

MOTION

The U.S. Decennial Census is one of the most important events in the American political process as it determines political representation at all forms of government and distribution of billions of dollars in federal and State funding. The City of Los Angeles has historically gone to great lengths to ensure an accurate and complete Census count, including the addition of City funds toward the Census process, and the institution of a Complete Count Committee.

Due to the extreme importance of an accurate census, local, state and tribal governments have historically assisted the U.S. Census Bureau by conducting local outreach efforts. For instance, in 2000 and 2010, the State of California allocated \$20 million and \$2 million dollars, respectively, toward census outreach, part of which was allocated to local governments.

In preparation for the next decennial census, the State has taken significant steps to ensure a complete count of all Californians, including allocating \$90.3 million, to date, for 2020 Census outreach. These funds will go toward launching a statewide "on-the-air" communications campaign and "on-the-ground" outreach efforts to hard-to-count populations by local governments, schools, community organizations, and others. The State's census funding includes approximately \$30 million to counties, including \$9.39 million dollars to the County of Los Angeles. On January 29, 2019, the Los Angeles County Board of Supervisors adopted Motion (Solis-Hahn), which accepted the State's \$9.39 million allocation.

While the State has given counties considerable discretion as to how to spend their allocation, they recommend that counties subcontract with cities to fund local outreach efforts. Because the City of Los Angeles has the highest hardest-to-count population in the entire County (and that is part of the County's funding formula), and because the Mayor's census team has been working in partnership with the County of Los Angeles and the California Complete Count office to plan and prepare for Census 2020 by co-leading the Countywide Outreach Complete Count Committee, the City should take steps in order to negotiate with the County to accept funds for local engagement.

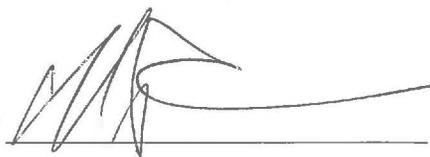
I THEREFORE MOVE that the City Council INSTRUCT the City Administrative Officer (CAO), with the assistance of the City Attorney and the Mayor, to negotiate an agreement with the County of Los Angeles to accept funds for the City to engage in Census 2020 outreach and education efforts.

PRESENTED BY


HERB J. WESSON

Councilmember, 10th District

SECONDED BY



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