

2020 Census
Countywide Outreach Complete Count Committee Meeting Notes
January 25, 2018
2 pm - 4 pm
Mayor's Press Room, City Hall

1. Welcome Remarks & Introductions

Welcome remarks provided by Maria Garcia, Director, Census 2020 Initiative for Mayor Garcetti's Office and Dorothea Park, Manager, CEO's Office, County of Los Angeles - both co-leads for the Countywide Outreach Complete Count Committee. After their welcome remarks, attendees introduced themselves, indicating their name and organization.

2. Brief Overview of County of Los Angeles/City of Los Angeles Census Efforts

Following the Powerpoint presentation prepared for this meeting, Maria and Dorothea provided an overview of the partnership between the City of Los Angeles and the County of Los Angeles, sharing with the audience the role of local government in the Census efforts and the five areas that that make up the partnership:

- Communications and Marketing
- Complete Count Committee
- Mapping Tool
- Census Action Kiosks
- Goodwill Ambassadors Program

3. Complete Count Committee Framework (Membership, Subcommittees, Meeting Schedule & Locations)

Dorothea reviewed the Complete Count Committee framework, highlighting the various Complete Count Committees and subcommittees established by the County of Los Angeles: Health and Human Services, Transportation, and Countywide Outreach (co-led by the City of Angeles). She reviewed the overall goals of the Countywide Outreach Complete Count Committee:

- Avoid duplication of outreach efforts
- Maximize limited resources
- Work in concert with diverse stakeholders to ensure a full, fair and accurate count in Los Angeles

4. County Low Response Score Mapping Tool: <http://rpgis.isd.lacounty.gov/lrs>

Jason Tajima, CEO's Office, County of Los Angeles, illustrated the County's mapping tool that indicates Los Response Scores for census block groups in LA County, giving the audience a quick tutorial. He reviewed with the attendees the 16 variables that the U.S. Census Bureau has identified in their planning database as characteristic of Hard to Count areas:

Median Household Income	Not High School Graduate
Non-Hispanic Black	Renter Occupied Housing Units
Non-Hispanic White	Vacant Housing Units
Hispanic	Limited English Age 14+
Asian	Population Age 18-24
Native Hawaiian or Other Pacific Islander	Population Age 65+
American Indian or Alaska Native	Family Occupied Housing Units with Related Children Under Age 6
Below Poverty Level	Multi-Unit (10+) Housing

5. Update by U.S. Census Bureau Regional Office

Julie Lam, Assistant Regional Director for the Los Angeles Region provided a brief update to the audience on the LUCA process; the opening of 6 census centers (including one in downtown Los Angeles in April 2018) for this region and the 7 area area offices in the fall of 2019; and the job opportunities available at these sites.

Luz Castillo, Partnership Specialist for the Los Angeles Region, highlighted that this CCC meeting might be the first to be held in the country. Later, she informed us that while it was not the first one, it was definitely one of the first.

6. Group Discussion on Regional Census Efforts

Maria asked the following collective set of questions of the group, to begin a group discussion on existing or planned Census outreach efforts:

1. Is your organization, department or governmental agency currently engaged in any 2020 Census strategic efforts? If yes, what?
2. If your organization, department or governmental agency is currently NOT engaged in 2020 Census efforts, what role can your organization take as part of a “on the ground” outreach campaign focusing on geographic and demographic (Hard-to-Survey) areas?
3. What strategies do you recommend be taken to accomplish an “on the air” and “on the ground” outreach campaign?
4. Are there other stakeholders or governmental agencies that should be included as part of this process?
5. Based on the Education and Outreach Work Plan are there actions/tasks that can lead to a successful outreach campaign?

Below are the comments/questions attendees shared:

Joseph Villela from CHIRLA asked what the Complete Count Committee is planning to do if a question on citizenship is added to the Census form.

John Dobard from the Advancement Project mentioned that CPAN (Census Policy Action Network) will start working with CBOs to develop outreach strategies at the grassroots level

Gypsy Alvarado from Innercity Struggle suggested the Complete Count Committee collaborate with CBOs already undertaking work in the community with youth, to avoid duplications of efforts and learn from their best practices and proven strategies working with youth.

Ely Flores from NALEO (National Association of Latino Appointed and Elected Officials) indicated that they are working on the development of a national outreach campaign to target Latinos and will be holding roundtables (several in LA County) as part of their research. He informed the audience that in 2010, NALEO estimates that 4 million Latino children were not counted.

Dan Ichinose from Asian Americans Advancing Justice remarked that he is working with John Dobard, as part of CPAN and that his group is coordinating social services agencies that serve Asians in 7 regions across the country, including Los Angeles.

Michelle Herczog from LACOE (Los Angeles County of Education) indicated they worked with Ditas Katague (Census director for California) to create a Census curriculum to implement in schools. Proposal awaiting approval by Governor's Office.

Joy Hepp from AARP California mentioned that a great way to target seniors is to connect them to Census jobs.

Madeleine Ildefonso from the City of Los Angeles Library shared her questions and observations regarding the implementation of Census Action Kiosks in the libraries. She also emphasized that the community trusts the libraries, and this trust must be protected.

Stacy Lee from Children Now indicated that they are part of CPAN and will be working on outreach messaging that underscore the importance of counting children under age 5.

Julia Potter from CSUN inquired about the Complete Count Committee's plan to incorporate colleges and universities in Census outreach efforts. She suggested the creation of a higher education subcommittee.

Isaac Cuevas from the Archdiocese of Los Angeles indicated that there are 5 million registered Catholics in the Los Angeles area, with 286 churches, and that they have two speciality ministries (radio and tv) that the Complete Count Committee can use to promote the Census to Latino listeners/viewers. He also emphasized that the community trusts the Catholic Church, and that this trust must be protected.

The representatives from EPIC (Empowering Pacific Islander Communities) suggested the Complete Count Committee incorporate Census outreach efforts into the work students are already doing on campus.

Joe Salacies from the City of Los Angeles' Recreation and Parks Department endorsed the idea of hosting Census Action Kiosks and outreach events in their facilities.

Robin Thundershield from the California Native Vote Project further emphasized the issue of trust and using trusted messengers to deliver the message to Hard to Count groups. They do integrated voter workshops and can incorporate Census messaging.

7. Questions and Answers

Attendees asked questions during the group discussion in item 5.

8. Adjourn Meeting

Meeting was adjourned and audience was informed that the next meeting would be on March 22 at 9 am at the Kenneth Hall of Administration.