

2020 Census

Countywide Outreach Complete Count Committee

Census Action Kiosk (CAK) Subcommittee Meeting

February 20, 2019

Los Angeles County Hall of Administration



Agenda

1. Welcome and Introductions
2. Census Low Response Score (LRS)
Mapping Tool Demonstration
3. CAK Site Locator Survey
4. Accessing the 2020 Census
Questionnaire
5. Questions, Answers, and
Announcements

For information: <http://census.lacounty.gov>





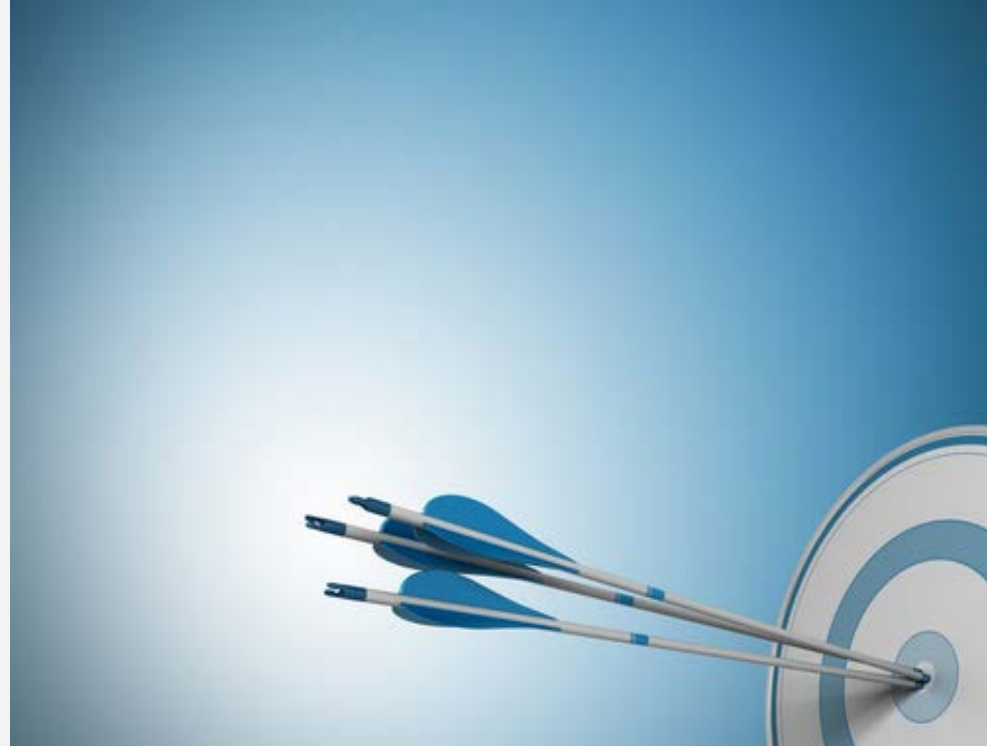
1. Introductions

Tina Herzog, Office of the CEO, County of Los Angeles

Maria Garcia, Mayor's Office, City of Los Angeles

Review of 2020 Census Goals & Objectives

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



Review of CAK Sub-Committee Objectives

- Use LA County's LRS Mapping Tool to identify HTS populations
- Identify facilities in or near HTS census block groups that can serve HTS populations
- Develop an inventory of potential CAK locations
- Use URS mapping tool to confirm and track locations that support a CAK
- Create a layer on the LRS Mapping Tool 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 an education and outreach plan to promote CAKs



2. Census LRS Mapping Tool Demonstration

How to identify possible CAK locations in and near Hard to Survey (HTS) areas

Nick Franchino, County of Los Angeles, Department of Regional Planning

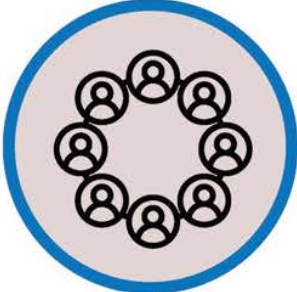
Mapping tool website: <http://rpgis.isd.lacounty.gov/LRS/>



3. CAK Site Locator Survey

What we need to know to put your CAK on the map
Maria Garcia, Mayor's Office, City of Los Angeles

Review of Pillars Outreach Strategy



**CONVENE A
COUNTYWIDE
OUTREACH
COMPLETE COUNT
COMMITTEE**



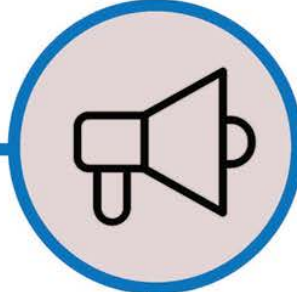
**IDENTIFY
HARD-TO-SURVEY
POPULATIONS**



**ESTABLISH
CENSUS
ACTION KIOSKS**



**RECRUIT AND
TRAIN CENSUS
GOODWILL
AMBASSADORS**



**FOSTER AND
SUPPORT
OUTREACH**

CAK Definition

Census Action Kiosk (CAK)

- Physical locations with 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 staffed.



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
- ❑ Use CAK User Interface
- ❑ Maintain hours of operation
- ❑ 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 2020 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)

CAK Site Survey – Sign Up ASAP!

Online survey contents:

1. Introductory letter about purpose of the CAK sites
2. Contact information for your lead person for 2020 Census
3. For each potential CAK site:
 - Site location name, address, phone, etc.
 - Number and types of computers available there
 - Days and hours of operations, including staff availability and language populations served there
 - Facility information (ADA accessible, type of facility, ownership of facility, etc.)
 - Parking and public transportation access
 - Photo of main entrance or street view

CAK Site Survey Link to enter CAK sites:

<https://www.surveymonkey.com/r/LACensus2020-CAKSites>

Can also provide a link for organizations to post on their websites if interested.



4. Accessing the 2020 Census Questionnaire

Nick Franchino, County of Los Angeles, Department of Regional Planning
Meredeth Maxwell, Partnership Coordinator
Los Angeles Regional Census Center

2020 U.S. Census Bureau Security

- Will information be secure if I host a CAK?
 - Cybersecurity: Protecting information
- Special Needs Access to the Census Questionnaire

Next Meeting Topics

- Software/hardware requirements
- Second iteration of CAK website



5. Questions, Answers and Announcements

What topics/issues not covered today would you like to discuss at future meetings?



6. Next Meeting

April 17, 2019; hosted by the City of Los Angeles

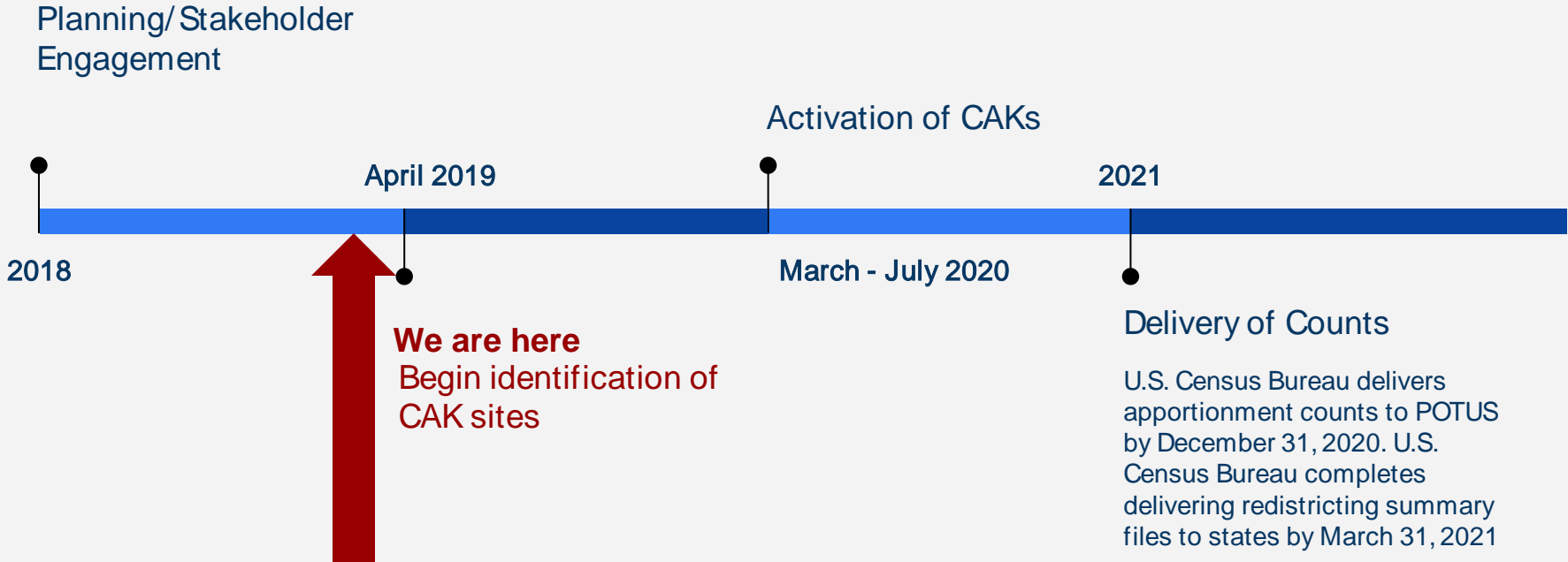
(Meeting room to be determined)

CAK Sub-Committee Meeting Schedule

- 3rd Wednesday, Every other month through June 2020 at 9:30 AM
 - 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



Contact Information

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Fill Out Your
Census
Form Here!

CA
CENSUS
2020

BE COUNTED,
LOS ANGELES



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Thank you