b>	"Subcontractor" includes subcontractors, vendors, affiliates, community partners, associations. Includes GM memos, engaging during meetings with subcontractors, engaging service providers and/or businesses, engaging the social media accounts of partners

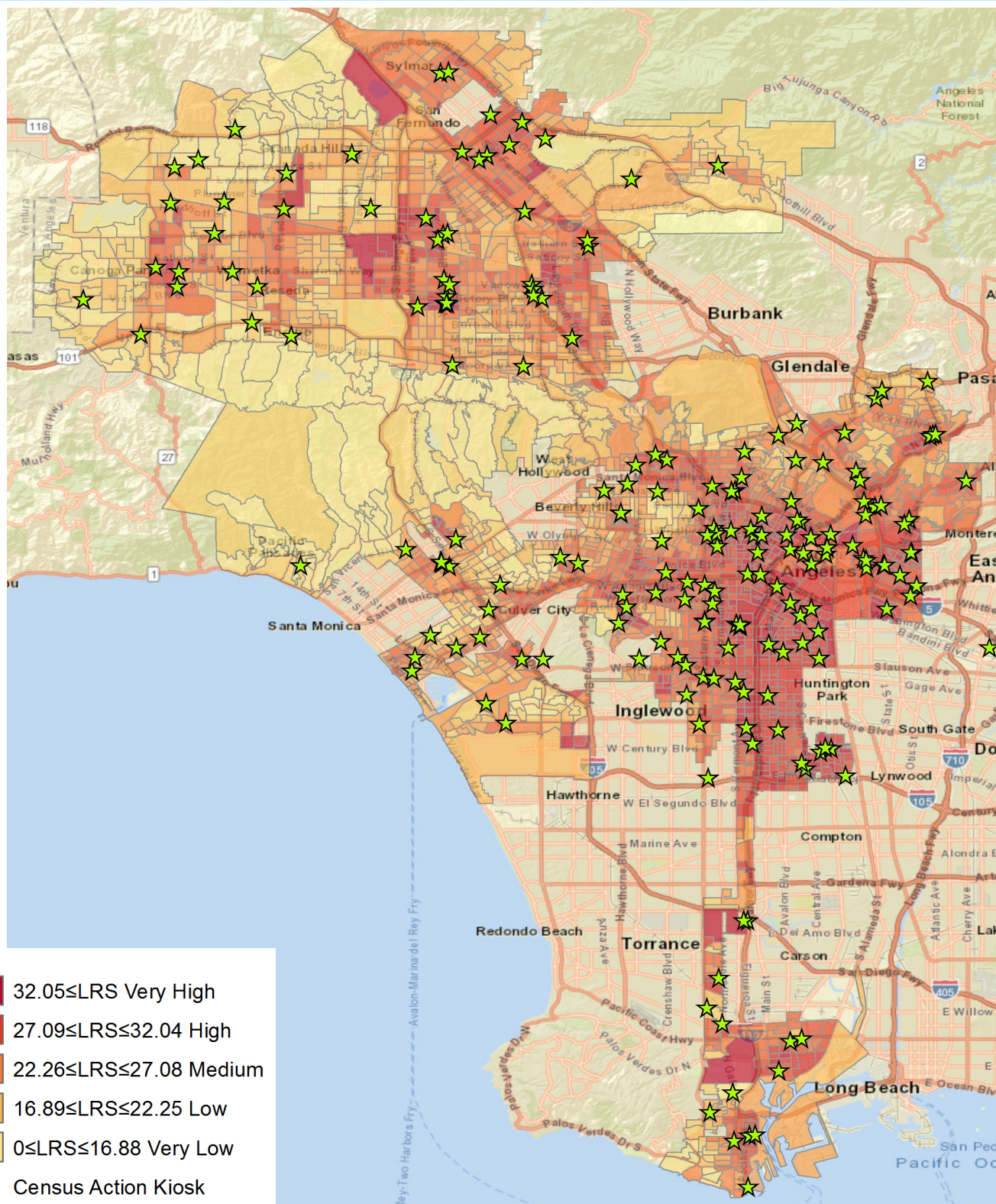
BUCKET	DEFINITION
Recruit Enumerators	Recruiting enumerators, or other positions, for the US Census Bureau.
CANNOT Pay Printing Cost	Department CANNOT pay for the cost of printing 2020 Census materials.



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# LA Census 2020

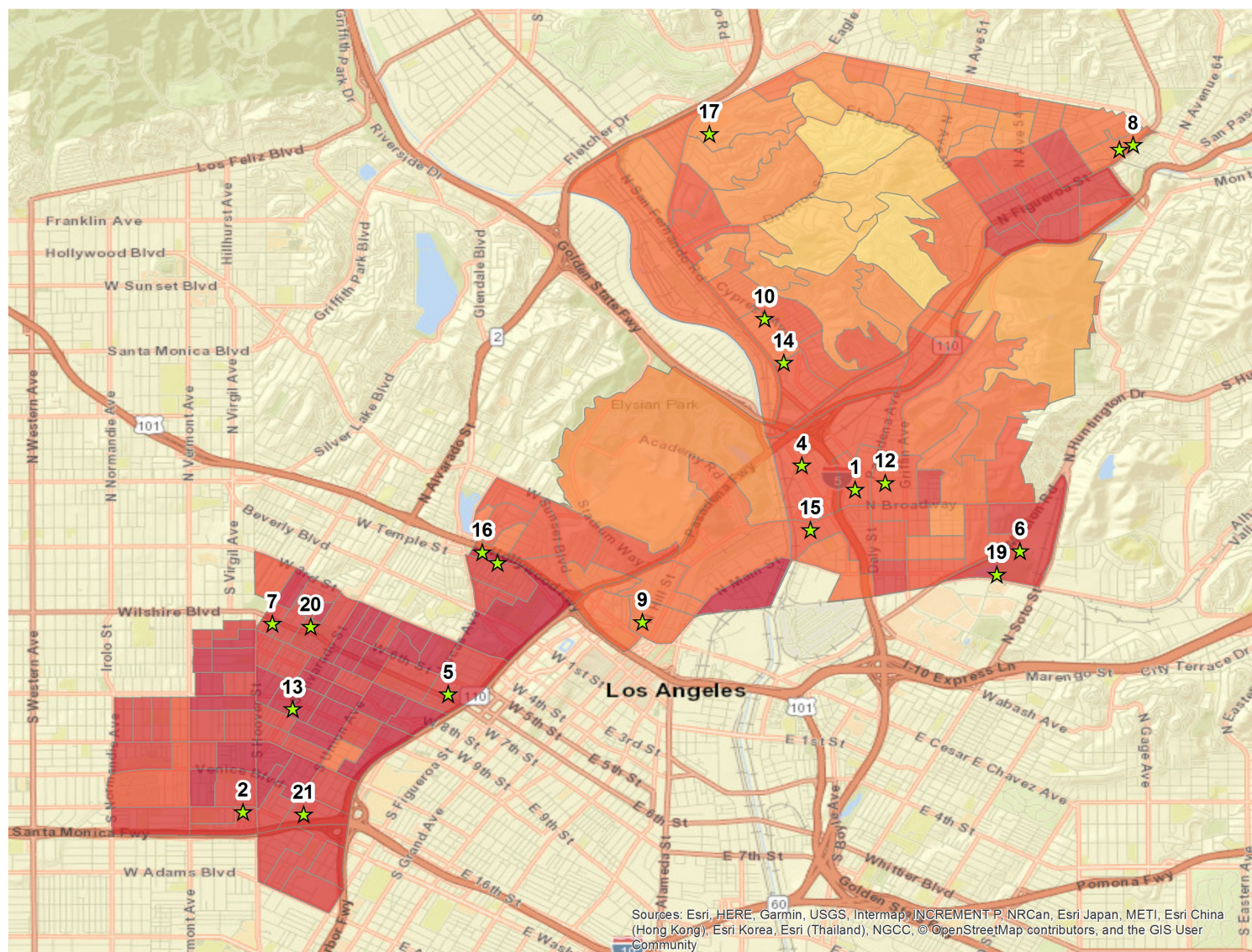
## City of Los Angeles - CAKS





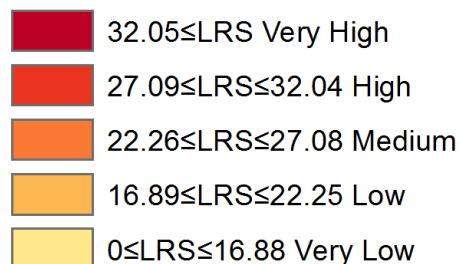
# LA Census 2020

## Council District 1 CAKS



# 32.0

Average LRS Score  
In Council District 1



★ Census Action Kiosk

# LA Census 2020

## Council District 1 CAKS

### List of Census Action Kiosks (CAKS)

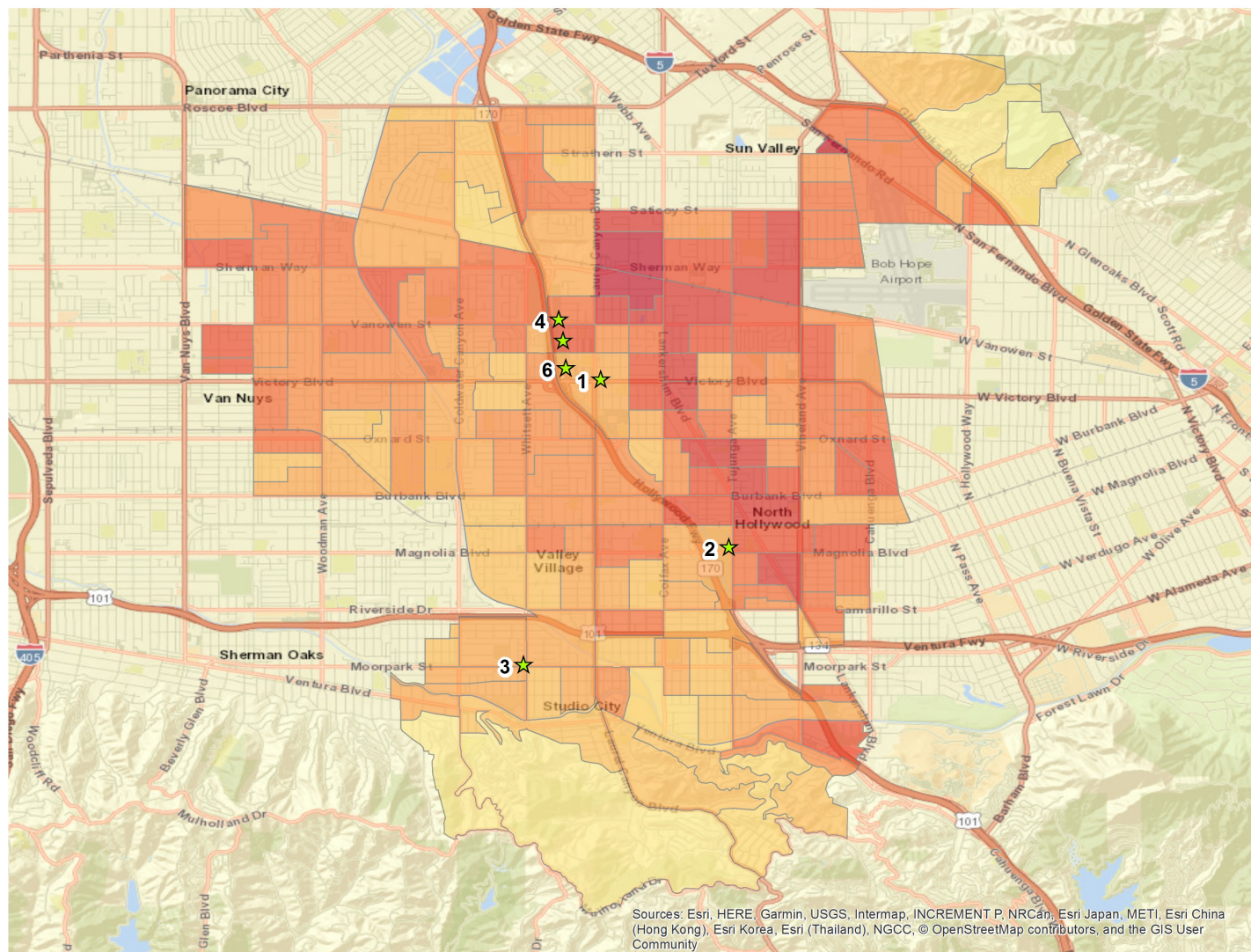
#### Los Angeles City Council District 1 - Gil Cedillo

1	Fiesta Educativa*
2	St. John's Well Child and Family Center*
3	Downtown/Pico Union WSC
4	Northeast Los Angeles WSC
5	Central/West BSC
6	East Region (Para Los Ninos) YSC
7	Section 8 Office (in HACLA's Main Office)
8	Arroyo Seco Regional Branch Library
9	Chinatown Branch Library
10	Cypress Park Branch Library
11	Echo Park Branch Library
12	Lincoln Heights Branch Library
13	Pico Union Branch Library
14	Cypress Recreation Center
15	Downey Youth Center
16	Echo Park Youth Center
17	Glassell Youth Center
18	Highland Park Recreation Center
19	Lincoln Park Recreation Center
20	Macarthur Park Community Center
21	Toberman Recreation Center



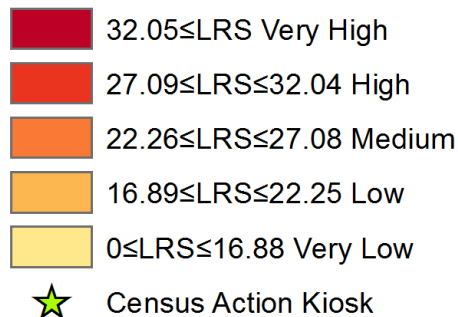
# LA Census 2020

## Council District 2 CAKS



# 26.0

Average LRS Score  
In Council District 2



# LA Census 2020

## Council District 2 CAKS

### List of Census Action Kiosks (CAKS)

#### Los Angeles City Council District 2 - Paul Krekorian

1	HCIDLA North Regional Office
2	North Hollywood Regional Branch Library
3	Studio City Branch Library
4	Valley Plaza Branch Library
5	Valley Plaza Recreation Center
6	Victory-Valley Youth Center

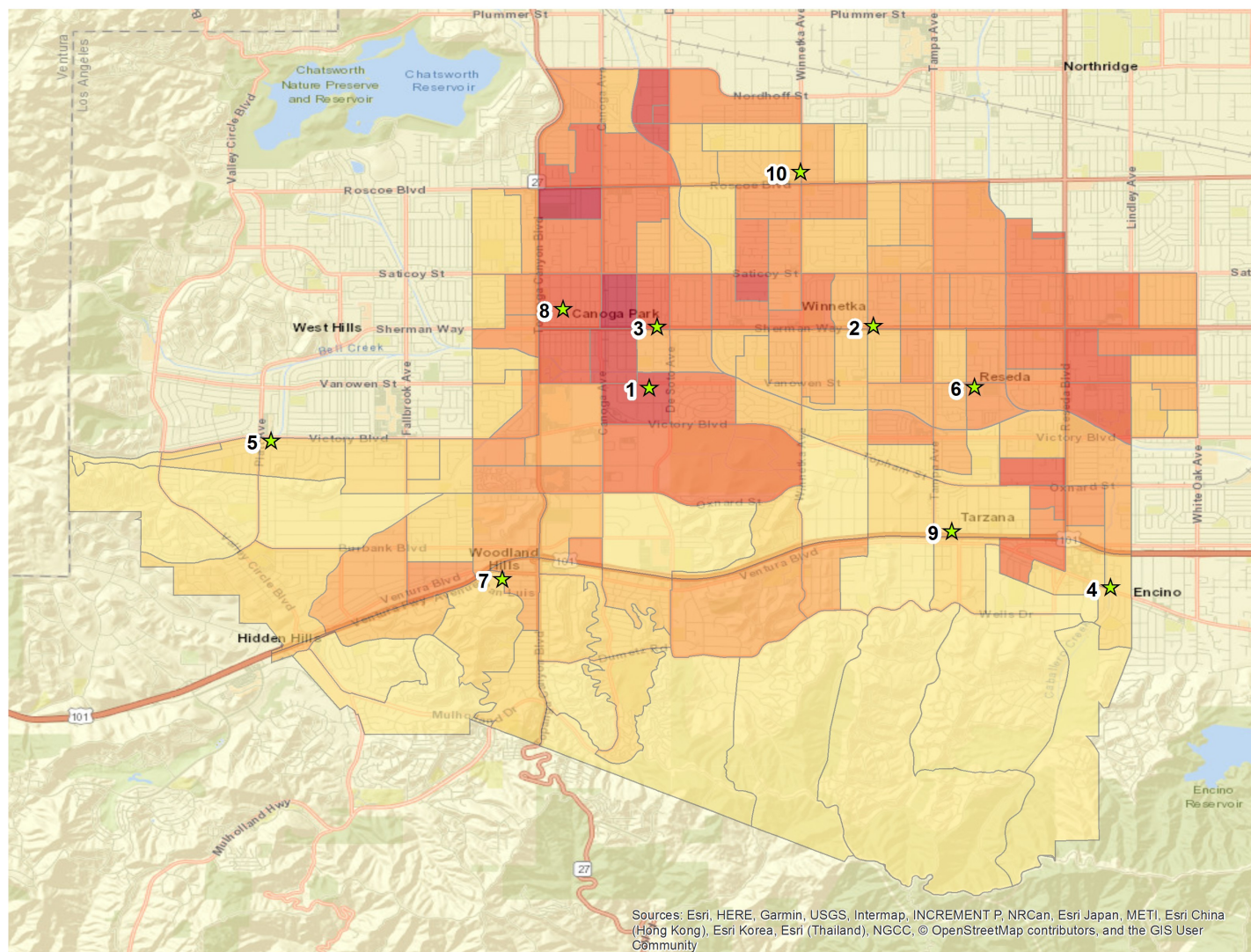


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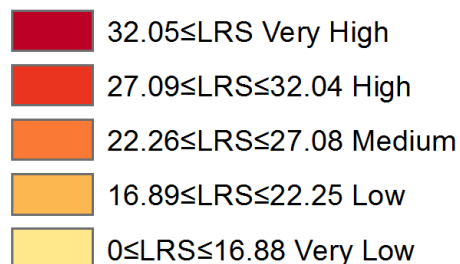
# LA Census 2020

## Council District 3 CAKS



# 22.6

Average LRS Score  
In Council District 3



★ Census Action Kiosk

# LA Census 2020

## Council District 3 CAKS

### List of Census Action Kiosks (CAKS)

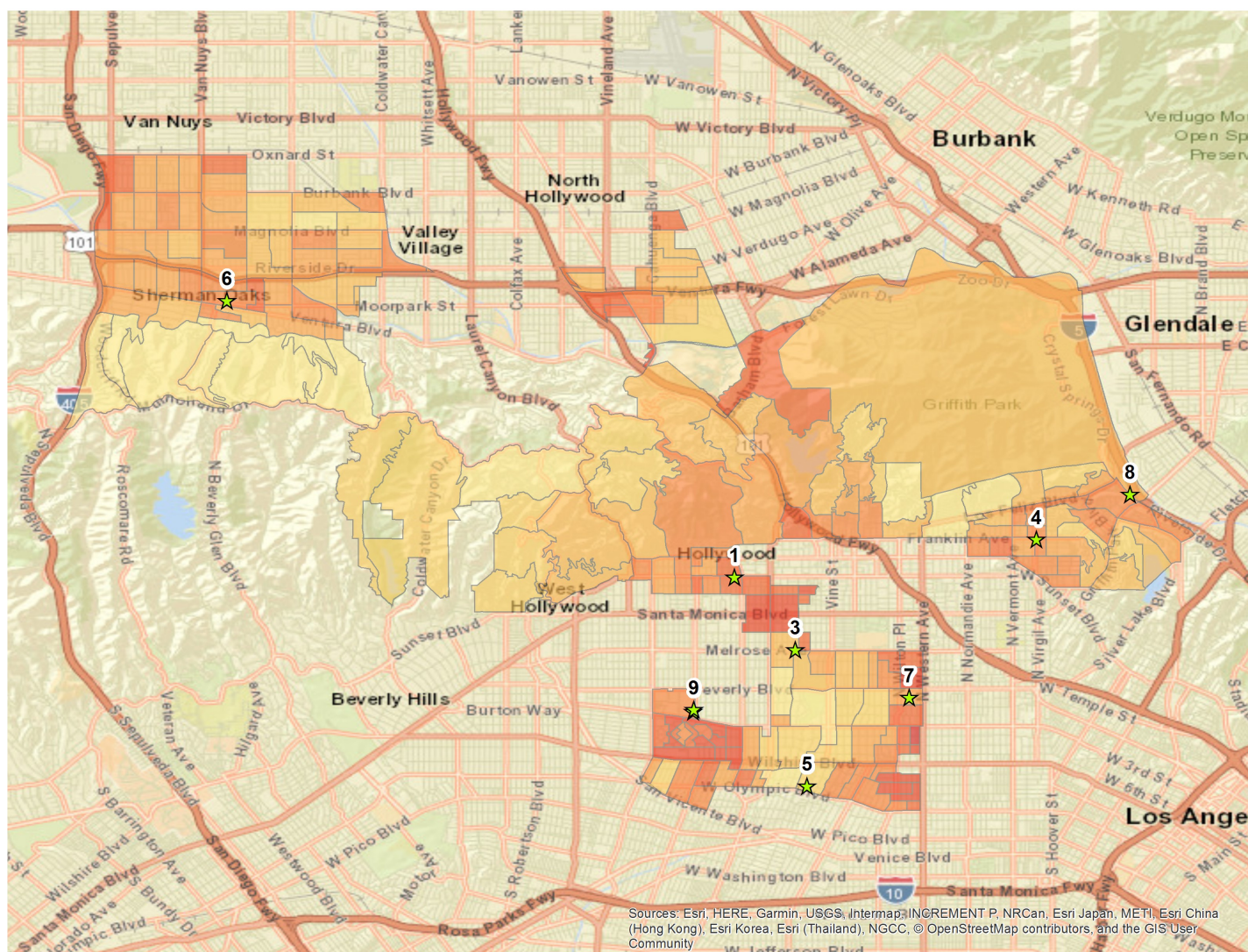
#### Los Angeles City Council District 3 - Bob Blumenfield

1	Canoga Park-South Valley WSC
2	West Valley BSC
3	Canoga Park Branch Library
4	Encino - Tarzana Branch Library
5	Platt Branch Library
6	West Valley Regional Branch Library
7	Woodland Hills Branch Library
8	Canoga Park Senior Citizen Center
9	Tarzana Youth Center
10	Winnetka Youth Center



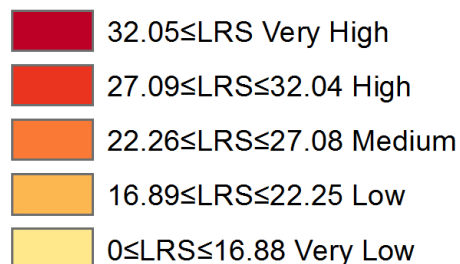
# LA Census 2020

## Council District 4 CAKS



# 23.1

Average LRS Score  
In Council District 4



★ Census Action Kiosk

# LA Census 2020

## Council District 4 CAKS

### List of Census Action Kiosks (CAKS)

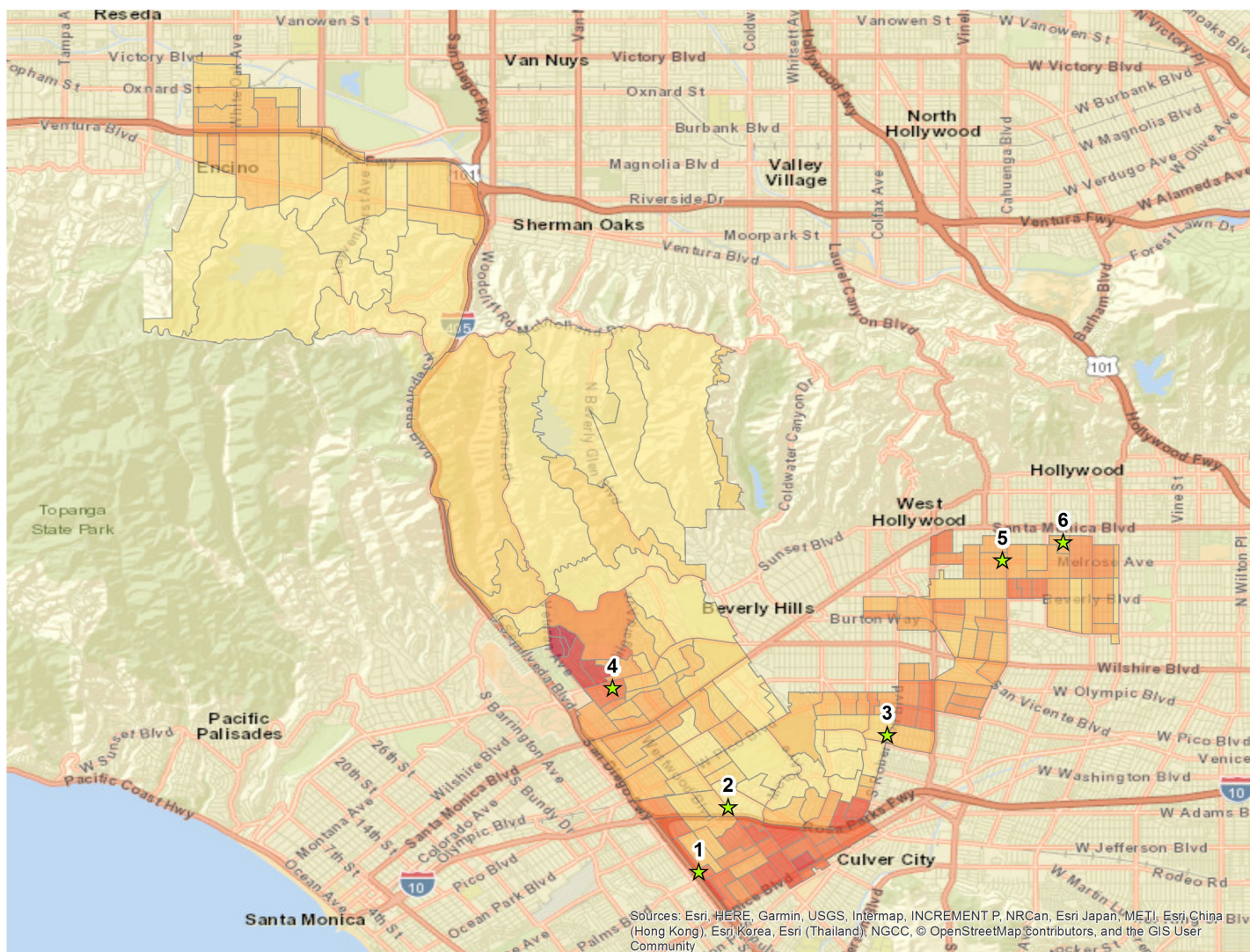
#### Los Angeles City Council District 4 - David Ryu

1	Will & Ariel Durant Branch Library
2	Fairfax Branch Library
3	John C. Fremont Branch Library
4	Los Feliz Branch Library
5	Memorial Branch Library
6	Sherman Oaks Branch Library
7	Wilshire Branch Library
8	Griffith Park Adult Community Center
9	Pan Pacific Senior Center



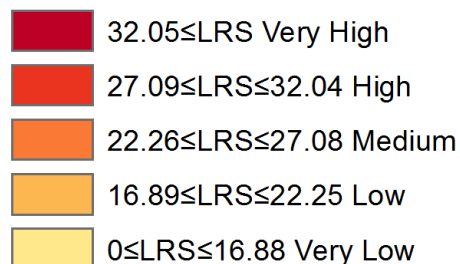
# LA Census 2020

## Council District 5 CAKS



# 21.4

Average LRS Score  
In Council District 5



★ Census Action Kiosk

# LA Census 2020

## Council District 5 CAKS

### List of Census Action Kiosks (CAKS)

#### Los Angeles City Council District 5 - Paul Koretz

1	West Region (UCLA) YSC
2	Palms - Rancho Park Branch Library
3	Robertson Branch Library
4	Westwood Branch Library
5	Fairfax Senior Center
6	Poinsettia Recreation Center

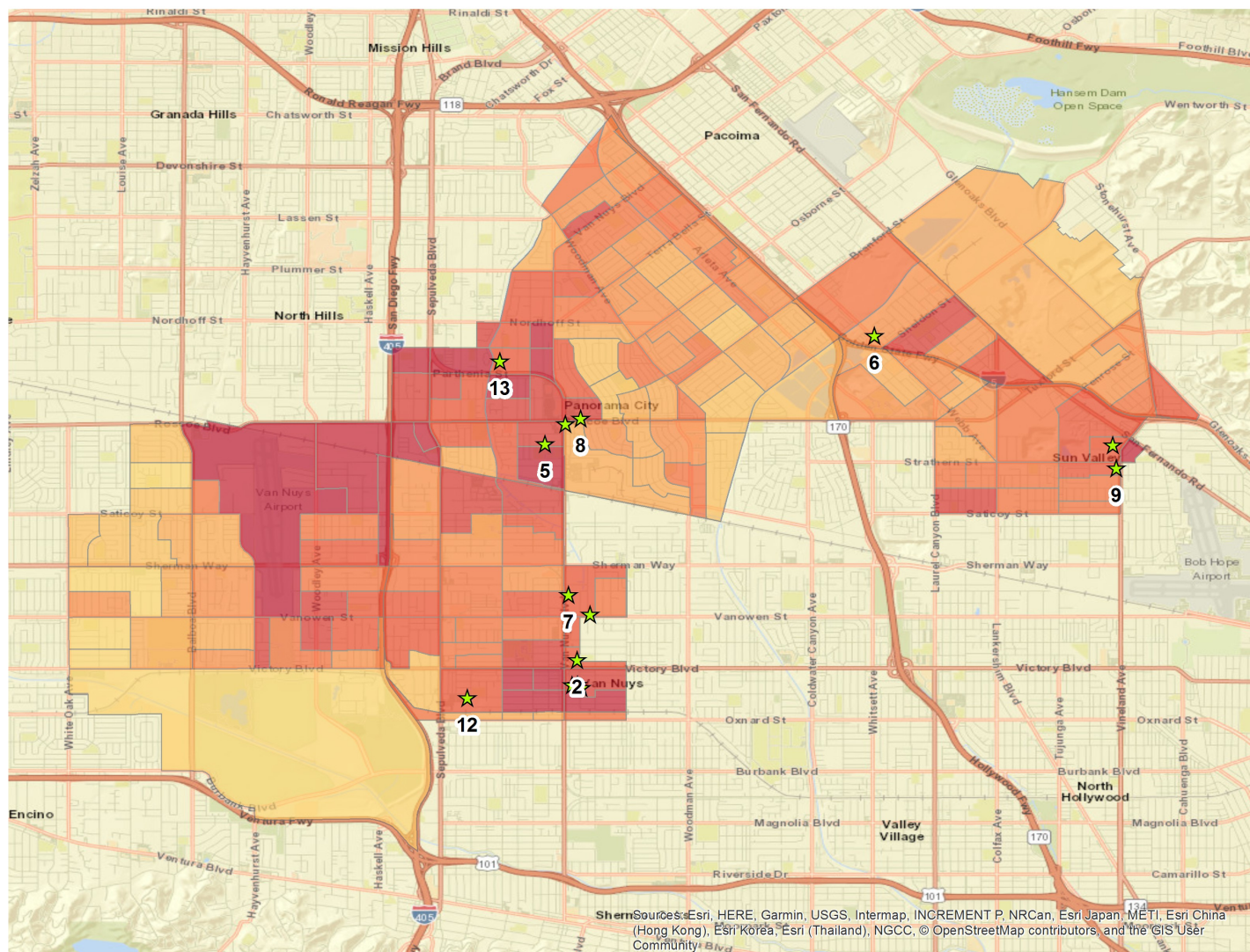


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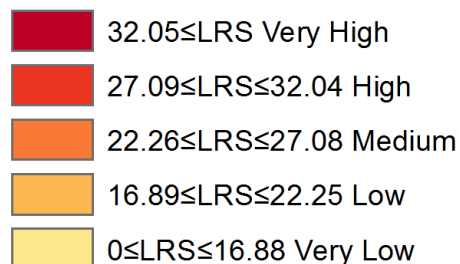
# LA Census 2020

## Council District 6 CAKS



# 28.0

Average LRS Score  
In Council District 6



★ Census Action Kiosk

# LA Census 2020

## Council District 6 CAKS

### List of Census Action Kiosks (CAKS)

### Los Angeles City Council District 6 - Nury Martinez

1	City of Los Angeles Development Services Center Valley (Marvin Braude Bldg.)
2	Independent Living Center of Southern California*
3	Sun Valley WSC
4	South Valley BSC
5	South Valley Region (Goodwill) YSC
6	North Valley Region (El Proyecto) YSC
7	Section 8 Valley Office
8	Panorama City Branch Library
9	Sun Valley Branch Library
10	Van Nuys Branch Library
11	Neighborhood Empowerment - Valley Office
12	Delano Recreation Center
13	Sepulveda Recreation Center
14	Sun Valley Recreation Center
15	Van Nuys Recreation Center

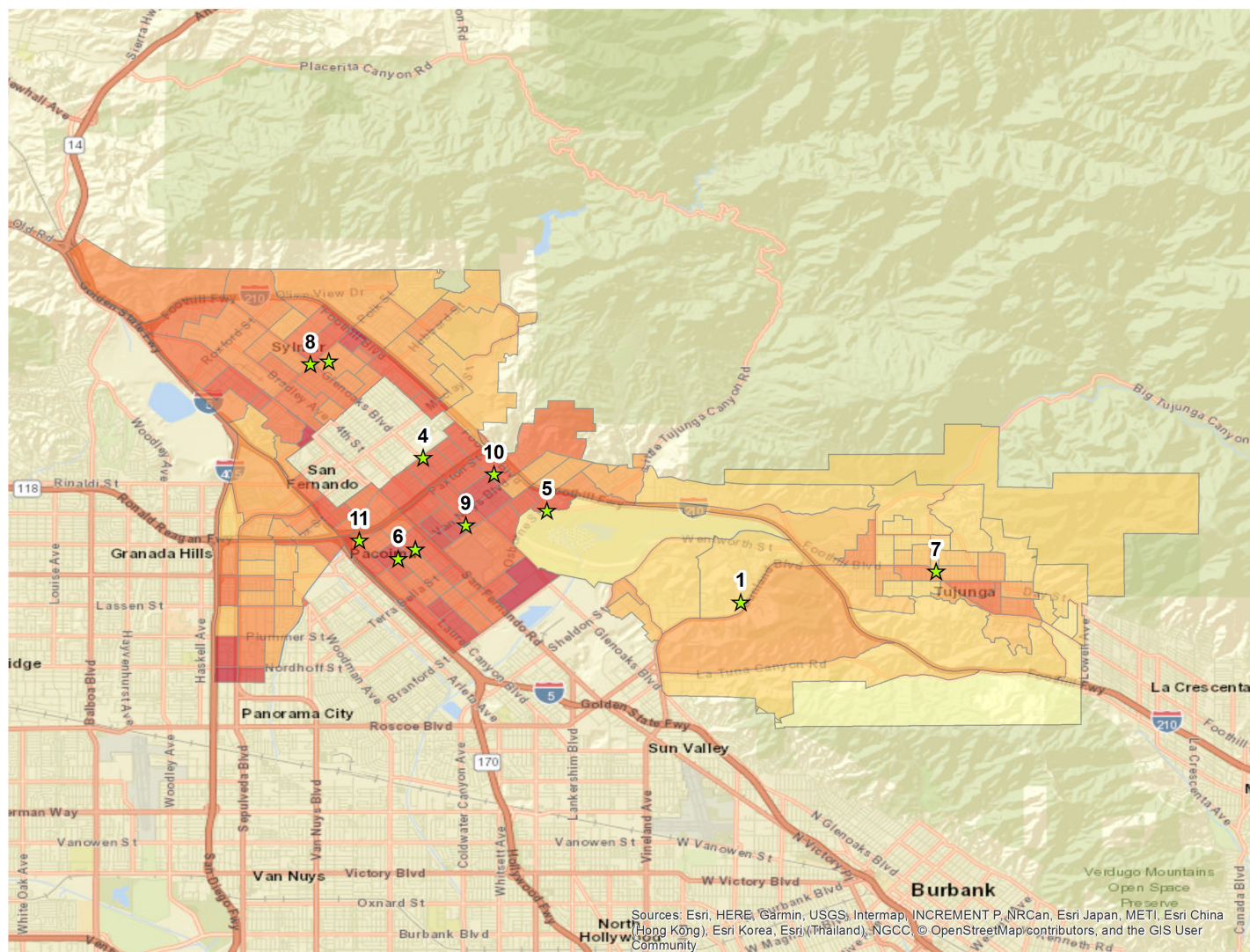


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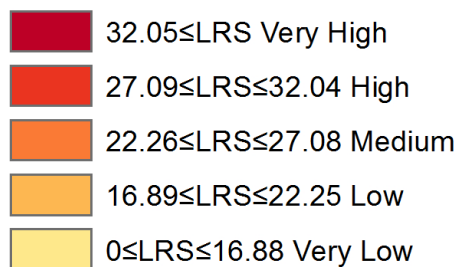
# LA Census 2020

## Council District 7 CAKS



# 25.7

Average LRS Score  
In Council District 7



★ Census Action Kiosk

# LA Census 2020

## Council District 7 CAKS

### List of Census Action Kiosks (CAKS)

### Los Angeles City Council District 7 - Monica Rodriguez

1	Tierra del Sol*
2	Pacoima/North Valley WSC
3	North Valley BSC
4	North Valley Region (YPI) YSC
5	Lake View Terrace Branch Library
6	Pacoima Branch Library
7	Sunland - Tujunga Branch Library
8	Sylmar Branch Library
9	David Gonzales Recreation Center
10	Hubert Humphrey Recreation Center
11	Ritchie Valens Recreation Center
12	Sylmar Recreation Center

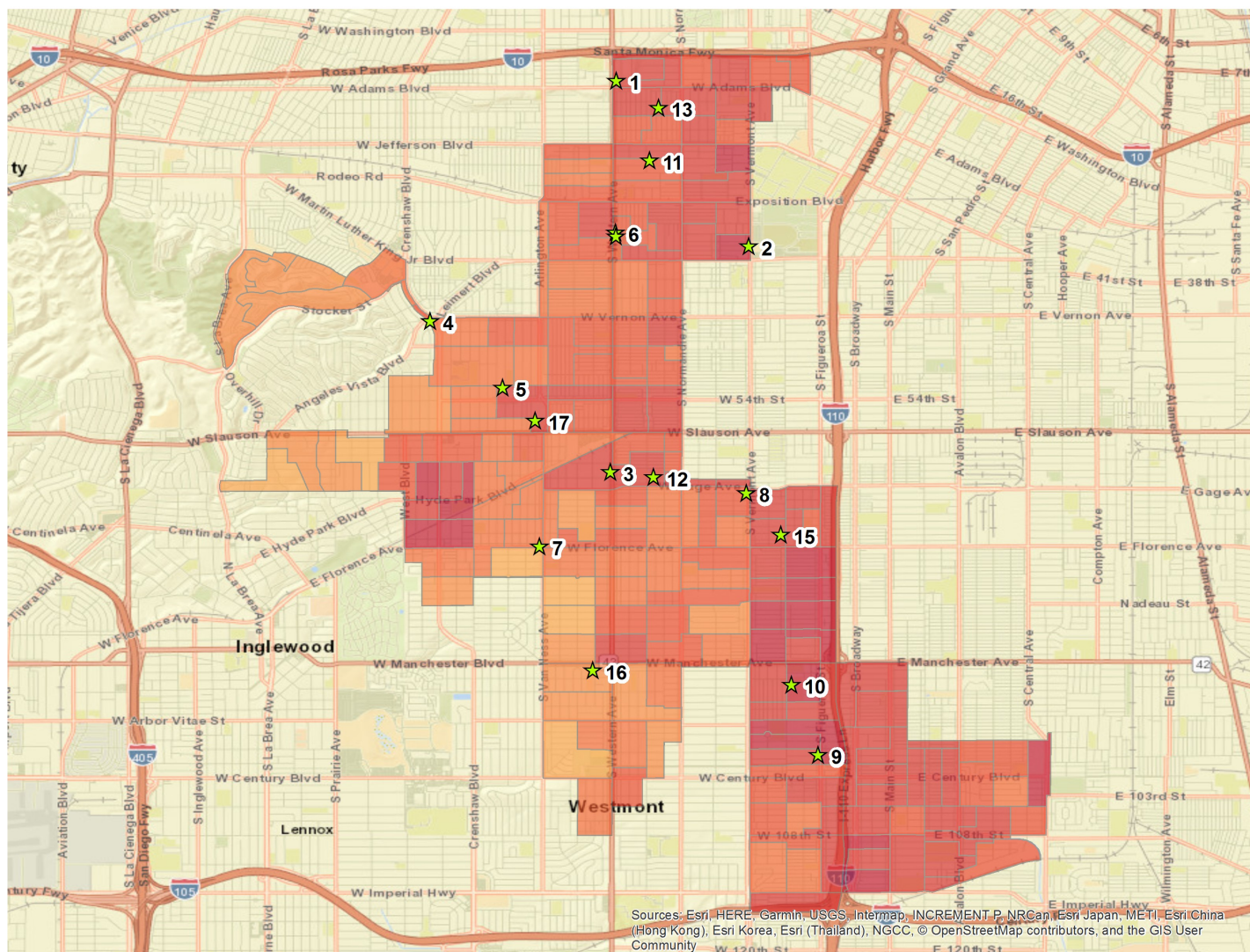


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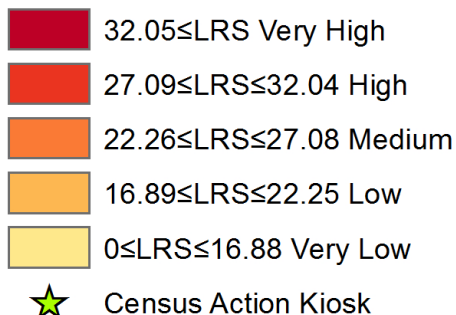
# LA Census 2020

## Council District 8



# 31.3

Average LRS Score  
In Council District 8



# LA Census 2020

## Council District 8 CAKS

### List of Census Action Kiosks (CAKS)

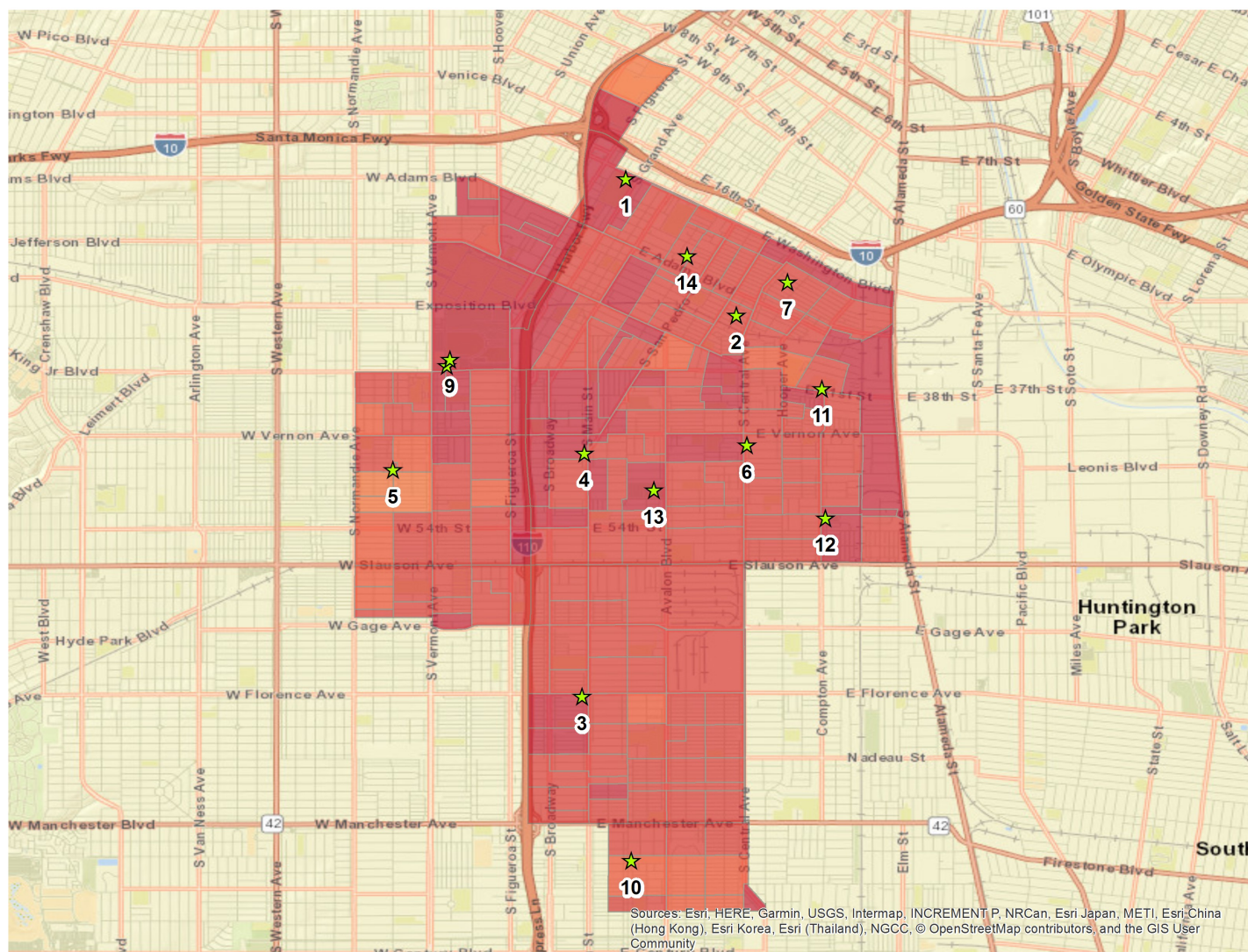
#### Los Angeles City Council District 8 - Marqueece Harris-Dawson

1	South Central Regional Center*
2	South Los Angeles WSC
3	South Los Angeles BSC
4	South - Crenshaw Region (Brotherhood Crusade) YSC
5	Angeles Mesa Branch Library
6	Exposition Park - Regional Branch Library
7	Hyde Park - Miriam Matthews Branch Library
8	John Muir Branch Library
9	Mark Twain Branch Library
10	Algin Sutton Recreation Center
11	Denker Recreation Center
12	Harvard Recreation Center
13	Loren Miller Recreation Center
14	Martin Luther King Jr. Recreation Center
15	Mt Carmel Recreation Center
16	St. Andrews Recreation Center
17	Van Ness Recreation Center



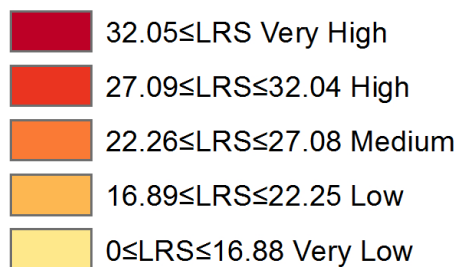
# LA Census 2020

## Council District 9 CAKS



# 34.7

Average LRS Score  
In Council District 9



★ Census Action Kiosk

# LA Census 2020

## Council District 9 CAKS

### List of Census Action Kiosks (CAKS)

Los Angeles City Council District 9 - Curren D. Price, Jr.

1	Vernon Central/LATTC WSC
2	South Region (CRCD) YSC
3	Ascot Branch Library
4	Junipero Serra Branch Library
5	Vermont Square Branch Library
6	Vernon Branch Library
7	Central Recreation Center
8	Expo - Ahmanson Senior Center
9	Expo - Anderson Recreation Center
10	Green Meadows Recreation Center
11	Ross Snyder Recreation Center
12	Slauson Recreation Center
13	South Park Recreation Center
14	Trinity Recreation Center

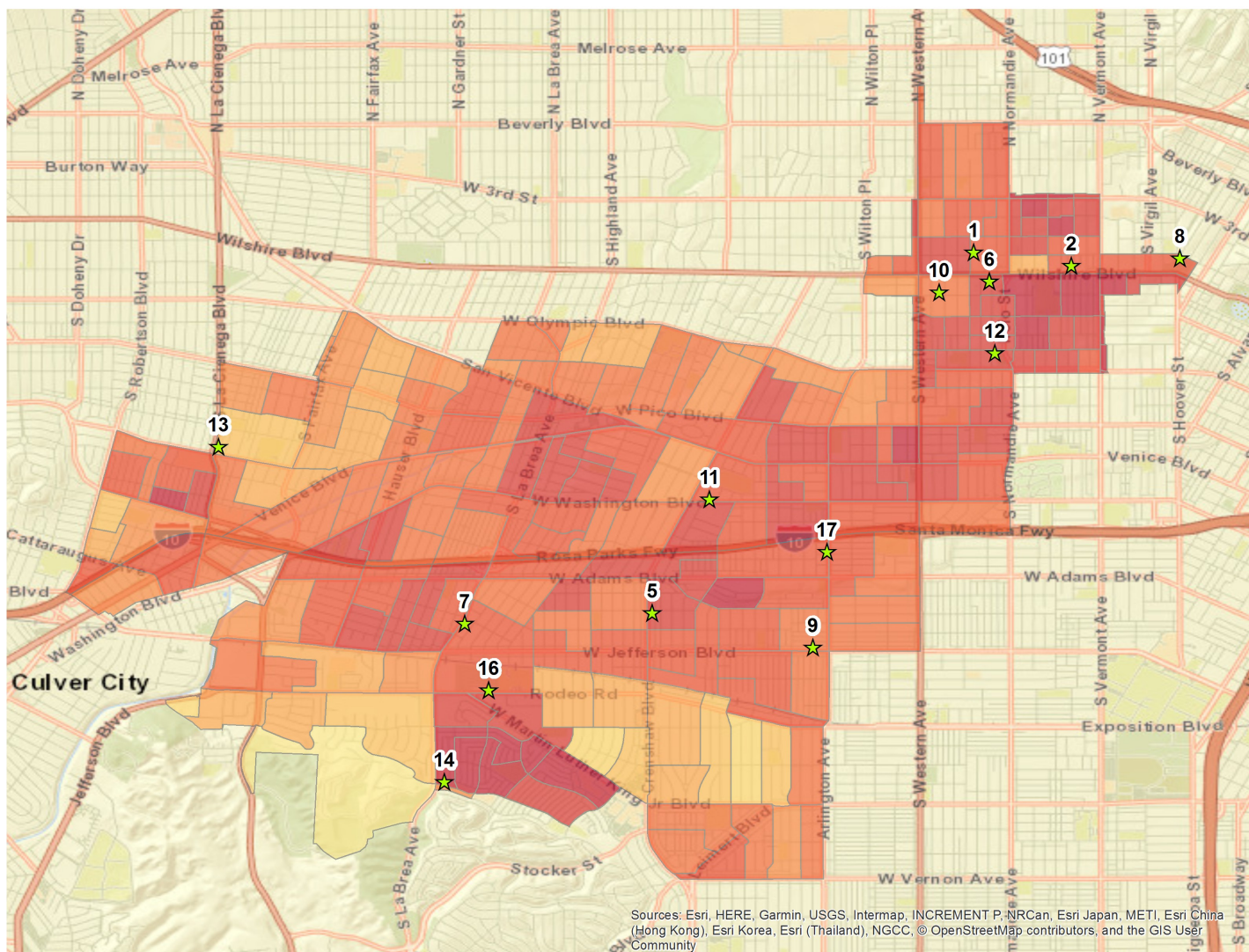


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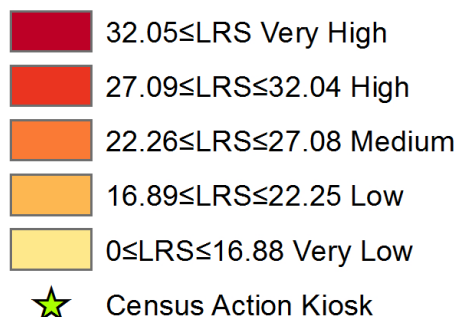
# LA Census 2020

## Council District 10



# 30.1

Average LRS Score  
in Council District 10



# LA Census 2020

## Council District 10 CAKS

### List of Census Action Kiosks (CAKS)

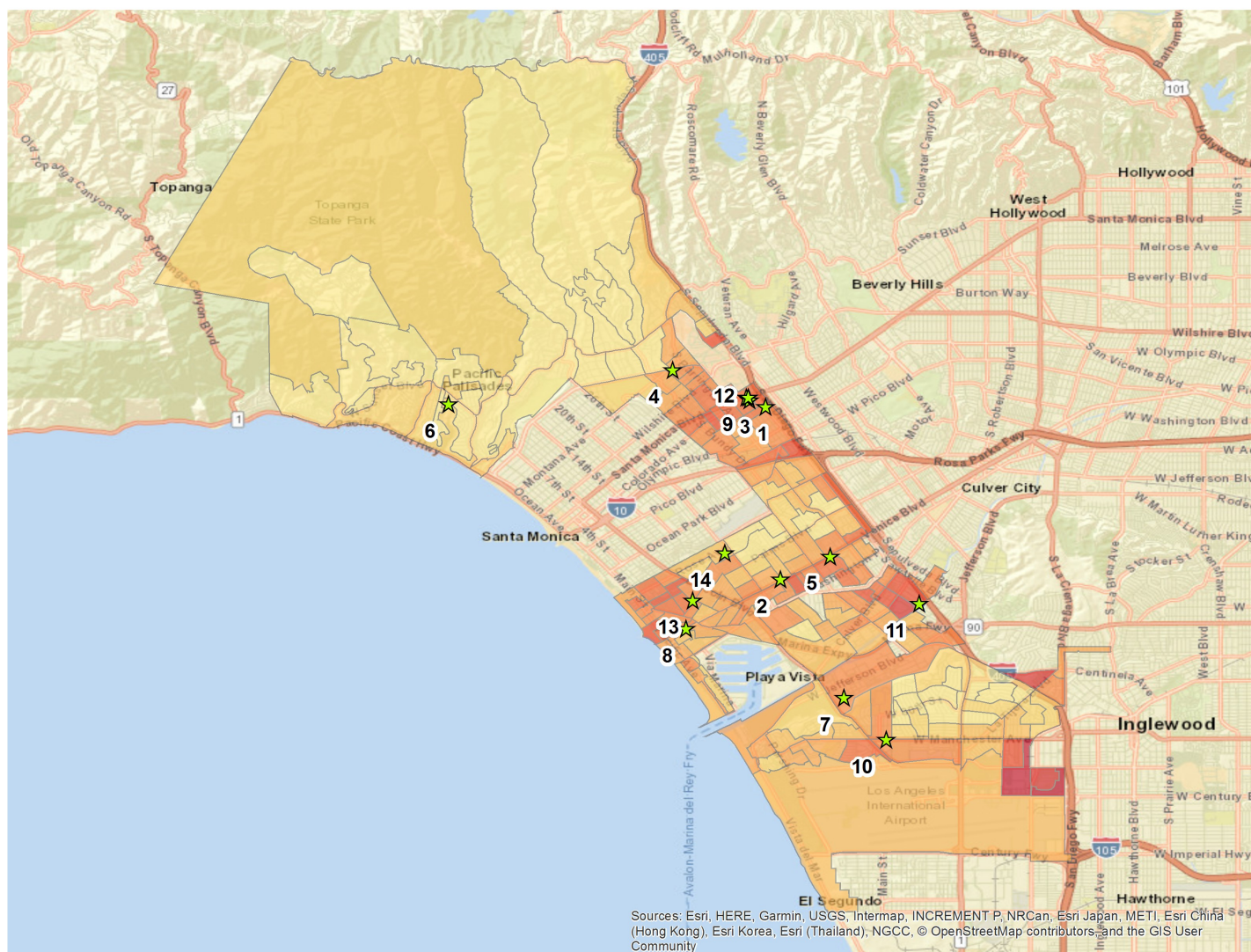
Los Angeles City Council District 10 - Herb J. Wesson, Jr.

1	Unification of Disabled Latin Americans (UDLA)*
2	Frank D. Lanterman Center*
3	West Adams WSC
4	Wilshire-Metro WSC
5	Mid-City BSC
6	HCIDLA Central Office
7	Baldwin Hills Branch Library
8	Felipe de Neve Branch Library
9	Jefferson Branch Library
10	Pio Pico - Koreatown Branch Library
11	Washington Irving Branch Library
12	Ardmore Recreation Center- Seoul International
13	Claude Pepper Senior Citizen Center
14	Jim Gilliam Recreation Center
15	Rancho Cienega Recreation Center
16	Ira C. Massey Youth Center
17	South Seas House



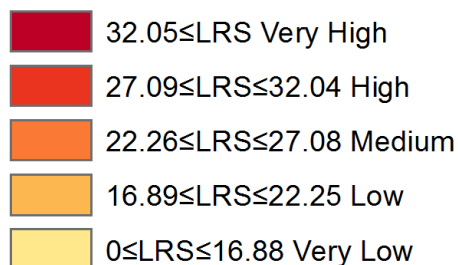
# LA Census 2020

## Council District 11



# 21.9

Average LRS Score  
in Council District 11



★ Census Action Kiosk

# LA Census 2020

## Council District 11 CAKS

### List of Census Action Kiosks (CAKS)

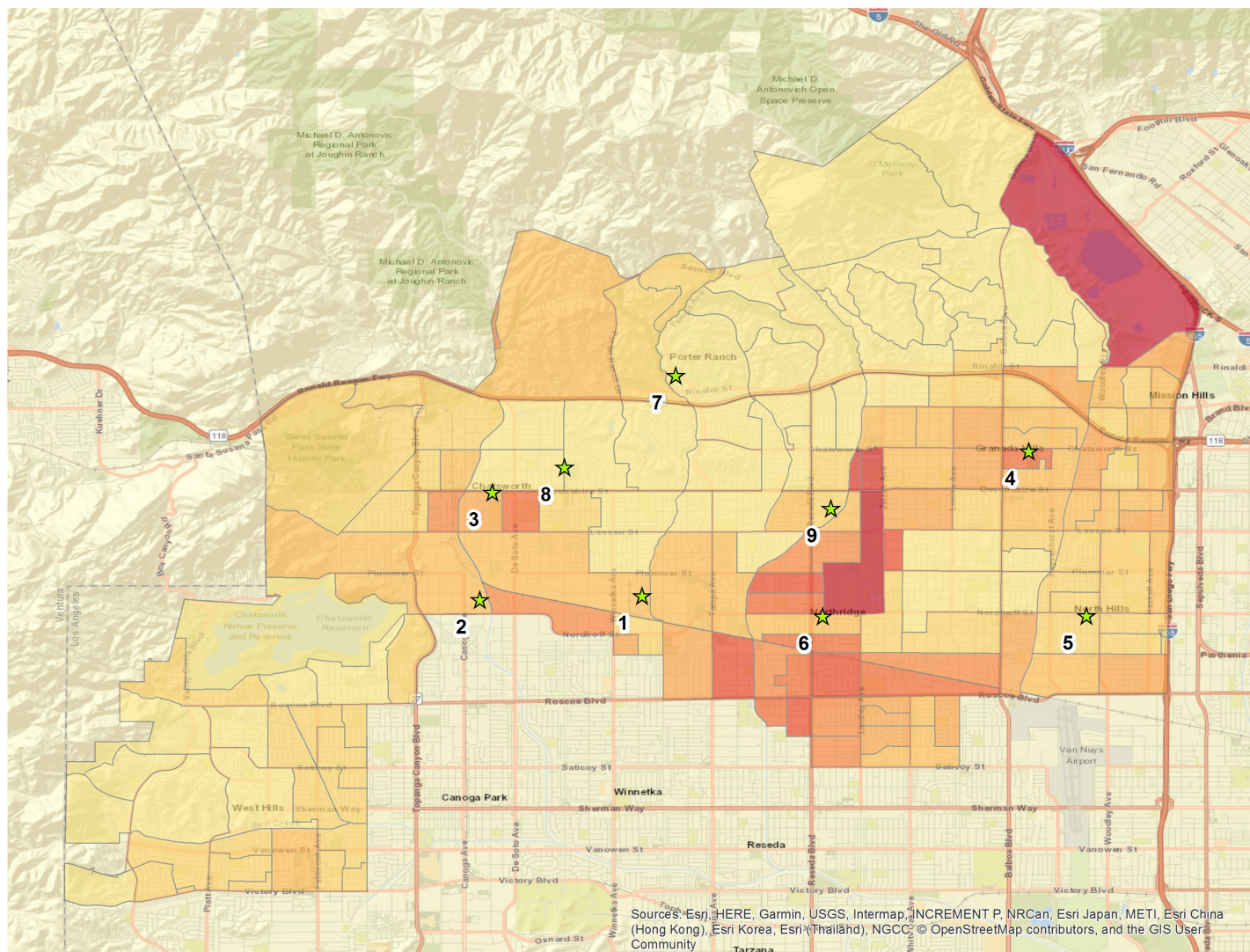
### Los Angeles City Council District 11 - Mike Bonin

1	City of Los Angeles Development Services Center West Los Angeles
2	DCRC*
3	HCIDLA West Regional Office
4	Brentwood Branch Library
5	Mar Vista Branch Library
6	Palisades Branch Library
7	Playa Vista Branch Library
8	Venice Branch Library
9	West Los Angeles Regional Branch Library
10	Westchester - Loyola Village Branch Library
11	Culver Slauson Recreation Center
12	Felicia Mahood Multipurpose Center
13	Oakwood Recreation Center
14	Penmar Recreation Center



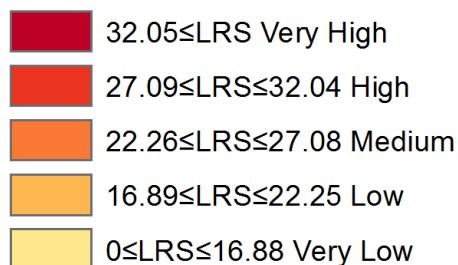
# LA Census 2020

## Council District 12



# 19.03

Average LRS Score  
in Council District 12



★ Census Action Kiosk

# LA Census 2020

## Council District 12 CAKS

### List of Census Action Kiosks (CAKS)

#### Los Angeles City Council District 12 - Greig Smith

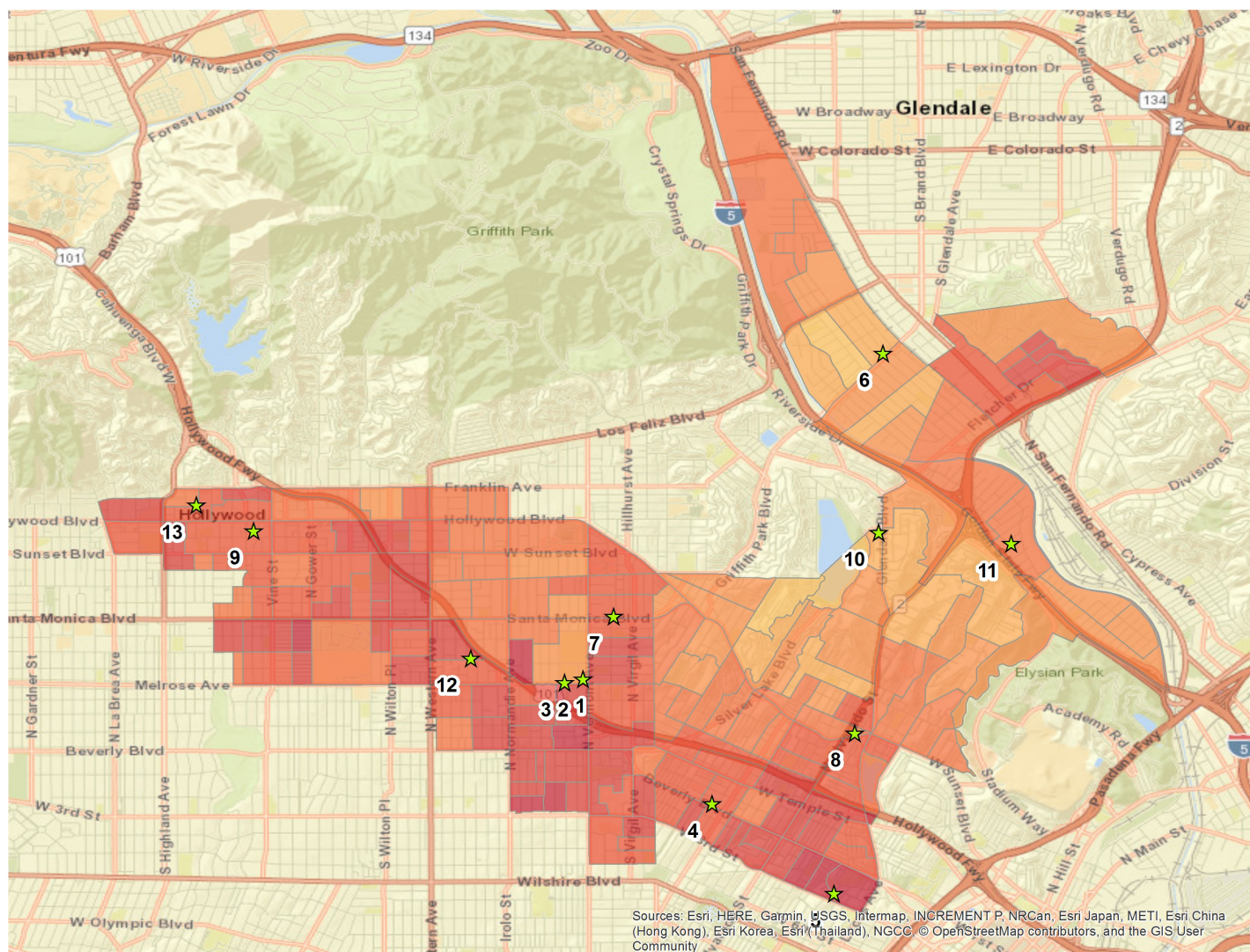
1	North Los Angeles Regional Center*
2	West Valley WSC
3	Chatsworth Branch Library
4	Granada Hills Branch Library
5	Mid-Valley Regional Branch Library
6	Northridge Branch Library
7	Porter Ranch Branch Library
8	Mason Youth Center
9	Northridge Recreation Center



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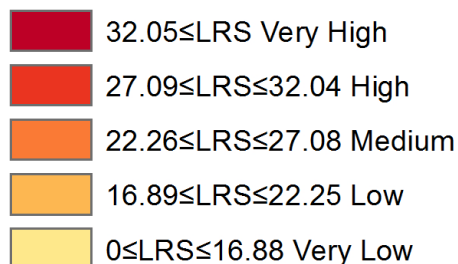
# LA Census 2020

## Council District 13



# 30.3

Average LRS Score  
In Council District 13



★ Census Action Kiosk

# LA Census 2020

## Council District 13 CAKS

### List of Census Action Kiosks (CAKS)

#### Los Angeles City Council District 13 - Mitch O'Farrell

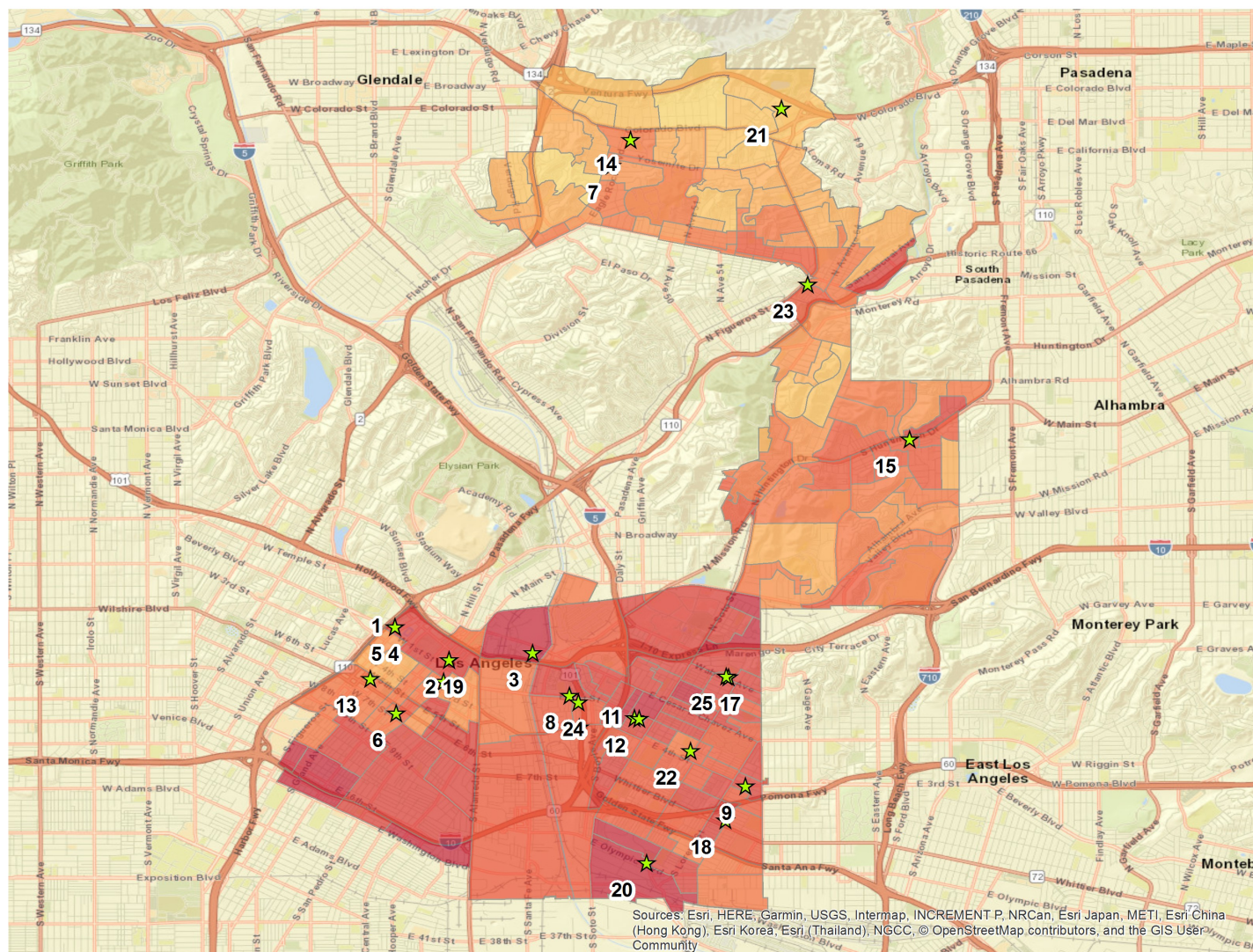
1	Braille Institute*
2	Hollywood WSC
3	Hollywood BSC
4	Central Region - Pico Union (YPI) YSC
5	Central Region (Para Los Niños) YSC
6	Atwater Village Branch Library
7	Cahuenga Branch Library
8	Edendale Branch Library
9	Goldwyn - Hollywood Regional Branch Library
10	Silver Lake Branch Library
11	Elysian Valley Recreation Center
12	Lemon Grove Recreation Center
13	Yucca Park Recreation Center



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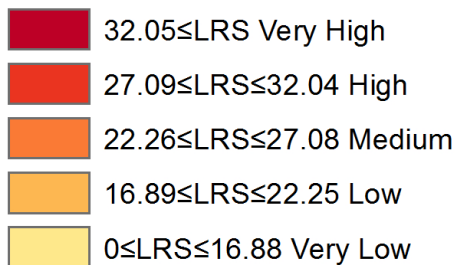
# LA Census 2020

## Council District 14



# 29.3

Average LRS Score  
in Council District 14



★ Census Action Kiosk

# LA Census 2020

## Council District 14 CAKS

### List of Census Action Kiosks (CAKS)

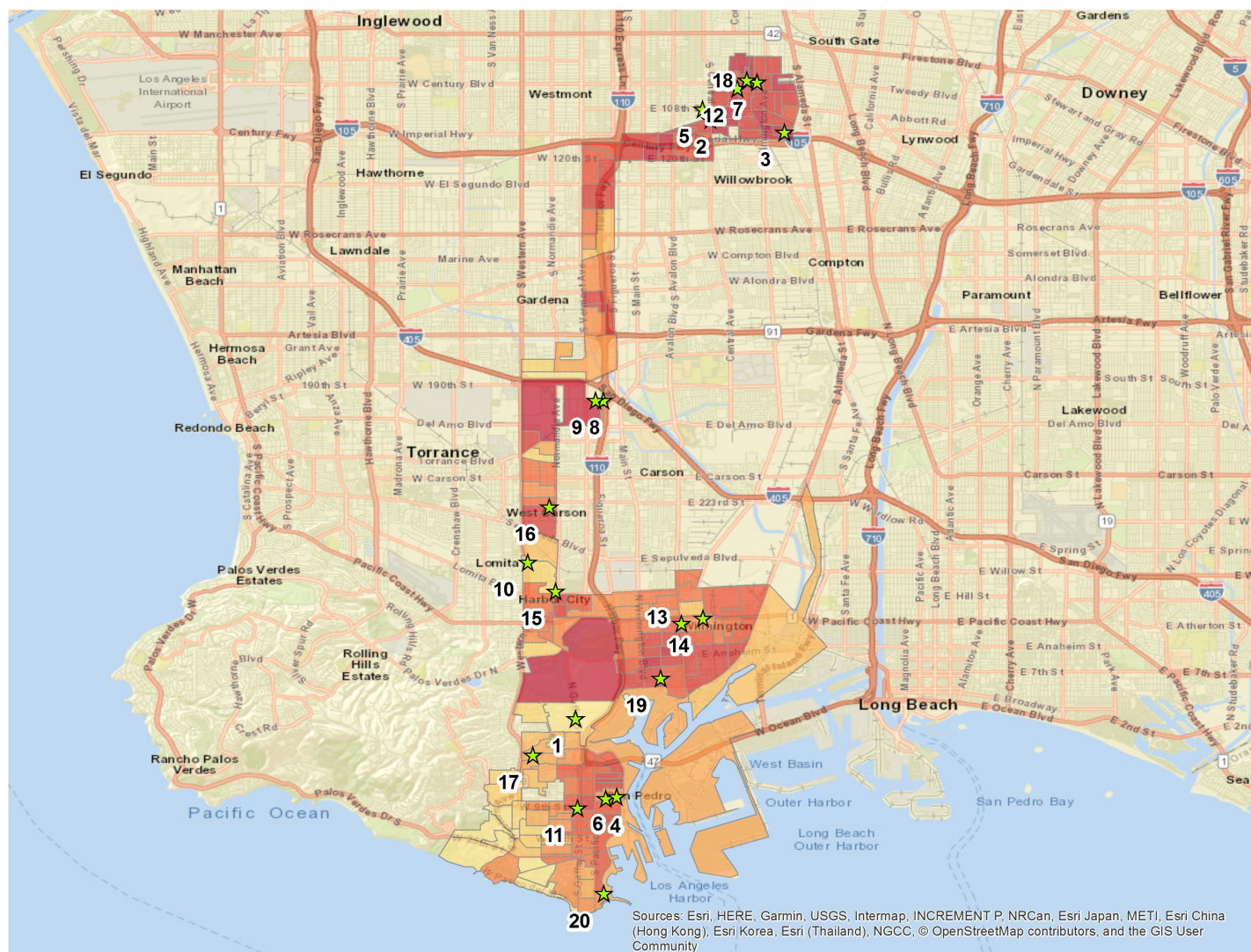
### Los Angeles City Council District 14 - Jose Huizar

1	Metro (Downtown), Express Permits and Records
2	City Hall City Clerk's Council & Public Services Division Public Counter
3	Piper Technical Center City Clerk's Election Division Public Counter
4	City of Los Angeles Development Services Center Metro (Figueroa Plaza)
5	Dept. on Disability
6	CALIF*
7	GLAD*
8	Boyle Heights/East Los Angeles WorkSource Center (WSC)
9	East Los Angeles BusinessSource Center (BSC)
10	East Region (Boyle Heights Technology/YOM) YouthSource Center (YSC)
11	HCIDLA East Regional Office
12	Benjamin Franklin Branch Library
13	Central Library
14	Eagle Rock Branch Library
15	El Sereno Branch Library
16	Little Tokyo Branch Library
17	Malabar Branch Library
18	Robert Louis Stevenson Branch Library
19	Neighborhood Empowerment - DTLA Office
20	Costello Senior Citizen Center
21	Eagle Rock Youth Center
22	Evergreen Youth Center
23	Highland Park Senior Citizen Center
24	Pecan Recreation Center
25	Wabash Recreation Center



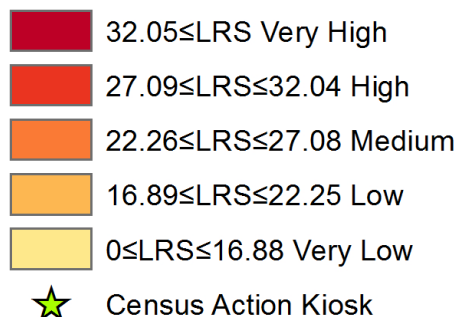
# LA Census 2020

## Council District 15



# 28.9

Average LRS Score  
in Council District 15



# LA Census 2020

## City Council District 15 CAKS

### List of Census Action Kiosks (CAKS)

### Los Angeles City Council District 15 - Joe Buscaino

1	Harbor Gateway WSC
2	Southeast Los Angeles WSC
3	Watts/Los Angeles WSC
4	Harbor BSC
5	South Region (WLCAC) YSC
6	Harbor Region (Pacific Gateway) YSC
7	South Region - Watts (YOM) YSC
8	Section 8 South Office
9	HCIDLA South Regional Office
10	Harbor City - Harbor Gateway Branch Library
11	San Pedro Regional Branch Library
12	Watts Branch Library
13	Wilmington Branch Library
14	Banning Recreation Center
15	Harbor City Recreation Center
16	Normandale Recreation Center
17	Peck Park Recreation Center
18	Watts Senior Center
19	Wilmington Recreation Center
20	Cabrillo Marine Aquarium Library



OFFICE OF MAYOR GARCETTI

CITY OF LOS ANGELES

# LA Census 2020

## City of Los Angeles - List of Potential CAKs

ID	Location	Department
1	Metro (Downtown), Express Permits and Records	Building and Safety
2	City Hall City Clerk's Council & Public Services Division Public Counter	City Clerk
3	Piper Technical Center City Clerk's Election Division Public Counter	City Clerk
4	City of Los Angeles Development Services Center Metro (Figueroa Plaza)	City Planning
5	City of Los Angeles Development Services Center Valley (Marvin Braude Building)	City Planning
6	City of Los Angeles Development Services Center West Los Angeles	City Planning
7	Dept. on Disability	Disability
8	Braille Institute*	Disability
9	Wayfinder (Junior Blind)*	Disability
10	Unification of Disabled Latin Americans (UDLA)*	Disability
11	DCRC*	Disability
12	CALIF*	Disability
13	Indepedent Living Center of Southern California*	Disability
14	Tierra del Sol*	Disability
15	GLAD*	Disability
16	South Central Regional Center*	Disability
17	North Los Angeles Regional Center*	Disability
18	Frank D. Lanterman Center*	Disability
19	Fiesta Educativa*	Disability
20	St. John's Well Child and Family Center*	Disability
21	JWCH Institute, Inc.*	Disability
22	Boyle Heights/East Los Angeles WorkSource Center (WSC)	Economic and Workforce Development
23	Canoga Park-South Valley WSC	Economic and Workforce Development
24	Downtown/Pico Union WSC	Economic and Workforce Development
25	Harbor Gateway WSC	Economic and Workforce Development
26	Hollywood WSC	Economic and Workforce Development
27	Northeast Los Angeles WSC	Economic and Workforce Development
28	Pacoima/North Valley WSC	Economic and Workforce Development
29	South Los Angeles WSC	Economic and Workforce Development
30	Southeast Los Angeles WSC	Economic and Workforce Development
31	Sun Valley WSC	Economic and Workforce Development
32	Vernon Central/LATTC WSC	Economic and Workforce Development
33	Watts/Los Angeles WSC	Economic and Workforce Development

34	West Adams WSC	Economic and Workforce Development
35	West Los Angeles WSC	Economic and Workforce Development
36	West Valley WSC	Economic and Workforce Development
37	Wilshire-Metro WSC	Economic and Workforce Development
38	East Los Angeles BusinessSource Center (BSC)	Economic and Workforce Development
39	South Los Angeles BSC	Economic and Workforce Development
40	North Valley BSC	Economic and Workforce Development
41	South Valley BSC	Economic and Workforce Development
42	Central/West BSC	Economic and Workforce Development
43	Harbor BSC	Economic and Workforce Development
44	West Valley BSC	Economic and Workforce Development
45	Hollywood BSC	Economic and Workforce Development
46	Mid-City BSC	Economic and Workforce Development
47	East Region (Boyle Heights Technology/YOM) YouthSource Center (YSC)	Economic and Workforce Development
48	Central Region - Pico Union (YPI) YSC	Economic and Workforce Development
49	North Valley Region (YPI) YSC	Economic and Workforce Development
50	South - Crenshaw Region (Brotherhood Crusade) YSC	Economic and Workforce Development
51	South Valley Region (Goodwill) YSC	Economic and Workforce Development
52	South Region (Catholic Charities/AYE) YSC	Economic and Workforce Development
53	South Region (WLCAC) YSC	Economic and Workforce Development
54	South Region (CRCD) YSC	Economic and Workforce Development
55	North Valley Region (El Proyecto) YSC	Economic and Workforce Development
56	Harbor Region (Pacific Gateway) YSC	Economic and Workforce Development
57	Central Region (Para Los Niños) YSC	Economic and Workforce Development
58	East Region (Para Los Niños) YSC	Economic and Workforce Development
59	West Region (UCLA) YSC	Economic and Workforce Development
60	South Region - Watts (YOM) YSC	Economic and Workforce Development
61	Section 8 South Office	HACLA
62	Section 8 Valley Office	HACLA
63	Section 8 Office (in HACLA's Main Office)	HACLA
64	HCIDLA North Regional Office	HCID
65	HCIDLA South Regional Office	HCID
66	HCIDLA West Regional Office	HCID
67	HCIDLA East Regional Office	HCID
68	HCIDLA Central Office	HCID
69	Angeles Mesa Branch Library	Library
70	Arroyo Seco Regional Branch Library	Library
71	Ascot Branch Library	Library
72	Atwater Village Branch Library	Library
73	Baldwin Hills Branch Library	Library
74	Benjamin Franklin Branch Library	Library
75	Brentwood Branch Library	Library
76	Cahuenga Branch Library	Library
77	Canoga Park Branch Library	Library
78	Central Library	Library
79	Chatsworth Branch Library	Library
80	Chinatown Branch Library	Library

81	Cypress Park Branch Library	Library
82	Will & Ariel Durant Branch Library	Library
83	Eagle Rock Branch Library	Library
84	Echo Park Branch Library	Library
85	Edendale Branch Library	Library
86	El Sereno Branch Library	Library
87	Encino - Tarzana Branch Library	Library
88	Exposition Park - Regional Branch Library	Library
89	Fairfax Branch Library	Library
90	Felipe de Neve Branch Library	Library
91	Granada Hills Branch Library	Library
92	Harbor City - Harbor Gateway Branch Library	Library
93	Goldwyn - Hollywood Regional Branch Library	Library
94	Hyde Park - Miriam Matthews Branch Library	Library
95	Jefferson Branch Library	Library
96	John C. Fremont Branch Library	Library
97	John Muir Branch Library	Library
98	Junipero Serra Branch Library	Library
99	Lake View Terrace Branch Library	Library
100	Lincoln Heights Branch Library	Library
101	Little Tokyo Branch Library	Library
102	Los Feliz Branch Library	Library
103	Malabar Branch Library	Library
104	Mar Vista Branch Library	Library
105	Mark Twain Branch Library	Library
106	Memorial Branch Library	Library
107	Mid-Valley Regional Branch Library	Library
108	North Hollywood Regional Branch Library	Library
109	Northridge Branch Library	Library
110	Pacoima Branch Library	Library
111	Palisades Branch Library	Library
112	Palms - Rancho Park Branch Library	Library
113	Panorama City Branch Library	Library
114	Pico Union Branch Library	Library
115	Pio Pico - Koreatown Branch Library	Library
116	Platt Branch Library	Library
117	Playa Vista Branch Library	Library
118	Porter Ranch Branch Library	Library
119	Robert Louis Stevenson Branch Library	Library
120	Robertson Branch Library	Library
121	San Pedro Regional Branch Library	Library
122	Sherman Oaks Branch Library	Library
123	Silver Lake Branch Library	Library
124	Studio City Branch Library	Library
125	Sun Valley Branch Library	Library
126	Sunland - Tujunga Branch Library	Library
127	Sylmar Branch Library	Library

128	Valley Plaza Branch Library	Library
129	Van Nuys Branch Library	Library
130	Venice Branch Library	Library
131	Vermont Square Branch Library	Library
132	Vernon Branch Library	Library
133	Washington Irving Branch Library	Library
134	Watts Branch Library	Library
135	West Los Angeles Regional Branch Library	Library
136	West Valley Regional Branch Library	Library
137	Westchester - Loyola Village Branch Library	Library
138	Westwood Branch Library	Library
139	Wilmington Branch Library	Library
140	Wilshire Branch Library	Library
141	Woodland Hills Branch Library	Library
142	Neighborhood Empowerment - Valley Office	Neighborhood Empowerment
143	Neighborhood Empowerment - DTLA Office	Neighborhood Empowerment
144	Algin Sutton Recreation Center	Recreation and Parks
145	Ardmore Recreation Center- Seoul International	Recreation and Parks
146	Banning Recreation Center	Recreation and Parks
147	Canoga Park Senior Citizen Center	Recreation and Parks
148	Central Recreation Center	Recreation and Parks
149	Claude Pepper Senior Citizen Center	Recreation and Parks
150	Costello Senior Citizen Center	Recreation and Parks
151	Culver Slauson Recreation Center	Recreation and Parks
152	Cypress Recreation Center	Recreation and Parks
153	David Gonzales Recreation Center	Recreation and Parks
154	Delano Recreation Center	Recreation and Parks
155	Denker Recreation Center	Recreation and Parks
156	Downey Youth Center	Recreation and Parks
157	Eagle Rock Youth Center	Recreation and Parks
158	Echo Park Youth Center	Recreation and Parks
159	Elysian Valley Recreation Center	Recreation and Parks
160	Evergreen Youth Center	Recreation and Parks
161	Expo - Ahmanson Senior Center	Recreation and Parks
162	Expo - Anderson Recreation Center	Recreation and Parks
163	Fairfax Senior Center	Recreation and Parks
164	Felicia Mahood Multipurpose Center	Recreation and Parks
165	Glassell Youth Center	Recreation and Parks
166	Griffith Park Adult Community Center	Recreation and Parks
167	Green Meadows Recreation Center	Recreation and Parks
168	Harbor City Recreation Center	Recreation and Parks
169	Harvard Recreation Center	Recreation and Parks
170	Highland Park Recreation Center	Recreation and Parks
171	Highland Park Senior Citizen Center	Recreation and Parks
172	Hubert Humphrey Recreation Center	Recreation and Parks
173	Jim Gilliam Recreation Center	Recreation and Parks
174	Lemon Grove Recreation Center	Recreation and Parks

175	Lincoln Park Recreation Center	Recreation and Parks
176	Loren Miller Recreation Center	Recreation and Parks
177	Macarthur Park Community Center	Recreation and Parks
178	Martin Luther King Jr. Recreation Center	Recreation and Parks
179	Mason Youth Center	Recreation and Parks
180	Mt Carmel Recreation Center	Recreation and Parks
181	Normandale Recreation Center	Recreation and Parks
182	Northridge Recreation Center	Recreation and Parks
183	Oakwood Recreation Center	Recreation and Parks
184	Pan Pacific Senior Center	Recreation and Parks
185	Pecan Recreation Center	Recreation and Parks
186	Peck Park Recreation Center	Recreation and Parks
187	Penmar Recreation Center	Recreation and Parks
188	Poinsettia Recreation Center	Recreation and Parks
189	Rancho Cienega Recreation Center	Recreation and Parks
190	Ira C. Massey Youth Center	Recreation and Parks
191	Ritchie Valens Recreation Center	Recreation and Parks
192	Ross Snyder Recreation Center	Recreation and Parks
193	Sepulveda Recreation Center	Recreation and Parks
194	Slauson Recreation Center	Recreation and Parks
195	South Park Recreation Center	Recreation and Parks
196	South Seas House	Recreation and Parks
197	St. Andrews Recreation Center	Recreation and Parks
198	Sun Valley Recreation Center	Recreation and Parks
199	Sylmar Recreation Center	Recreation and Parks
200	Tarzana Youth Center	Recreation and Parks
201	Toberman Recreation Center	Recreation and Parks
202	Trinity Recreation Center	Recreation and Parks
203	Valley Plaza Recreation Center	Recreation and Parks
204	Van Ness Recreation Center	Recreation and Parks
205	Van Nuys Recreation Center	Recreation and Parks
206	Victory-Valley Youth Center	Recreation and Parks
207	Wabash Recreation Center	Recreation and Parks
208	Watts Senior Center	Recreation and Parks
209	Wilmington Recreation Center	Recreation and Parks
210	Winnetka Youth Center	Recreation and Parks
211	Yucca Park Recreation Center	Recreation and Parks
212	Cabrillo Marine Aquarium Library	Recreation and Parks



**BE COUNTED**  
LOS ANGELES ✓

EXHIBIT G

# Sign up to Host a Census Action Kiosk (CAK)

The 2020 Census questionnaire will be offered in a digital format. Los Angeles County residents who are considered part of a Hard-to-Count population or reside in Hard-to-Count areas may not have access to the internet or electronic devices such as computers or tablets.

Consider hosting a CAK, a space with an electronic device and internet access where the public can fill out the 2020 Census.

**Register your facility:  
[bit.ly/CAKsignup](https://bit.ly/CAKsignup)**

The City of Los Angeles and County of Los Angeles are leading the countywide effort to inform, educate, and engage all residents about the upcoming 2020 Census.

Your help is vital to achieve a fair, inclusive, and accurate count countywide.  
For more information on CAKs including requirements, please visit [bit.ly/CAKinfo](https://bit.ly/CAKinfo)

Eric  
Garcetti  
@MayorOfLA



Be Informed. Be Involved. Be Counted.

**#2020Census**

# Census Action Kiosk (CAK) Requirements

- Have at least one (1) computer(s) with internet access available to the public for the purposes of engaging Hard-to-Count populations especially those with limited or no internet access at home in the 2020 Census
- Utilize CAK User Interface
- Maintain regular office hours
- Available for activation period between March 2020 to July 2020
- Outfit computer stations with marketing/branding material
- ADA Accessible. NOTE: Locations that are not ADA accessible
- may still be considered dependent on need
- Have available staff and/or volunteers on-site that are trained by the City, County or community partners to:
  - Direct people to the Census questionnaire
  - Answer resource and information-based questions
  - Provide language assistance
  - Provide digital-literacy assistance
- Locations that do not have staff will work with the City, County, or community partner organizations to identify and recruit volunteers

# Census Action Kiosk (CAK) Software Requirements

Since the CAK interface will be completely on the web, computers designated as a CAK need to run the newest versions of a modern web browser like Chrome, Firefox, or Internet Explorer. While it is not required, we recommend that the internet speed for CAKs be a minimum of 5 Mbps. This will ensure that users do not experience delays navigating the site.

Below are the minimum system requirements to run these browsers:

Windows Machines (all requirements must be met):

At least an Operating System running Windows 10 or later

At least an Intel Pentium 4 processor or later

At least 100 MB of free hard drive space

At least 128 MB of RAM

Mac Machines:

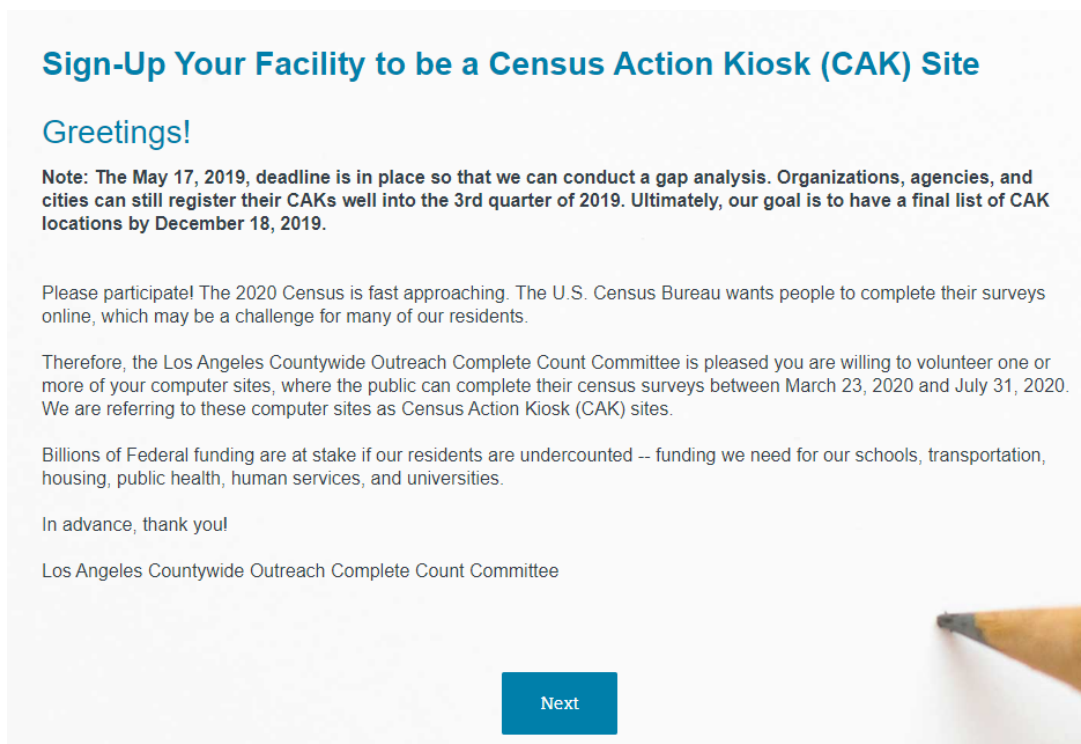
OS X Yosemite 10.10 or later

For more information on CAKs, please visit [bit.ly/CAKinfo](http://bit.ly/CAKinfo)

## Census Action Kiosk (CAK)/Questionnaire Assistance Center (QAC) Registration/Sign-Up Survey

Locations that are interested in hosting a Census Action Kiosk (CAK)/Questionnaire Assistance Center (QAC) are able to sign-up/register their location at: <http://bit.ly/CAKsignup> through November 13, 2019. Below are screenshots of the registration form. To learn more about CAK facility and software requirements go to: [https://ceo.lacounty.gov/wp-content/uploads/2019/06/CAK-Requirements-and-Software\\_rev3.pdf](https://ceo.lacounty.gov/wp-content/uploads/2019/06/CAK-Requirements-and-Software_rev3.pdf)

Screen 1



**Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site**

**Greetings!**

**Note:** The May 17, 2019, deadline is in place so that we can conduct a gap analysis. Organizations, agencies, and cities can still register their CAKs well into the 3rd quarter of 2019. Ultimately, our goal is to have a final list of CAK locations by December 18, 2019.

Please participate! The 2020 Census is fast approaching. The U.S. Census Bureau wants people to complete their surveys online, which may be a challenge for many of our residents.

Therefore, the Los Angeles Countywide Outreach Complete Count Committee is pleased you are willing to volunteer one or more of your computer sites, where the public can complete their census surveys between March 23, 2020 and July 31, 2020. We are referring to these computer sites as Census Action Kiosk (CAK) sites.

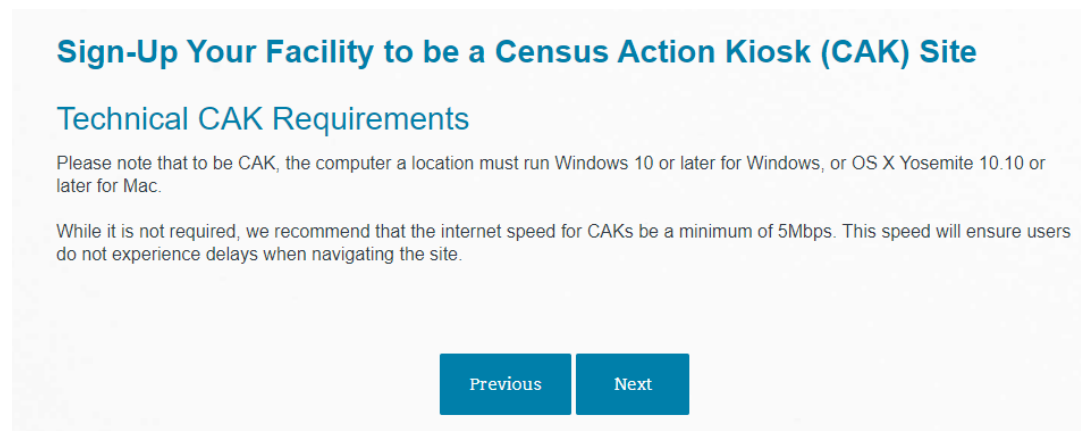
Billions of Federal funding are at stake if our residents are undercounted -- funding we need for our schools, transportation, housing, public health, human services, and universities.

In advance, thank you!

Los Angeles Countywide Outreach Complete Count Committee

[Next](#)

Screen 2



**Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site**

**Technical CAK Requirements**

Please note that to be CAK, the computer a location must run Windows 10 or later for Windows, or OS X Yosemite 10.10 or later for Mac.

While it is not required, we recommend that the internet speed for CAKs be a minimum of 5Mbps. This speed will ensure users do not experience delays when navigating the site.

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Screen 3

## Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site

### Questions about the Survey?

If you have any questions about our countywide 2020 Census effort, contact the Countywide Outreach Complete Count Committee co-leads:

**County of Los Angeles**  
Avianna Uribe, Acting Manager  
Chief Executive Office  
(213) 974-6837  
auribe@ceo.lacounty.gov

**City of Los Angeles**  
Maria de la Luz Garcia  
Director, 2020 Census Initiative  
Office of Mayor Eric Garcetti  
(213) 922-9768  
maria.garcia@lacity.org

If you have technical problems with the survey, please contact:  
Heather Sims, Vice President, KH Consulting Group (heather@khcg.com)

[Previous](#) [Next](#)

Screen 4

## Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site

### Your Contact Information

Please indicate who is your lead contact person for the 2020 Census.

Name

Organization  
(Company or Agency)

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

Email Address

Phone Number

Type of organization:

☐ Local government ☐ Community-based organization (CBO)

☐ School district (K-12) ☐ Business

☐ University or college ☐ Philanthropy

☐ Faith-based/religious organization ☐ Union

☐ Other (please specify)

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## Screen 5

## Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site

### 1. Census 2020 Census Action Kiosk (CAK) Sites with Computers

Please provide the following information for each CAK site you have that is available between March 23, 2020, through July 31, 2020. Once you provide the information for a site, you will have the option to provide information for another site.

\* Census Action Kiosk (CAK) Site

Location's Official Name:	<input type="text"/>
Street Address	<input type="text"/>
City	<input type="text"/>
Zip Code	<input type="text"/>
Phone	<input type="text"/>
Email Contact	<input type="text"/>
Location to Public Transit (Nearest bus/Dash/Metro stop to the facility)	<input type="text"/>

Enter the number for each type of computer(s) available at the CAK site

Desktop computers	<input type="text"/>
Laptops	<input type="text"/>
Tablets	<input type="text"/>

## Screen 5 (continued)

Enter regular DAYTIME BUSINESS times your site is open for each day of the week

Daytime hours – Monday	<input type="text"/>
Daytime hours – Tuesday	<input type="text"/>
Daytime hours – Wednesday	<input type="text"/>
Daytime hours – Thursday	<input type="text"/>
Daytime hours – Friday	<input type="text"/>
Daytime hours – Saturday	<input type="text"/>
Daytime hours – Sunday	<input type="text"/>

Enter regular EVENING BUSINESS times your site is open for each day of the week

Evening hours – Monday	<input type="text"/>
Evening hours – Tuesday	<input type="text"/>
Evening hours – Wednesday	<input type="text"/>
Evening hours – Thursday	<input type="text"/>
Evening hours – Friday	<input type="text"/>
Evening hours – Saturday	<input type="text"/>
Evening hours – Sunday	<input type="text"/>

## Screen 5 (continued)

Staff or volunteers' availability to help public with questions or form (check all that apply)

<input type="checkbox"/> Daytime hours – Monday	<input type="checkbox"/> Evening hours – Monday
<input type="checkbox"/> Daytime hours – Tuesday	<input type="checkbox"/> Evening hours – Tuesday
<input type="checkbox"/> Daytime hours – Wednesday	<input type="checkbox"/> Evening hours – Wednesday
<input type="checkbox"/> Daytime hours – Thursday	<input type="checkbox"/> Evening hours – Thursday
<input type="checkbox"/> Daytime hours – Friday	<input type="checkbox"/> Evening hours – Friday
<input type="checkbox"/> Daytime hours – Saturday	<input type="checkbox"/> Evening hours – Saturday
<input type="checkbox"/> Daytime hours – Sunday	<input type="checkbox"/> Evening hours – Sunday
<input type="checkbox"/> Daytime hours - No staff/volunteers available	<input type="checkbox"/> Evening hours - No staff/volunteers available

Language populations served at site:

<input type="checkbox"/> English	<input type="checkbox"/> French	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Spanish	<input type="checkbox"/> German	<input type="checkbox"/> Punjabi
<input type="checkbox"/> Arabic	<input type="checkbox"/> Hindi	<input type="checkbox"/> Russian
<input type="checkbox"/> Armenian	<input type="checkbox"/> Hmong	<input type="checkbox"/> Tagalog
<input type="checkbox"/> Austronesian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Tai-Kadai
<input type="checkbox"/> Chinese - Cantonese	<input type="checkbox"/> Khmer	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Chinese - Mandarin	<input type="checkbox"/> Korean	
<input type="checkbox"/> Chinese - Shanghainese	<input type="checkbox"/> Persian	
<input type="checkbox"/> Other (please specify)		

## Screen 5 (continued)

Is the facility ADA accessible?

☐ Yes

☐ No

Type of facility

<input type="radio"/> Business	<input type="radio"/> School, college, or university
<input type="radio"/> Clinic	<input type="radio"/> Senior center
<input type="radio"/> Faith-based/place of worship	<input type="radio"/> Student center
<input type="radio"/> Government office	<input type="radio"/> Work source center
<input type="radio"/> Library	<input type="radio"/> Youth center
<input type="radio"/> Recreation center	
<input type="radio"/> Other (please specify)	

Is the site housed in a public or privately owned building?

☐ Public

☐ Private

Facility: Name the entity who owns the building the site is in (e.g., LA County, El Monte City)

## Screen 5 (continued)

Parking type

☐ Free parking at site      ☐ Paid parking at site      ☐ Street metered parking

☐ Free parking on street or nearby      ☐ Paid parking lot nearby

☐ Other (please specify)

Photo: Provide a color photo of the main entrance, street view, or building to the facility (jpeg/jpg, png, gif, pdf, doc/docx)

**Choose File**      No file chosen

**\* Additional CAK Sites?**

If you have another CAK site to offer, please select "ANOTHER CAK SITE." Otherwise, select "DONE."

☐ ANOTHER CAK SITE

☐ DONE

**Previous**      **Next**

## Screen 6

**Sign-Up Your Facility to be a Census Action Kiosk (CAK) Site**

**Thank you!**

The 2020 Census Countywide Complete Count Committee will get back to you once we have analyzed available CAK sites.

**Additional CAK Sites?**

Remember, if you have another CAK site to offer, please click "DONE" below, and open a new survey at: <https://www.surveymonkey.com/r/LACensus2020-CAKSites>.

**Previous**      **Done**



# CAK

## Timeline and Milestones

DATE	ACTIVITY
April 17, 2019	CAK subcommittee meeting
May 17, 2019	Deadline to sign up CAK location
June 19, 2019	CAK subcommittee meeting
June 19-July 17, 2019	CAK potential locations community review period and identification of gaps
June 19-July 17, 2019	CAK website community review period
August 21, 2019	CAK subcommittee meeting
August 21-September 18, 2019	Community Review period for Translated version of home page and FAQ page
October 16, 2019	CAK subcommittee meeting <ul style="list-style-type: none"> <li>Updated versions of English and translated CAK website available</li> </ul>
November 13, 2019	Deadline for all official CAK hosts to confirm location information
December 18, 2019	CAK subcommittee meeting <ul style="list-style-type: none"> <li>Final list of CAK locations available</li> </ul>
January 8, 2020	CAK website test day
February 19, 2020	CAK subcommittee meeting <ul style="list-style-type: none"> <li>CAK outreach and sharing CAK locator tool</li> </ul>
March 2, 2020	CAK's Operational Countywide
March 12, 2020	U.S. Census Bureau launches 2020 Census Online Questionnaire
April 1, 2020	Census Day
April 15, 2020	CAK subcommittee meeting <ul style="list-style-type: none"> <li>Solicit usage feedback</li> </ul>
May 13, 2020	Non-Response Follow Up Period begins
June 17, 2020	CAK subcommittee meeting
July 31, 2020	Last day for self response

## CAK/QAC Webpage

Developed in partnership with the City of Los Angeles Information and Technology Agency, the County of Los Angeles Information Technology Services Department, County of Los Angeles Chief Executive Office and Countywide Outreach Complete Count Committee members, the CAK/QAC webpage will be available at all CAK/QACs countywide to ensure a uniform user experience countywide. The webpage is designed for two user experiences: 1) To take an individual directly to the U.S. Census Bureau's 2020 Census questionnaire and 2) To take an individual to a frequently asked questions page.

The site will be available in English and 12-non-English languages and accessible to individuals with disabilities.

Screen 1: Main Screen

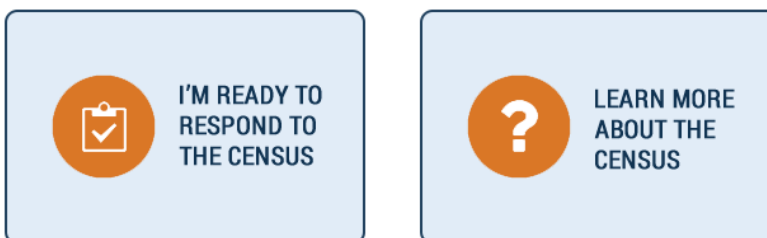


### WHAT IS THE CENSUS?

The Census is a mandated count by the federal government taken every ten years of EVERY person living in the United States, regardless of age, sex, ethnicity, citizenship or immigration status.

The count is used to determine how much federal funding each state receives (CA currently receives over \$115 billion per year) for education, healthcare, housing and other social safety net programs, as well as for apportionment of Congressional seats and redistricting at all levels of government.

The County of Los Angeles counts on approximately \$7 billion dollars annually for the top federally funded programs in transportation, job training, child welfare, Section 8 housing vouchers, Medicaid and older adult programs.



This portal is made possible by the City of Los Angeles and the County of Los Angeles who are leading the countywide effort to inform, educate, and engage all residents in the upcoming decennial census to achieve a fair, inclusive and accurate count countywide and ensure everybody counts.

## Screen 2: Learn More About the Census



[Home](#) › [Learn More About the Census](#)

## LEARN MORE ABOUT THE CENSUS

[What is the Census?](#)

[How will the Census impact my family and I?](#)

[Who in my household should fill out the survey and who needs to be counted?](#)

[What questions will be on the survey and how long will it take to complete?](#)

[Can I fill out the survey in my native language?](#)

[What kinds of accessibility services are available for individuals with visual or cognitive impairments?](#)

[What happens if I don't, or can't, answer every question on the survey?](#)

[Is my information safe?](#)

[Will a census worker be sent to my house?](#)

[Will my information be safe?](#)

[How will the Census impact my family and I?](#)

[Do I need to respond to the census and when?](#)

## Census Goodwill Ambassador (CGA) Program Timeline

Black text = CGA Program Dates

Blue text = Census Bureau, Census 2020 Operation Dates

<b>2019</b> September 2019	<ul style="list-style-type: none"> <li>Community Forum/Townhall #1-2</li> <li>CGA Training #1-2</li> </ul>
October 2019	<ul style="list-style-type: none"> <li>Community Forum/Townhall #3-5</li> <li>CGA Training #3-4</li> </ul>
November 2019	<ul style="list-style-type: none"> <li>Community Forum/Townhall #6-7</li> <li>CGA Training #5-6</li> </ul>
December 2019	Community Forum/Townhall #8-9
September - December 2019	Community Events hosted by CGAs
<b>2020</b> January 2020	<ul style="list-style-type: none"> <li>Community Forum/Townhall #10-12</li> <li>CGA Training #7-9</li> </ul>
February 2020	<ul style="list-style-type: none"> <li>Community Forum/Townhall #13-15</li> <li>CGA Training #10-12</li> </ul>
March 12, 2020	Self-Response Begins
March 23 - May 12, 2020	<ul style="list-style-type: none"> <li>CAK Events hosted by CGAs</li> </ul>
April 1, 2020	<ul style="list-style-type: none"> <li>Census Day</li> </ul>
May 30 - July 26, 2020	Non-Response Follow Up Canvassing
Mid-May - July 31, 2020	Non-Response Follow Up Period
July 31, 2020	Self-Response Ends
December 31, 2020	Census count results delivered to the President
March 31, 2021	Census counts delivered to States for redistricting

# Be Counted, Los Angeles

**BRAND GUIDELINE 2019**  
THE 360 AGENCY



# Logo

EXHIBIT J

FULL COLOR



BLACK/WHITE

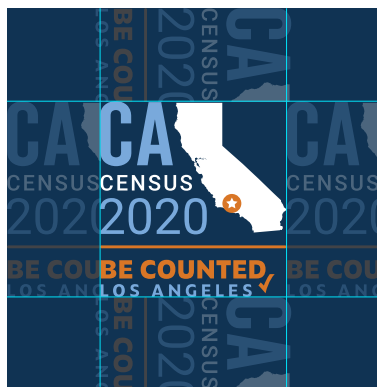


# Logo Usage

## CLEAR SPACE

Maintain a clear space between the logo and other graphic elements such as type, images, other logos, etc. to ensure that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The clear space should be at least half of the logo's width across all sides of the actual logo.

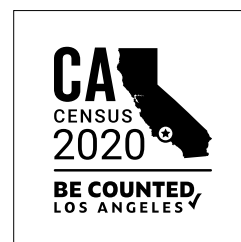


## ALTERNATE LOGOS

Use the full white logo variation when placed on dark backgrounds for greater visibility.


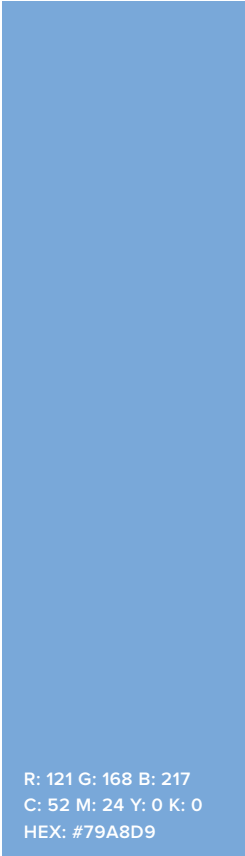



Use the full black logo variation for special printing needs and monochrome formats.



## COLOR PALETTE

The palette is derived from the current CA Census 2020 branding and updated to fit the modernized look and feel of the LA Census 2020 logo concepts.

		
R: 235 G: 129 B: 42 C: 4 M: 60 Y: 96 K: 0 HEX: #EB812A	R: 121 G: 168 B: 217 C: 52 M: 24 Y: 0 K: 0 HEX: #79A8D9	R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0 HEX: #FFFFFF

ZEITUNG PRO

EXTRABOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

---

SEMIBOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Font Usage

## PRIMARY TYPEFACE

### Zeitung Pro ExtraBold

Ideal for main titles & headings.

---

## SECONDARY TYPEFACE

### Zeitung Pro SemiBold

Ideal for subheadings and highlighting significant text.

---

## TERTIARY TYPEFACE

### Zeitung Pro Regular

Ideal for paragraphs and body copy.

## EXAMPLE

**This is the title.**

**This is the subhead.**

This is the body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.