

2020 CENSUS

Education and Outreach Sub-Committee Meeting Notes

July 12, 2018

11:00 a.m. to 12:00 p.m.

Hall of Administration, Room 864

1) LUCA Update

Rigoberto Reyes, Office of Immigrant Affairs, provided an update on identifying and capturing non-conforming addresses in Hard-to-Survey (HTS) areas for the County's Local Update of Census Addresses (LUCA) operation. CommunityConnect Labs (CCL) was hired to assist in the process by developing a text/Facebook Messenger-based tool that volunteers could utilize to provide relevant information on the non-conventional addresses including location. Thanks to efforts from community-based organizations (CBOs) and County volunteers, approximately 470 Block Groups were canvassed and 4,568 units were identified to be submitted to the County's Master Address File. Approximately 14 CBOs participated in the canvassing. A Board Motion by the First District declared June 23, 2018 as "Census LUCA Day" in Los Angeles County. On June 23, 2018, over 300 County employees from 12 departments convened at East Los Angeles College, received training from CCL, and canvassed in HTS Block Groups throughout the County including Southeast Cities, Lancaster, Lennox, Inglewood, Bell, Pomona, and Baldwin Park. Of the 4,568 addresses identified, 2,570 were identified by County employee volunteers. Canvassers had flyers to try to reassure residents that Title 13 prevents the use of Census data for other uses such as code enforcement.

The City of Los Angeles reported submitting approximately 450,000 new addresses for LUCA through administrative sources and identifying non-traditional housing units.

A Federal Register Notice was released on the proposed appeals process for addresses submitted through LUCA which have been rejected by the Census Bureau. In 2010, the LUCA appeals for rejected addresses was based on a preponderance of evidence. However, in the proposed 2020 LUCA appeals process, appellants would have to provide evidence for each individual address. This would be extremely difficult for large jurisdictions within the 45-day time limit to appeal. The County, City, and State of California were submitting comments opposing this new appeals process.

Mark Greninger, CIO, reported that approximately 8,400 addresses were identified for LUCA through DPW and DRP code enforcement records and 200,000 were identified using ISD's automated processes. ISD was also able to verify that the County could submit addresses identified within the 45 cities for whom the County did not handle the LUCA process. ISD identified approximately 221,000 addresses in these cities.

2) WordPress Site Update

The County's WordPress site was released on June 29, 2018 and can be found at census.lacounty.gov. All Committee and Sub-committee members have access to the site which is public-facing and includes meeting agendas, documents, and resources for all three CCCs. ISD is planning to provide a document with information on how to navigate the WordPress site.

3) 2020 Census - Citizenship Question Lawsuit Update

An update was provided as to the following three lawsuits, the outcomes of which affect the County:

a) U.S. v. State of California - The lawsuit is seeking a preliminary and permanent injunction to prevent the State from enforcing AB 450-Immigrant Worker Protection Act, and AB 103-The State Budget Act of 2017, under the Public Safety trailer bill, and SB 54-California Values Act. The County filed an amicus brief with Oakland and Santa Clara County in support of the State of California. A Preliminary Injunction and Motion to Dismiss hearing was held on June 20, 2018. The court's ruling is pending.

b) State of California v. Wilbur Ross, Secretary of Commerce; U.S. Department of Commerce; Ron Jarmin, Director, U.S. Census Bureau – County signed on as plaintiff in the State's lawsuit opposing the addition of the citizenship question to the 2020 Census. The Defendants filed a Motion to Dismiss the case on June 21, 2018. The hearing on the motion will be held on August 9, 2018. LAUSD is expected to also join as a plaintiff in the lawsuit.

c) New York v. U.S. Department of Commerce; U.S. Census Bureau – New York is leading a coalition of states, cities, and mayors to challenge the addition of the citizenship question to the 2020 Census. On July 3, 2018, the Plaintiffs' discovery request was granted, which will allow the Plaintiffs to take depositions of up to 10 people from both the Department of Commerce and Census Bureau. The Defendants filed a Motion to Dismiss, and a decision is pending.

4) Status of the State convenings in Los Angeles County

The State is holding Census Readiness Assessment Convenings throughout the State including four scheduled in the County:

- 6/26/18 – **San Gabriel Valley**, hosted at the Grace Black Auditorium in El Monte.
- 6/27/18 – **San Fernando Valley**, hosted at San Fernando High School.
- 8/1/18 – **South Los Angeles**, hosted at Holman United Methodist Church in Jefferson Park.
- 8/2/18 – **Long Beach**, hosted at the Long Beach Convention Center.

In addition, the County, in coordination with CCF, hosted a convening in the Antelope Valley on 7/25/18 at the Chimbole Cultural Center in Palmdale for Antelope Valley area stakeholders.

5) State Budget Update

Governor Brown signed the FY 2018-19 State Budget on June 27, 2018. The Budget includes \$90.3 million for Census efforts. Thus far, the Los Angeles County is on record for requesting \$12 million from the State.

6) Update on the Departmental Sub-committee letter

The CEO sent a letter to all County Departments on June 29, 2018 instructing them to select a 2020 Census Liaison with Public Information/Communication background to begin developing Departmental strategies, workplan, and action plan for the upcoming. The first meeting of the full Department Sub-committee is scheduled for October 18, 2018.

7) Health and Human Services Complete Count Committee ("CCC")

The Health and Human Services CCC reported that it is continuing to conduct meeting in its subcommittees and with community partners. The Departments involved in the Health and Human Services CCC have also met internally with their PIO/Communicator staff regarding the Census. Departments in the Health and Human Services CCC also participated in the Census LUCA Day on June 23, 2018.

8) Transportation CCC

The new interim co-leaders of the Transportation CCC are Jon Trochez and Angela Driscoll, DPW. The Transportation CCC is revisiting its structure and the roles and responsibilities of partners.

9) Countywide Outreach CCC

Updates were provided on the various Sub-committees:

- **County/City Departments:** A follow-up meeting of the Department core planning group was held on July 2, 2018. As mentioned earlier, the CEO sent a letter to all County Departments on June 29, 2018 instructing them to select a 2020 Census Liaison and informing them of the first meeting of the full Department Sub-committee scheduled for October 18, 2018.
- **Government/Quasi-government:**
 - **Municipal (cities)/Councils of Governments:** After the initial meeting of cities, a majority decided that the most effective means of coordinating Census efforts would be through the Council of Governments (COGs). Staff from the CEO has provided presentations at meetings of all of the COGs in the County (San Gabriel Valley, South Bay, Las Virgenes, San Fernando Valley, Gateway Cities, Westside Cities) and discussed city Census outreach and plans. The CEO also met separately with Pasadena and the cities Palmdale and Lancaster that are not part COG members.
 - **Higher Education:** Meetings have been held on April 25, 2018 and June 5, 2018 to discuss outreach by Cal States, UCLA, community colleges, and private institutions throughout the County. Attending institutions were provided with a template and asked to prepare outreach strategy plans specific to their institution. The next meeting is scheduled for September 25, 2018.
 - **Unions:** The County provided a presentation on Census 2020 to SEIU 721 on June 11, 2018, and SEIU was receptive to assisting with Census outreach efforts. A follow-up meeting was held with SEIU to discuss potential strategies on July 10, 2018. The County is also coordinating with the Coalition of Unions to provide a presentation on the Census.
 - **Business/Chambers:** The County is planning to meet with DCBA, LAEDC, and BizFed to discuss potential outreach by businesses and chambers.
- **Stakeholder/Community Table:** The Advancement Project CA convened the LA Community Regional Table on June 20, 2018 to review the draft Regional Census Outreach plan. The

group decided that meetings should be held quarterly and then more frequently closer to the Census.

- **Census Action Kiosk (CAK):** The CAK Sub-committee will likely convene after the full meeting of County Departments in October. The CAK Sub-committee will explore potential locations for CAKs and identifying staffing through Census Goodwill Ambassador volunteers.
- **Other meetings and convenings:** LAUSD: A follow-up presentation was provided to various divisions at LAUSD on July 23, 2018 to further discuss plans for collaborating on Census outreach strategies and how LAUSD can provide outreach through its schools and programs which serve over 500,000 students in 31 cities.

10)Quarterly Status Report

The next Quarterly Status Report was provided to the Board on July 12, 2018.

Future Meeting Dates – 2nd Thursday of the month, every other month thru April 2020:

- September 13, 2018;** 11:00 a.m. to 12:00 p.m.
- November 8, 2018;** 11:00 a.m. to 12:00 p.m.
- January 10, 2019;** 11:00 a.m. to 12:00 p.m.