

2020 CENSUS

Education and Outreach Subcommittee Meeting Notes

February 21, 2018, Hall of Administration, Room 743

10:00 a.m. to 11:30 a.m.

- 1) **Call to Order** – The meeting was called to order at 10:05 a.m.
- 2) **Introductions** - Dorothea Park, Manager, CEO, opened the meeting with introductions of the Education and Outreach Subcommittee. (Please see attached participant sign-in sheets).

2020 Census Organization Chart – Dorothea briefly reviewed the organizational chart.

- 3) **Department Head Meeting presentation plan** – Doug Baron will discuss the 2020 Census at the March 15, 2018 Department Head meeting to inform department heads of their departmental rolls and to ensure the appropriate level of staff are assigned to the 2020 Census effort.

ACTION ITEM:

- Doug will reach out to various departments and CEO staff for his presentation.

- 4) **Status on the LUCA Community-Based Address Canvassing** – Doug discussed the CommunityConnect Labs (CCL) community-based address canvassing pilot for the 2020 Census. CCL managed pilot projects in San Jose, San Francisco, and Fresno where they collected “unconventional” housing addresses using a text messaging survey. CCL worked with Community Based Organizations (CBOs) on the pilot. The Census Bureau recognized 600 of approximately 800 addresses that the CBOs located in a one-day effort in San Jose. CCL presented their findings at the 2020 Census State Stakeholder Convening on January 31, 2018. CCL submitted a proposal to LA County on February 13, 2018 to provide the same type of service for the County.

The 2020 Census Local Update of Census Addresses (LUCA) operation is currently underway to add addresses to the Master Address File (MAF). Doug explained that LUCA is being led by the Technical/GIS Subcommittee. All entities will have 120 days from receipt of their address list to respond with additional addresses to be included in the MAF. Ms. Park indicated that the address lists will be mailed out to the 88 cities within the County via FedEx.

The City of LA is using staff to capture non-standard addresses, however, the County anticipates entering into a contract with CCL. The CCL contract will also cover 87 of the 88 cities in the County. The State will reimburse costs associated with LUCA including a CCL contract. Doug indicated that he is targeting to enter into a contract with CCL by the beginning of March 2018.

Rigo Reyes of the Office of Immigrant Affairs provided our office with a list of approximately 200 CBOs that can work with a consultant on canvassing addresses. Mr. Reyes also informed the group that he met with *Promotoras* and they have already done some Census work.

ACTION ITEM:

- The Technical/GIS Subcommittee will send out an email asking departments for their lists of CBOs to augment the list already provided by Mr. Reyes.
- ISD will enter into a contract with CCL to work with CBOs to canvass addresses by the beginning of March 2018.

5) Letter to Department Heads Regarding 2020 Census Strategic Outreach Plans – Dorothea discussed that the CEO will be asking Department heads to provide departmental 2020 Census Outreach Strategy Plans by the end of June 2018 based on the Complete Count Committees' (CCC) plans that will be finalized in March 2018. She informed the group that Mayor Garcetti, City of LA, issued an executive directive to their departments directing them to designate a senior manager as the departmental Census Liaison and to develop a departmental Census 2020 Outreach Plan.

Each CCC provided a draft framework of their Outreach Plan at the meeting, (please see the below notes). The finalized frameworks for each CCC and subcommittees are due at the March 21, 2018 Education and Outreach Subcommittee meeting.

ACTION ITEM:

- CEO-UAS to send out letters to each Department Head, including the draft framework for each CCC and CCC subcommittees by April 2018.
- Departments will provide their 2020 Census Strategic Outreach Plan by June 30, 2018.

6) Status of the State 2020 Census Launch – The State's 2020 Census launch is tentatively scheduled for April 5, 2018 in LA County and will include the first meeting of the State's CCC members appointed by the Governor. (Following the meeting, the State indicated that they are considering whether or not to postpone their launch).

7) Status of the 2020 Census County/City Launch – Dorothea discussed the dates and potential activities related to the County/City's 2020 Census launch. The plan is to conduct a County/City 2020 Census launch in August 2018. Fernando Ramirez, Second Supervisorial District, asked if the State and County/City launches could be combined to prevent confusion. Dorothea explained that combining the two Census launches in April 2018 would not provide County departments sufficient time to prepare their departmental strategic plans. Fernando asked when the Census questions would be finalized and it was explained that the Census questions would be finalized by March 31, 2018.

8) Health and Human Services (HHS) CCC – Lisa Simmons, of the Department of Public Social Services, discussed the HHS CCC plan and provided written reports on the framework of their education and outreach strategies. (Please see attached written reports).

ACTION ITEM:

- HHS CCC will finalize their subcommittee framework plans by the March 21, 2018 Education and Outreach Subcommittee meeting.

9) Transportation CCC – Pamela Manning, of the Department of Public Works, provided a written report and a Power Point presentation on the education and outreach strategies relative to the Transportation CCC. (Please see attached PowerPoint presentation and written report).

ACTION ITEM:

- The Transportation CCC will finalize their subcommittee framework plans by the March 21, 2018 Education and Outreach Subcommittee meeting.

10) Countywide Outreach CCC – Dorothea discussed the Countywide Outreach education and outreach strategic plans for the four subcommittees and also provided written reports. It was suggested that the Countywide Outreach CCC: 1) explore placing Census Action Kiosks (CAKs) in schools; and 2) work with *Promotoras* to reach residents while their children are engaged in extracurricular activities at the parks, (i.e., soccer games). It was also suggested that Consulates be included in the Government/Quasi-Government subcommittees. (Please see attached written reports).

ACTION ITEMS:

- The CCC will finalize their framework by the March 21, 2018 Education and Outreach Subcommittee meeting.
- The CCC will consider placing CAKs at schools and providing focused outreach at extracurricular activities.
- The CCC will reach out to consulates to join the Government/Quasi-government Subcommittee.

11) Future Meeting Dates – 3rd Wednesday of the month thru April 2020:

- March 21, 2018;** 10:00 a.m. to 11:30 a.m.
- April 18, 2018;** 10:00 a.m. to 11:30 a.m.
- May 16, 2018;** 10:00 a.m. to 11:30 a.m.
- June 20, 2018;** 10:00 a.m. to 11:30 a.m.
- July 18, 2018;** 10:00 a.m. to 11:30 a.m.



2020 CENSUS

Education and Outreach Sub-Committee Meeting

**February 21, 2018
10:00 a.m. to 11:30 a.m.
Hall of Administration, Room 743**

AGENDA

- 1) Call to Order**
- 2) Introductions - Education and Outreach Subcommittee** All
 - a. Census 2020 Organizational Chart discussion
- 3) Department Head Meeting presentation plan** Doug Baron, CEO
 - a. Discuss the information to be shared at the Department Head meeting to provide an overview of the County's involvement with the 2020 Census.
- 4) Status on the LUCA Community-Based Address Canvassing** Doug Baron, CEO
 - a. Discuss the Community Connect Labs Community-based address canvassing pilot for 2020 Census.
- 5) Letter to Department Heads regarding their Census Plan submittals**
 - a. Discuss the letters that will be sent out to all Departments asking for their departmental 2020 Census Outreach Plan and strategies based on their Complete Count Committee's plans.
- 6) Status of the State 2020 Census launch** Dorothea Park, CEO
 - a. Discussion of State related activities with respect to the State's 2020 Census launch
- 7) Status of the 2020 Census County/City launch** Dorothea Park, CEO
 - a. Discussion regarding dates and potential activities related to the County/City's 2020 Census launch
- 8) Health and Human Services CCC presentation and draft written reports on the framework of their education and outreach strategies.** Lisa Simmons, DPSS
Lourie Gladney, DHS

9) Transportation CCC presentation and draft written reports on the framework of their education and outreach strategies Pamela Manning, DPW

10)Countywide Outreach CCC presentation and draft written reports on the framework of their education and outreach strategies Maria Garcia, L.A. City
Dorothea Park, CEO

11)Questions

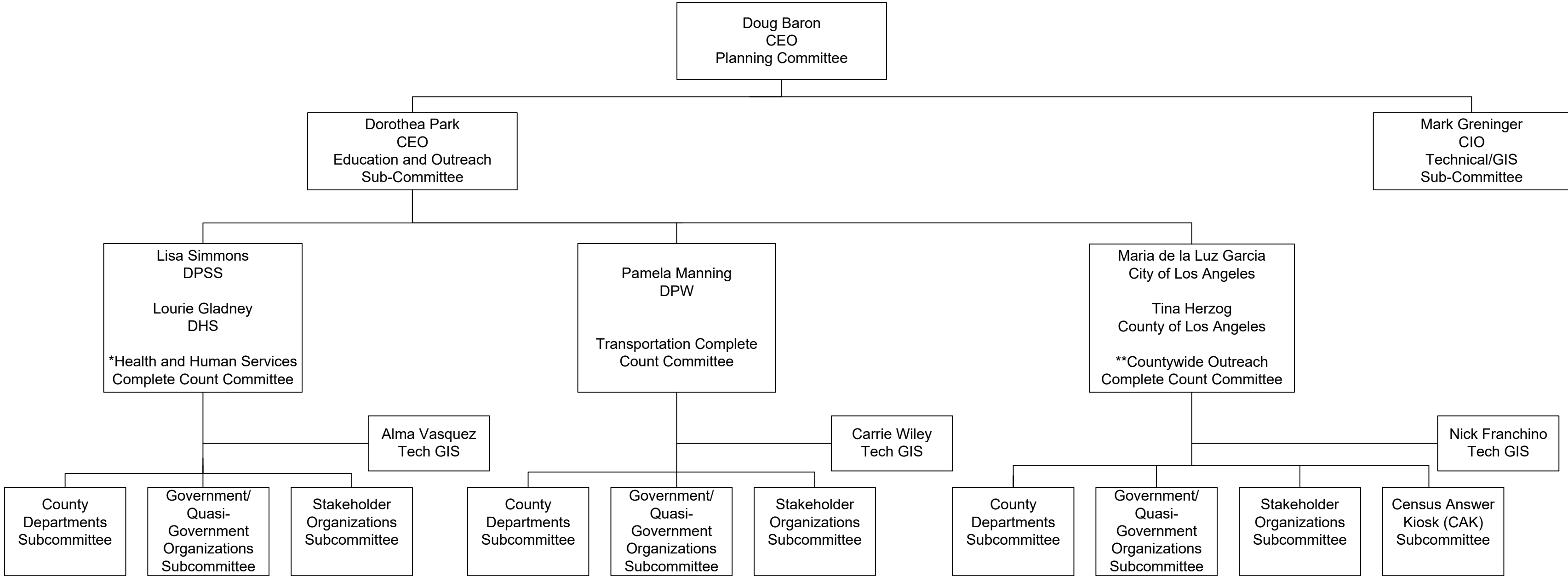
12)Public Comment

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- e. **July 18, 2018;** 10:00 a.m. to 11:30 a.m.

“To Enrich Lives Through Effective and Caring Service”

2020 CENSUS



* Other HHS CCC Departments:
 - Vera Aguilar Castillo - WDACS
 - Rowena Magana - CEO (Homeless Initiative)
 - Alan Weisbart - DCFS
 - Louise Rollin-Alamillo - DPH
 - Richard Espinosa - DMH

** Other Countywide CCC Departments:
 - Jennifer Osborn - CEO-PIO
 - Kathline King - DPR
 - Jessie Towers - Public Library
 - Elio Salazar - RR/CC
 - Rigo Reyes - DCBA (Office of Immigrant Affairs)

*** CEO Support:
 - Angela Gentry - HHS
 - Susana Graether - Transportation
 - Jason Tajima - Countywide

Complete Count Committee 2020 Census Strategic Plan

- CCC:** Health and Human Services (HHS) Committee
- Objective:** To increase the participation of “hard to count populations” in the 2020 Census
- Purpose:** To maximize federal funding (based on census population counts) for health and human services and other programs that serve the residents of Los Angeles County
- Lead/Co-Lead:** Department of Public Social Services (DPSS) and Department of Health Services (DHS)

CCC Members (Department, Member Name and Title):

DPSS	Lisa Simmons, HSA II, Intergovernmental Relations (IGR)
DPSS	Hasmik Hatamanian, ASM II, Communications and Media Services
DPSS	Rosalía Montero, HSA I, IGR
DHS	Lourie Gladney, HIM Manager, Health Information Management
DHS	Alma Vazquez, SGISA
DCFS	Alan Weisbart, CSA III, Office of the Chief Deputy Director
CDC/ HaCola	Kaitlyn Goodman, Public Affairs Analyst
WDACS	Elvira Castillo-Chief, Community Services Analyst/IGR
DPH	Louise Rollin, Chief Research Analyst
DPH	Gayle Haberman, Director, Office of Planning
CEO/HI	Rowena Magana, CEO/Homeless Initiative
DMH	Richard Espinosa, Executive Assistant/Office of the Director

10 Key Strategies Based on Low Response Score (LRS) Variables:

1. Work collaboratively with all CCC HHS departments to present a unified message.
2. Focus messaging on the importance of maintaining/increasing funding for vital programs which directly affect clients.
3. Educate internal staff on the importance of the 2020 Census and the goal of contacting our “hard to count” populations (Director’s messages, electronic bulletin boards, strategic plans, newsletters, e-mail blasts, etc.).
4. Direct internal staff on how to assist clients (client mailings, possible incentives for census completion, census referral information, hand-outs/fliers).
5. Train field staff on 2020 Census materials to provide support for residents/clients.
6. Identify assets in each Department that can be made available to assist clients in completing the 2020 Census questionnaire (ex: computer stations).
7. Maximize each department’s existing marketing and outreach tools, including websites, social media, posters, office marketing, outreach and community events to educate clients about the 2020 Census.
8. Address privacy concerns in all outreach efforts and materials
9. Ensure that outreach and promotional materials are available to non-English/non-Spanish residents.
10. Collaborate with existing Community Partners, Advocates and other agencies to assist in reaching targeted populations.

**Complete Count Committee -Subcommittee
2020 Census Strategic Plan**

CCC: Health and Human Services (HHS) Committee

Subcommittee: Departmental Subcommittee

Objective: To increase the participation of “hard to count populations” in the 2020 Census

Purpose: To maximize federal funding (based on census population counts) for health and human services and other programs that serve the residents of Los Angeles County

Lead/Co-Lead: Department of Public Social Services (DPSS) and Department of Health Services (DHS)

CCC Members (Department, Member Name and Title):

- DPSS Lisa Simmons, HSA II, Intergovernmental Relations (IGR)
- DPSS Hasmik Hatamanian, ASM II, Communications and Media Services
- DPSS Rosalia Montero, HSA I, IGR
- DHS Lourie Gladney, HIM Manager, Health Information Management
- DHS Alma Vazquez, SGISA
- DCFS Alan Weisbart, CSA III, Office of the Chief Deputy Director
- CDC/ Kaitlyn Goodman, Public Affairs Analyst
HaCola
- WDACS Elvia Castillo-Chief, Community Services Analyst/IGR
- DPH Louise Rollin, Chief Research Analyst
- DPH Gayle Haberman, Director, Office of Planning
- CEO/Hi Rowena Magana, CEO/Homeless Initiative
- DMH Richard Espinosa, Executive Assistant/Office of the Director

Key Department Strategies Based on Low Response Score (LRS) Variables:

DPSS

- DPSS will launch an effective outreach and awareness campaign focusing on the “hard to count” populations served by the County’s health and human services departments.
- DPSS will maximize each department’s existing marketing and outreach tools.
- DPSS will ensure that outreach and promotional materials are available to non- English/non-Spanish residents.
- DPSS will collaborate with existing Community Partners, Advocates and other agencies.
- DPSS will leverage existing departmental outreach and community events to promote the 2020 Census.

DHS

- DHS will launch an outreach and awareness campaign focusing on the population we serve.
- DHS will maximize the use of existing internal and external marketing tools for outreach using the department's website, social media accounts, client's correspondence, etc.
- DHS will place posters in our facilities and give handouts at events to talk about the upcoming Census.

DCFS

- DCFS will identify DCFS publications and mailings, such as foster care payments, where Census information can be included.
- DCFS will e-mail blasts to staff to stress the importance of the Census.
- DCFS will include the importance of the Census in the Director's message.

HHS

- HHS will identify computer stations/tablets at HHS sites that can be made available to fill out the 2020 Census questionnaire.
- HHS will train field staff on 2020 Census materials to provide support for residents/clients.
- HHS will focus messaging on the importance of maintaining/increasing funding for vital HHS programs.
- HHS will address privacy concerns in all outreach efforts and materials
- HHS will create incentives for residents/frequent HHS clients who complete the questionnaire.

WDACS

- WDACS will collaborate and develop partnerships with WDACS service provider contractors to implement an education and outreach strategy for hard to count populations (i.e. homebound seniors, limited-English or monolingual speaking seniors, foster youth, veterans, and re-entry individuals).
- WDACS will identify computer equipment and its accessibility to the public/persons wanting to participate in the 2020 count.
- WDACS will train staff at WDACS service sites (such as meal sites, job centers and community and senior centers) on the importance of the upcoming 2020 Census and assist persons with participating in the census count.
- WDACS will work with WDACS Public Information Officer/Communication Manager to develop and post appropriate messaging regarding the 2020 Census on the Department's internal and external website and other social media vehicles.

DPH

- DPH will identify DPH publications or mailings where Census information can be included.
- DPH will post Census Message and links to census websites on DPH website.
- DPH will provide an estimate of how many pamphlets, posters, DVDs DPH will need to promote census in DPH facilities that interface with the public. DPH will list any DPH public/community meetings, workshops, or events occurring December 2019 to March 2020 where Census Information can be distributed or a presentation can be made.

- DPH will solicit input from DPH Programs regarding feasibility of doing e-mail blast to CBOs with whom DPH collaborates.

CEO/HI

- CEO/HI will collaborate with existing community-based organizations, advocates, the Los Angeles Services Authority (LAHSA), and other partner agencies to promote the 2020 Census.
- CEO/HI will leverage existing departmental outreach and community events to promote the 2020 Census.
- CEO/HI will also provide handouts/fliers for homeless outreach workers to promote the 2020 Census.

DRAFT



Public Works

LOS ANGELES COUNTY

2020 CENSUS

TRANSPORTATION SUB-COMMITTEE
Pamela Manning, Community Government Relations

COMMITTEE

- CEO
- DPW
- Regional Planning
- LA DOT
- Metro
- ?



GOALS



- Educate the subcommittee about the communication needs of the community
- Identify stakeholders/partners that can help spread the message
- Improve census count in areas that are Hard-to-Survey



WHY TRANSPORTATION?



- LA County receives est. \$20,000,000 federal dollars per year
- That money goes towards Bridges, Traffic calming, bikeways etc
- In all communities
- Fewer head count could mean a shortage and projects that won't get completed



BUILDING A STRATEGY

- List Agencies and Stakeholders we need to meet with
- Some look like Town Councils, Transportation Committees of COGS, Neighbourhood councils
- Schedule Focus Groups with some of the Stakeholders
- Create a plan of outreach and communication that uses multi-media; internet, print, bus wrap, etc.



A MULTITUDE OF OPTIONS

council of governments
transit services for unincorporated areas
highway messaging
public counter-psa youtube airplanes/airports
school bus
bus shelter veterans administration
univision waste hauler
ciclavia leaflets marketing
rail lines metro bus line
accesswater district libraries
county waste hauler
dash lyft/ubersmall business
chamber of commerce pw road vehicles post office
film la
mark pestrella events
robo calling promotional items
social media platforms
educating academia clubs
homeless shelters

NEXT STEPS...

- Draft Strategic Plan
- Create a budget
- Create calendar for stakeholder meetings
- Begin Focus Groups
- Finalize Strategic Plan
- Begin Implementation of marketing



Complete Count Committee 2020 Census Strategic Plan

Transportation CCC: Government/Quasi-Government Subcommittee

Objective: Implement a robust outreach effort to promote the 2020 Census and ensure consistent messaging Countywide by coordinating with municipalities, other governmental agencies, and stakeholders that are engaged in the transportation infrastructure industry. Additional subcommittees may be added if necessary.

Lead/Co-Lead: Pamela Manning DPW, Angela Driscoll DPW

CCC Members (Department, Member Name and Title):

1. John Halaka, DPW, GIS Info Technology
2. Carrie Wiley DPW, GIS Mapping
3. Robert Tabares, DPW, Building and Safety
4. Manuel Regalado, DPW, Road Maintenance
5. Julie Moore, Regional Planning
6. Susana Graether, CEO
7. Patricia Soto, Metro
8. TBD, City of LA

Key Strategies based on LRS Variables (List)*:

- 1) Educate Subcommittee on issues pertaining to Census process and obstacles using the 2020 Census Operational Manual and local HTS maps
- 2) Make a list of stakeholders to meet with
- 3) Create a web page that links to CEO web page targeting our business partners in the transportation industry
- 4) Make a list of agencies i.e. Councils of Governments, Engineering Departments, and clubs at local universities, WTS (Women in Transportation)
- 5) Create outreach calendar – and schedule dates to present to Stakeholders
- 6) Create PSA to educate
- 7) Create a list of events that are transportation-centric where hosting a booth would be beneficial i.e. CicLAvia, Alt Car Expo, CalCon
- 8) Use county equipment for outward facing statistic messaging; shrink wrap county vehicles, install signs inside public transit and bus shelters

**These are all suggestions but implementation will depend on budget.*

All concepts are suggested with the understanding that the collateral material design and branding will be provided by the CEO for the Subcommittee to reproduce.

Complete Count Committee (CCC) 2020 Census Objective and Strategies

Countywide Outreach CCC

Objective: Work in concert with diverse stakeholders and government agencies from various sectors to ensure a full, fair, and accurate count Countywide, and avoid duplication of outreach efforts and maximize limited resources. The CCC will develop a Countywide education and outreach plan including an “on the ground” and “on the air” 2020 Census outreach campaign for all County residents, focusing on Hard-to-Survey populations.

Lead/Co-Leads: Maria de la Luz Garcia, Director, Census 2020 Initiative, Mayor’s Office, City of Los Angeles. Dorothea Park, Manager CEO, Chief Executive Office, County of Los Angeles

Sub-Committees:

1. Stakeholder/Community Table Sub-Committee
2. Government/Quasi-Government Sub-Committee
3. County/City Departments Sub-Committee
4. Census Action Kiosks (CAK) Sub-Committee

Key Strategies based on Low Response Score (LRS) Variables (List):

1. Identify and Engage Sub-Committees – The CCC has identified four Sub-Committees to develop specialized education and outreach strategies Countywide. The Stakeholder/Community Table Sub-Committee consists of trusted community messengers that will identify and work in concert with diverse stakeholders from various sectors who will be instrumental to the “on-the-ground” outreach campaign. The Government/Quasi-Government Sub-Committee consists of cities, governmental agencies, and quasi-governmental agencies to reach various populations and maintain consistent messaging Countywide while maximize existing resources, avoiding duplication of efforts, and addressing potential gaps in outreach. The County/City Departments Sub-Committee will be led by Public Information Officers to coordinate and mobilize County/City staff, and department volunteers to participate in education and outreach efforts.
2. Utilization of the County LRS Mapping Tool – The County has developed a customized mapping application that identifies Hard-to-Survey (HTS) population locations and uses data from the U.S. Census Bureau Planning Database to provide a socioeconomic and demographic characteristic profile of these areas. The CCC will utilize the mapping application’s color-coded system to identify HTS population areas throughout the County and use the demographic data provided to assist in outreach efforts.
3. Develop “On the Air” Communication Campaign – The CCC will utilize a consultant to develop branding and Countywide messaging to reach all County residents through various traditional and social media outlets, including identifying gaps in geographical areas, languages, or other population groups.
4. Develop “On the Ground” Outreach Campaign – In addition to the “on the air” campaign, the CCC will coordinate an “on the ground” effort led by the trusted messengers and Community-Based Organizations with an emphasis on identifying populations considered HTS.

5. Establish Census Action Kiosks (CAKs) – The CCC will establish a Sub-Committee to identify locations in City and County facilities to provide assistance to the public in completing the Census including coordination of equipment and set-up, public access, staffing, instructions, and materials.
6. Establish a Census Goodwill Ambassadors Program – The CCC will recruit volunteers from City/County Departments and the community to assist with the Census outreach process.
7. Coordination with the State and U.S. Census Bureau – The CCC will coordinate and work with the State and U.S. Census Bureau to receive relevant and current updates, avoid a duplication of effort, and collaborate on potential projects such as the Statewide Outreach and Rapid Deployment (SWORD) mapping portal.

DRAFT

**Complete Count Committee (CCC)
2020 Census Objective and Strategies**

Countywide Outreach CCC: Stakeholder/Community Table Sub-Committee

Objective: As trusted community messengers, identify and work in concert with diverse stakeholders from various sectors to ensure a full, fair, and accurate Census count Countywide, focusing on geographic and demographic Hard-to-Survey (HTS) areas.

Lead: Advancement Project

CCC Community Table Members:

1. Asian Americans Advancing Justice – California
2. California Calls
3. California Native Vote Project
4. Children Now
5. Council on American Islamic Relations – California
6. Empowering Pacific Islander Communities
7. Equality California
8. Housing California
9. Mi Familia Vota
10. NALEO
11. PICO California

Key Strategies based on Low Response Score (LRS) Variables (List):

1. Conduct Regional Tables: To assure a broad range of stakeholder input and participation in the 2020 Census effort, conduct periodic Regional Tables to develop a General Plan for a Census Policy and Outreach Campaign and to implement the General Plan. Note: The first Regional Table meeting was conducted on February 12, 2018. Further, develop a timeline to target HTS jurisdictions, outreach to County Community-Based-Organizations, outreach to ethnic media outlets, and utilize data mapping tools and other research findings to identify HTS populations.
2. Prepare a General Plan for a Census Policy and Outreach Campaign: By May 2018, prepare a General Plan that: 1) ensures populations in California are accurately counted by increasing participation rates among HTS populations; 2) ensures the County, State and Census Bureau develop and implement robust outreach campaigns; 3) ensures the Census Bureau accurately updates its Master Address File; and 4) ensures strategic, organizational alliances across the County.
3. Joint Government/Community Participation Opportunities:

- *Countywide Outreach CCC:* Include stakeholders in the Countywide Outreach Complete Count Committee and other subcommittees. Identify additional partners that should be engaged in the 2020 Census effort.
- *Message Testing and Research:* Share message research and identify trusted messengers.
- *Census Action Kiosks (CAKs):* Utilize CBO locations as CAKs, encourage CBOs to assist with staffing County facility CAKS and provide language assistance.
- *Census Goodwill Ambassadors (CGAs):* Encourage CBO members to become CGAs and help recruit volunteers.
- *Outreach Material Feedback and Distribution:* Encourage CBOs to review Countywide translated outreach material.
- *Outreach Events:* Encourage CBOs to organize events at a CAK location, participate in community events, fold Census activities into existing or planned programming, and share/upload CBO Census events on a community calendar to be posted on government Census websites.

**Complete Count Committee (CCC)
2020 Census Objective and Strategies**

Countywide Outreach CCC: Government/Quasi-Government Sub-Committee

Objective: Coordinate with the 88 cities in the County, governmental agencies, and quasi-governmental agencies to reach various populations, maintain consistent messaging Countywide, maximize existing resources, avoid duplication of efforts, and address potential gaps in outreach.

Lead/Co-Lead: County and City of Los Angeles

Sub-CCC Groups:

1. Municipal Complete Count (Cities)
2. Higher Education
3. Unions
4. Business
5. Others, if necessary

Key Strategies based on Low Response Score (LRS) Variables (List):

1. Formation of specialized Government/Quasi-Government Sub-Committee Groups: Due to the wide range of agencies in the Government/Quasi-Government realm, the Government/Quasi-Government Sub-Committee will act as an umbrella structure with various groupings based on area of expertise. Rather than convening a large, unwieldy group with many areas of focus, a more effective approach to reaching the County's diverse population will be to form specified groupings of similar agencies. The initial Government/Quasi-Government groups will include: Municipal Complete Count (Cities), Higher Education, Unions, and Business.
2. Municipal Complete Count (Cities) – The Countywide Outreach CCC will reach out to all cities in the County and work with cities to develop 2020 Census strategies that ensure consistent messaging, maximize resources, avoid duplication of efforts, and address potential gaps in a regionwide outreach campaign. Cities have expert knowledge about their residents, local resources, and partners. Since hard-to-count areas exist throughout the County, it will be crucial to have city participation in the outreach efforts. The initial Municipal Complete Count meeting was scheduled for 3/1/18, with an invitation extended to all 88 cities. Collaboration with city-related organizations may also be utilized such as Councils of Governments (COGs).
3. Higher Education – The college student population is consistently considered hard-to-count in the Census. The Higher Education group would convene to discuss strategies to increase the count of college students and promote student participation in Census education/outreach. The Higher Education group would consist of partners representing UCs, Cal State schools, community colleges, and private universities.
4. Unions – The County, City, and other professional groups have a large number of union members and organizers who can potentially provide outreach and support in promoting Census

participation. The Countywide Outreach CCC will reach out to the major County and City unions to help coordinate participation in Census education and outreach.

5. Business – Businesses and commerce depend on accurate Census data and have the ability to reach a wide variety of populations. The Countywide Outreach CCC would convene a group consisting of business interests which may include chambers of commerce, local business associations, trade groups, economic development groups, or small and large companies.
6. Create other groups, if necessary – During the 2020 Census planning process, if other groups are needed based on specific areas of expertise, the Countywide Outreach CCC will identify and convene these groups to address gaps in outreach, particularly in hard-to-count areas.
7. Provide assistance in identifying hard-to-count areas and their characteristics – The County's LRS Mapping Tool will be utilized by the Government/Quasi-Government groups and their members to identify high LRS areas and demographic information about those areas. For example, the LRS Mapping Tool can allow a city to visually confirm the hard-to-count areas located within the city, and determine what type of targeted outreach may be most effective in these areas. The Countywide Outreach CCC can provide assistance and information to the groups, if necessary.
8. Development of an action plan and identification of resources, partners, and opportunities for assistance – Based on the expertise of the Government/Quasi-Government groups listed above, the groups would determine what actions may need to be taken to ensure effective outreach to the populations they serve. In order to maximize potential resources and opportunities for outreach, each of the groups can assist by identifying information such as available locations for Census materials or Census Action Kiosks, trusted messengers who serve their communities, events to provide outreach, and channels for communicating Census outreach messaging.

Complete Count Committee (CCC) 2020 Census Objective and Strategies

Countywide Outreach CCC: County Department Sub-Committee

Objective: Instruct Public Information Officers to coordinate and mobilize County staff, and department volunteers to participate in education and outreach efforts for the 2020 Census by providing toolkits, coordinating and promoting events, and utilizing all forms of communication.

Lead/Co-Lead: Jennifer Osborn, CEO-Countywide Communications, Chair; Tina Herzog, CEO (staff support)

CCC Members: PIO/Communicators from the following departments will be approached to participate as the core of this sub-committee: Public Library, Parks and Recreation, Consumer and Business Affairs, and the Registrar-Recorder/County Clerk.

These proposed strategies will be shared with all Departmental PIO's/Communicators for feedback. Additional strategies could be added, refined, revised and updated as this project advances during the planning and outreach phases that includes promoting Countywide awareness, motivating the public, and reminding them to participate in the 2020 Census.

Key Strategies based on Low Response Score (LRS) Variables (List):

- 1) Develop a Countywide Message: Identify funding and a consultant to develop branding and Countywide messaging that includes "on the air" and potentially "on the ground" outreach strategies with a focus on HTS populations.
- 2) Identify Departmental Communication Options: Work with PIO's/Communicators to collect information and understand how County departments communicate with their constituents (website, social media, newsletters, community events, etc.).
- 3) Coordinate Public Outreach: Coordinate Countywide messaging, and departmental outreach through public messages, media advisories and other means of communication. Disseminate toolkits. Share information and provide status updates to the Education and Outreach Sub-committee, the Countywide Outreach CCC, and other CCC's and sub-committees as appropriate. On-the-air regional messaging should be consistent Countywide through coordination with departments in other cities, government/quasi-government agencies and stakeholders.
- 4) Map County Facilities: Work with the CCC's Technical/GIS member (DRP) to explore developing a map overlay that can be used in conjunction with the LRS mapping tool, identifying County facility locations with public access. This can also assist with identifying overlap and gaps within LRS/Hard-to-Survey (HTS) populations and other specific audiences in coordination with other CCC's and Sub-committees. The map overlay of County facilities can be designed to indicate where Census-related services are available. The following County Departments could potentially have an outreach role at facilities:

Agricultural Commissioner/Weights and Measures, Alternative Public Defender, Animal Care and Control, Assessor, Beaches and Harbors, Child Support Services, Children and Family Services, Community Development Commission, Consumer and Business Affairs, District Attorney, Fire Department, Health Facilities including, Medical Centers, Clinics, Rehab Centers, Human Resources, Mental Health, Military & Veterans Affairs, Museum of Art, Museum of Natural History, Parks and Recreation, Probation, Public Defender, Public Health, Public Library, Public Social Services, Public Works, Regional Planning, Registrar-Recorder, Sheriff, Treasurer and Tax Collector, and Workforce Development, Aging and Community Services

- 5) Develop Outreach Toolkits: Develop a toolkit for PIO's/Communicators that will provide instructions for consistent public messages, and offer support for Countywide outreach efforts and LRS/HTS populations.
- 6) Assist the Census Action Kiosks (CAKs) Sub-committee: Department PIO/Communicators will be asked to assist in identifying staff from their respective departments that can participate in the CAKs Sub-committee and assist with identifying strategic facility locations and volunteers, including Community-Based Organizations, to staff kiosk locations.
- 7) Mobilize County Census Goodwill Ambassadors (CGAs): Request that each participating department indicate how CGAs can assist in Countywide outreach at individual department facilities and public events.

**Complete Count Committee (CCC)
2020 Census Objective and Strategies**

Countywide Outreach CCC: Census Action Kiosk (CAK) Sub-Committee

Objective: Identify locations for CAKs where the public can obtain information and assistance in completing a Census form. Coordinate equipment and set-up, public access, staffing (Census Goodwill Ambassadors), instructions, and materials.

Lead/Co-Lead: *Lead to be determined.*

CCC Sub-committee Members:

The following departments have been identified as preliminary committee members to plan CAKs:

1. County Public Library
2. Los Angeles Public Library
3. County Parks and Recreation
4. Los Angeles Recreation and Parks

Key Strategies based on Low Response Score (LRS) Variables (List):

1. Identify Hard-to-Survey (HTS) Populations and Variables: Using the Low Response Score (LRS) mapping tool, identify and review “Very High” and “High” HTS population locations.
2. Identify and Match Potential Locations/Facilities: Refer to the LRS mapping tool and identify locations/facilities that serve HTS populations which could potentially support a CAK. This includes County-related departments and facilities (hospitals, clinics, libraries, parks, etc.), City-related departments and facilities, Community Based Organizations (CBO’s) and other organizations that have spaces which serve HTS populations.
3. Engage Department Administrators and/or CBO Leadership: Reach out to the appropriate facility or departmental administrators to discuss the Countywide 2020 Census project, the potential to house a CAK at their facility(ies), and availability of volunteers or staffing support through trained “Census Goodwill Ambassadors” (CGA’s).
4. Develop a Toolkit for the CGA Program: Provide instructions to recruit, train and staff CAK’s utilizing CGA’s.

5. Identify and Confirm Volunteer Organizations: Identify, confirm and track potential volunteers or onsite staff that could serve as CGA's and assist the public with questions related to the Census and filling out a Census form at a CAK. Work with County Departmental PIO/Communicators to identify staff from their respective departments and indicate how CGAs can assist in Countywide outreach at CAK's.
6. Authorization of CAK's: Develop a process to confirm and track locations that can potentially support a CAK and support onsite-trained volunteers through the CGA program.
7. CAK Mapping Tool Layer: Assist and coordinate with the County Department CCC Sub-committee member (DRP-Technical/GIS) in the development of a mapping tool indicator/layer where CAK's can be identified, along with contact information and hours of operation.
8. Develop an Inventory and Needs Assessment of Potential CAK Locations: Identify and evaluate CAK space, computer availability, internet access, CGA availability, and/or overall ability to support a CAK. Utilizing the CAK mapping tool layer, identify and address gaps of service to HTS populations.
9. Promoting the CAKs: Coordinate outreach strategies with other CCC's and Sub-committees to promote the locations of the CAK's. Engage the public regarding the 2020 Census, and availability of CAK's.