

2020 CENSUS

Education and Outreach Sub-Committee

MEETING NOTES

March 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 10:12 a.m.
- 2) **Introductions** - Dorothea Park, Manager, CEO, opened the meeting with introductions of the Education and Outreach Subcommittee.
- 3) **LUCA Update** -
 - a. **120-Day Review Period Discussion** – Doug Baron discussed the 2020 Census Local Update of Census Addresses Operation (LUCA) whereby the County must complete its review and comment on the Census Bureau's (CB) residential address list. Doug informed the group that the 120-day review period began on 3/2/18 and will end on 6/30/18. The Internal Services Department (ISD) has been gathering addresses from multiple sources to update the CB's Master Address File.

ACTION ITEM:

- ISD will complete the review of the CB's residential address list and submit the revised list with additional addresses no later than the CB's due date of June 30, 2018.
- b. **Non-traditional housing survey** – Doug updated the Sub-committee on the County's contract with Community Connect Labs (CCL) which is designed to capture non-conforming addresses in hard-to-survey areas to assist in the LUCA. ISD entered into a contract purchase order with CCL on 3/28/18.

ACTION ITEM:

- ISD's contractor, CCL will perform address canvassing to securely collect and deliver addresses to the County covering 300 – 500 block groups Countywide, excluding the city of Los Angeles.

4) Department Head Meeting Update

- a. Doug informed the group that the plan is to discuss the 2020 Census with all department heads, not just with those departments on the Complete Count Committees (CCCs).

ACTION ITEM:

- Doug will provide a 2020 Census presentation at the Department Head meeting, date to be determined.

5) WordPress Instructions/Demo

- a. WordPress is an online website content management system. Rachel Rodriguez of the Internal Services Department (ISD) and Nick Franchino of the Department of Regional Planning (DRP) informed the group that the 2020 Census Word Press site was put together by ISD and DRP. Nick informed the group that the site can be made available to everyone to share material. The plan is to find a way for the CCC leads and assistants to upload directly to the WordPress site.
- b. The County plans to use a WordPress site to maintain files, reports, and information related to the 2020 Census Planning efforts. Rachel provided the group with a demonstration of the existing site which can be expanded. The site is meant to be user friendly and can be made available to everyone to be able to share materials. Rachel demonstrated that the site contains information from Sub-committee meetings and links to resources and the Low Response Score viewer. Nick also informed the group that approximately six months before the 2020 Census, we will be setting up another website that will be public facing. The current WordPress site is meant to be internal to the County departments, the City of LA and various stakeholders on our CCCs.

ACTION ITEM:

- ISD will vet the WordPress site and scan it for security breaches. ISD will release the site once security issues have been corrected.

6) Health and Human Services Complete Count Committee ("CCC"):

- a. Lisa Simmons of the Department of Public Social Services, and Lourie Gladney of the Department of Health Services, provided the group with a presentation and written reports on the objectives and strategies for the Health and Human Services (HHS) CCC's Education and Outreach work plan. The HHS CCC has been working collaboratively with all CCC HHS departments to develop and present a unified message. Lisa and Lourie presented the HHS CCC, HHS CCC Stakeholder Sub-committee, and Government/Quasi-Government 2020 Census objectives and strategies (Please see the attached HHS CCC and CCC Sub-committee Objectives and Strategies).

ACTION ITEM:

- The HHS CCC will submit their Workplan, and 2020 Census Objectives and Strategies to be included in the Quarterly Status Report to the Board of Supervisors due on April 16, 2018.
- b. Lisa and Lourie provided the group with meeting updates of CCC and Subcommittee meetings.

ACTION ITEM:

- The HHS CCC will continue to meet with their subcommittees to further develop their education and outreach plans.

7) Transportation CCC

- a. Pamela Manning of the Department of Public Works, provided the group with a presentation and written reports on the objectives and strategies for the CCC's Education and Outreach work plan. Pamela let the group know that the Transportation CCC is working on outreach strategies and

convening with other agencies such as the Southern California Association of Governments (SCAG) and Councils of Governments (COGs). (Please see the attached Transportation CCC and CCC Sub-committee Objectives and Strategies)

ACTION ITEM:

- The Transportation CCC will submit their Workplan, and 2020 Census Objectives and Strategies to be included in the Quarterly Status Report to the Board of Supervisors due on April 16, 2018.
- b. Pamela provided the group with meeting updates of CCC and Subcommittee meetings.

ACTION ITEM:

- The Transportation CCC will continue to meet with their subcommittees to further develop their education and outreach plans.

8) Countywide Outreach CCC

- a. Maria Garcia of the City of Los Angeles' Mayor's Office, and Dorothea Park of the County of Los Angeles Chief Executive Office provided the group with a presentation and written reports on the objectives and strategies for the CCC's Education and Outreach work plan. (Please see the attached Countywide CCC and CCC Sub-committee Objectives and Strategies)

ACTION ITEM:

- The Countywide CCC will submit their Workplan, and 2020 Census Objectives and Strategies to be included in the Quarterly Status Report to the Board of Supervisors due on April 16, 2018.
- b. Dorothea provided meeting updates for the following subcommittees:
- Municipal Sub-committee – Report on the meeting held on 3/1/18
 - Higher Education Sub-committee - Report on the meeting held on 3/8/18
 - Immigration Sub-committee – Discuss the status of the formation of this sub-committee and potential partnerships
 - Stakeholder Sub-committee/LA Community Table - Report on the meeting held on 3/15/18

ACTION ITEM:

- The Countywide CCC will continue to meet with their Subcommittees to further develop their education and outreach plans.
- c. Dorothea distributed the Low Response Score (LRS) Block Group Counts for Supervisorial Districts, Unincorporated Areas, and Cities. The LRS information includes the number of block groups, and population of block groups that rank "Very High", "High", "Medium", "Low" or "Very Low". (Please see the attached Number of Block Groups by LRS by Supervisorial District).

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

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

- b. **May 16, 2018**; 10:00 a.m. to 11:30 a.m.
- c. **June 20, 2018**; 10:00 a.m. to 11:30 a.m.
- d. **July 18, 2018**; 10:00 a.m. to 11:30 a.m.

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

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, 2020 Census website, etc.).
4. Direct internal staff on how to assist clients (client mailings, possible incentives for census completion, census referral information, hand-outs/fliers).
5. Solicit staff volunteers from each Department to serve as Goodwill Ambassadors.
6. Share all 2020 Census plans within each Department with respective PIOs and key managers to ensure that 2020 Census campaign messaging is effective in reaching targeted audiences.
7. Ensure that field staff and volunteers receive training in order to provide support for residents/clients completing the Census questionnaire using Census Action Kiosks (CAKs).
8. Identify assets in each Department that can be made available to assist clients in completing the 2020 Census questionnaire (ex: computer stations that could be used as CAKs).

9. Maximize each department's existing marketing and outreach tools, including websites, social media (e.g. Facebook, Instagram, Twitter), posters, office marketing, outreach and community events to educate clients about the 2020 Census.
10. Address privacy concerns in all outreach efforts and materials
11. Ensure that outreach and promotional materials are available to non-English/non-Spanish residents.
12. Collaborate with existing Community Partners, Advocates and other agencies to assist in reaching targeted populations.

Complete Count Committee (CCC) 2020 Census Objective and Strategies

Countywide Outreach CCC: Stakeholder 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.

CCC Members suggested Stakeholder partners:

YWCA Greater Los Angeles, People Assisting the Homeless (PATH), Weingart Center, Brilliant Corners, Prevention and Aftercare Agencies, Family Preservation Agencies, Community College Foundation, Catholic Charities, Hunger Coalition (Red Book creator), March of Dimes, United Way, Jewish Family Services, International Rescue Committee, World Relief, Alzheimer's Association of Los Angeles, Edward R. Roybal Institute on Aging/USC, Los Angeles Aging Advocacy Coalition (LAAAC), American Association of Retired Persons (AARP), St. Barnabas Senior Center (plus other senior centers in the county).

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

1. Conduct initial outreach to stakeholders in order to request their participation and determine what resources could be contributed toward the 2020 Census outreach efforts.
2. Take advantage of the CEO/HI's large list-serve of approximately 4,000 members to make them aware of the importance of the 2020 Census.
3. Identify HTS populations served by each stakeholders' organization.
4. Include stakeholders and their staff in trainings to explain how to provide support for residents/clients/community members filling out the 2020 Census questionnaire.
5. Identify where outreach material can be posted/shared at stakeholders' offices, community centers, field locations, etc.
6. Ask stake holders to use their own outreach tools, including website, social media (Facebook, Twitter, Instagram), e-mail blasts, events, etc. to publicize the 2020 Census.
7. Provide 2020 Census outreach materials to stakeholders for distribution to the public.
8. Request volunteers from stakeholders for the Goodwill Ambassadors Program
9. Provide information for stakeholders which outlines what Census outreach services each Department will provide (kiosks/computer stations, completion assistance, etc.)
10. Identify and engage additional stakeholders as the need arises.

***NOTE:** This is a preliminary plan. Content is subject to the approval and engagement of the proposed partner agencies.

Complete Count Committee (CCC) 2020 Census Objective and Strategies

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

Objective: Coordinate with the U.S. Census Bureau, the State, municipalities, and other governmental agencies to promote the 2020 Census and ensure consistent messaging Countywide, maximize existing resources, avoid duplication of efforts, and address gaps.

CCC Members suggested contact Government/Quasi-Government Agencies:

Service Employees International Union (SEIU), 47 Partnering Cities, local Public Housing Agencies, Housing Commission, County Welfare Directors Association of California (CWDA), 211, contracted Childcare Program Providers (Crystal Stairs, etc.), Personal Assistance Services Council (PASC), IHSS Workers, Contracted Domestic Violence & Substance Abuse Agencies, Contracted Adolescent Family Life Program Providers (Foothill Family Center, El Nido Family Services), local Colleges, Los Angeles City Department of Aging, Citizen Commissions associated with all Departments.

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

1. Reach out to suggested governmental/quasi-governmental partner agencies to request their participation in 2020 Census outreach efforts.
2. Request to be part of meeting agendas with partner agencies and present 2020 Census information at those meetings.
3. Refine the strategic plan as partner agencies are engaged and provide input.
4. Include partner agencies and their staff in trainings to explain how to provide support for residents/clients/community members filling out the 2020 Census questionnaire.
5. Identify where 2020 Census material can be posted/shared.
6. Provide outreach material for partner agencies to share with the public.
7. Ask partner agencies to use their internal outreach tools such as websites, social media (Facebook, Twitter, Instagram), events, etc. to publicize the 2020 Census.
8. Request that partners include a toll-free telephone number for the 2020 Census in their printed materials and maybe a short story or op-ed piece about the importance of the 2020 Census.
9. Provide information to partner agencies which outlines what Census outreach services each Department will provide (kiosks, computer terminals, completion assistance, etc.)
10. Ask 211 to create an automated message.
11. Request volunteers from Unions for the Goodwill Ambassadors Program.
12. Include 2020 Census information to department outreach teams which contact college campuses.

***Note:** This is a preliminary plan. Content is subject to the approval and engagement of the proposed partner agencies.

Complete Count Committee (CCC) 2020 Census Strategic Plan

Transportation CCC

Objective: Develop a 2020 Countywide Census outreach campaign focusing on transportation infrastructure.

Lead/Co-Lead: Pamela Manning, Transportation CCC, Lead
Angela Driscoll, Co-Lead
Susana Graether, CEO, staff support

CCC Members (Department, Member Name and Title):

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

Key Strategies based on Low Response Score (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) Identify transit services who can partner with us to reach the Los Angeles County population. Transit service partners would include, but not be limited to: MTA, Caltrans, and LADOT.
- 3) Develop a marketing strategy including a PSA Campaign, Bus Shelter/Bus Bench Advertising, airport marketing strategies, transit service providers, and CicLAVia marketing.
- 4) Use county equipment for outward facing statistic messaging; shrink wrap county vehicles, install signs inside public transit and bus shelters
- 5) Identify private transportation providers and public-sector businesses including, Lyft, Uber, utility companies, waste haulers and franchises, garbage disposal districts and trash removal franchises to possibly advertise on their vehicles.
- 6) Coordinate Public Outreach with stakeholder organizations.
- 7) Create a web page that links to the CEO WebPress page targeting our business partners in the transportation industry
- 8) Create a list of agencies i.e. Councils of Governments, Engineering Departments, and clubs at local universities, WTS (Women in Transportation).
- 9) Create an Outreach calendar and schedule dates to present to Stakeholders

** 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 2020 Census Strategic Plan

Transportation CCC: County Departments & Government Agencies Subcommittee

**Content is subject to review by sub-committee members once they have convened.*

Objective: Instruct the Department of Public Works to coordinate and mobilize County staff and department volunteers to participate in education and outreach efforts, related to federally funded transportation infrastructure programs and services, for the 2020 Census by coordinating and promoting events, and utilizing all forms of communication (i.e., bus shelter advertisement).

Lead/Co-Lead: TBD

CCC Members (Department, Member Name and Title):

1. Department of Public Works, Pamela Manning
2. Department of Public Works, Angela Driscoll, Transportation and Metro Liaison
3. Chief Executive Office, Susana Graether, Principal Analyst, CEO
4. Department of Regional Planning, Julie Moore, Unincorporated Area Services Liaison
5. Department of Public Works, John Halaka, Information Systems Manager I
6. Department of Public Works, Manuel Regalado, Civil Engineer
7. Department of Public Works, Robert Tabares, District Building and Safety Engineering Associate
8. Department of Public Works, Neonika Walker, Administrative Services Manager I
9. Department of Public Works, Carrie Wiley, Geographic Systems Manager I
10. County Counsel – Vacant
11. City of Los Angeles Department of Transportation – Vacant
12. Los Angeles County Metropolitan Transportation Authority -- Vacant
13. Department of Public Works, Carmella Towles, Staff Support
14. Department of Public Works, Ashley Ceron, Staff Support

Key Strategies based on LRS Variables (List):

- 1) Develop MTA Marketing Strategy – PSA Campaign and Outfront Media
- 2) Develop a mechanism to provide marketing at various transportation related events such as CicLAvia
- 3) Collaborate with regional and sub-regional entities such as, but not limited to, Councils of Government, Metrolink/SCRRA, SCAG, Lyft/Uber, Waste Haulers and Franchises (Cities), Garbage Disposal Districts and Trash Franchises (unincorporated services) to develop marketing strategies.
- 4) Coordinate with all transportation related entities such as LADOT/Dash, CalTrans Digital Signs to get the message out
- 5) Collaborate with DPW Highway Communications Strategy to provide messages on Mobile Signs
- 6) Develop Bus Shelter/Bus Bench Advertising (DPW, Various Cities)
- 7) Develop Airports Marketing Strategy (DPW and LAWA)
- 8) Collaborate and coordinate with County staff to launch an effective outreach and awareness campaign focusing on the Hard-to-Survey population that utilizes transportation services in County unincorporated areas and cities.

Complete Count Committee 2020 Census Strategic Plan

Transportation CCC: PROPOSED Stakeholder Organizations Subcommittee

**Content is subject to review by sub-committee members once they have convened.*

Objective: Identify and work in concert with diverse stakeholders from the transportation sector to share information on federally funded transportation infrastructure programs and services that benefit County residents.

Lead/Co-Lead: TBD

CCC Members (Department, Member Name and Title):

1. Women in Transportation (WTS)
2. CicLAvia - Organizer
3. BikeLA
4. American Public Works Association (APWA)
5. American Society of Civil Engineers (ASCE)

Key Strategies based on LRS Variables (List):

- Identify stakeholders
- Work collaboratively with all stakeholder organizations to present a unified message and to reach targeted populations involved in transportation.
- Focus messaging on the importance of funding for transportation related programs
- Execute Strategic Plan when developed in 2019

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 and Dorothea Park, Manager, Chief Executive Office, County of Los Angeles.

Sub-Committees:

1. Stakeholder Sub-committee/LA Community Table
2. Government/Quasi-Government Sub-committee
 - Municipal Sub-committee
 - Higher Education Sub-committee
 - *Unions Sub-committee
 - *Business/Chambers Sub-committee
3. *County/City Departments Sub-committee
4. *Census Action Kiosks (CAK) Sub-committee

**Sub-committees have not convened.*

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. 1) The Stakeholder Sub-committee/LA Community Table 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. Issues related to immigration will be addressed through the County Office of Immigrant Affairs-Immigrant Protection and Advancement Task Force; 2) 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 maximizing existing resources, avoiding duplication of efforts, and addressing potential gaps in outreach; 3) 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; 4) The Census Action Kiosks (CAK) Sub-committee will be established 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.
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 and ethnic 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 a Census Goodwill Ambassadors Program – The CCC will recruit volunteers from City/County Departments and the community to assist with the Census outreach process.
6. 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.

**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: 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/Chambers
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 held on 3/1/18, with an invitation extended to all 88 cities. At the meeting, the majority of cities decided that the most effective means of future Census coordination would be at the Council of Governments level.
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 including students. An initial meeting was held on 3/8/18.
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: Stakeholder Sub-Committee/LA Community Table

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 California

CCC LA Community Table Members:

1. AARP
2. Advancement Project California
3. Alliance of Californians for Community Empowerment – Los Angeles
4. AltaMed Health Services
5. Asian Americans Advancing Justice – California
6. Asian Pacific Policy and Planning Council
7. Black Women for Wellness
8. California Association of Nonprofits
9. California Calls
10. California Native Vote Project
11. California Rural Legal Assistance
12. Coalition for Humane Immigrant Rights (CHIRLA)
13. Community Coalition
14. Consejo de Federaciones Mexicanas en Norteamérica
15. Children Now
16. Council on American Islamic Relations – California
17. Disability Rights California
18. Empowering Pacific Islander Communities
19. Equality California
20. InnerCity Struggle
21. LA Voice
22. Mi Familia Vota
23. Mobilize the Immigrant Vote
24. NALEO
25. 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 Community Tables to develop a General Plan for a Coordinated Census Outreach Campaign and to implement the General Plan. Note: The first Regional Community 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 Coordinated Census Outreach Campaign: By May 2018, prepare a General Plan that: 1) ensures populations in Los Angeles County are accurately counted by increasing participation rates among HTS populations; 2) ensures the County, State and Census Bureau develop and implement robust outreach campaigns; and 3) 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 (CAK):* 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: Census Action Kiosk (CAK) Sub-Committee

**Content is subject to review by sub-committee members once they have convened.*

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.

**2020 CENSUS
COUNTY OF LOS ANGELES COMPLETE COUNT COMMITTEE - EDUCATION AND OUTREACH WORKPLAN**

Complete Count Committee: Countywide Outreach Complete Count Committee

Lead/Co-Lead: Maria de la Luz Garcia (City of Los Angeles), Dorothea Park (County of Los Angeles)

Goal: 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. (Please note: Content is subject to review by sub-committee members once they have convened. Entries for future dates may be updated and are subject to change.)

Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
January 16, 2018 - April 16, 2018	Countywide Outreach Complete Count Committee			
	Identify and engage Sub-committees: 1. Identify necessary Sub-committees to develop specialized education and outreach strategies, 2. Identify potential members of these Sub-committees, 3. Arrange initial meetings.	Coordinating meetings with such diverse entities such as cities, governmental and quasi-governmental entities, community-based organizations, and other groups in the most effective manner.	1. The following Sub-committees have been identified: Stakeholder/Community Table, Government/Quasi-Government (which consists of Municipal Complete Count (Cities), Higher Education, Unions, Business/Chambers), County/City Departments, and Census Action Kiosks (CAKs). The Stakeholder/Community Table convened a Regional Table on 2/12/18 and 3/15/18. The Municipal Complete Count Sub-committee met on 3/1/18. The Higher Education Sub-committee met on 3/8/18.	Continue to establish the County/City Departments, Government/Quasi-Government (Unions, Business/Chambers), and CAK Sub-committees and set meetings. Incorporate Immigration into the Community Table framework.
	Utilization of a Los Angeles County Low Response Score (LRS) Mapping Tool.		LA County DRP and ISD created an online mapping application that identifies Hard-to-Survey (HTS) areas and uses data from the U.S. Census Bureau Planning Database to provide characteristics 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. The CCC has provided demonstrations and presentations on the mapping application to the various Sub-committees and other entities.	
	Convene full Complete Count Committee meetings to plan and discuss the Countywide Outreach efforts, and provide news and updates on the County, State, and Federal Census efforts.		First Countywide Outreach CCC Meeting was held on 1/25/18 at LA City Hall. Over 50 people representing 32 organizations attended the meeting. The next full CCC Meeting was held on 3/22/18.	Full Countywide Outreach CCC Meetings will be held on the fourth Thursday, every other month.
	Develop "On the Air" Communication campaign and "On the Ground" Outreach campaign: 1. The CCC will utilize a consultant to develop branding, messaging, and outreach campaigns led by trusted messengers to reach all County residents with an emphasis on hard-to-survey populations. 2. Start developing a statement of work for potential contract with a consultant.		Met with CEO Contracts to determine possible contracting methods. Drafted initial statement of work to share with County PIO.	Revise statement of work and share with Los Angeles City for their input.
	Stakeholder/Community Table Sub-committee			
	Conduct Regional Tables: 1. To assure a broad range of stakeholder input and participation in the 2020 Census effort, conduct periodic Regional Tables to develop and implement a General Plan for a Census Policy and Outreach Campaign.	Incorporating the County/City Office of Immigrant Affairs into the Regional Tables.	The first Regional Table meeting was conducted on 2/12/18. The second Regional Table meeting was held on 3/15/18 to discuss potential strategies for the Stakeholder General Plan.	

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Prepare a General Plan for a Census Policy and Outreach Campaign 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.		Initial brainstorming session was held at the 2/12/18 Regional Table. More detailed information and strategies will be discussed at the 3/15/18 Regional Table.	Complete the General Plan by May 2018.
	Identify existing LA County Immigration Task Force efforts and determine how to combine efforts to avoid duplication.	Determine the best platform to address immigration as it relates to the Census.	Conference call was held on 3/19/18 with Asian Americans Advancing Justice, Advancement Project, CA Community Foundation, County Office of Immigrant Affairs (OIA), City of LA, and CEO to explore a partnership to address immigration. Four Task Force groups were identified (LA County Immigration Protection and Advancement Task Force, Immigrant Integration Task Force, Immigrant Health Access Task Force, Center For Immigrant Integration Council). The County/City OIA would participate at the Community Table. The County Immigration Protection and Advancement Task Force, overseen by OIA, will include a Census strategy in its strategic plan.	1) Coordinate with the Advancement Project CA to include the OIA. 2) Add a Census strategy to the LA County Immigration Protection and Advancement Task Force.
Government/Quasi-Government Sub-committee				
	Municipal Complete Count (Cities) – Coordinate with the 88 cities in the County to determine the best means of coordinating Census strategies.	Coordinating meetings that will support communication amongst the County's 88 cities in the most effective manner.	At the 3/1/18 meeting, a majority of cities decided that the most effective means of coordinating Census efforts would be at the Council Of Governments (COG) level. Cities not in a COG would meet by region (Palmdale/Lancaster and Pasadena). The CEO met with the Executive Directors and Board Offices for the SFVCOG (3/9/18); South Bay Cities COG (3/19/18); and SGVCOG (3/29/18).	Initiate meetings with the various COG Executive Directors and Board Offices in Los Angeles County to encourage them to establish Census Committees or working groups.

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Higher Education - Coordinate with educational institutions to develop strategies for improving Census response from students.	1. Scheduling Sub-committee meetings will be affected by varied academic university/college calendars and schedules (quarter/ semester). 2. The launch of the 2020 Census on April 1, 2020 may be concurrent with college break or end of academic year. 3. Engaging more public/private higher education institutions. 4. Identifying homeless student population and coordinating with the HHS CCC on developing an outreach strategy.	The Higher Education Sub-committee met on 3/8/18 with 12 institutions in attendance representing UCLA, USC, community colleges, state colleges, and private colleges.	Next meeting is scheduled for April 2018 and will solicit input from students.
April 16, 2018 -July 16, 2018	Countywide Outreach Complete Count Committee			
	Continue to engage and convene Sub-committees: 1. See Sub-committee updates below. 2. If necessary, CCC will identify additional Sub-committees.			
	Develop "On the Air" Communication campaign and "On the Ground" Outreach campaign: 1. Revised/finalize statement of work, 2. Based on statement of work, start process of soliciting proposals or selecting a contractor.			
	Stakeholder/Community Table Sub-committee			
	Finalize the General Plan for a Census Policy and Outreach Campaign.			
	Government/Quasi-Government Sub-committee			

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Municipal Complete Count (Cities) – Schedule meetings with the various COGs in LA County to establish Census Committees or working groups. Letter will be sent by CEO to all cities requesting designation of a Census liaison by 4/16/18 and preparation of their municipal Census strategy plan by 6/29/18.			
	Higher Education - Continue to coordinate with educational institutions to develop strategies for improving Census response including soliciting feedback from students and determining school schedules.			
	Unions - Identify potential members of the Sub-committee and schedule an initial meeting. Goal is to develop an outreach plan for government employees, and training for CAKS and the Census Goodwill Ambassador program.			
	Business/Chambers - Identify potential members of the Sub-committee and arrange an initial meeting.			
County/City Departments Sub-committee				
	Instruct Public Information Officers to coordinate and mobilize County staff and department volunteers to participate in education/outreach efforts: 1. PIOs/Communicators from Public Library, Parks and Recreation, Consumer and Business Affairs, and the Registrar-Recorder/County Clerk will be approached to participate as the core of this Sub-committee, 2. Arrange initial meeting with the core group and then the larger Sub-committee, 3. Share proposed strategies with all Departmental PIOs/ Communicators for feedback and additions.			
	Instruction will be provided to Departments to educate employees about the Census and outreach efforts.			
	Develop Departmental Census outreach strategy plans: 1. Departments will submit their Census plans by 6/29/18, 2. The Mayor of LA City issued a directive requesting that City Departments develop departmental plans by 6/29/18.			
Census Action Kiosks (CAK) Sub-committee				

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Identify potential members and convene a meeting of the CAK Sub-committee.			
	Identify and Match Potential Locations/Facilities: The Sub-committee members will start identifying County/City locations and facilities that could potentially support a CAK.			
July 16, 2018 - October 16, 2018	Countywide Outreach Complete Count Committee			
	Develop "On the Air" Communication campaign and "On the Ground" Outreach campaign: 1. Select contractor for Countywide branding and messaging campaign, 2. Develop a Countywide Census brand and logo, 3. Start determining locations and populations to conduct focus groups and message testing.			
	Prepare for proposed County and/or State Census Launch: 1. Coordinate with the City and/or State to determine a location and details about a 2020 Census public launch, 2. Los Angeles County branding should be used for the launch.			
	Review County Departmental and City Census strategy plans.			
	Stakeholder/Community Table Sub-committee			
	Continue with implementation of General Plan.			
	Message Testing and Research: Share message research and identify trusted messengers.			
	Government/Quasi-Government Sub-committee			
	Municipal Complete Count (Cities) – Continue working through COGs or other arrangements on potential outreach strategies.			
	Higher Education - Continue to coordinate with educational institutions to develop strategies for improving Census response and identifying any additional partners.			
	Unions - Conduct meeting and discuss possible strategies to educate and engage government employees in Census efforts.			
	Business/Chambers - Continue to identify any additional partners and develop potential outreach strategies.			
	County/City Departments Sub-committee			

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	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 CCCs and Sub-committees. The map overlay of County facilities can be designed to indicate where Census-related services are available. If possible, coordinate with State QACs to assure hard-to-survey areas are covered.			
	Finalize County Departmental Census strategy plans.			
	Census Action Kiosks (CAK) Sub-committee			
	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.			
	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” (CGAs).			
	Start developing the details about the operation and functions of the CAKs and CGA program.			
October 16, 2018 - January 16, 2019	Countywide Outreach Complete Count Committee			

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Develop "On the Air" Communication campaign and "On the Ground" Outreach campaign: 1. Based on focus group and message testing, the contractor will develop messaging; 2. Create and deploy the County Census public website.			
	Stakeholder/Community Table Sub-committee			
	Identify additional partners that should be engaged in the 2020 Census effort.			
	Continue with implementation of General Plan.			
	Check if CBO locations would be interested in hosting CAKs, CBOs could assist with staffing County/City facility CAKS, and any CBOs may be interested in becoming Census Goodwill Ambassadors.			
	Government/Quasi-Government Sub-committee			
	Municipal Complete Count (Cities) – Continue working through COGs or other arrangements on potential outreach strategies and identifying outreach partners such as local CBOs, business groups, or other entities.			
	Higher Education - Continue to coordinate with educational institutions to develop strategies for improving Census response and identifying any additional partners.			
	Unions - Develop training materials to educate union membership.			
	Business/Chambers - Continue to develop outreach strategies.			
	County/City Departments Sub-committee			
	Identify Departmental Communication Options: Work with PIOs/Communicators to collect information and understand how County departments communicate with their constituents (website, social media, newsletters, community events, etc.).			
	Map County Facilities: Continue work on identifying County facility locations with public access.			
	Census Action Kiosks (CAK) Sub-committee			

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Identify and Match Potential Locations/Facilities: Continue to identify locations/facilities that could potentially support a CAK including County, City, CBOs, and other organizations that have spaces which serve HTS populations.			
	Develop a Toolkit for the CAK and CGA Programs including instructions to recruit, train, and staff CAKs.			
	Identify and Confirm Volunteer Organizations: Start to identify potential volunteers or onsite staff that could serve as CGAs and assist the public with questions related to the Census and filling out a Census form at a CAK. Start working with Departmental PIO/Communicators to identify staff from their respective departments and indicate how CGAs can assist in Countywide outreach at CAKs.			
January 16, 2019 - April 16, 2019	Countywide Outreach Complete Count Committee			
	Continue development of "On the Air" Communication campaign and "On the Ground" Outreach campaign: Based on focus group and testing, the contractor will develop messaging. Retest messaging through focus groups.			
	Stakeholder/Community Table Sub-committee			
	Continue with implementation of General Plan.			
	Encourage CBOs to review Countywide translated outreach material and provide feedback.			
	Government/Quasi-Government Sub-committee			
	Municipal Complete Count (Cities) – Cities will determine if they have capacity and interest in hosting CAKs and can provide suggested facilities/locations to the CAK Sub-committee.			
	Higher Education Complete Count (Cities) – Educational institutions will determine if they have capacity and interest in hosting CAKs and can provide suggested facilities/locations to the CAK Sub-committee.			
	Unions - Beginning training program to educate union members.			

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Timeframe (Quarter)	Strategy (Action/Task)	Issues/Challenges	Status of Accomplishments/Deliverables	Next Steps
	Business/Chambers - Continue to develop outreach strategies. Inquire about possibility of hosting CAKs in areas with gaps in service.			