

MOTION BY SUPERVISORS HILDA L. SOLIS AND  
JANICE HAHN

March 26, 2018

**2020 Census Call to Action**

April 1, 2019 marks exactly one year from Census Day 2020, when a count of every resident in the United States will be conducted. The decennial census is required under the U.S. Constitution to determine congressional representation and the allocation of billions of dollars in federal funding to states and local municipalities for education, healthcare, food assistance, housing, infrastructure, and other critical services and programs. Los Angeles County (County), as the hardest-to-count county in the United States, has already taken many actions to help ensure an accurate count of our residents, partnering with the State of California (State), cities in Los Angeles County, and other stakeholders who will play an important role in the 2020 Census.

In 2017, Los Angeles County was one of the first municipalities in the country to establish a Complete Count Committee (CCC) to promote and facilitate a complete and accurate 2020 Census count of residents Countywide, focusing on education and

**MOTION**

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outreach to the County's Hard-to-Survey (HTS) populations. On May 1, 2018, the County joined as a plaintiff the State of California's lawsuit opposing the addition of a citizenship question to the 2020 U.S. Census. Research led by the U.S. Census Bureau (Bureau) shows that a citizenship question on the Census could "significantly lower estimates of [noncitizens]." On June 23, 2018, hundreds of volunteers participated in the County's effort to identify non-standard address dwelling units that are often overlooked by the Bureau. Known as the Local Update of Census Addresses (LUCA), this operation consisted of canvassing HTS communities to confirm each unit of conventional and unconventional housing is on the Bureau's master list of addresses. On November 9, 2018, the State of California Complete Count Census 2020 Office (CCC Office) announced a grant of \$9.4 million dedicated to the County's Census 2020 community education and outreach. The support from the State will strengthen the County's ability to effectively target HTS communities so that every individual is counted in the 2020 Census.

Since 2017, the County has been working in an unprecedented and close partnership with the State, the City of Los Angeles (the city with the highest HTS population in the County), community-based organizations, and others to increase awareness of the 2020 Census and tackle challenges that would undermine an accurate count of our residents. Beginning on April 1, 2019, the County and its many partners will have one year to fully implement a Countywide education and outreach campaign that leverages trusted relationships with our communities to ensure no one goes uncounted in the 2020 Census.

**WE, THEREFORE, MOVE** that the Board of Supervisors

1. Proclaim Monday, April 1, 2019 as 2020 Census Call to Action Day throughout Los Angeles County to promote and celebrate the efforts of the County, and its many partners, to ensure a complete count of its residents.
2. Direct the Chief Executive Officer's Office of Countywide Communications, in collaboration with the Graphics Unit of the Executive Office, to develop themed promotional materials to promote April 1 as the County's 2020 Census Call to Action and to provide ongoing support for all 2020 Census-related efforts. Census promotional materials could be used for e-mail blasts to County employees, notifications on mylacounty.gov, and promotional graphics, among other efforts.
3. Waive the parking fees in Parking Lot 14 located in the Music Center in the amount of \$9 per vehicle for 200 vehicles for a total of \$1,800, excluding the cost of liability insurance, on April 1, 2019.

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