

# LA Census 2020

Countywide Outreach Complete Count Committee  
Census Action Kiosk Subcommittee Meeting

January 31, 2019

Los Angeles City Hall, Board of Public Works Room 350



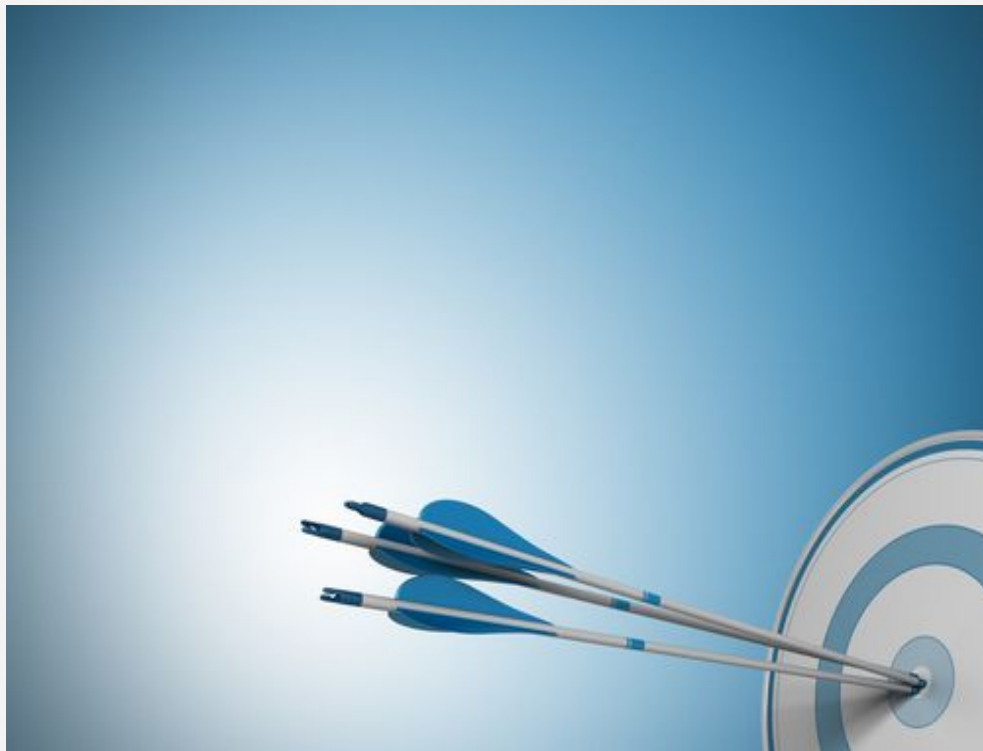
# Agenda

1. Welcome and Introductions
2. Purpose of Subcommittee
3. Goals and Objectives
4. Present and Discuss Draft CAK  
User Interface
5. Proposed Regular Meeting  
Schedule
6. Questions, Answers and  
Announcements
7. Public Comment

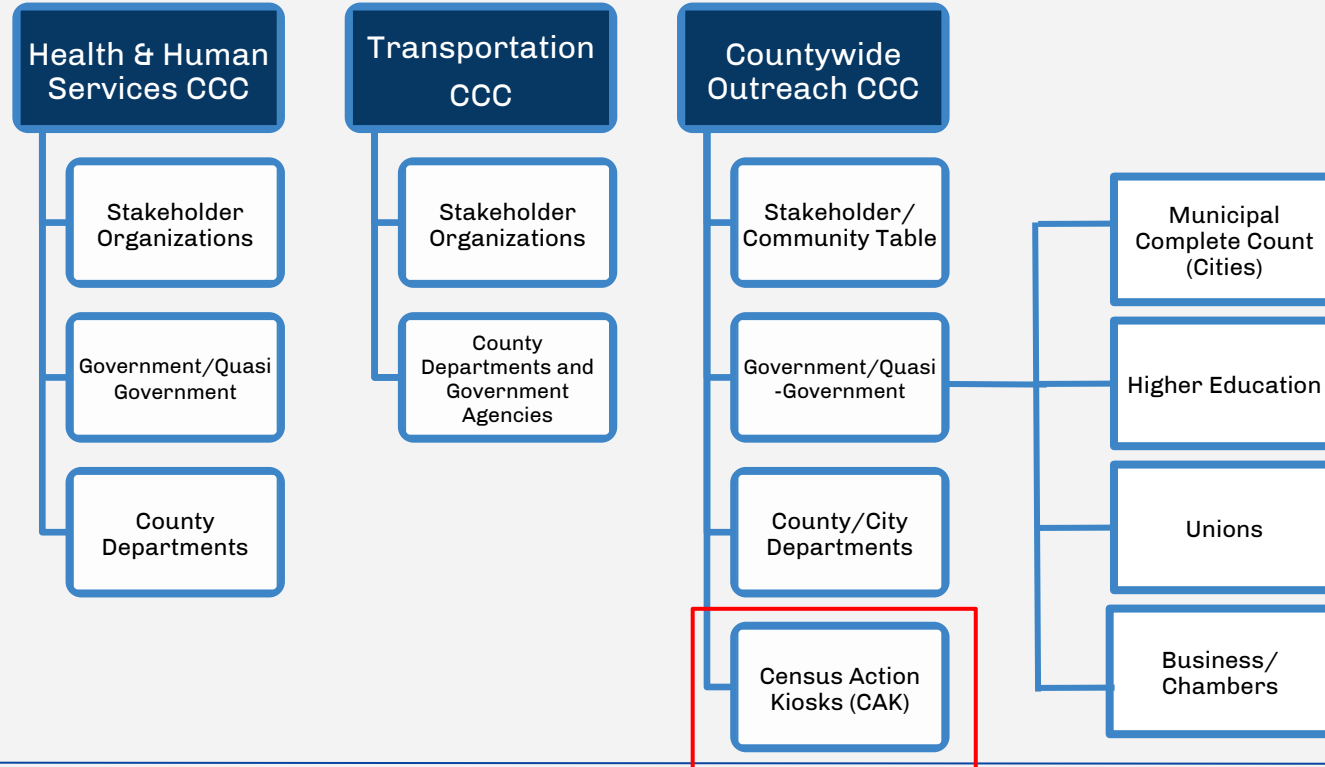


# LA County CCC Goals and Objectives

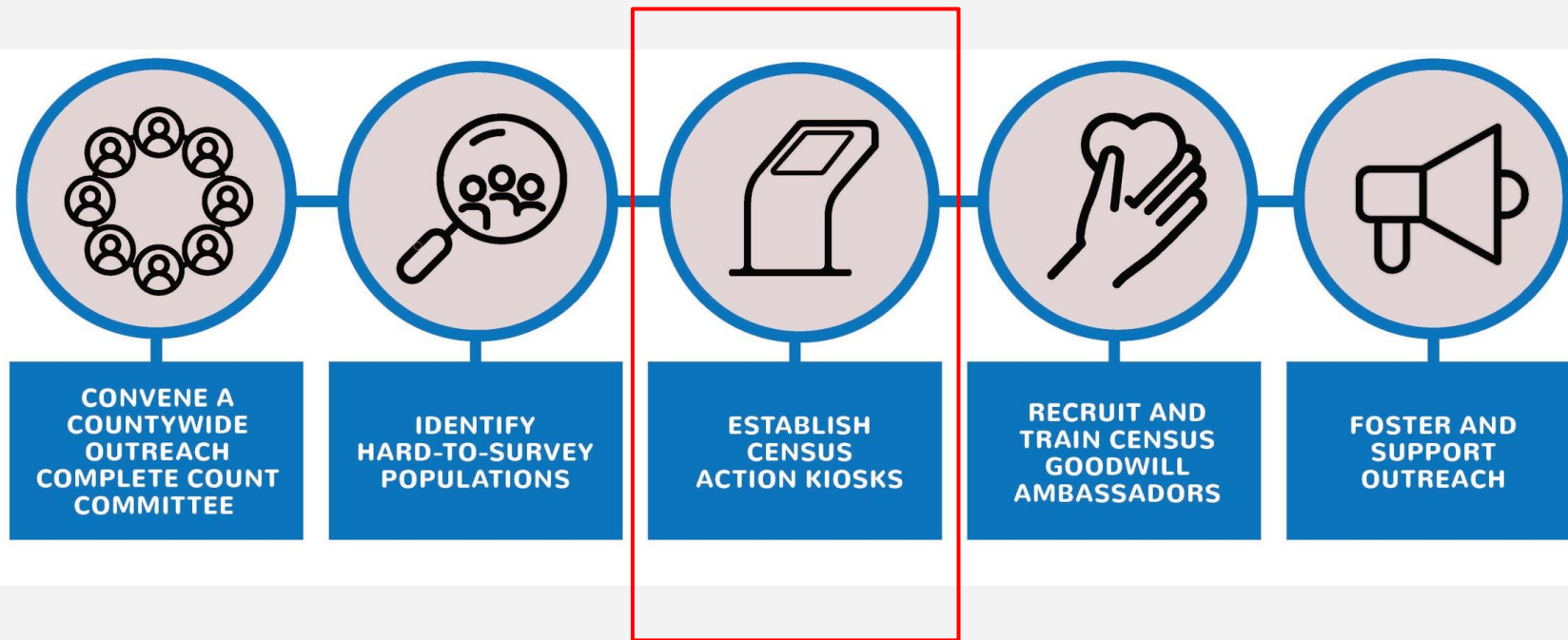
- Build partnerships with various sectors
- Educate, motivate and activate direct “On-the-Ground” outreach through:
  - 1. Census Action Kiosks (CAKs),
  - 2. Census Goodwill Ambassadors (CGAs), and
  - 3. “Adopt-a-Block Group” and/or “Adopt-a-Population” commitments
- Develop effective messaging Countywide, focusing on Hard-to-Survey populations, and in appropriate languages
- Avoid duplication of efforts, maximize limited resources and fill any gaps



# LA County Complete Count Committees and Subcommittees



# 5 Pillars Outreach Strategy



# Los Angeles City and County Definition of CAKs

**Census Action Kiosk (CAK)** - are physical locations with regular office hours open to the public where they can comfortably and securely access information or fill out the 2020 Census. There should be at least one (1) computer with internet access available for public use that is programmed to engage with the 2020 Census website. A Kiosk can be a desktop computer, laptop or tablet and may or may not be humanly staffed.





# California State Definition of QAKs



**Questionnaire Assistance Kiosk (QAK)** - are physical locations that are available to the public for them to complete their Census Questionnaire. Kiosks can be computers, iPads, tablets, **mobile devices, etc.** Kiosks may or may not be humanly staffed. A kiosk can be located at a library, post office, or other computer terminal or web-enabled device. **NOTE: The State will not be providing mobile Kiosks and/or equipment.**

# U.S. Census Bureau Mobile MRTs

**Mobile Response Tables (MRT)** - are mobile outreach teams composed of U.S. Census Bureau employees. Teams set up in high traffic locations such as in-front of grocery stores, recreation centers, health fairs, school events where individuals can obtain assistance in completing their Census questionnaire. Locations are selected by the U.S. Census Bureau and teams are equipped with mobile devices to assist with survey response.





# CAK = QAK = MRT

Regardless of the name, the goal is to offer the public digital access to the 2020 Census.

## **CAK Sub-Committee Purpose**

To create a space where we can plan, discuss, troubleshoot, operationalize and activate Census Action Kiosks throughout the County of Los Angeles

# CAK Sub-Committee Objectives

- Utilize LA County's Low Response Score Viewer to identify HTS populations
- Identify facilities in or near HTS census block groups that can serve as CAKs
- Develop an inventory of potential CAK locations
- Develop a process to confirm and track locations that can support a CAK
- Create a mapping tool layer on LA County's Low Response Score Viewer that indicates potential and confirmed CAKs
- Develop a web-based user interface that can be uploaded to all electronic devices that serve as CAKs
- Identify CAK staffing strategies to support volunteers such as Census Goodwill Ambassadors
- Develop a digital CAK Finder Tool, so that residents can find the most convenient location to obtain information and/or receive assistance with completing the 2020 Census questionnaire
- Develop a education and outreach plan to promote CAKs

# CAK Subcommittee Members

- The CAK Subcommittee is open to City, County, local governments, State agencies, community organizations, and any other organization or business that can host or support a CAK anywhere in the County
- Members should be individuals that will lead the agency's implementation of CAKs and must be actively involved in the planning, discussion, implementation, and activation efforts



# CAK Requirements

- ❑ Have at least one (1) computer(s) with internet access available to the public for the purposes of engaging HTS populations especially those with limited or no internet access at home in the 2020 Census
- ❑ Utilize CAK User Interface
- ❑ Maintain regular office hours
- ❑ Available for activation period between March 2020 to July 2020
- ❑ Outfit computer stations with marketing/branding material
- ❑ ADA Accessible. NOTE: Locations that are not ADA accessible may still be considered dependent on need



(Image of CAK Prototype)

# CAK Requirements (Continued)

- ❑ Have available staff and/or volunteers on-site that are trained by the City, County or community partners to:
  - ❑ Direct people to the Census questionnaire
  - ❑ Answer resource and information-based questions
  - ❑ Provide language assistance
  - ❑ Provide digital-literacy assistance
- ❑ Locations that do not have staff will work with the City, County, or community partner organizations to identify and recruit volunteers

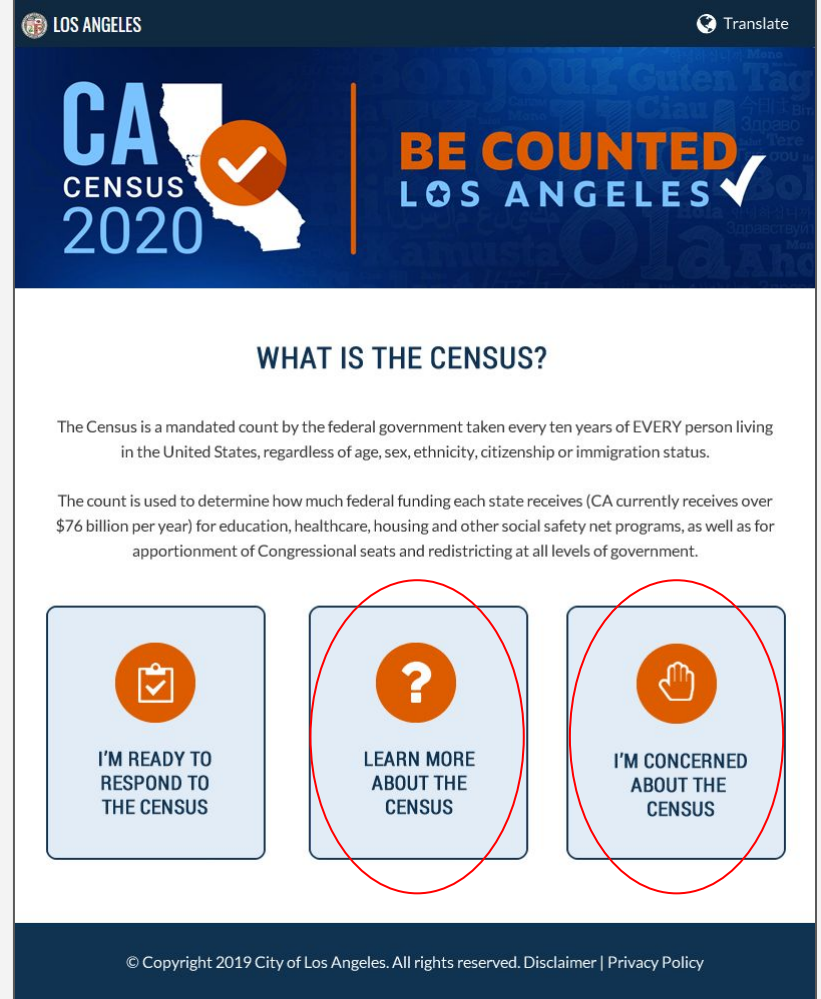


(Image of CAK Prototype)



# Draft CAK User Interface

- Centered on 3 user experiences
  - 1: “I’m ready to respond to the Census”
  - 2: “Learn more about the Census”
  - 3: “I’m concerned about the Census”
- Web-based platform for easier accessibility
- Analyze user data to evaluate CAK usage and direct resources, as needed
- Google translate enabled
- ADA Accessible
- **What other features are necessary?**
- **What kinds of information is relevant to user experiences 2 and 3?**





# Proposed Meeting Schedule

- 3<sup>rd</sup> Wednesday, Every other month beginning February 2019 through June 2020 at 9:30 AM
  - February 20, 2019; \*Hosted by the County of Los Angeles
  - April 17, 2019; \*Hosted by the City of Los Angeles
  - June 19, 2019; \*Hosted by the County of Los Angeles
  - August 21, 2019; \*Hosted by the City of Los Angeles
  - October 16, 2019; \*Hosted by the County of Los Angeles
  - December 18, 2019; \*Hosted by the City of Los Angeles
  - February 19, 2020; \*Hosted by the County of Los Angeles
  - April 15, 2020; \*Hosted by the City of Los Angeles
  - June 17, 2020; \*Hosted by the County of Los Angeles

\*Meeting room locations TBD

# CAK Timeline



# Questions, Answers and Announcements

- Job Opportunities with the Mayor's Office
  - Project Coordinator, Communications
  - Project Assistant
  - More information at: [<http://personnel.lacity.org/index.cfm?content=exemptjobs>]
- **What topics/issues not covered here today would you like to discuss at future meetings?**

# Next Meeting

February 20, 2019; \*Hosted by the County of Los Angeles

(Meeting room to be determined)

# Contact Information

City of Los Angeles  
Maria de la Luz Garcia  
Director, Census 2020 Initiative  
Office of Mayor Eric Garcetti  
(213) 922-9768  
[maria.garcia@lacity.org](mailto:maria.garcia@lacity.org)

County of Los Angeles  
Dorothea Park, Manager  
Chief Executive Office  
County of Los Angeles  
(213) 974-4283  
[dpark@ceo.lacounty.gov](mailto:dpark@ceo.lacounty.gov)



Fill Out Your  
Census  
Form Here!



Thank you