
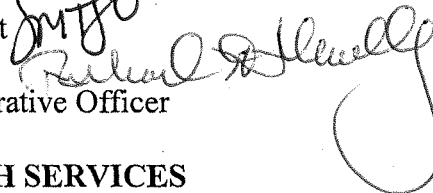


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: November 19, 2019

TO: Honorable Members of the City Council

FROM: Sharon M. Tso, Chief Legislative Analyst 
Richard H. Llewellyn, Jr., City Administrative Officer 

CENSUS 2020 OUTREACH SERVICES

SUMMARY

On July 29, 2019, Council adopted Motion (CF 19-0360-S2, Wesson-Martinez) approving a contract with the California Community Foundation (CCF) to provide outreach services related to the upcoming 2020 Census. Under this contract, CCF will work with a wide range of community-based organizations to reach out to Hard-to-Survey (HTS) households to provide educational and awareness-building information concerning the 2020 Census.

The original contract provided \$500,000 for these services, and instructed the Chief Legislative Analyst and City Administrative Officer to recommend whether additional services should be included under this contract. Following review of the CCF program and consideration of the additional services that could be provided, a determination has been made that a contract amendment is appropriate to ensure that all City residents are counted in the 2020 Census. It is recommended that an additional \$1,500,000 be provided to CCF to expand its outreach services leading up to the 2020 Census, as well as to conduct non-response services to address any gaps in the initial 2020 Census effort.

RECOMMENDATIONS

That the City Council, subject to approval of the Mayor:

1. Authorize the City Administrative Officer (CAO) to receive and deposit grant funds from the County of Los Angeles relative to the Census 2020 Education and Outreach Activities Sub-award Agreement (20DE722-001), in an amount not to exceed \$2,950,115 as follows: CAO Fund 100/10, Contractual Services Account 003040;
2. Authorize the Chief Legislative Analyst and CAO to execute a First Amendment to the contract with the California Community Foundation (Contract No. C-

133696) to provide additional outreach services related to the 2020 Census and increase compensation in an amount not to exceed \$1,500,000, for a revised contract total of \$2,000,000, subject to the review and approval of the City Attorney as to form and legality;

3. Authorize the CAO, upon submission of invoice and supporting documentation, to disburse funds in an amount not to exceed \$2,000,000 to the California Community Foundation for work relative to the Census 2020 Education and Outreach Services in accordance with the payment schedule and summary of deliverables outlined in the Los Angeles Census 2020 Contract No. C-133696; and
4. Authorize the CAO to make technical corrections as necessary to those transactions included in this report to implement Mayor and Council intentions.

FISCAL IMPACT STATEMENT

There is no fiscal impact on the City General Fund associated with this action, inasmuch as the contract will be funded with grant funds provided by the County of Los Angeles.

BACKGROUND

On July 29, 2019, Council adopted Motion (CF 19-0360-S2, Wesson-Martinez) approving a contract with the California Community Foundation (CCF) to provide outreach services related to the upcoming 2020 Census. This was an initial contract that provided CCF with funds to conduct outreach to HTS households in Los Angeles to ensure that they are aware of the upcoming decennial U.S. Census and participate in the count. Under this contract, CCF was charged to work with a wide range of community-based organizations to reach out to HTS households to provide educational and awareness-building information concerning the 2020 Census.

Census 2020 Outreach

Consistent with the contract, CCF released a Request for Proposals (RFP) for community-based organizations to receive funding for outreach to HTS households. CCF had \$7 million available in this first round, including funds from the State, County of Los Angeles, City of Los Angeles, and private partners. They received 90 proposals with funding requests totaling \$25 million.

Upon review of the applications, CCF selected 50 partner organizations to participate in the program, serving 16 different HTS populations. Participating organizations will provide the following outreach activities:

- Community education and workshops
- Train-the-trainer services
- Door-to-door canvassing
- Phone banking and text messaging
- Technical assistance

- Community assistance centers
- Coalition building and volunteer engagement
- Digital/print/media outreach

CCF has conducted an extensive analytical process to identify HTS populations. The following populations will be targeted through this outreach program:

- Black/African American
- Latinx
- Pacific Islander
- Asian Americans
- Native Americans and Tribal Communities
- Immigrants and Refugees
- Children, 0-8
- Homeless Individuals and Families
- Seniors/Older Adults
- Middle-Eastern, North Africans
- People with Disabilities
- Households with Limited English Proficiency
- Lesbian, Gay, Bisexual, Transgender and Questioning

Approval of this report would allow the CCF to expand its outreach services. An additional RFP process will be conducted, with a focus on extending services to HTS target populations that are not fully served under the existing round. Further, post-enumeration services will be provided to ensure that Census non-response follow-up activities reach target populations that were missed in the initial Census on April 1, 2020. During every Census, some people are missed in the initial effort. Post-enumeration efforts seek to survey these people. The CCF contract will ensure that special efforts are made during the post-enumeration efforts to reach HTS populations.

Contract Amendment

The original contract with CCF provided \$500,000 derived from FY 2019-2020 General City Purposes funds for these services, and instructed the Chief Legislative Analyst and City Administrative Officer to recommend whether additional services should be included under this contract. Following review of the CCF program and consideration of the additional services that could be provided, a determination has been made that a contract amendment is appropriate to ensure that all City residents are counted in the 2020 Census. It is recommended that an additional \$1,500,000 derived from County of Los Angeles funds be provided to CCF to expand its outreach services leading up to the 2020 Census, as well as to conduct non-response services to address any gaps in the initial 2020 Census effort. To date \$200,000 has been disbursed to CCF upon execution of the original contract.

The City of Los Angeles has received an allocation of \$2,950,115 from the County of Los Angeles under the State’s Census Outreach program. In anticipation of this receipt, the City Council and Mayor budgeted \$3,400,000 in the FY 2019-2020 budget for this purpose. These

funds will be used to support the CCF Contract. Any remaining funds will be used to support the City's other Census 2020 program activities.

Attachments: A Motion (Wesson-Martinez) CF# 19-0360-S2

B First Amendment to the contract with the California Community Foundation (Contract No. C-133696)

ATTACHMENT A

Motion (Wesson-Martinez)
CF# 19-0360-S2

The 2020 U.S. Census will begin in less than a year. The County of Los Angeles has historically been the hardest-to-count county in the nation, and both the City of Los Angeles and the County of Los Angeles have dedicated resources and funding to ensure a full and accurate count of Los Angeles residents during the 2020 Census.

On May 3, 2019 the County of Los Angeles Chief Executive Office, on behalf of the Los Angeles County Board of Supervisors notified the City of Los Angeles of its intention to allocate \$2.95 million to the City for Census 2020 outreach efforts.

The Mayor and City Council had engaged the California Community Foundation (CCF) to develop a robust census outreach in the City to ensure that all residents are counted in the upcoming 2020 Census, focused on those communities that are hard to count. The CCF has developed a program that would fund on-the-ground outreach efforts by community-based organizations, targeting hard-to-count populations and communities in the City of Los Angeles to ensure that they are included in the 2020 Census.

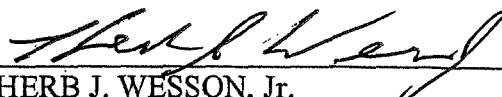
Given that the Mayor and City Council adopted a budget which includes \$3.9 million (\$950,000 General Funds and \$2.95 million from the County of Los Angeles grant allocated to the City) in FY 19-20 for implementation of 2020 Census outreach activities, the City should execute a contract with the CCF to provide these Census 2020 outreach efforts.

I THEREFORE MOVE that the City Council authorize the Chief Legislative Analyst and City Administrative Officer to negotiate and execute an agreement with the California Community Foundation (CCF), as substantially attached, in an amount not to exceed \$500,000, for the purposes of conducting early outreach efforts for the 2020 Census;

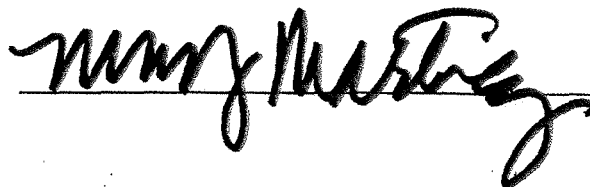
I FURTHER MOVE that the City Council request the CCF, CLA, and CAO to report in 60 days with an update on the early outreach efforts for the 2020 Census implemented under this Agreement and make recommendations for additional services and funding that may be needed to effectuate a robust outreach program in advance of the 2020 Census; and

I FURTHER MOVE that the City Council authorize the Chief Legislative Analyst and City Administrative Officer to administer the Agreement with CCF.

Presented by:


HERB J. WESSON, Jr.
Councilmember, 10th District

Seconded by:



JUN 28 2019

ATTACHMENT B

First Amendment to the contract with the
California Community Foundation

FIRST AMENDMENT
TO AGREEMENT NUMBER C-133696 OF
CITY OF LOS ANGELES CONTRACT BETWEEN
THE CITY OF LOS ANGELES AND
CALIFORNIA COMMUNITY FOUNDATION
FOR THE LOS ANGELES CENSUS 2020 FUND

THIS FIRST AMENDMENT to contract number C-133696 of City of Los Angeles contract is made and entered into by and between the CITY OF LOS ANGELES, a municipal corporation, (hereinafter referred to as the “City”) and CALIFORNIA COMMUNITY FOUNDATION for the LOS ANGELES CENSUS 2020 FUND EDUCATION AND OUTREACH SERVICES (hereinafter referred to as the “Contractor” or “CCF”) with reference to the following facts:

WHEREAS, on or about July 29, 2019, the City and Contractor entered into Contract No. 133696 whereby Contractor agreed to provide services, and

WHEREAS, the Contractor’s services hereunder are of an expert and technical nature and are temporary and occasional in character, and

WHEREAS, additional services are required to ensure a full enumeration of Hard-to-Survey populations in the City during the 2020 decennial Census; and

WHEREAS, additional funds are required to allow the Contractor to complete the additional scope of services as outlined in this Amendment,

NOW, THEREFORE, the parties hereto do hereby agree as follows:

1. Section C.2, Compensation and Disbursement Schedule, is hereby amended as follows:
 - a. Delete the contract total of not to exceed Five Hundred Thousand Dollars (\$500,000) and replacing it with the new total not-to-exceed Two Million Dollars (\$2,000,000) as follows: Funding to CCF under this Agreement shall not exceed Two Million dollars (\$2,000,000) for the complete and satisfactory performance of the scope of services. This amendment adds One Million Five Hundred Thousand Dollars (\$1,500,000). CCF understands and agrees that the City makes no commitment to fund this Agreement beyond the terms set forth herein. The City, in its sole discretion, may increase the funding provided under this Agreement. Any increase in funding will require a written amendment, containing an enhanced scope of services, and any other additional requirements that may accompany said funding.
 - b. The City shall disburse to CCF a total amount not-to-exceed \$200,000 in Fiscal Year 2019-20 for services provided under Section D.9. Outreach Scope of

Services, and receipt by the City of County of Los Angeles funds in this amount. The funds will be disbursed based on the schedule in Exhibit B - Payment Schedule.

- c. Delete and replace new language for Section C.2.c as follows: The City shall disburse to CCF a total amount not-to-exceed \$1,300,000 upon execution of this Amendment and receipt by the City of County of Los Angeles funds in this amount.
 - d. Delete and replace new language for Section C.2.d as follows: The City shall disburse to CCF a total amount not-to-exceed \$425,000 in Fiscal Year 2019-20 upon submission of financial status report demonstrating disbursement of all prior funds have been awarded.
 - e. Add new language for Section C.2.e as follows: The City shall disburse to CCF a total amount not-to-exceed \$75,000 in Fiscal Year 2020-21 upon submission of the End of Term Final Report, no later than December 31, 2020.
 - f. Add language for Section C.2.f as follows: The City, at its discretion, may alter the disbursement schedule at any time with 90 days written notice, and additionally may impose conditions on these disbursements, as it deems necessary.
 - g. Add language for Section C.2.g as follows: The City reserves the right, in its sole discretion, to discontinue funding the Program and terminate this Agreement if: (1) it is not satisfied with the performance or progress of the Program, (2) the City determines that CCF is incapable of satisfactorily administering the Program, or (3) it is not satisfied with the content of any required written reports. In the event of discontinuation of funding by the City, any unexpended City Funds shall immediately be returned to the City.
2. Section D.9 Outreach Scope of Services shall be amended to include the following additional services:
- a. July 2019 to March 2020 – Conducting education and awareness-building outreach efforts targeting Hard-to-Survey (HTS) populations and communities including hosting or attending community events, coalition building, capacity-building support and technical training to increase the strength of their outreach in the community (including train-the-trainer services).
 - b. March 2020 to May 2020 – Activate HTS communities and HTS populations through community education, door-to-door canvassing, staffing and hosting Census Action Kiosks/Questionnaire Assistance Centers, and phone banking

efforts.

- c. May 2020 to July 2020 – Target non-response follow-up activities toward HTS populations and communities (census block groups) that have not participated in the 2020 Census (including community education, door-to-door canvassing, and phone banking efforts).
3. Except as amended here, all other provisions of the Agreement shall remain in full force and effect.

IN WITNESS THEREOF, the City of Los Angeles and the Contractor have caused this Agreement to be executed by their duly authorized representatives.

For: CITY OF LOS ANGELES
Municipal Corporation

For: California Community Foundation, a
a California nonprofit corporation

By: _____
Sharon M. Tso
Chief Legislative Analyst

By: _____
John E. Kobara
Executive Vice President and COO

Date: _____

Date: _____

By: _____
Richard H. Llewellyn, Jr.
City Administrative Officer

ATTESTED
Holly Wolcott, City Clerk

By: _____
Deputy City Clerk

Date: _____

Date: _____

APPROVED AS TO FORM
Michael N. Feuer, City Attorney

By: _____
Teresa Lujan
Deputy City Attorney

Date: _____

City Business License Number:
FIN: 95-3510055

0000503775-001-3

EXHIBIT B

Payment Schedule

Date	Deliverable	Amount
FY 19-20	Upon Execution of Agreement	\$200,000
FY 19-20	Upon Execution of First Amendment to Agreement	\$1,300,000
FY 19-20	Upon submission of Financial Status Report demonstrating Disbursement of all prior Funds Awarded to Date	\$425,000
FY 20-21 No later than December 31, 2020	Upon submission of End of Term Final Report	\$75,000
	TOTAL:	<u>\$2,000,000</u>