



ERIC GARCETTI
MAYOR

July 30, 2019

Honorable Members of the City Council
C/o City Clerk
Room 395, City Hall

Re: City Of Los Angeles Census 2020 Outreach Strategic Plan

Honorable Members:

On May 28, 2019 you requested that my Office of Census 2020 Initiative provide a report with their funding plan and on-the-ground outreach and education efforts in historically undercounted areas. It is my pleasure to present to you that plan, which is attached to this communication.

For nearly two years, my Census team has been working closely with the County of Los Angeles, State of California Complete Count office, the U.S. Census Bureau, K-12 schools, community-based organizations, colleges and universities, foundations, interfaith community, businesses and others to ensure that every Angeleno counts in 2020. Their key partnership with the County of Los Angeles resulted in the first local complete count committee to be convened in the State of California and among the first in the country. Their early work on establishing Census Action Kiosks--locations where individuals will be able to obtain census resources or respond to the questionnaire--is modeling the way forward for other municipalities in the County of Los Angeles and across the country. More importantly, by joining the County of Los Angeles and forming a Countywide Outreach Complete Count Committee, the City of Los Angeles will be building a uniform outreach and education campaign that will reach farther and deeper into communities that have historically been undercounted.



The work outlined in the enclosed strategic plan is made possible through State and local funding. To date, the State of California has allocated \$187 million dollars toward Census 2020 outreach. On May 21, 2019, the County of Los Angeles Board of Supervisors, which is one of the California Complete Count Campaign contractors, announced that the City of Los Angeles will receive \$2.95 million dollars in State funding to conduct Census 2020 outreach in Los Angeles. This funding will add to the City's census funding in FY 19 of \$950,000 to ensure a full, and accurate count of all our residents. Further, this funding will allow my Census team and our City departments to do the on the ground work they need to do to make sure that our historically undercounted populations are informed of and respond to the 2020 Census.

I look forward to working with you in the coming months to engage in Census 2020 outreach and education throughout Los Angeles. Should you have any questions or would like more information, please feel free to contact my Census 2020 Director, Maria de la Luz Garcia at (213) 922-9768 or maria.garcia@lacity.org.

Sincerely,

A handwritten signature in dark ink, appearing to read "E. Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

Attachments:

City of Los Angeles Census 2020 Outreach Strategic Plan
Exhibits A - J