

WE COUNT **LOS ANGELES**

Our Community. Our Census.

Stephania Ramirez, Director of Strategic Initiatives
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ROUND I GRANTEES SNAPSHOT

\$7

Million Awarded in First Wave of Regional Funding

50

Different Partner Organizations

16

Different Hard-to-Count (HTC) Populations Targeted

12

Organizations Supporting Countywide Efforts

11

Different Regions Targeted

8

Different Outreach Tactics Supported



ROUND II APPLICANTS SNAPSHOT

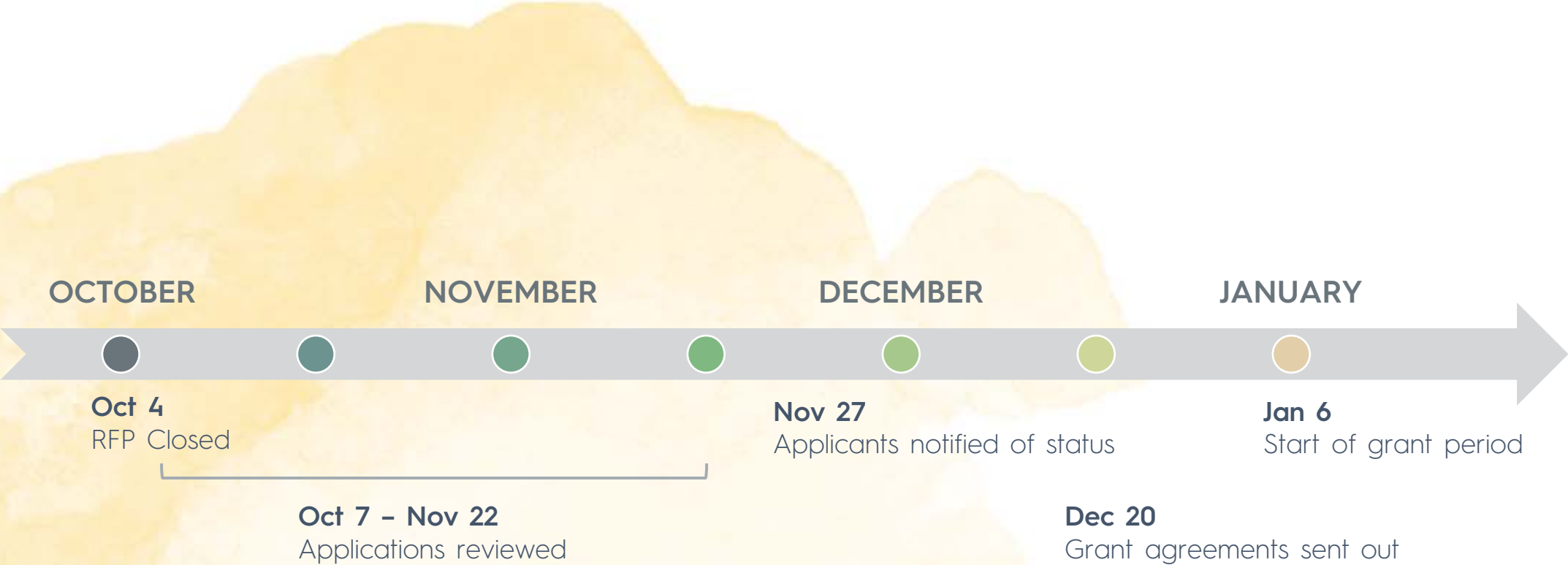


90 organizations



\$16 million requested

ROUND II NOTIFICATION TIMELINE



CAPACITY BUILDING COMMUNICATIONS TRAININGS

- Oct. 7th Metro LA Region
- Oct. 21st San Fernando & Antelope Valley Regions
- Oct. 22nd South, Southeast LA & Long Beach Regions
- Oct. 24th San Gabriel Valley & Pomona Regions

186
attendees from
across **132**
organizations

CAPACITY BUILDING COMMUNICATIONS TRAININGS



TAKE ACTION

FAQ

BLOG

REPORT FALSE NEWS

WE COUNT
LOS ANGELES

Our Community. Our Census.

Fill out this form and commit to take part in the 2020 Census:

First Name

Email Address

Zip Code

COUNT ME IN!

Want a better future for your family?

Be counted in the 2020 U.S. Census!

TAKE ACTION

FAQ

BLOG

ESPAÑOL

The census is America's selfie, giving us a picture of who lives in our country. Taking place once every 10 years, the census counts EVERYONE who lives in the US – citizens and non-citizens.

Participation is important. The census helps determine how much money your community will get for things like schools, hospitals, job programs and public transportation.

Have you seen false news about the census?

Some people are working hard to spread false or misleading information about the census because they do not want an accurate count. A false story or fake news travels quickly.

YOU can help stop the spread of false information about the census. Please let us know if you see anything on social media about the census that is not true. We will get back to you and if possible, work to get it removed from the internet.

WE COUNT
LOS ANGELES

Our Community. Our Census.

Fill out this form to report false information about the census:

First Name

Email Address

Link to False Post or Site

Upload Screenshot

CLICK TO UPLOAD

Notes

REPORT IT

U.S. Census 2020 FAQ

Have questions about the census? We're here to help. Below are the common questions and answers about why the census is so important and how to take part.

What is the census?

How does it work?

Why is taking part in the census important to my family?

How does it benefit my family and my community?

How does the census give me a voice in the government?

7

WE COUNT LA CAMPAIGN TOOLKIT

One stop shop for all things We Count LA



We Count L.A.



Welcome to the We Count L.A. Campaign Toolkit!

This first version of the toolkit is meant to drive sign-ups on the www.wecountla.org landing page and introduce core messages about the census. As the campaign progresses, this toolkit will be continuously updated with new social content, graphics, outreach materials like fact sheets, and more. The best part? This toolkit is extremely easy to use – you can click, share and download everything from this very dashboard!

You are the best ambassadors for the census in your community. With that in mind, we'd love for your help in collecting images and video from your community events to share with our campaign partners and help document this landmark effort. **[Upload your content here!](#)**

Last but not least, take a look at the "Collecting Photo and Video" resource in the Introductory Resources section for some best practices for taking digital content.

CAMPAIGN BRANDING & MESSAGING



LA Regional Census Table Draft Message Framework (7/2/19)

OVERVIEW

Our team has developed the following draft message framework which includes a “master narrative” and talking points to guide how we talk about the census in our outreach efforts.

The **master narrative**, in particular, is meant to serve as the backbone of the story you want to tell about the census, and will inform and guide talking points, web and digital copy, informational materials and other related content. It is **not** meant to serve as a script, but rather as guidance on where and how to start conversations about the census. It is a high-level narrative arc around which you can continue to add new, concrete details and examples from your work to explain why people should participate in the census. In some settings, you may find a need to use all of it, but in many situations you will only need parts of it.

MESSAGE THEMES

Focus on the “WHY” & Personalize

- › Need to make the case as to why the census matters.
- › Identify census “benefits” that apply to people’s everyday lives.

Make it Safe

- › Address people’s fears about privacy, documentation status, etc.

Paint a Picture to Build Knowledge

- › Provide an easy-to-understand breakdown of what the census actually is.
- › Explain how it has been used now and in the past to influence important decisions.

Empower Communities

- › Demonstrate how the census gives people a voice and affirm presence in the U.S.
- › Frame the census as a form of resistance.

Easy & Convenient

- › Explain that the census only takes about 10 minutes to complete.
- › It can be filled out using a mobile phone, computer or tablet.
- › Assistance is avail

**WE COUNT
LOS ANGELES**
Our Community. Our Census.

**WE COUNT
LOS ANGELES**
Nuestra Comunidad. Nuestro Censo.

**WE COUNT
ANTELOPE VALLEY**
Our Community. Our Census.

**WE COUNT
SOUTHEAST LA**
Our Community. Our Census.

**WE COUNT
SAN FERNANDO VALLEY**
Our Community. Our Census.

**WE COUNT
EAST LOS ANGELES**
Our Community. Our Census.

**WE COUNT
PACOIMA**
Our Community. Our Census.

**WE COUNT
SOUTH LOS ANGELES**
Our Community. Our Census.

**WE COUNT
SOUTH GATE**
Our Community. Our Census.

**WE COUNT
SAN GABRIEL VALLEY**
Our Community. Our Census.

WeCountLA.org

ONE STOP SHOP The toolkit contains everything from ready-to-use social media content and fact sheets to a bank of campaign commissioned photography and easily editable materials.

REVIEWED The campaign messaging found throughout was informed by audience research and has undergone a community review.

IN-LANGUAGE Initially materials will be available in English and Spanish. CCF is exploring how best to translate into other languages. Note that AAAJ-LA is developing materials in 22-24 Asian and Pacific Islander languages. Link to their materials is within the toolkit.

EVERGREEN The toolkit will be updated often with new materials so be sure to check back periodically.

CROWDSOURCING You can easily upload your best materials to the toolkit for others to use.



REGIONAL LEARNING & FIELD SURVEY

To assess and respond to evaluation and data capacity needs of grantees, CCF is asking all organizations – funded and non-funded – to **complete an online survey by Dec 10**

Results will inform our collective work and how we can best support organizations engaged in Census outreach efforts

https://usc.qualtrics.com/jfe/form/SV_6hCacKb2VwXXeqV

OUR EVALUATION PARTNERS



USC
Dornsife
*Program for
Environmental and
Regional Equity*