


**REPORT OF THE  
CHIEF LEGISLATIVE ANALYST**

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DATE: April 15, 2020

TO: Honorable Members of the City Council

FROM: Sharon M. Tso   
Chief Legislative Analyst

Council File No. 19-0360-S2  
Assignment No. 20-04-0396

SUBJECT: Additional Census Outreach Funds

**SUMMARY**

The County of Los Angeles has informed the Office of the Mayor that additional Census outreach funds in the amount of \$426,866.35 are available to support the City's outreach and education efforts. It is recommended that the Council authorize the Mayor to accept these funds and supplement its on-going Census 2020 outreach program.

**RECOMMENDATIONS**

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

1. Authorize the Mayor to accept \$426,866.35 from the County of Los Angeles, and to deposit the funds into Fund No. 100-46, Account No. 3040 (Contractual Services), to support 2020 Census outreach and education efforts; and
2. Authorize the City Administrative Officer to make any corrections, clarifications or needed new instructions, to the above fund transfer instructions in order to effectuate the intent of this Motion.

**FISCAL IMPACT**

The City General Fund will receive \$426,866.35 to fund Census 2020 outreach and education activities as a result of this action.

**BACKGROUND**

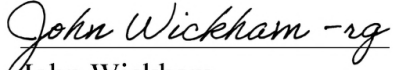
The County of Los Angeles has informed the City that it is eligible to receive additional funding in the amount of \$426,866.35 to support the City's Census 2020 outreach efforts. Eligible uses of funds include:

1. Printing of Census collateral materials in languages that support the hardest to count demographics and local outreach strategies;
2. Providing in-language support at Questionnaire Assistance Centers and other outreach activities focused on motivating hardest to count communities to

complete the census questionnaire. This focus should take into consideration Language and Communication Access Plan requirements;

3. Executing census outreach activities in tracts (57+) where there are currently no activities planned. Refer to Implementation Plan and SwORD database for identification of these tracts; and
4. Bolstering existing efforts in hardest to count census tracts to amplify the campaign's call to action of completing the census questionnaire online.

The Mayor's Office of the Census, which has been implementing the City's 2020 Census outreach and education program, reports that these funds would be a significant resource to support the City's efforts to ensure that all Angelenos are counted. These funds would be used to extend the Census outreach program developed by the Mayor and Council.

  
John Wickham  
Analyst